Digital Marketing Basics for Modern business: strategies and techniques

Dr. Ouchene Djamila [1]

Pr. Karim Belkaci [2]

[1] University of Bouira (ALGERIA)

multidisciplinary of human sciences-environment-and-society

[2] University of Alger 03 (ALGERIA)

Abstract:

In recent years, many steps have been taken so that digital marketing does not no more focus only and exclusively on consumers but also tries to bring different audiences to organizations.

This new approach was defined by the American Marketing Association as an activity and processes, set by institutions for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

Although initially business organizations understood the Internet as a new channel to increase their presence, they soon started looking for ways to maximize its different platforms and services. At present, online digital marketing is an essential part of operational marketing from the point of view of becoming, in themselves, a specific marketing line: digital marketing.

Being on the Web without proper planning can not only mean a lost opportunity in terms of resources and potential, but also it can indeed have a negative impact on the business organization, as the audience, their needs and perceptions regarding the business organization are unknown.

Based on what has been mentioned above, this research seeks after clarifying the most important digital marketing basics, to serve the modern business. Moreover it aims to ensure their profit, continuity and sustainability. In this objective we will exposure the meaning of digital marketing, its importance and suitable strategy that should be followed by modern business.

Keywords: Digital marketing; Modern business; strategy; customers; Leads; website; social media

Dr. Ouchene Djamila et. al

Digital Marketing Basics for Modern business: strategies and techniques

ملخص:

تم اتخاذ العديد من الخطوات في السنوات الأخيرة، بحيث لا يركز التسويق الرقمي على المستهلكين حصريًا فحسب، بل يحاول أيضًا جلب مختلف الجماهير إلى المؤسسات. وتم تعريف هذا النهج الجديد من قبل جمعية التسويق الأمريكية على أنه نشاط وعمليات وضعتها المؤسسات لإنشاء العروض التي لها قيمة للعملاء والزبائن والشركاء والمجتمع ككل والتواصل معهم لتقديمها وتبادلها.

على الرغم من أن منظمات الأعمال في البداية أدركت أن الأنترنت كقناة جديدة لضمان زيادة حضورها ومرئيتها، إلا أنها سرعان ما بدأت في البحث عن طرق لتعظيم منصاتها وخدماتها المختلفة. في الوقت الحاضر، يعد التسويق الرقمي عبر الإنترنت جزءًا أساسيًا من التسويق العملياتي وأصبح في حد ذاته، خطًا تسويقيًا محددًا.

إن التواجد على الويب دون التخطيط المناسب لا يعني فقط ضياع فرصة من حيث الموارد والإمكانات فحسب، بل يمكن أن يكون له تأثير سلبي على منظمة الأعمال، وهو عدم معرفة الجمهور واحتياجاتهم وتصوراتهم فيما يتعلق بمنظمة الأعمال.

بناءً على ما ذكر أعلاه، يسعى هذا البحث بعد توضيح أهم أساسيات التسويق الرقمي لنجاح الأعمال الحديثة. وكما يهدف إلى كيفية توظيف التسويق الرقمي لضمان ربحية واستمرار واستدامة مؤسسات الأعمال. في هذا السياق سيتم الكشف عن مفهوم التسويق الرقمي وأهميته واستراتيجيته المناسبة التي يجب أن تتبعها منظمات الأعمال الحديثة.

الكلمات المفتاحية: التسويق الرقمي، منظمات الأعمال الحديثة، إستراتيجية، العملاء؛ الزوار؛ موقع الكتروني؛ وسائل التواصل الاجتماعي.

1. Introduction:

In recent years, many steps have been taken so that digital marketing does not no more focus only and exclusively on consumers but also tries to bring different audiences to organizations.

This new approach was defined by the American Marketing Association as an activity and processes, set by institutions for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large.

The Internet boom for business organizations and the daily life of different audiences brought about a deep transformation of marketing and communication, concerning tools and strategies.

Although initially business organizations understood the Internet as a new channel to increase their presence, they soon started looking for ways to maximize its different platforms and services. At present, online digital marketing is an essential part of operational marketing from the point of view of becoming, in themselves, a specific marketing line: digital marketing.

In any case, to make the best of all these possibilities, business organizations must ensure that their Internet presence or their presence on their different 2.0 channels follows a strategy with concrete goals, in line with their brand or corporate image. Being on the Web without proper planning can not only mean a lost opportunity in terms of resources and potential, but also it can

indeed have a negative impact on the business organization, as the audience, their needs and perceptions regarding the business organization are unknown.

This study is an attempt to shed new light on clarifying the most important digital marketing basics, to serve the modern business, and to ensure their profit, continuity and sustainability. This paper exposures the meaning of digital marketing, its importance and suitable strategy that should be followed by modern business. The rest of this paper is organised as follows: a presentation of the study aims, questions and method employed, then we establish the theoretical framework for this study, we review the literature on different steps of executing digital marketing by modern business organisations ending with exploring the using of digital marketing strategy by Nike's company as case study.

2.   Research methodology:

Technological changes have always been at the core of business, in other words, there is always a necessity for business advancing. In western countries for example, the multinational business organisations witness a great mutation in marketing field due to what digital ear impose. Therefore, it uses a different platform such us web site and social media to communicate with its customers and stakeholders in one side, and employ big data bases to study the market environment and manage the client relationship in another side.

Our point of departure here is that there is a need to consider the role of digital marketing as useful instrument for modern business organisation. The raison behind the study of this topic is to answer these questions:

1. What is digital marketing? And how to employ its strategy by modern business organisations?

2. Do the digital marketing ensure the success of a great multinational business organisation?

Opting for expository fundamental research analysis (Chinelo Igwenagu, 2016, p 8) as an interdisciplinary field, this study has exposed the existing information and normally leads to "review –type reports and articles ect". It involves reading widely on a field of digital marketing, comparing and contrasting, analysing and synthesizing all points of view and developing new insights. so, our study goal is   more to satisfy intellectual curiosity, than using the research findings for any immediate practical application

3.   From traditional marketing to digital marketing

In The Third Wave, Toffler predicted the demarketisation of postindustrial societies. Three decades later, the end of marketing is still not in sight, even though, as Kotler (Kotler Phillip,1986, 513) already suggested, marketing had to rethink its foundations to adapt to Third Wave societies and individuals.

In 1999, Schutz and Holbrook (Teresa Piñeiro-Otero and Xabier Martínez-Rolán, 2016,37) referred to the tragedy of the commons to stress the low efficiency of market strategies due to

overuse and reiteration of strategies and tools. In the last decade of the twentieth century, organisations were forced to use more resources to reach dwindling audiences. Consumer resistance to marketing actions highlighted a deep crisis.

This context of communicational saturation in which an increasing number of brands compete for the attention and loyalty of audiences forced traditional marketing perspectives and concepts to change. During this process, the most relevant change was the power shift from marketers to consumers.

The consumer perspective has been present in the definition of marketing since the 1960s even if it was only in recent decades that it took centre stage in any marketing strategy. This approach has led to the incorporation of aspects such as consumer satisfaction, market orientation or consumer value in marketing management (Rust RT, Lemon K N, Zeithaml VA,2004, 125).

However, many marketers still think in terms of product, place, promotion and price, McCarthy's variables or 4Ps model], which does not leave any role to consumers. This production-focused marketing paradigm was later challenged by Lauterborn's user-centred models. The 4Ps of the marketing mix yield to the 4Cs that turn product into customer solution, price into cost to the customer, place into convenience and promotion into communication. This is a new perspective for operational marketing that will be of special relevance for the online world. (Teresa Piñeiro-Otero and Xabier Martínez-Rolán, 2016,38)

In recent years, further steps have been taken—marketing does not only focus exclusively on consumers but also tries to bring different audiences to organisations. This new approach was defined by the American Marketing Association as an activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large (American Marketing Association, 2013).

The Internet boom for organisations and the daily life of different audiences brought about a deep transformation of marketing, its tools and strategies. Although initially organisations understood the Internet as a new channel to increase their presence, they soon started looking for ways to maximise its different platforms and services. At present, online marketing communications are an essential part of operational marketing from the point of view of becoming, in themselves, a specific marketing line: digital marketing.

E-marketing or digital marketing is a set of marketing activities of an organisation released via digital channels such as (Web site, e-mail, social media, mobile, connected TV...). (François SCHEID Renaud VAILLANT Grégoire DE MONTAIGU, 2012, P13)

Digital marketing can be defined also as the process of planning, and implementation of price scale fixing, communication, distribution of an idea, product or service that allows to create exchanges through digital technologies in coherence with individual or organisational objectives.

The implementation of digital marketing technics is for acquiring new customers or improving the real customers relationship management. (Grégory Bressolles, 2016, p9)

So digital marketing integrates with traditional marketing tools in a multichannel marketing strategy.

Now, digital marketing modifies the traditional one in two ways: first one by improving the effectiveness and efficiency of traditional marketing functions, the second one, that the marketing digital strategies transform the marketing strategies. It allows the appearance of new business model that add values to customer and/or decrease the profit's company.

4.   Modern business organisation in Digital era

There are a number of ways modern business organisation can use digital marketing to benefit their marketing efforts. The use of digital marketing in the digital era not only allows for business organisations to market their products and services but also allows for online customer support through 24/7 services to make customer feel supported and valued. The use of social media interaction allows business organisations to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them and has become an increased advantage for business organisations. It is now common for consumers to post feedback online through social media sources, blogs and websites feedback on their experience with a product or brand. It has become increasingly popular for businesses to utilize and encourage these conversations through their social media channels to have direct contact with the customers and manage the feedback they receive appropriately. Word of mouth communications and peer-to-peer dialogue often have a greater effect on customers, since they are not sent directly from the company and are therefore not planned. Customers are more likely to trust other customers' experiences. It is increasingly advantageous for companies to utilize social media platforms to connect with their customers and create these dialogues and discussions. The potential reach of social media is indicated by the fact that in 2015(Ibrahim M. Rihan, 2021), each month the Facebook app had more than 126 million average unique users and YouTube had over 97 million average unique users.

Moreover, digital space helps modern business to be well known and aware when purchasing the following opportunities: (AT Jones · 2011, p10, 13)

1-   **Ease of access:** A key objective is engaging digital marketing customers and allowing them to interact with the brand through servicing and delivery of digital media. Information is easy to access at a fast rate through the use of digital communications. Users with access to the Internet can use many digital mediums, such as Facebook, YouTube, Forums, and Email etc

This interactive nature allows consumers create conversation in which the targeted audience is able to ask questions about the brand and get familiar with it which traditional forms of Marketing may not offer.

2- **Competitive advantage:** By using Internet platforms, businesses can create competitive advantage through various means. To reach the maximum potential of digital marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to pinpoint behavioral patterns of clients and feedback on their needs.

Effective use of digital marketing can result in relatively lowered costs in relation to traditional means of marketing; Lowered external service costs, advertising costs, promotion costs, processing costs, interface design costs and control costs.

3- **Effectiveness:** Since social media use can enhance the knowledge of the brand and thus decrease the uncertainty, it is possible that people with high uncertainty avoidance, such as the French, will particularly appreciate the high social media interaction with an anthropomorphized brand." Moreover digital platform provides an ease to the brand and its customers to interact directly and exchange their motives virtually.

5.   Steps of executing digital marketing strategy

Why do you need a digital marketing strategy? The simple answer: because without it you'll miss opportunities and lose business. Formulating a digital marketing strategy will help you to make informed decisions about your foray into the digital marketing arena and ensure that your efforts are focused on the elements of digital marketing that are most relevant to your business. (Damian Ryan & Calvin Jones, 2009,p19)It's a crucial first step towards understanding how the constantly evolving digital marketplace relates to you and how it affects the relationship between your business or brand and your customers and prospects.

Once you've decided that you do, in fact, need to pursue some form of digital marketing, the next step is actually to sit down and define your strategy, These are the components that will form the foundation of your digital marketing strategy formulated by Damian Ryan & Calvin Jones (2009 p23.24):

1- **Know your business:** Is your business ready to embrace digital marketing? Are your products or services suited to online promotion? Do you have the right technology, skills and infrastructure in place? How will digital marketing fit into your existing business processes, do those processes need to change, and are you and your staff ready to accommodate those changes?

2- **Know the competition:** Who are your main competitors in the digital marketplace? Are they the same as your offline competitors? What are they doing right (emulate them), what are they doing wrong (learn from them), and so on.

3- **Know your customers:** Who are your customers and what do they want from you? Are you going to be servicing the same customer base online, or are you fishing for business from a completely new demographic? How do the customers you're targeting use digital technology, and how can you harness that knowledge to engage in a productive and ongoing relationship with them?

4- Know what you want to achieve: ? Setting clear, measurable and achievable goals is a key part of your digital marketing strategy. Are you looking to generate online sales, create a source of targeted sales leads, improve your brand awareness among online communities.

5- Know how you're doing: The beauty of digital marketing is that, compared to many forms of advertising, results are so much more measurable. You can track everything that happens online and compare your progress against predefined goals and key performance indicators (KPIs).

A digital marketing strategy includes an integrative plan of how your business organisation will use social media, search engines, emails, and content to promote your business. And how getting results fast, and surefire long-term strategies that will push your brand to the next level. Here is the exact digital marketing strategy that will help you to get good awareness, best e-reputation and triple your sales:

First: create website and manage your SEO

Having a quality website is critical to success in the online world. After all, your website should be at the centre of your online presence. If we are to liken your online presence to hosting an event, having a good website is like finding the right location for your event. Despite all of your planning the success of an event can all come down to location, location, location. The right venue can make a good event even better and a bad venue can make an otherwise well planned event fail. If you already have a website, you should start by taking a moment and really looking at it. As you look at it, ask yourself some key questions. Does my website serve the purpose I originally planned for it? Does it convey what the purpose of my business is? Whom do I want to visit my online business? Am I providing content that those types of visitors want? What is my website really being used for? These are all essential questions to ask yourself about your website in order to make sure that it is user-centered and effective. Generally speaking, the end result of all of your work on social media, search results, and online ads is to get customers and potential customers to your website. That is because, ideally speaking, your website is where your potential customers can be converted into the real deal and where current customers can find what they are looking for. If you don't have a website, we encourage you to use the following steps to help your website be exactly what your customers — both current and future — are looking for. However, we also encourage you to make sure that you are not spending all of your budget on a website that nobody can find. Hold some budget back for marketing your site. (Netmark's 2016 Guide, P 3,4)

Step 1: Have Good Hosting: what does a hosting site do? In short, it keeps your website up and running, meaning that your site cannot survive and thrive without them. The hosting platforms mentioned above have different strengths and weaknesses. You need to do some research to determine which hosting service is right for you. Going back to our event analogy; strong hosting for your website is in direct correlation to the environment, location, and resources of a venue.

Picking a hosting platform with the right resources for your business will set the stage for your website and business in the digital realm. Using a good venue — i.e. hosting service — makes all the difference for your guests. In a business situation, the hosting platform will take care of essentials like file storage, email hosting, server space, databases and more. They provide these types of resources so that you don't have to provide them yourself.

Step 2: Choose an Effective URL: A URL is basically a global address for specific documents, pages, or other resources on the World Wide Web. Put more simply, your URL is what is commonly referred to as your website address and people use it to locate your site. Following these tips will help you create an effective URL:

✓ **Make it Relevant** Your URL should represent either your company name or what visitors will find on your website. It is common practice to use your company name with no spaces followed by a domain name like .com or .org. However, there are times when it makes more sense to have a URL that is related to what you do instead.

✓ **Keep it Short and Simple** There are a lot of good reasons to keep your URL short and simple. Of course, short is relative but you need to make sure that your URL is short and simple enough to be typed without difficulty. Long and/or difficult addresses can cause problems for users and introduce opportunities for typos to land people in the wrong place.

✓ **Make it Effective** Your URL will be present in many different locations. In order for it to be effective, you'll need to think about how your URL will be used on your social media platforms, on other websites, and even on signs and other physical assets.

✓ **Keep the User in Mind** In short, you need to keep the user in mind when creating and branding your URL. When your URL is memorable and easy to type, people are more likely to visit your website directly because strong URLs make it easy for users to get to your site.

Step 3: Build a Strong, Effective Website: As we already mentioned, a strong, effective website should be at the center of your online presence. All of your social media outreach, search engine results and online advertising should be geared toward directing qualified traffic to your site so that you can sell your products or services. In order to accomplish this, your website needs to be built on a strong foundation — on a strong Content Management System (CMS). Some of the best and most commonly used CMSs are WordPress* , Wix* and Joomla* . Finding the right CMS for your website is the key to effectively managing your time while still having a great website. Even if you know how to code, manually coding your website can drain a large amount of time and energy that could be directed more effectively elsewhere in your business. One of the main benefits of these CMSs is that they do most of the background coding and programming for you. Some additional ways that a good CMS can help you include:

✓ **Pre-Designed Themes:** A pre-designed theme is essentially a template that can be used with a specific CMS to build a strong, attractive website more quickly. Some of these themes are available for free, but most range in price from $50 to upward of $100 depending on the developer and the features that are included in the theme.

✓   **CMS Plugins:** Most CMSs offer a variety of plugins that can be used to help you create landing pages, slideshows, and more. Most of the plugins are quick and easy to install, but you may need to take some time to learn exactly how to use the plugins to your advantage

✓   **E-Commerce and Back Office Options** If your website needs to have ecommerce functionality or any other back office options, you'll want to make sure that you choose a CMS that is designed to support these functions. This will allow your website to function correctly without having to spend a lot of time on custom coding.

Step 4: Create Useful Content: Once you have the right hosting platform, a solid URL, and a strong website to send your users to, it's time to fill it up with content. If we go back to our event analogy, content correlates to the drinks, appetizers, entrées, and desserts that you serve in order to satisfy your guests once they are at your venue. But you may be asking yourself, what is content? To put it simply, content is information that you present in order to help your clients and prospective clients. Content comes in a wide variety of forms from onpage text to infographics and videos. This section is not intended to be a comprehensive look at content marketing, but it should help you understand the basic idea. In our experience, content should be used to strategically funnel your website visitors toward the actions you want them to take. To this end, we suggest creating a variety of content that fits into different sections of what we call the content funnel. Each piece of content should be designed to help your website visitors in some way. The main portions of the content funnel — and the ways you can help your visitors — are to:

• Inform

• Instruct

• Solve

• Sell.

So, we will detail the content funnel in the last digital strategy.

The Website should be accessible and visible in search engine for all customers who navigate in web space. Fore that, Search Engine Optimization has been the lifeblood of being found through search engine searches. No, SEO or Search engine optimization consists of two processes. The first is getting a website configured so a search engine like Google can index it correctly and the second is making sure your website is in the top search results when someone Googles your products or brand names.

Your home page is just the starting point for what will probably be a very multi-layered and multifaceted website. As such, it is important to look at every page your site contains to ensure a cohesive, streamlined design that works well with search engines as well as customers. Keep the following in mind: (AARON MATTHEW WALL, 2017, p11)

• Use text-based navigation.

• If you use graphic navigation, use descriptive alt text for your image links, and link to your primary pages from every page of your site using footer text links.

• Use descriptive/keyword-rich breadcrumb navigation to help search engines understand the structure of your site. e.g., home page link(use keywords in it) > level 1 > level 2 > page I am on

• Use a site map to help search engines spider through your site.

• Whenever possible, use descriptive text when linking between pages of your site.

• Link to other resources that improve your user's experience. If you reference research and trusted sources within your content, readers will think of your content as information, rather than simply being sales-oriented.

• Deep link to relate articles and content from within the active content section of your page copy.

• If you want your site to convert, assume many site visitors will ignore the global navigation. Actively guide people toward conversion from within the active content area of your website. This website, http://www.AndyHagans.com, does an excellent job of this.

• Use CSS to improve the look and feel of your pages. Put it in an external file.

Second: implementation of E-mailing marketing

E-mail marketing is a fusion of marketing savvy and imaginative copy. In its simplest form, it's an e-mail sent to a customer list that usually contains a sales pitch and a 'call to action'. This could be as simple as encouraging the customer to click on a web link embedded in the e-mail. Some examples of e-mail marketing campaigns are: (Demain Rayan & Calving jones, 2009, p134)

✓ a hotel promoting a special summer discount;
✓ a recruitment company informing business clients about a free seminar;
✓ a gadget store offering a money-off code to be used at its online checkout;
✓ a fitness centre offering members a special printout voucher that entitles the bearer to bring a friend along for free;
✓ a beverage company encouraging people to download a game that integrates into the user's Facebook or MySpace profile.

You can also use e-mail when you don't have anything specific to market, as a mechanism to maintain consumer engagement, strengthen your brand and add credibility to your business. In fact, even in the Web 2.0 world of blogs, social networks and RSS feeds, e-mail newsletters are still incredibly popular and offer a very effective way to get your brand out in front of your list of prospects on a regular basis. Examples might include:

✓   an accountancy firm keeping in touch with its clients by informing them about changes in tax legislation;

✓   a weekly newsletter from a public relations company that contains interesting snippets of industry news and web links to longer articles;

✓   a daily digest or breaking-news alert from an online newspaper;

✓   a young-adult book publisher using e-mail marketing to promote free and exclusive screensavers, ring tones and wallpapers to its young readers.

The Types of Emails You'll Use in Email Marketing There are three types of emails that you'll rely on as an email marketer. (Ultimate guide to digital marketing, p140)

• Transactional – to provide customer service.

• Relational – to engage subscribers and nurture relationship with them.

• Promotional – for generating sales

Third: social media and customer relationship

Social Media Marketing As any event planner knows, word of mouth advertising can be invaluable. This has also been historically true for businesses. Good word of mouth can bring in new potential customers and bad word of mouth can scare them away. But do you realize just how much social media has added breadth and volume to word of mouth? Online reviews and social media conversations can make or break a business faster than almost anything else.

In spite of — or maybe because of — this, many business owners feel that using social media for their business is daunting and confusing. Well, you can start posting what "feels right," or you can learn how to post in strategic ways that will help you engage your audience. The best Social Media Marketing (SMM) is driven by a clear purpose. SMM strategists can help you set clear campaign objectives that lead to the best results in the shortest amount of time and following a few best practices can really improve your social media presence. (Netmark's 2016,p6.)

➢   **Best SMM Practices:**
✓   <u>Create a Great Resource:</u>
• Complete your profile for your chosen platforms and make sure that they are set for public access.

• Provide useful, relevant information to those who follow your profile.

• Post regularly and use up-to-date photos and content.

✓   <u>Prepare Your Site for Social Sharing:</u>
• Make it as easy as you can for others to share the content on your website.

• Embed social sharing buttons on every page of your site and blog.

• Suggest to those accessing your content that they may want to share it with others.

✓ Engage Your Audience:

• Post exclusive content and run exclusive promotions on different social sites so that those who follow you on more than one platform don't see the same things in different places.

• Don't just talk about your company – maintain appx. 80% lifestyle/industry content to 20% company content in your postings.

• Don't spam your customers – spread out your posts to increase their visibility.

✓ Listen Carefully:

• Respond quickly to questions, comments, and concerns – within a few minutes, not hours or days. • Have someone available around the clock.

• Always be polite, courteous, and professional in your interactions.

➢ Social Media Platforms :

   The six Social Media platforms that businesses most frequently use are Facebook* , Google+* , LinkedIn* , Pinterest* , Twitter* , and YouTube.* While this is true now, it can always change due to the volatile nature of Social Media. Each of these platforms offers different strengths and abilities to the businesses that uses them. For example, Twitter can be a great way to directly interact with current and potential clients who have questions, but Pinterest is generally better for sharing information about goods or services that lend themselves to visual advertising.

   Using some or all of these major social media platforms is a good idea, but you might want to consider if there is any benefit to using social media platforms that are less mainstream. For example, sites like Periscope* , Snapchat* , Instagram* , Tumblr* , StumbleUpon* , CafeMom* , DeviantArt* , and Flickr* all have good sized followings but aren't as broad in their reach as the more mainstream platforms. In SMM, sometimes it's okay to think niche because targeting your social media presence to where your target customers are already engaged can work great. Nevertheless, it's important to never use more social platforms than you can reasonably keep updated and engaging. Overextending yourself can be just as bad as not having a social media presence at all.

   In addition, the social media marketing depends in his successful on SEA (search engine advertising) the term is also commonly used to refer to paid advertising on social platforms like Facebook, YouTube, Google+ and Pinterest; on many websites; in many apps and throughout the digital world.

Fourth: Using Mobile applications

A mobile application is a software used on mobile device. Application stores offer different kinds of applications, such as games, entertainment or applications with information. Often the mobile applications are lighter software than the ones used on computers or other devices; therefore applications usually offer one function, e.g. music service or location service. Mobile applications use the functions that the device offers, such as location, camera and contacts to offer better services for the user. (Camilla Koljonen :2016,7)

Applications marketing has the same goal than marketing, to attract and to maintain customers. and Digital marketing is often used for applications marketing, because the app itself is in the digital world, and also because it offers less expensive options than traditional marketing.

There are a lot of mobile app marketing: determining your target audience, defining the ways to reach them and contact them, analysing their behaviour in your app to improve their experience, etc. Long story short, your goal is to increase the number of your app's downloads and, ultimately, of loyal users, who might then recommend your app to others. **Loyal users are the foundation of your product's success.** Now Let's go through each stage successively: (sona Dabaghyan,2022)

1.   **Awareness stage:** This is the prelaunch stage when the main focus is on building awareness and visibility of your brand business organisation. At this point, you will already need clear brand messaging and positioning — the who, when, why, where, and how of your brand's identity. Having these points defined will help you connect with potential customers on a deeper level — where you're offering them actual value and meaningful relationships.

2.   **Acquisition stage:** In this stage, the focus is on gaining users for your app and generating installations using a number of different marketing strategies. The acquisition stage is a **continual process that requires regular refinement and follow-up.** It's important to have your downloads skyrocket, especially in the first week of launch. This will ensure a high ranking in app stores. So, the most important creative strategies in this stage are: Paid ads, App store optimisation and so on.

3.   **Retention stage:** As difficult as it is, acquiring users is not enough. You need to retain them, keep them engaged in your app, and turn them into loyal customers. Running your retention campaigns together with your acquisition campaigns will ensure active engagement from the onset. Retention should be based on communication, push notification and seamless users experience.

Fifth: Inbound Marketing strategy

inbound marketing is about drawing people to your company naturally and organically. As opposed to traditional marketing methods of buying attention through advertisements, cold calling, and distributing flyers, inbound marketing focuses on earning your audience's interest. This is achieved through the creation of quality content through mediums such as blog posts,

whitepapers, SEO, social media marketing, podcasts, videos, and other valuable content that will attract your target audience.

The 4 stages of the inbound marketing methodology are 'Attract', 'Convert', 'Close', and 'Delight' as the following: (Maya Kelly& Sara Kvarfordt, 2019)

1. Attract: As with most budding relationships, the first requirement is attraction. As a business, your goal is to attract individuals who you have a realistic potential of becoming valued customers. These individuals are called buyer personas. All your inbound marketing actions should be taken with them in mind. They are the lifeblood of your business.

Attracting your buyer personas requires a focused inbound marketing strategy that starts with quality content creation. This content needs to not only draw your persona's in, but compel them to transition to the next step of the conversion process.

2. Convert: Once you have successfully attracted visitors to your site by following the above guidelines, the next step is to convert them into marketing qualified leads (MQLs). In order to nurture an MQL you will need to obtain their contact information. Contact information is currency to the inbound marketer. The challenge is going about obtaining it. Traditionally when you want something, you need to give something in return. The same rules apply to the inbound marketer seeking contact information from targeted consumers. You need to offer something of value to your buyer persona for them to be willing to provide you with their contact details. This "something of value" comes in the form of content, which includes whitepapers, eBooks, webinars, reports, and any other educational material that your audience would find valuable.

3. Close: The next step in the inbound marketing methodology is closing your leads and turning them into happy customers. Because your goal here is consumer focused, this process is typically a joint sales and marketing effort. Your leads should be sales qualified and at the point in the purchases funnel where they are ready to invest in your products or service. There are a few tools that will help you push your leads that last little bit to becoming customers.

These are three steps of inbound approach to online marketing, these will undoubtedly give your company or business organisation a competitive advantage.

Sixth: Growth Hacking

The term "growth hacking" has only been around since 2010 and is credited to an article by Sean Ellis on the blog Startup Marketing (startup-marketing.com) entitled, "Find a Growth Hacker for Your Startup." (Robert Peters, 2014.7). and **Growth hacking** is used to describe a set of innovative, creative, and usually low-cost strategies that companies use to grow their customer base.

Anyone in your organization can be a growth hacker if they focus on innovative ways of achieving the company's objectives, expanding the customer base, and reaching top results.

growth hacking is all about taking advantage of opportunities, but this doesn't mean there's no strategy behind it. To measure key growth drivers, growth hackers often rely on the 6-step **AAARRR funnel**, aka **Pirate Funnel.** This framework was designed to help startups identify where they should optimize their marketing and sales efforts.

AAARRR acronym stands for **Awareness, Acquisition, Activation, Revenue, Retention,** and **Referral.**
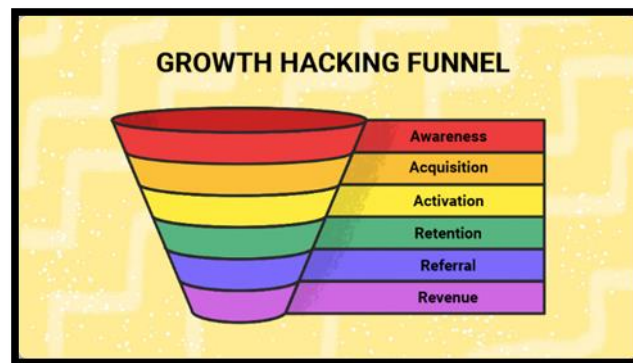

Figure: AAARRR Funnel process

Source: Robert Peters, 2014. Growth hacking techniques, disruptive technology. p7

To build your growth hacking strategy following these steps to see how well your business is doing and what you can optimize at each stage: (Natalie Sydorenko. 13 April, 2022)

Stage 1. Awareness:

Basically, you start with a brand-building aspect.

The first thing to track and consider for your growth hacking is how people become aware of your brand. The goal of this stage is to think of new ways of introducing your company and attracting more customers.

Consider how many people visit your website and how much time they spend on specific web pages. Whenever you get a new user, try to learn how they found out about you. For example, you can do it in your welcome email by including a multiple-choice question. Was it email, social media, or SEO?

Stage 2. Acquisition:

Here, the goal is to determine how people **become your leads.**

You need to understand how well your ads, SEO and other marketing channels are performing. Track impressions, website traffic, visit-to-lead conversion rate, and how long it takes on average for a person to click through.

What channel brings the highest volume of users? What is the quality of these leads?

Think more about your content, as content marketing is still one of the most powerful tools to acquire new customers. Brainstorm fresh ideas of how to deliver content or invite an influencer to help you spread the word of exclusiveness about the product or service your company offers.

Stage 3. Activation:

Also called "Happy First Visit," this stage presupposes you track the number of people who **stick around** after first visiting your website. This can be the number of people who signed up for your email list, use your app, or read your blog.

Find ways to optimize conversions.

For instance, if your opt-in form contains too many lines, think about removing one field to speed up and simplify the process for your subscribers. This can be a credit card field that most leads avoid, especially when signing up for a free trial. Or, even better, allow them to sign up using an already-existing account, e.g., on Google?

Stage 4. Retention:

Retention is probably the most difficult yet highly important stage, as it costs **5X** less money to keep existing customers than to acquire new ones.

To improve customer retention, try different methods and find the one that works best for you: send regular email alerts for new products or events, do time-limited sales, and create special loyalty programs.

Stage 5. Referral

At this stage, you should think about how you'll make your customers brand ambassadors who will tell their friends and colleagues about your company and product. You can expect at least 16% more in profits from referred customers — a great reason to work out your referral program!

You can start with something typical like asking your happy customers to invite their friends and get a discount or extra features. In fact, this is how Dropbox became as successful as it is now. They offered extra storage space for any friend invited and increased their signups by 60% in no time!

Stage 6. Revenue:

This is the number one metric for measuring growth in your company. It shows how much money is left after extracting all the customer acquisition costs (CAC).

You can compare CAC to LTV (customer lifetime value) to understand what needs to be optimized to increase revenue and keep moving forward.

To improve this ratio, estimate how your product pricing aligns with the target customer, deliver a great customer experience, and look at the whole funnel to find out what stage needs the special focus of your growth hacking team.

By identifying problems at each stage of the AAARRR funnel, you'll be able to come up with innovative solutions.

Seventh: Product market fit

According to feinleib (2012) every start up should be related to finding a product market fit. Product market fit is a state when: customer are willing to pay for the offering, there is an economically viable way to acquiring customers, and a large enough market to sustain their business (Thoring&Mueller,2011). The main challenge stat ups faced is to find product market fit before they run out of sources. (Victor Gothensten &Axel Hellstrom 2017.10)

Product/Market fit is the delivery of a product or service that perfectly satisfies the need of a given user segment and thus creates a loyal and passionate user base.

You can create product-market fit in lots of different ways. You can adapt your core product to new markets, identify a strong market demand, repurpose or reorganize old ideas, go to where the market is, or even create an entirely new service.

It's important to remember that fit is not binary. Product-market fit doesn't look the same from business to business, customer retention curves are also different. However, there are some established processes you can follow to help you achieve it while developing a minimum viable product prototype. There are six steps for a lean product process: (Mailchimp 2022)

1. Determine your target customer: Who do you think will buy your offering? How will it meet their needs? You might not know exactly who your target customer is at first, but you can find out through market research. And by using that research to <u>create customer personas</u>, which are fictional versions of those real people, you can envision your target customer and create stuff for them.

2. Identify underserved customer needs: It's hard to sell product or service in a market full of existing solutions that people are already happy with. A better option is to find what they're unhappy with. What pain does your target customer have? How can you help them solve it?

3. Define your value proposition: How will your product meet your customers need than any of the alternatives currently available? Will it offer better quality? A more affordable price? More exciting packaging? New services?

4. Specify your Minimum Viable Product (MVP): feature set. Identify the minimum features you want to include on your first product rollout. Keep it simple and doable.

5. Create your MVP prototype: Don't worry about actually creating your full concept—instead, just create a bare-bones product. You can iterate on that after you get customer feedback.

6. Test your MVP with customers: Show your product to a select group of your potential customers. Get feedback from customers. Let them learn about it and try it out for themselves. Ask them what they like about it and what they don't. What would they prefer to see instead? Stay open and flexible to feedback so you can revise your idea to accurately fit your customers' wants and needs.

After following these steps, you should have a pretty good idea of how the market will react to your product. Before launching, make sure to implement any important customer feedback. You may want to change certain features of your MVP, consider a new target market, or even redefine your value proposition.

6.   Case study about Digital Marketing strategy of Nike as multinational business organisation

In sports, 25% of fans regularly use Facebook or Twitter to follow their favourite team or player. And they react instantly, thus moving from the stage of a simple spectator to that of an actor.

Nike has understood this and intends to give a voice to its audience. Its Digital and Innovation Director Jesse Stollak said in an interview with the Mashable site: "Our goal is to connect with the consumer where he is. And this, by delivering the right message to the right person at the right time, by encouraging our fans to participate and interact with us in a spontaneous and direct way". (Gabriel Dabi-Schwebel,2020)

Digital Marketing helped Nike company to increase its turnover. Concretely, this means that Nike makes quarter of its 22.5$ billion in sales in the first six months of its fiscal year, online. While Puma's annual turnover should cross 6 billion euro this year, Nike in six-month releases 5 billion euros only in digital.

Social media have become distinct places to allow brands to deliver value around their products, and to position them closer to consumers and thus encourage their commitment. The American company Nike has created a Facebook page for each category of its sports products such as Nike Football, Nike Basketball, Nike Running, etc. The content is updated regularly, and photos and videos of sports news, celebrities, motivational quotes and workout ideas are posted multiple times a day. In addition to creating Twitter pages with conversational content responding to the daily tweets of its customers, in addition to a dedicated Nike Women page on Pinterest that regularly publishes photos of its products worn by bloggers, or professional photos

reflecting a specific lifestyle inspired by Nike, and behind each photo is a link to the company's website.

1. Nike has relied on the following criteria in selecting social media:

A- Facebook: the target is young people, the activity: sports products, the culture of the organization: creativity and innovation in sports clothing and equipment, the goal: to increase customer loyalty, the content: pictures and videos of exercises, news of sports celebrities and so on.

B- Twitter: Content: responding to comments and inquiries, Objective: Renewing the relationship with customers

C- Pinterest: Target: Women with an interest in sports culture, Objectif: Women's interests in sports and the renewal of their lifestyle

2. The themes developed by Nike in its digital content are: company products (cloths, shoes, sports equipment), events (sports news), testimonials and endorsement (customer experience, blogging clothing and Nike lifestyle), quotes (motivational quotes), free offers (ideas of sport exercises)..

3. The Algorithms social media rules used by Nike are: regularity of publication, timeliness, proximity to audience, personalisation (Facebook posts), news (sports news and celebrity news), original place of content (Pinterest: professional photos, answering daily questions in tweeter).

7.   Conclusion

In an attempt to reach the stakeholders and mostly customers in webspace in digital era, many great multinational business companies witness a mutation from traditional management to digital one, and rather in the marketing field by adopting the digital marketing approach.

A digital marketing approach includes an integrative plan of how your business will use social media, search engines, emails, and content to promote your business. Therefore, the business companies that used a digital marketing could kill two birds with one stone. It means to reach their real target audience and to minimise their costs of marketing activities, for instance Facebook ads are 3x cheaper and more targeted than television, print, and radio ads, and There are over 3.5 billion searches on Google every day. Traffic from Google is more likely to convert than any other form of advertising. Also Email is the #1 communication channel. 91% of consumers check their email on a daily basis. For every $1 spent, email marketing generates $38 in ROI.

Content is king. Companies that publish blogs on a regular basis see 4x more traffic than websites that do not produce content. In fact, the average cost-per-sale drops 80% after consistent digital marketing activities. If you want to grow faster and grow smarter, you need an effective digital marketing strategy.

The purpose of this study was to explain how modern business companies use digital marketing approach to boost its brand and product or service by focusing accurately on some strategies and tools which are revealed above, in short modern business organisations should create website and manage their SEO at the beginning, then to implement E-mailing marketing to reach their potential /real customers by sending offers in different form such as newsletter. Also, its undeniable to use social media and customer relationship management in their several page or channel where they create a post and managing brand image.

The digital marketing approach need in some case to use Mobile applications according to the target and the business organisations objectives, without forgetting the Growth Hacking tool and Product market fit technique which should be in algin with Inbound Marketing strategy.

Then; we have chosen Nokia multinational company as model; in order to reveal the most digital marketing parameter led to its success. On the light of research findings, this paper provides some recommendations that could foster learner autonomy which include:

1.   Most small businesses must train and mange their employees in different new digital professions such as web master, community manager, digital management, web curator, traffic manager, Growth Hacker, UX manager and so on.
2.   To learn more about how we can help you implement your digital marketing strategy, in order to ensure the right mutation process from traditional marketing to digital one in the main to adopt the digital management culture correctly.
3.   Emphasis on satisfaction of customer and how to be beyond his expectation regularly, indeed what call the customer era, where we should think about optimising the customer and user experience.
4.   Modern or small business should seek after what will happen in the business arena by using watch strategy in cyberspace. Therefor to conserve and sustain their e-reputation brand and to maintain the best relationship with their stakeholders.

References:

Books and Book chapters

1. Aaron Matthew Wall (2017), Search Engine Optimization Book, https://freelibraryofficial.blogspot.com, consulted on 20.04.2022,
2. AT Jones ·(2011), Internet marketing a highly practical guide to every aspect of internet marketing, https://open.uct.ac.za/handle/11427/4154, consulted on 13.05.2022.
3. Damian Ryan & Calvin Jones (2009), Understanding digital marketing: marketing strategies for engaging the digital generation, Kogan page edition, London and Philadelphia, United states & USA.
4. François SCHEID Renaud VAILLANT Grégoire DE MONTAIGU (2012), Le marketing digital Développer sa stratégie à l'ère numérique, Edition Groupe Eyrolles, Paris.
5. Grégory Bressolles, (2016), Le marketing digital, Ed Dunod, 2eme Edition, Paris.

6. Ibrahim M. Rihan (2021), Digital Marketing **Digital_Marketing_Definition_History_Str.pdf.**https://www.coursehero.com/file/45049 222/Digital-Marketing-Definition-History-Strpdf/ consulted on 31.03.2022

7. Maya Kelly& Sara Kvarfordt (2019), The beginner's Guide to inbound marketing, poweredbysearch,https://cdn2.hubspot.net/hubfs/260102/The%20beginnersinboundfial.pdf , consulted 12.04.2022.

8. Netmark's 2016 Guide, The 6 Fundamentals of Digital Marketing e-book, https://www.americansforthearts.org/sites/default/files/Netmarks-2016-Guide-to-Digital-Marketing.pdf. Consulted on 12.10.2021.

9. Robert Peters (2014). Growth hacking techniques, disruptive technology, https://www.pdfdrive.com/growth-hacking-techniques-disruptive-technology-how-40-companies-made-it-big-online-growth-hacker-marketing-strategy-e194407942.html. Consulted on 28.25.2022

10. Teresa Piñeiro-Otero and Xabier Martínez-Rolán (2016), Understanding Digital Marketing—Basics and Actions, from MBA theory and application of business and management principles, Carolina machado & J. Paulo Davim editor, Springer edition, Switzerland. E-book, http://www.investigo.biblioteca.uvigo.es/xmlui/bitstream/handle/11093/395/2016%202%20Understanding%20Digital%20Marketing%E2%80%94Basics%20and%20Actions%20.pdf?sequence=1

11. Ultimate guide to digital marketing, **https://www.digitalmarketer.com/digital-marketing/assets/pdf/ultimate-guide-to-digital-marketing.pdf**, consulted on **12.03.2022**

12. **Articles**

13. Gabriel Dabi-Schwebel (Aug,22 2020) How Nike beat the competition when it comes to Social Media. https://www.1min30.com/social-media-marketing/comment-nike-a-battu-la-concurrence-en-matiere-de-social-media-2-26127.

14. Mailchimp (2022). What Is Product-Market Fit? https://mailchimp.com/resources/product-market-fit/ consulted on 10.03. 2022

15. Natalie Sydorenko (13 April, 2022). What is Growth Hacking: definition, strategies, examples, tools. https://snov.io/glossary/growth-hacking/. Consulted on 27.05.2022

16. Sona Dabaghyan (Marsh 11th 2022), A complete guide to mobile app marketing, https://www.smashingmagazine.com/2022/03/guide-mobile-app-marketing/ consulted 27.05.2022.

17. **Thesis:**

18. Camilla Koljonen, (2016), MARKETING PLAN FOR A MOBILE APPLICATION Marketing research and a plan for a mobile application of a startup company, Thesis Business Information Technology, Oulu University of Applied Sciences,

Dr. Ouchene Djamila et. al
Digital Marketing Basics for Modern business: strategies and techniques

https://www.theseus.fi/bitstream/handle/10024/115326/ThesisCamillaKoljonen.pdf?sequence=1 consulted on 27.05.2022.

19. Victor Gothensten &Axel Hellstrom (2017), Finding product market fit: how to software start ups approach product market fit? University of Gothenburg, school of business economic and law, masters thesis, https://gupea.ub.gu.se/bitstream/2077/53020/1/gupea_2077_53020_1.pdf