



E- marketing

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Dar Al- Swaq Alelmieh
For Publishing and Distribution
Amman-Jordan

عمان - الأردن - العبدلي - عمارة غطاس سنتر - ط2

هاتف: 962 795294400 +

ص.ب: 1472 - الرمز البريدي: 1111

E-Mail: dar.alswaq.publishers@gmail.com

يتحمل المؤلف كامل المسؤولية القانونية عن محتوى مصنفه ولا يعبر هذا المصنف عن رأي دائرة المكتبة الوطنية أو أي جهة حكومية أخرى.

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الرقم المعياري الدولي

ISBN 978-9923-9404-1-9 (ردمك)

In the name of Allah, the Most Gracious, the Most Merciful

A word of thanks and gratitude

He who does not thank people does not thank Allah

I must first thank Allah Almighty who enabled me to reach this high academic level. I also extend my thanks and gratitude to the arbitration committee that evaluated the book for teaching purposes and my continued thanks to my honorable professors. I have all the respect and reverence for you for expressing your opinion and recommendation for the scientific status of the book. This is a certificate that we are proud of.

1. Professor Dr. Naji Maala - Professor of Marketing
2. Professor Dr. Mahmoud Abu Dalbough - Professor of Marketing
3. The honorable uncle Ahmed Al-Mathani - Arabic language teacher.

Dedication

To the soul of my dear mother... May God have mercy on her and make her dwell in a spacious paradise... To my beloved father, the symbol of giving... May God grant him health and wellness. To my brothers and sisters who were my support at every moment and the best support... to my virtuous wife... to the joy of soul, spirit and heart, to my budding children, Karam and Kamila.

Abstract

This book was written with the purpose of clarifying scientific and practical aspects in the field of e-marketing studies, revealing the essence of concepts in e-marketing, determining their meaning and the need to define them within the e-marketing strategy. The main aspects of the electronic marketing concept are highlighted. The necessity and importance of the concept of electronic marketing in modern business has been proven. The need for a comprehensive approach to the organization of electronic marketing, taking into account various factors, is revealed, where the conceptual stages and tools of electronic marketing are demonstrated, which ensures an increase in the effectiveness of marketing organizations. The most important e-marketing strategies are argued, and their advantages and disadvantages are emphasized, the advantages of e-marketing strategies are proven and revealed: e-marketing in social networks, search engines, e-mail, influence marketing and affiliate marketing. The main trends in the organization of electronic marketing and the construction of an organization management strategy are presented as effective tools for ensuring strategic development and economic growth.

We hope that these efforts will benefit university students, graduate students, educational organizations and business people. This book will become a reference material for studying the theoretical foundations of electronic marketing.

CONTENT

INTRODUCTION		11
CHAPTER 1:	BASIC CONCEPTS OF MARKETING	15
CHAPTER 2:	ELECTRONIC MARKETING CONCEPTS	35
CHAPTER 3:	ELECTRONIC MARKETING COMPLEX	51
CHAPTER 4:	STAGES AND TOOLS OF ELECTRONIC MARKETING	67
CHAPTER 5:	ELECTRONIC MARKETING STRATEGIES	81
CHAPTER 6:	SEARCH ENGINE MARKETING	97
CHAPTER 7:	E-MAIL MARKETING	111
CHAPTER 8:	SOCIAL MEDIA MARKETING	125
CHAPTER 9:	INFLUENCER MARKETING	139
CHAPTER 10:	AFFILIATE MARKETING	153
LITERATURE		167
CONCLUSION		180

INTRODUCTION

This book explains the theoretical aspects and development of scientific and practical recommendations for electronic marketing. In the conditions of transformation of global markets to digitalization and the need for flexible and quick adaptation to changes. This leads to the search for new management methods, tools and strategies. Business efficiency cannot be imagined without a comprehensive unified system that includes the main aspects of companies' activities, such as production, marketing, logistics, services, etc. As there is a need and demand in the business sectors to form the main ones. theoretical, scientific and methodological aspects of electronic marketing organization.

The first chapter: contains basic definitions and explanations of the essence of concepts within the framework of electronic marketing, where the main stages of developing a marketing concept are considered. The stages of the emergence of marketing are defined, within which the theoretical aspects of electronic marketing are formed to formalize the concept and define the main types and tools of electronic marketing.

The second chapter: was devoted to the study of the concept of electronic marketing with a discussion of the essence of the marketing mix and its main elements that organize the stages of the development of electronic business in the world. Argued possibilities of e-commerce and historical development of e-commerce, while compiling a list of the most important models of e-commerce in the world market. The essence of electronic marketing and the main sources of its development, its importance, advantages and disadvantages were highlighted, in addition to a comparative description of electronic and traditional marketing.

The third chapter: was devoted to the study of the conceptual features of the marketing mix, the disclosure of its main characteristics and specifics. The factors that determine the scale of the classified readiness of organizations to transfer their activities to e-mail are proven, highlighting marketing elements.

Chapter Four: Reveals the main stages of developing e-marketing tools, and identifies the factors that influence product presentation for product development,

the tools that should be used and how to meet customer needs, the characteristics of ideal products, and e-marketing tools that ensure business effectiveness under the influence of external and internal factors.

Chapter five: was devoted to the study of strategic methods of electronic marketing organization for organizations, the conceptual essence of "organization strategy" was revealed. The advantages of developing an organization's marketing strategy, forming requirements for electronic marketing are argued. Marketing strategy and its role in business, as well as the components of an e-marketing strategy that must be considered before setting goals, and identifying the requirements that must be considered when building and developing an e-marketing strategy. for organizations.

Chapter six: is dedicated to visualizing the features of the search marketing strategy, proving the features of the internal and external marketing strategy, and formulating requirements for the development of a suitable search marketing strategy. The comparative characteristics between search marketing and search optimization are argued. The peculiarities of marketing tools in search engines are disclosed and the structure of the search engine is formed, and the advantages and disadvantages of marketing in search engines are highlighted.

Chapter seven: devoted to the study of the organization of mail marketing, consideration of the historical aspects of the development of e-mail, while demonstrating the features and details of the organization of mail marketing. The main forms of mail marketing are substantiated. The advantages of electronic marketing are argued with the formation of the main elements of a successful electronic marketing strategy and a description of the main steps.

Chapter eight: is dedicated to the study of the features of marketing in social networks, with a discussion of the features and stages of marketing in social networks. Types of advertising, their role and impact on strategic goals and goals of organizations where types of social networks are organized are substantiated. Practical recommendations for business promotion and the risks of social networks have been developed.

Chapter nine: was devoted to the study of the main aspects of influencer marketing, where the characteristics of an influential person are revealed, the importance of influencer marketing is highlighted. The advantages of influencer marketing are substantiated, the types of influential people are defined, and recommendations are formulated. on how to choose the right influencer and how to create an influencer marketing strategy. The advantages and disadvantages of influencer marketing have been identified.

In the tenth chapter: the details and main aspects of the organization of affiliate marketing are considered. A well-founded concept of affiliate marketing. The main elements and types of affiliate marketing are also highlighted. The benefits of affiliate marketing and its main tools are proven. Affiliate marketing and its programs, established advantages and disadvantages of affiliate marketing are revealed.

The book "Electronic Marketing" is developed in accordance with the problems and requirements of the market and electronic marketing, which allows us to recommend this book to students, postgraduates and other educational institutions, as well as to everyone who wants to get theoretical foundations and ready-made practical recommendations in the field of electronic marketing.

And God is the Grantor of success

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CHAPTER 1

BASIC CONCEPTS IN MARKETING

The marketing function is an integral part of the organizational structure of organizations, rather it is a source of value creation and competitive advantage. The view of the marketing concept has evolved in line with the changes witnessed by the environment of the organization, such as technological development, increased intensity of competition and changes in consumer purchasing behavior. Increased production has led to an increase in the number of products, market saturation and problems with the sale of products, which has led to irrational use of resources, deterioration of the financial results of the organization, decrease in income and sometimes bankruptcy. At the production stage, if it is not accompanied by effective marketing activities, which helps to identify the needs and desires of the consumer and increase the sales volume and profitability that the organization seeks to achieve, it can lead to negative economic consequences. Consequences such as the emergence of social problems such as unemployment and others. Since the history of marketing as a theory of the market in its first form dates back to 1902, when leading American universities (Harvard, Pittsburgh and Pennsylvania) established courses and conferences on the problems of organizing the trade of products, presented in the concept of marketing throughout the organization's activities, and knowledge of the desires and needs of consumers and their future changes [1].

Evolution of Marketing Concepts: Marketing has gone through several stages of development over the years, depending on the level of development of production and demand for the products offered. Marketing concepts have been constantly evolving, and accordingly, changes have been and continue to be determined by the state and interaction in the market niche, for example, the organization-producer (seller), consumer (buyer) and the state (authority) in the development of technical means that are improved in close connection with the development of society as a whole [2].

Definition of Marketing: There are many definitions of marketing as it has been defined in many forms and from different angles but most of the definitions focus on the marketing function and its various activities so the definition of marketing is not as important as what is meant by marketing and its many functions are the definitions which are summarized in table 1.

Table 1

Definition and interpretation of the essence of marketing

<i>American Marketing Association</i>	In 1960, I defined it as a business activity aimed at managing the flow of products from producer to consumer.
<i>American Marketing Association</i>	In 1985, a new definition was added: it is the process of planning, implementing, designing, pricing, promoting, and distributing ideas, goods, and services to create exchanges that achieve the goals of individuals and organizations.
<i>Philip Kotler</i>	Definition: It is a human activity aimed at satisfying needs and desires through the process of exchange.
<i>Stanton</i>	It is an integrated system consisting of a set of activities based on planning, coordination and promotion of products that meet the needs of current and potential customers.
<i>Hassan Al-Ababneh</i>	A set of actions, functions and methods for developing goods or services with the aim of increasing their value, resulting in a profitable exchange between the seller and the buyer for the benefit of both parties.

Source: developed by the author based on data [3-4].

The conceptual stages of developing a marketing concept are presented by the author in the table 2.

Table 2

Stages of developing a marketing concept

<i>Marketing concept (years of development)</i>	<i>Marketing Concept Idea</i>	<i>Tools</i>	<i>Main marketing objective</i>
<i>The concept of production-oriented marketing (1860-1920)</i>	Produce what is possible	Increase in supply	Improve production, increase sales and maximize profits
<i>The concept of the product-oriented marketing stage. (1920-1930)</i>	Production of high quality products	Product Policy	Improve product performance
<i>The concept of the sales-oriented marketing stage. (1930-1950)</i>	Develop a commercial sales network	Product Sales Policy	Increasing sales through product promotion
<i>The concept of the modern stage of marketing (1960-1980)</i>	Produce what the market needs	Marketing processes and systems	Satisfying market needs
<i>The concept of the stage of social marketing (1980-1995)</i>	Produce what the consumer needs, taking into account the demands of society.	Marketing mix group	Satisfying the needs of target markets, taking into account the provision of human, material, energy and other resources and environmental protection.
<i>The concept of the stage of services marketing (from 1990 to the present)</i>	Integrated production of services	Service package upon purchase	Building an effective customer service system

<i>Concept of the Interactive Marketing Stage (1980 to present)</i>	Individual approach to each consumer – to produce what satisfies consumers and business partners.	Customer Relationship Management	Building a customer relationship system
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Source: developed by the author based on data [5-7].

1. The concept of the production-oriented marketing stage. At this stage, large quantities of products are produced as demand for them increases in relation to the amount of supply, which has greatly increased the orientation of factories and organizations to production. Increased production reduces costs, and there are no problems with sales, and all products create markets for their sale. According to this concept, the focus is on widely available products that are sold at the right price. In other words, the quality requirements. In this concept, the requirements are low, but this does not mean that the products cannot be of high quality, rather, they must be uniform in size and inexpensive [6].

2. Concept of the Product-Oriented Marketing Stage. This stage revolves around the positive reaction of consumers to new, inexpensive and well-made products. This means that a good product sells itself, as the consumer buys products as a solution to satisfy his needs and wants, and he is primarily concerned with the quality of the product and is aware of this, as well as knowledge of the quality and features of competing products in the market, which requires the organization to work first on improving the quality and type of products in order to retain and attract customers, then change the main direction of marketing and gradually move to a new product concept [8].

3. Concept of the Marketing Stage of the Sales Wave. This stage is aimed at significantly increasing production by implementing scientific project management methods, which has led to a significant decrease in supply compared to demand, as well as an increase in purchasing power for consumers. Since the competition between sellers has reached the highest level, and the main goal of the organization was to obtain effective and efficient promotional tools to sell products to consumers regardless of consumer demand for them. This concept prevailed after the global recession at the end of the second decade of the last century, and the interest in the sales function increased, but the philosophy of sales did not change, so the use of advertising increased and appeared to provide the management of the organization with the necessary marketing information to rationalize decisions related to production, storage, distribution, etc. [9].

4. The concept of the modern stage of marketing. In this stage, organizations began to depend on identifying what consumers want and need as a mechanism and

designing all marketing activities to effectively meet their needs rather than focusing on persuading them to buy the organization's products when they do not need them. Since the marketing concept is a new idea in the history of exchange relationships since it focuses on producing what can be sold since the mission of the organization is to identify the needs and wants of the target markets. (consumers). This stage was characterized by the speed of creating new products to keep pace with the rate of change in consumer tastes and the intensity of competition increased in order to attract consumers and achieve their satisfaction with many technological, economic and social factors. This ensured the development of this concept by making the achievement of the organizational goals of the organization dependent primarily on identifying the needs and wants of the target markets and providing the required customer satisfaction in a more effective and efficient way than its competitors from other organizations [10].

Reasons for the emergence of marketing:

- • Development of production methods from manual to dynamic.
- • Extensive production of products.
- • Extensive and intense competition between organizations.
- • Rapid development of communication and advertising media.
- • Development of consumer needs and wants.
- • Great variety of products.
- • Declining sales levels achieved by organizations.
- • Slow growth in current markets.
- • According to the traditional concept of marketing, it is a means of communication to study the consumer, and in case of dissatisfaction, government policy should be changed, not the sales process.

Consequences of the modern concept of marketing: produce what can be sold rather than trying to sell what can be produced:

- Meets customer needs rather than producer needs.
- Do not sell products but satisfy needs.
- Study market needs and develop plans to meet them rather than production capacity.
- Link goals, customer needs and the organization's resource capabilities.
- Adapt to changes in customer structure and characteristics.
- Assess the impact of competition and other external influences on the organization.
- Focus on the long term and take a broad view of customer needs.

5. Concept of the social marketing stage. At this stage, we are talking about replacing traditional marketing with a new concept based on a responsible approach to the sale of products or the provision of services not only for personal benefit, but also for the benefit of consumers and society. In general, social marketing includes

the responsibility of the organization for the safety, honesty and integrity of products in advertising, as well as objective fairness in pricing, based on the desire to rationalize consumption, humanize production, protect the environment for society from undesirable production processes. It also focuses on various aspects of social responsibility marketing, such as the practice, application, behavior and ethics of participants in the marketing process and responsibility, that is, holding them accountable for any errors that occur as a result of providing products, as it happens all the time. This area can also include charity marketing, volunteer work in organizations, a socially responsible approach to business marketing and environmental protection is limited to demonstrating the positive personal qualities of entrepreneurs, but defines the requirements that must be met in a market where there is a constant increase in competitive conditions, and responsibility to society means commitment to society and environmental protection [11].

6. Concept of the service marketing stage. At this stage, the focus is on the latest concepts of modern marketing, that is, the service-based approach, which has emerged with the growing trend of the modern global economy to entrepreneurship in this area of services, because the level of services and the progress of their productivity and quality are one of the important criteria. Due to the level of urbanization of modern societies, as well as in developed countries, the future society is called a service economy, because it is so. believed that more than half of the world's national product will be realized in the service sector, since the concept of services does not change the basic goals of marketing, but only focuses on a comprehensive marketing solution. This shift is towards the service provided to consumers. or building an effective service system that allows you to attract more new customers to consume the organization's products or services, as well as more regular customers so that they can enjoy the services they receive from the organization [12].

7. The concept of the interactive marketing stage: is a method based on communication between an organization and customers in all forms of marketing communications, due to which the organization does not simply send its messages to the buyer, but receives them from him and creates a state of interaction between both parties to the message. This concept assumes that each client needs an individual approach to the process of interaction with him, while the main goal of the organization is to build a system of long-term relationships. with customers, which makes the transaction system one of the main factors in stabilizing the market for organizations [13].

In connection with the rapid development of information and communication technologies, marketing interaction is acquiring a dominant role in the development of the global market system. On the other hand, the existence of organizations

adhering (with great success) to the traditional concept of marketing or sales. The concept of marketing should be completely rejected, and the idea of the coexistence of marketing concepts is a fruitful way to develop marketing theory, see the classification of products presented in the table 3.

Table 3.

Classification of products

<i>Goods</i>	Of a material nature and has dimensions (length, width, height and weight), such as electrical appliances, furniture, consumables, buildings, cars, etc.
<i>Service</i>	It is intangible and has no tangible dimensions. It is decided after the purchase process. Its standards vary and cannot be preserved or divided, such as restaurant services, tourist facilities, education, currency exchange, etc.
<i>Rights</i>	It is intangible and does not have tangible aspects such as property rights to land, real estate, ideas, projects, shares and bonds. Rights can be inherited or acquired..
<i>Privilege</i>	They are intangible and do not have tangible dimensions. They are additional rights obtained by individuals, groups or organizations in accordance with specific laws, such as licenses to establish gas stations, etc.
<i>Ideas</i>	It is intangible and has no tangible dimensions that shape the opinions, trends and mental representations that contribute to the achievement of organizational goals such as technical designs, graphic designs, financial and administrative consulting, feasibility studies, etc.
<i>Experience and skills</i>	If you have skills, be sure to provide an example of these skills from your previous experience, such as writing the title of the work you have done, such as professional work experience, gaming skills, technical skills, marketing skills, promotions, product launches, and travel programs, etc.
<i>Information</i>	It is a set of data that is processed for a specific purpose or used in a specific way and for a specific purpose and is distributed for the purpose of disseminating knowledge. Information helps in decision making and achieving certainty, for example in basic production. and marketing services (in the market and at the customer) and all databases that help in planning and developing production and making the right purchasing decision.

Source: developed by the author based on data [14].

Marketing mix and its elements:

It is a marketing tool aimed at providing products whose quality and characteristics meet the needs and desires of consumers and the markets in which the organization operates, as shown in the figure 1.

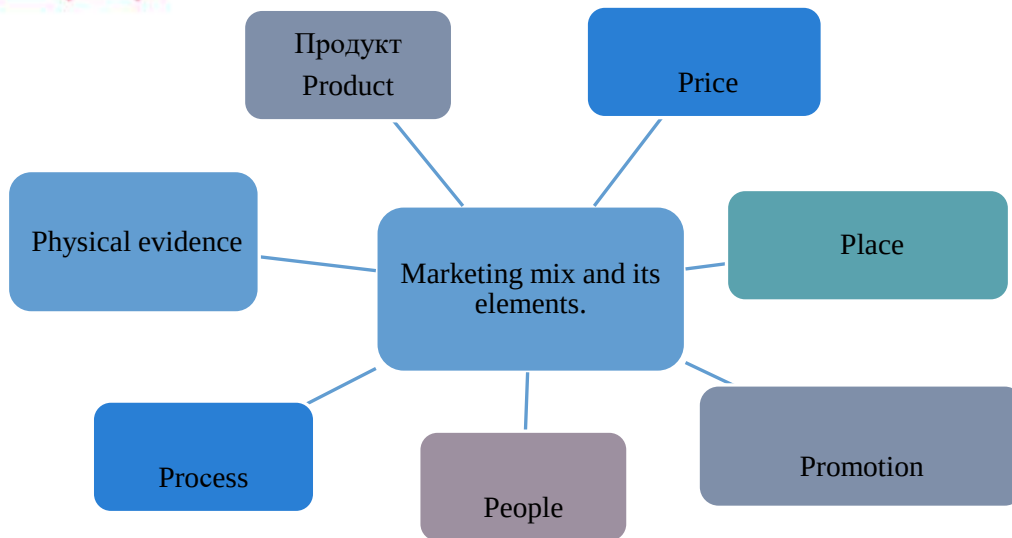


Fig. 1. Marketing mix and its elements.
 Source: developed by the author based on data [15-16].

1. Product: is anything that a consumer can buy to satisfy a specific need or want. It can be a tangible product or something intangible, such as services or digital goods. The product should solve a problem that consumers have or satisfy a want or need that they have. Preferably, there should be an incentive that motivates people to buy the products.

2. Price: it determines the appearance of the product in the eyes of consumers. Always remember that a low price in the eyes of consumers means that the product is lower than other competing products. Choosing a high price instead means that the cost exceeds the desired benefit for consumers, and therefore consumers prefer to save their money rather than buy them, it is necessary to study the prices of competitors and then determine the appropriate price, since it determines the degree of rejection or acceptance of the products by consumers and is responsible for the final profit from the sale of products, which is the goal of all marketing activities.

3. Distribution (Place): are the channels through which a product moves from its source of production to its point of consumption, ensuring that it is in the right place and available to consumers at the right time, meaning that the consumer will be able to see the product and buy it when they need it, and monitor the process. In order to deliver the product at the right time, it is necessary to select the various points of sale in a way that matches the nature of the product and the needs of the consumer. requires a comprehensive knowledge of the target market to discover the best distribution channels and the most effective places to directly reach the market.

4. Promotion: A set of communication activities carried out by a manufacturer to attract the attention of potential consumers in order to familiarize them with and convince them of the products offered, to convey all the advantages of the product, to determine the need for it and to convince them to buy. Promotion elements include advertising, publicity, personal selling, public relations, sales promotion, etc.

5. People: This is the audience and all the people who will deal with the products you offer. It is necessary to conduct a comprehensive study in advance to determine the number of people present in the markets who want to deal with the brand and to find them. Find out if there is a category in the markets that is interested in the products and is ready to buy them.

6. Processes: these are the actual procedures that ensure the flow of activities that facilitate the provision of services and goods and the execution of the actual steps to deliver them to customers. This is where the requirements and all the stages that the service goes through are analyzed. This process is unique in that it provides customers with evidence to evaluate services based on the extent to which the customer uses the services. All these factors lead to customer loyalty.

7. Material evidence: The identity of the product you want to present, without which it is difficult for the product to succeed. This confirms the identity of the product in the mind of the consumer, and physical evidence is related to the position of the organization and the product in the market, since the brand is an example of physical evidence. For example, when we talk about sportswear, we immediately think of Adidas or what surrounds the consumer when buying a service, which helps to create an appropriate image of the organization and focus on the benefits of the products, perhaps this is the physical environment (the furniture of the organization's office or hotel room).

Product life cycle :

This is the series of stages that products go through from their entry into the market to their exit from the market (when their production or sale is complete). Products have a life cycle similar to the life cycle of a person [17].

Sections of the product life cycle:

1. Introduction: This is the stage of defining and introducing new products to the market. It is called the product creation and implementation stage, and its most important characteristics are:

Prices: high.	Profit: small.	Distribution: low.
Promotion: intensive.	Number of clients: few.	Transaction volume: low.
Competition: no	Cost: high.	time is short.

2. Height. This is the stage of acceptance and success of the product in the market in preparation for widespread distribution, which is considered the best stage of the product life cycle, and its most important characteristics are

Prices: rising	Profit: increasing	Distribution: increasing
Stock: down	Number of clients: increasing	Transaction volume: increasing
Competition: Growing	Cost: Decreasing	time is long

3. Maturity: this is the stage of maturation of products and their distribution in market areas, at which the organization tries to postpone it as long as possible, fearing reaching the stage of decline. It can only achieve customer satisfaction or satisfaction. Among the most important characteristics:

Prices: Reduction	Profit: Decreasing	Distribution: increasing
Promotion: intensive	Number of clients: increasing	Transaction volume: increasing
Competition: intense	Cost: high	Time: very long

4. Decline. This is the stage where products tend to decline rather than spread across all market sectors. The organization tries to exit this stage with the least possible losses, and its most important characteristics are:

Prices: very low.	Income: no.	Distribution: low.
Promotion: Very intense.	Number of clients: few.	Transaction volume: low.
Competition: very intense.	Cost: very high.	Time: very short.

Internet – one of the information technologies directly involved in the activities of an organization. It is a set of interrelated scientific, technological, production and communication activities aimed at collecting, storing and transmitting information for its long-term and short-term management use [18]. In 1957, during the Cold War, a satellite called Sputnik was launched. Fearing the outbreak of a nuclear war and the loss of information, the US Department of Defense created a network called the Advanced Research Projects Agency Network (ARPANET). This network was able to connect two computers separated by hundreds of kilometers, which benefited scientists. Universities and colleges created a similar network for the exchange of information, paving the way for the emergence of a vast network connecting millions of computers around the world and is currently the largest communications network and information provider. The Internet is a broad spectrum of electronic communications networks that are widely interconnected, unregulated by any central rules, unaffiliated with and within a state, encompassing a group of public and private computer networks distributed throughout the world and growing on their own as more networks and computers are added to them. The creation of this network has created global connections for users, organizations, and individuals, and by integrating the offerings of the new electronic environment, information has become more important and accessible easily and quickly [19].

Internet protocol: is a set of rules designed to direct and process data packets so that they can travel from one computer to another over Internet networks and reach their correct destination. is an identification number associated with a specific computer device or network. allows computers to send and receive information when connected to the Internet. is used by the network. There are several protocols

on the Internet that facilitate the process of communication between network devices, which are shown in the table.

Internet capabilities:

- **Open network.** Any subnet or network created in the world can connect to the Internet and be part of it without restrictions and conditions, be it political, religious, social or other.
- **Global network:** it is a large network that includes a number of public and private computer networks.
- **User is anonymous:** because the Internet is an international network with which users from different countries of the world interact, and at the same time they are unknown to each other.
- **Expanding use:** This means that the performance of the Internet will not decrease as the number of users increases, since this number cannot be controlled.
- **Available to all:** There is currently no tool that can match the popularity of the Internet. It is a collaborative tool, not limited to a specific group.
- **Extensive e-commerce:** There is currently no other advertising medium that can be compared to the Internet.
- **Continuous development:** The Internet has become a subject of global debate as it acts as a vehicle for bringing about major changes in the shape of the information industry and the speed of its dissemination [20-21].

Development of Internet technologies:

1. First stage: Educational institutions and research centers used the Internet as a means of communication, linking computers and exchanging large and small text files via email using TCP/IP protocols. TCP/IP protocols are considered the main language of communication in Russia. The Internet, since each device connected to the network must have a single unique address that identifies and distinguishes it from other network devices, is called an IP address.

2. Second stage: The idea of the World Wide Web (www) came about in 1989 when a scientist named Time Burners came up with a proposal that would allow Internet users to browse sites containing text, images, video clips, and sounds easily over the Internet.

3. Third stage. The main feature of this stage is the emergence in 1998 of peer-to-peer technology after its publication on the Internet by the American company Napster, allowing computers to interact directly with each other via the Internet, since this technology depends on the possibility of exchanging files that are transmitted directly between Internet users without the need to go through any server or other intermediary, with the possibility of making the user a consumer and producer at the same time.o.

Comparison of Internet, Intranet and Extranet:

- **Internet:** is a global communications system that enables the exchange of data and information between countries using packet switching over the Internet Protocol (IP) and provides a range of services such as the World Wide Web (Internet), email, file transfer protocols, and website transfer protocols. Today, the Internet is a phenomenon with a global social and cultural impact that has led to changes in traditional concepts in areas such as work, education, and commerce, as well as the emergence of a different concept of what an information society looks like.
- **Intranet:** (internal tools for electronic data interchange) is an internal network created by organizations of various sizes. This network uses the Internet protocol, such as HTTP, and uses web services, such as e-mail, and contains all the internal programs to achieve the set goals of the largest possible scale of business activities.
- **Extranet:** (external tools for electronic data exchange with partners) is a technology that allows a group of remote internal networks to communicate and exchange data with each other [22-23].

Electronic business

The Internet continues to revolutionize many aspects of life, including e-business, so conducting deals, transactions and business operations via the Internet is known as e-business. With the active development of the Internet in the early 1990s. New concepts such as e-business, e-commerce and e-marketing began to appear all over the world, which formed a new model of economic development in most countries. The use and development of innovative information technologies led to a change in basic relationships and business models: from the dominance of the manufacturing organization and then the intermediary to the role of the dominant consumer, from mass production to individualization and from the value of material resources and goods to the value of information, knowledge and intelligence. This stage of development of the use of Internet capabilities in the activities of most organizations has become an integral part of their effective operation in the markets. New types of electronic business relationships are constantly being created through the Internet, which leads to the emergence of terms such as commerce.

The concept of e-business appeared in the United States in the 1980s as a result of the development of the idea of the global information economy. It formed the theoretical basis for the use of local and global computer networks and their integration with information. technologies and systems in organizations, since technologies and systems in organizations have become the main information delivery system, thanks to the presence of real-time communication, which has evolved into the use of the tools and capabilities of the global computer network as

a means of conducting electronic business and establishing internal and external links of the organization in order to achieve profit.

Definition of e-business: It is a basic process carried out by an organization using a network of interconnected computers and is actively developing in many countries. Activities and operations include, for example, customer service, production control, partnering, purchasing and selling products, payment processing, employee services, and information transfer. Another definition of e-business, given by IBM CEO Louis Gerstner as “the transformation of core business processes using Internet technologies,” was first introduced in October 1997 and registered as a trademark [24]. To shed light on the stages of e-business development, it is necessary to consider the history of its origin, development, and transformation of the technologies associated with it, as shown in Table 5.

Table 5

Stages of development of electronic business in the world

<i>Stages</i>	<i>Time period</i>	<i>Peculiarities of doing business</i>
<i>First stage</i>	1970 –1960	The emergence of the basic principles of development of the information society, the concept of a computer data exchange network was developed for the first time.
<i>Second stage</i>	1980 - 1970	Intensive development of technological innovations that contribute to the rapid development of information technology, microprocessors, memory cards, the concept of the development of the World Wide Web and electronic signatures.
<i>Third level</i>	1990 - 1980	Development of Internet space standards, the emergence of the first concepts of electronic business and electronic commerce, the use of production planning systems by organizations based on supplier and consumer data.
<i>The fourth stage</i>	2000 - 1990	The creation of a new global information environment (www) of the World Wide Web and the emergence of the technology of the electronic money payment system is associated with the initial creation of Internet banking.
<i>Fifth level</i>	2000 по настоящее время	Implementation and widespread use of Internet technologies in all areas of business.

Source: developed by the author based on data [24-26].

Electronic business has gone through many stages in its history, the simplest of which is the exchange of data and the creation of information services using artificial intelligence systems in its technologies..

Opportunities of e-business:

- **Low cost:** The use of e-business by organizations reduces operational and financial costs to a level that allows them to achieve a competitive advantage.
- **Improvement of production and marketing stages:** increasing efficiency, effectiveness and productivity at all stages of planning, implementation,

evaluation and control, since the use of computers ensures the optimal use of resources and increases productivity, and this is achieved by maximizing the production of goods and services at the lowest cost.

- ***Saving time: using the approach*** e-business reduces the time required to complete all operational, marketing, sales, financial and even delivery processes, making the e-business approach completely time-sensitive.
- ***Effective communication:*** achieving better, more comprehensive and faster communication with customers as the Internet provides an organization with new ways and opportunities to effectively communicate with customers on a large scale. The Internet is a global network that allows an organization to reach customers all over the world, transcending the boundaries of time and place, and allows it to build and increase its share in the electronic market better than traditional business. On the other hand, a business organization can contact customers and respond quickly to messages, questions and requests through electronic messages and e-mail.
- ***Quality efficiency:*** Based on customer feedback, in addition to the specific benefits provided by the information systems provided by the organization in the electronic environment, the organization has been able to adopt quality as a comprehensive approach to the implementation of its work, with what is called total quality management, as many organizations have implemented it. Integration of all previously presented activities and products [25]. E-commerce is an integral part of e-business as it refers to a wide range of interactive business methods that allow providing consumers with products that help them meet their needs and helps build trust in the markets. Providing the seller and buyer with price information, quality and delivery terms and now it is one of the most effective tools in global business management, which is an advantage. Since it creates commercial means compatible with the information age and also helps to enter global markets to achieve the highest commercial performance by eliminating the boundaries and restrictions on entry into commercial markets, as it has contributed to the satisfaction of consumer choice in implementation. Simple and easy, it has helped to improve the efficiency of commercial activities and services [27].

E-commerce — is a type of process of buying and selling or exchanging products and information through electronic media or computer networks, including the Internet, between businesses, individuals, governments, or other public or private organizations. The process of ordering products is done through these networks, but payment and final delivery may or may not be done through these networks, as they represent interactions that occur between communication systems and data

management and security systems, resulting in the exchange of commercial information about the sale of various goods and services.

The Importance of E-Commerce: It can be said that e-commerce is one of the most important innovations of the era, thanks to which it has become possible to achieve profits that were previously difficult using traditional methods.

The emergence of e-commerce: Electronic commerce began in the early 1970s, the most famous of which was the use of electronic financial transfers. However, the scope of this application did not go beyond the giant commercial organizations and some small networks, and then came to us. The use of electronic commerce has expanded from simple financial transactions to other transactions, which led to an increase in the number of organizations contributing to this technology, from financial institutions to factories, retailers, service organizations and others, other applications such as buying and selling shares and travel tickets through the Internet and private networks have also appeared. These systems were called communication applications, and their strategic advantages were known and obvious due to the fact that in the nineties. The Internet has become a financial and profitable material, and the merit of its distribution and development belongs to millions of people. The emergence of the term "electronic commerce", the use of which has expanded significantly, led to a significant increase in the number of electronic applications, due to the development of networks, protocols and software, as well as increased competition between organizations, especially in the period 1995-1999. It has been noted that there are many creative applications that are standard in online advertising, auctions and even virtual reality experiences where a large or medium-sized company creates a website containing information about its business [28]. Development of e-commerce. The roots of e-commerce go back to the nineties of the last century, when the Internet was developing all over the world. The historical development of e-commerce in the world is shown in the table 6.

Table 6

Historical development of e-commerce in the world

<i>Year</i>	<i>Historical development</i>
<i>1969</i>	Two electrical engineering students from Columbus, Ohio, launched CompuServe, which at the time became the world's largest commercial online service.
<i>1979</i>	English inventor Michael Aldrich used a computer to process business transactions and television to create the world's first secure data transmission, laying the foundation for online shopping.
<i>1982</i>	The first market for the exchange of commercial goods via the Internet was opened, called

1995	Well-known e-commerce marketplaces launched today are (Amazon) and (eBay), through which one million commercial transactions were conducted by 1997 AD.
1998	PayPal debuted, giving shoppers confidence when making personal or business transactions.
2000	Google has launched Google AdWords, a service related to advertising on commercial websites, giving companies the opportunity to advertise and deliver their products to customers through this service.
2009	Square has arrived, allowing retailers to accept debit and credit payments.
2014	Apple introduced mobile payments and the ability to use a digital wallet, which facilitated the development of e-commerce in the following years.

Source: developed by the author based on data [29].

Digital marketplaces have emerged as platforms for various organizations that bring together a large group of manufacturers, producers, distributors, retailers, suppliers, and manufacturing components in a particular industry or company into a single information network containing their data and managed by an independent organization displaying information indicators and reports that allow subscribers to exchange business information, invest, and transact with each other. Thus, trading organizations have emerged as independent sites specializing in e-commerce. [30].

Stages of Transition to the World of E-Commerce:

1. Internet subscription. The effective and easy use of email by an organization requires the presence of the Internet in the organization. With the introduction of the Internet in the organization, the first steps towards the actual use of e-commerce principles begin. The organization achieves significant cost savings through email correspondence due to openness and the transition to sustainable messaging method.

2. Creating information pages about the organization on the network: This stage involves the actual presence of the organization, through the creation of simple pages containing information about the organization on the network, by employees of organizations specializing in this work, or organizations specializing in the creation of websites..

3. Centralization of e-commerce organization. The center allows you to carry out all commercial transactions with customers at various levels, including offices containing catalogs, product lists, prices, orders, payment methods and the necessary security functions and a financial link to the payment method is added.

4. Internet information center of the organization. The organization's growing use of the Internet has prompted it to consider moving to a higher level of use by creating an online organization information center that facilitates interaction between the organization and its customers.

5. Using email. Organizations have entered the world of e-commerce by getting their own email address. There are many websites on the Internet that provide email addresses for free, which does not pose a financial burden to the organization after creating an organization email address that it uses for correspondence. In its literature and flyers, on the business cards of employees or when sending letters to other organizations.

6. Organization's e-commerce center: connecting the information center with the internal systems of the organization, achieving complete communication between the organization and its clients at the level of internal information systems and integrating all e-commerce operations [29-31].

E-Commerce Methods:

1. Online store: is a platform for buying and selling goods, whether goods or information, via the Internet. The sales process is automatic, without the intervention of the store owner, including ordering, registration and direct payment via the Internet.

2. Online auctions: It is an electronic service through which participants sell or bid on goods, which facilitates virtual auctions and online transactions between buyers and sellers in different locations or geographic regions and is the virtual equivalent of traditional auctions.

3. Spot Trading (Hotline): it is a virtual online trading of financial assets, i.e. buying and selling of currencies, stocks and digital currencies through trading platforms provided by brokerage organizations, with the aim of profiting from changes in the prices of these activities at the time expected by the market.

4. E-learning: it is a means of supporting the educational process and transforming the stage of ideological indoctrination into a stage of creativity and interaction, developing skills and integrating all forms of electronic education and training, since it uses the latest methods in the field of electronic learning. Education and publishing through the introduction of computers, their storage media and networks.

5. Electronic tourism business: is a group of travel services for electronic travel agencies, which is considered one of the largest and most important Internet markets. The development of the travel industry has led to the marketing of its services via the Internet. Preference for purchasing from well-known and reputable travel agencies rather than directly from aviation companies, since these agencies provide various travel services (airline ticketing services, hotel reservation services, car rental services, etc. [32-33].

Benefits of eCommerce

The introduction of the Internet to various places of production and the work to increase the spending and consumption of various products offered by international

organizations through the Internet has led to an increase in demand for them in the future when the level of participation in Internet services increases. It increases and becomes accessible to everyone, which increases the awareness of Internet users and allows them to easily purchase the products they need. The development of e-commerce will bring great benefits to both rich and poor countries, and will also benefit individuals and organizations.

Benefits for individuals:

1. Saving time and effort: Online markets are always open because shoppers don't have to walk or stand in lines to buy certain products. All they have to do is buy the product and then enter their credit card details.

2. Freedom of choice: E-commerce provides the opportunity to visit various types of online stores, and also provides buyers with complete information about products, their characteristics, prices and services, as well as comparisons with other available products, as well as the ability to communicate with international organizations beyond the local scale.

3. Cost reduction: Many online companies sell products at a discounted price compared to traditional stores because online marketing saves a lot of the usual purchasing costs, which is in the interests of customers.

4. Achieving user satisfaction. The Internet provides direct interactive communication and allows companies operating in the electronic marketplace to use these features to respond quickly to customer requests, thereby providing better service and greater customer satisfaction.

Benefits for organizations:

1. This allows small organizations to go out to different markets and different types of buyers around the world. This means that e-commerce provides the manufacturer and trader with the opportunity to expand the market, as well as easy, simple and transparent access to global markets, and at the same time allows buyers to shop around the world, saving effort, time and money, allowing buyers to compare prices.

2. E-commerce allows direct and close relationships to be established between organizations and their customers and suppliers, allowing organizations to obtain better, faster, and cheaper services from their suppliers, especially when organizations use electronic data interchange systems, as these systems provide immediate and direct services, as well as offer automated delivery services, enter messages exchanged between organizations in transaction systems, or process transactions without human intervention. It is where communication occurs between an organization's computer and a supplier's computer. It is often widely used in contracts, invoices, and purchase orders between component suppliers and industrial companies and has been integrated into e-commerce models in developed countries.

3. Direct relationship between the manufacturer and the buyer allow to provide better services to the buyer and create new markets for goods that are developed in accordance with the buyer's taste and often have a high cost [34].

A structure of electronic commerce has been created, including several groups, the main advantage of which is the use of information sources for cooperation with partners in the sale of products. For a more detailed study in this area, it is worth considering the basic concepts and models. Electronic commerce, shown in the figure 2.

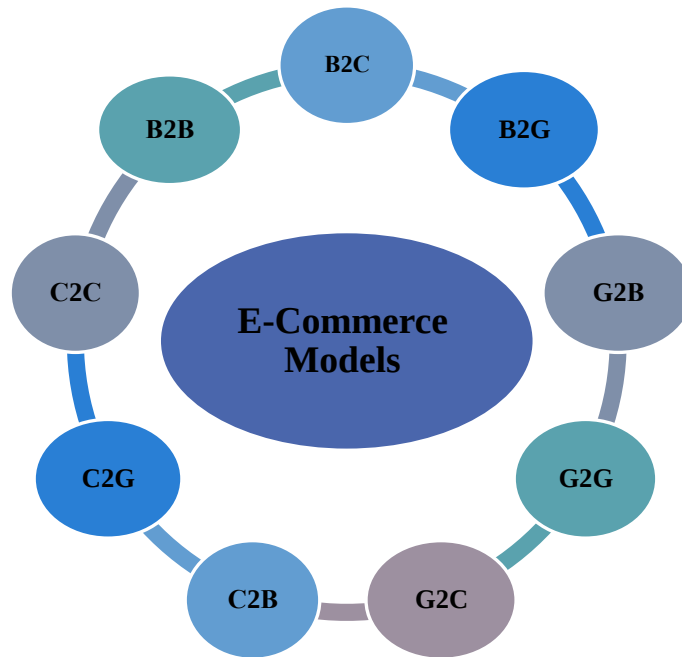


Fig. 2. The most important e-commerce models in the global market.
Source: developed by the author based on data [35-36].

1. Business to Business (B2B) Model: a form of transaction between organizations that sell a product or service to another organization, such as a manufacturer and a wholesaler, a wholesaler and a retailer, or e-commerce between organizations that have no contact with consumers. They typically involve products such as raw materials, software, or integrated products, with manufacturers also selling directly to retailers via e-commerce [37].

2. Business-to-Consumer (B2C) Model: It refers to business-to-consumer trade in which goods are sold directly to consumers via the Internet, and its purpose is direct sales to consumers. This form of trade effectively eliminates the geographical distances between cities and large regions, Availability of products to the consumer, such as electronic exhibitions, catalogs, electronic stores, electronic auctions, online trading, electronic payment systems, travel services and other services [38].

3. C2B (consumer to business) model. It has two aspects.:

The first aspect: E-commerce allows the consumer to independently determine the prices of various goods offered by organizations, and thus demand is formed,

which does not mean that there will be a sale at the requested price, so the seller, using the statistics of current demand, makes a final decision and then offers the products for sale at an average price.

The second aspect: a set of methods, tools and technologies for conducting online transactions between individual consumers, small associations or private business organizations, such as websites of business consultants, lawyers, promoters (specialists in improving the performance of organizations), auditors, advertising agents and other professionals who can provide services to an organization.

4. Consumer-to-Consumer (C2C) Model: is a commercial exchange between people in which a person can sell products that he/she owns to another consumer by viewing them online, and the entire process of buying, selling and paying takes place over the Internet. In this case, the individual's personal website works. Or a specialized website with a free classifieds section as an intermediary between the buyer and the seller, the transaction can be carried out directly over the Internet if both parties have electronic means of payment, or in cash if all issues related to the use of the Internet are agreed upon, and its applications include online auctions, classified ads and message boards. The popularity of this marketing has increased with the advent of the Internet in organizations such as eBay [39].

5. Business to Government (B2G) Model: refers to the work of organizations that sell products and provide services to governments or government agencies, participate in electronic auctions to purchase products for government supply, execute government contracts, and provide tax, statistical, customs, and other reports.

6. Client-to-government (C2G) model: it refers to all transactions that link the consumer and the government in the government's efforts to develop services for the masses, whether through collecting information and data, participating in public opinion polls, paying taxes, fees, fines, making inquiries, complaints and appeals from citizens.

7. Electronic Government Model (G2B). This means moving from the public sector to the government-to-business sector. In this type of e-commerce, the government uses the Internet to exchange information with organizations, including information on commercial and customs activities, taxes, and others. It also includes the services that government agencies provide to organizations, whether on their websites or on their traditional sites in the real world, not the virtual one. It is an advanced system used by governments through the Internet and their related institutions, as it integrates their various services with private organizations and the public at large and makes information available to individuals to establish relationships. Transparent, characterized by speed and accuracy, and aimed at improving the quality of implementation. Works on the distribution system of

government orders, electronic tenders, and also provides communication with tax and customs authorities, certification bodies, state licenses, departments ... etc.

8. Electronic Government Model (G2C): from the public sector to the consumer sector, from the government to the consumer. In this type of trade, information is exchanged between government agencies and consumers. This type also includes services provided by government agencies to citizens, such as educational, cultural or medical services. This type also includes announcements of vacancies in government agencies, so that a citizen can carry out his government transactions via the Internet, such as renewing a driver's license without having to go to the licensing department and the social service system (pensions, benefits, etc.) and the public service system.

9. Government-to-government (G2G) model: is the exchange of information and coordination between government agencies, which may include commercial activities. The objective is for government agencies to work together to provide better services to citizens by using and sharing information provided by Before users, and for government agencies to participate in information exchange with each other, whether within the administration of the same agency or between an agency and other agencies at the international, national or local level, with the aim of increasing the efficiency of these agencies, reducing operating costs, reducing staff training, and providing electoral services and automated systems for cooperation in customs and taxes, law enforcement and geographic information systems [39-40].

Electronic markets – These are developed markets that involve not only buyers and sellers, but also logistics agents, marketing and financial service providers, and digital intermediaries, but also external supply. Market development is largely related to the development of the technological base and the development of the digital advertising market and the information technology sector, which will help provide competitive advantages to organizations by reducing costs, expanding markets and business areas, penetrating existing markets and identifying new sales channels, attracting new customers, improving service to old customers and achieving greater traffic, as well as the effectiveness of management decision-making within the framework of the unified communications system, taking into account e-commerce categories [41].

CHAPTER 2

ELECTRONIC MARKETING CONCEPTS

The Internet is an electronic means of communication that is constantly evolving and helps to increase the competitiveness of an organization in the virtual world. Marketing is a vital activity and is of great importance in both commercial and non-profit organizations. products or services, marketing is a real challenge to the success, survival, growth and prosperity of organizations. Because it allows them to design, develop and distribute their products based on the needs and wants of the target market. The distinctive feature of electronic marketing is the ability to measure the effect in real time and allow marketers to check its effectiveness and customize messages based on their effectiveness compared to traditional marketing, which are presented in the table 7.

Table 7.

Definition of the essence of electronic marketing

<i>Source</i>	<i>Definition</i>
<i>British Institute of Direct and Digital Marketing</i>	Integrated use of information channels in the virtual space to support the marketing activities of commercial organizations and customer loyalty by recognizing the strategic importance of digital technologies, developing an integrated approach to improving the provision of online services for optimal customer satisfaction and increasing their awareness of the organization, brand and products.
<i>Hassan al-Ababneh</i>	Using marketing methods and practices in a virtual environment to facilitate exchange, customer satisfaction and product promotion, allowing you to reach your target audience and provide high quality products at more competitive prices through electronic means, with the ability for the organization to reduce costs.

Source: developed by the author based on data [1].

The Origins of Email Marketing:

- **The term email marketing** first appeared with the advent of the internet in 1991 when it allowed access to all the information available on it but did not allow downloading the information and now it allows working on internet based marketing campaigns to achieve higher profits and achieve comprehensive success.

- **The digital era of marketing has begun** in 1993 when the first clickable banner was published, after which HotWired bought several banner ads for its advertising. Then in 1994 new technologies entered the digital market when the Yahoo platform was launched in 1994 that same year, receiving almost a million visits within the first year, which led to major changes in the field of digital marketing, and in 1996 new search engines and tools were launched such as HotBot, LookSmart, Alexa and others.

- ***The boom of email marketing.*** With the continued development of the Internet, the participants became more active until 1998, when many important steps took place such as the emergence of Google and its entry into the competition in the market, the launch of Microsoft. Its new search engine MSN and the launch of Yahoo, Yahoo search engine and then the spread of the Internet increased significantly among individuals only two years later as smaller search engines were abandoned, leaving more space for the giants. As the world of digital marketing saw a sharp boom and social networking sites quickly began to emerge such as MySpace, which was the first site created for social networking on the Internet. And then Facebook, considered the second social networking site, opened new horizons for businesses and marked the beginning of a new chapter in email marketing.

- ***The emergence of cookies.*** This element has become important as cookies have changed a lot in the email marketing space and today cookies are encrypted to provide marketers with different ways to collect literal user data.

The Importance of Email Marketing

Electronic marketing is characterized as a modern marketing method that keeps pace with the development of the times and corresponds to it, allowing marketers to attract customers through the right and most effective channels, since electronic marketing relies on smartphones, tablets, email and smart TVs as communication channels with the target audience and often achieves better results compared to traditional marketing methods. Electronic marketing is characterized by greater transparency compared to traditional marketing methods, since it allows buyers to compare products and choose the best prices. It also allows marketers to measure the impact of the marketing process and reach the target audience as quickly as possible [2]. At the beginning of the Internet, many enthusiasts believed that the virtual space would be able to replace the real reality in the near future, and real work, shopping, entertainment and communication would take place exclusively through the Internet. The hypothesis that the Internet could become the only advertising channel for online marketing The Internet is the inevitable future of general marketing, but after the first ten years of the Internet's development, it became clear that such a scenario is unlikely in the near future. The main purpose of the Internet is not to replace the real world, but simply to complement it and simplify the communication process. Similarly, Internet marketing does not replace traditional marketing, but rather complements it. Electronic marketing has begun to develop rapidly, and the number of people who use it is increasing to gain benefits and profits for themselves or their businesses. The main purpose of electronic marketing is to use the opportunities available to Internet users to achieve the highest possible profits, growth and development and gain. Independently receive various information and data about the organization, products and brands that interest them,

since the organization and the customer in the field of electronic marketing maintain communicative relationships and quickly and interactively respond to the needs and requests of customers, process incoming information and draw conclusions from profitable marketing activities. The tools of digital marketing and electronic marketing are similar, since the Internet is electronic and interactive. However, there is a difference that distinguishes electronic marketing from digital marketing, which is an online or offline mode, which means that electronic marketing uses different tools. Used exclusively in the online environment, while digital marketing uses in the online and offline environment of communication going beyond the Internet and using many different digital media, such as digital television and various mobile applications from short messages, interactive screens, printed leaflets, posters containing a quick response. Since e-marketing is one of the models of digital marketing, and without it in the modern era it is difficult to promote, create and improve any brand or product. These two systems of marketing activity do not become obsolete, but only work on improving, updating and changing every day, supplementing them with new electronic and digital technologies that allow you to receive, analyze and use more accurate, objective and timely [3-4]. Marketing activity requires a transition from traditional marketing tools to cross-border promotion of products in order to increase customer loyalty through dialogue and real added value of products. The effectiveness of Internet marketing for each organization applies specifically to a specially selected tool, the use of which. will not only achieve the desired results, but also surpass competitors in the markets and receive many new attractive opportunities for business development [5].

Electronic marketing is aimed, just like traditional marketing, at promoting products in order to increase sales and attract the largest user base to the organization. Everything happens exclusively through the Internet. There are three main elements that distinguish electronic marketing from traditional marketing and other types, as shown in the figure 3.



Fig. 3. Comparing Email Marketing to Traditional Marketing.

Source: developed by the author based on data [6-7].

The Effectiveness of Email Marketing:

1. Achieving customer benefits: Organizations should strive to provide sufficient and clear benefits by displaying products online when customers decide to repeat the purchase process or not, depending on the level of benefits they receive from the purchased product or service. One of the requirements of e-marketing is that the store website should include all the advertising services that meet the customer's desires, and the organization strives to meet the needs and personal desires of the customer as much as possible. It also strives to achieve differentiation by providing distinctive features of the service and unique benefits to customers, and the level of services provided to the basic products plays an important role in achieving the differentiation process.

2. Achieving integration with all types of e-business activities: The organization should strive to achieve the integration of e-marketing and other e-business activities so that these activities are reflected in each stage of the e-marketing process (preparation stage, communication stage) (exchange stage and after-sales service stage). For example, if there is no interaction and connection with the online payment system, the sale cannot be realized and completed successfully, and without an appropriate security system, the sale cannot be realized and completed successfully. Even if there are no employees trained to use the technology correctly and safely.

3. Better display of online store content and services: The contents of different stores should be displayed on the website according to the new e-business model. The display of different products in the online store should be different from the display in the online store. The traditional store has its own characteristics and details that are different. As for the traditional business, there are some organizations that do not have experience in business and e-marketing, and these organizations copy, transfer, use, transfer and adopt traditional methods in their e-marketing. This exposes them to many mistakes and many weaknesses.

The content of an online store website should include three marketing aspects:

- Providing necessary and sufficient information about the products offered for sale on the Internet, such as data and information about the components of the product and how to use it. This data and information must be provided through fast, clear, sufficient and accurate points of sale.
- Enabling the customer to communicate and interact with key elements of the marketing process, such as sales representatives, online store managers, target audiences and current customers. This requires providing the necessary electronic tools and means to achieve this goal effectively and efficiently.

- Successful communication requires providing everything that meets the needs and desires.

4. Simple and innovative website design online store. The online store should be built in a simple and innovative way that facilitates the process of obtaining data and information for the client, as well as the implementation of interaction and exchange operations. For example, the number of links. Leading to the final information (necessary to purchase a product or service), consists of three links, steps or pages, and this is necessary to facilitate the process and quickly complete it.

To achieve this, three interrelated elements must be balanced..

- Display and provide sufficient and necessary information, but as concise as possible to save the client's time and achieve speed.
- Provide exactly the information the client is looking for.
- Make web pages well organized.

Types of Email Marketing Used by Organizations:

1. External Marketing: it depends on the ability of the organization to market itself and its products and is related to traditional marketing functions such as the development and implementation of the marketing mix (product, price, distribution and promotion).

2. Internal Marketing: the ability of an organization to convince employees of the organization's goals related to the employees within the organization. The organization must follow effective policies to train and motivate employees to communicate well with customers and to help employees work together as a unit and strive to meet the needs and desires of customers.

3. Interactive Marketing: refers to the idea of the quality of products provided to customers, which primarily and largely depends on the quality and relationships between employees and customers.

The concept of e-marketing is not different from traditional marketing concepts, except for the ability to communicate with customers. This means that e-marketing relies on the Internet as a fast, easy, and inexpensive means of communication to get the job done, which is the main task. types of marketing process in its traditional form [8].

Arthur's Model for the Email Marketing Cycle and Stages:

First: preparation stage: This stage identifies the needs and wants of potential customers, identifies potential and attractive target markets, and identifies the nature of competition. To be successful, you need to get the data and information you need quickly so that the organization can resort to collecting data and information online. Using a market research approach to identify consumer needs and wants, the size of attractive markets, and the nature of competition helps the organization provide relevant products that achieve their goals online.

Second: stage of communication: At this stage, the organization carries out the process of communication with the client/consumer in order to introduce him/her to new products offered in electronic markets via the Internet [6-10].

According to the AIDA model:

- *Attention stage:* Many means are used to attract the attention of the client/consumer, the most important of which are advertising feeds and emails.
- *Interest stage:* Providing the data and information that the customer/consumer needs, allowing them to form a certain opinion about new products.
- *Stage of awakening desire:* At this stage the focus is on the desire of the customer/consumer itself. In order for the process to generate desire, the presentation and development process must be effective, and it is preferable to use multimedia technologies.
- *Action and activity stage: (purchase).* After the previous steps, the customer/consumer is satisfied and satisfied with the product offered online, so he/she goes through the purchasing process.

Third: the exchange stage: this stage expresses the process of exchange between the seller and the buyer, in which the organization (seller) provides the necessary products in the required quantities at the appropriate time, and the buyer (consumer) pays the price of the goods for the necessary products.

Fourth: Customer Service Stage. This is the post-sales stage. The organization cannot only carry out the sales process, but it is necessary to maintain effective relationships with the buyer. The marketing process is not limited to winning and attracting new customers, but everything. Electronic means must be used to support these customers. These means include virtual communities, virtual chat and email communication, which provide the buyer with all the information about new products in addition to a list of frequently asked questions, as well as support and update services [11].

Characteristics of Email Marketing:

1. Wide range of services: clients working with any email marketing website can do this at any time and the website owner will not know who is reading their emails unless the client contacts them. She can also find out the visitors to her website.

2. The Versatility of Email Marketing. The e-marketing methods used know no geographic boundaries with the ability to make purchases wherever the buyer is located.

3. Developability: Electronic marketing is characterized by the rapid development of the concepts and activities it includes, as well as the rules that govern it, since it uses communication and electronic technologies, as well as related advanced information technologies, and is rapidly evolving. For this reason, the

necessary correct solutions can change rapidly depending on the development of communications and information.

4. High efficiency. E-marketing is characterized by high efficiency because products and prices can be immediately updated or changed according to market demand, and customer needs can also be effectively met.

5. Direct interaction with clients. The ability to interact with customers directly and without any intermediary, as email marketing allows you to communicate directly with customers who see your content, especially through online comments such as messages, comments and posts on social media and media.

6. Track and evaluate all types of marketing campaigns. In addition to communicating with customers, email marketing allows you to track their activity, and you can also track the ads and types of content viewed before making a purchase.

7. Bridging the gap between organizations. E-marketing helps bridge the gap between large and small organizations in terms of production, distribution and human skills, allowing small organizations to reach international markets without having the infrastructure of large organizations, and making them stand on equal footing with these competing organizations.

8. Low cost. Email marketing is considered less expensive than traditional marketing methods. Instead of advertising on traditional media such as television, radio and newspapers, companies can use social media, email and websites to promote their products at a low cost. This allows companies with limited resources to enter the marketing market and compete with larger companies.

9. No paper documents. In electronic marketing, transactions are carried out electronically without the need for paper, especially for products that allow numbering, from the negotiation process to the delivery of goods and to the receipt of the price. Proof of contracts and the validity of digital signatures, which has called for international organizations to develop a legal framework [12].

Benefits of Email Marketing:

1. Data Analysis: Email marketing offers a variety of tools and techniques that enable you to analyze data and better understand customer behavior, as well as track and analyze their interactions with websites and published advertisements. Customer interests and preferences, which helps organizations make strategic decisions. Better Marketing.

2. Effective communication with clients: Email marketing allows you to establish interactive and effective relationships with customers. You can communicate with customers via social media, email, or chat. Customers can leave comments and queries and interact directly with customers. The brand has the ability to provide outstanding customer service and build strong and sustainable relationships.

3. Improving control and measurement: Email marketing provides more opportunities to measure the success of marketing campaigns and improve them based on the data available, and allows you to know when, where and how customers interact with advertising and current content, allowing you to adapt and improve your strategy for better results.

4. Rapid distribution and sharing of content: Interesting and engaging content can be quickly created and distributed to a wide audience. Users can easily share content with their friends and followers, resulting in increased brand awareness and rapid content distribution across social media and other digital platforms.

5. Achieving immediate results: While traditional marketing takes longer to achieve tangible results, email marketing can achieve faster results. Online advertising campaigns can be launched and receive immediate results and engagement, allowing them to modify and improve campaigns to achieve the best results.

6. Continuous excellence and competitiveness: e-marketing helps organizations improve their experience and competitiveness in the market. With e-marketing, organizations can use various innovative forms of advertising and content such as: interactive advertising, visual advertising, audio. Advertisements, animated advertisements, stories and games or virtual reality - this attracts the attention of customers and increases brand recognition and competitiveness.

7. Building a personal brand and enhancing your reputation: Email marketing can help people build a strong personal brand and improve their online reputation. People can create a personal website, blog, or social media account to showcase their skills and expertise, and demonstrate their personality and values by posting valuable and useful content. By interacting with the public, people can build a strong personality, attract the attention of others, and take advantage of new opportunities.

8. Expanding employment opportunities: Email marketing gives people more opportunities to find jobs and connect with potential employers. People can create a professional profile on professional social media platforms like LinkedIn and showcase their experience and skills. They can also use job boards and other online platforms to search for jobs and apply for jobs online. With email marketing, people can increase their chances of finding the right job and advancing their careers.

9. Building a network of social and professional connections: Email marketing is a powerful tool for building a strong and diverse network of relationships. People can connect with others in the same field or industry and expand their circle of professional knowledge. Social media platforms and online communities can be used to connect with friends and participate in discussions and related communities. Additionally, people can use email marketing to expand their social network and connect with new friends through social media platforms and messaging apps [13].

Email Marketing Goals:

1. Access to global markets.
2. Increase sales.
3. Strengthen the organization's brand.
4. Have a large potential customer base.
5. Ability to achieve all the client's goals specified in the marketing plan.
6. Ability to work at any time.
7. Better and more efficient use of the marketing budget.
8. Reduce marketing costs.
9. Increase customer satisfaction.
10. The website registers better than competing sites and appears in the top search engines.

One of the first comprehensive studies of the differences between new media and traditional advertising channels was the work of McDonald and Wilson, who in 1999 formulated a model of electronic marketing [14].

To clarify the features of the concept of electronic marketing and the features of its development, it is worth considering its advantages, which we show in the figure 4.

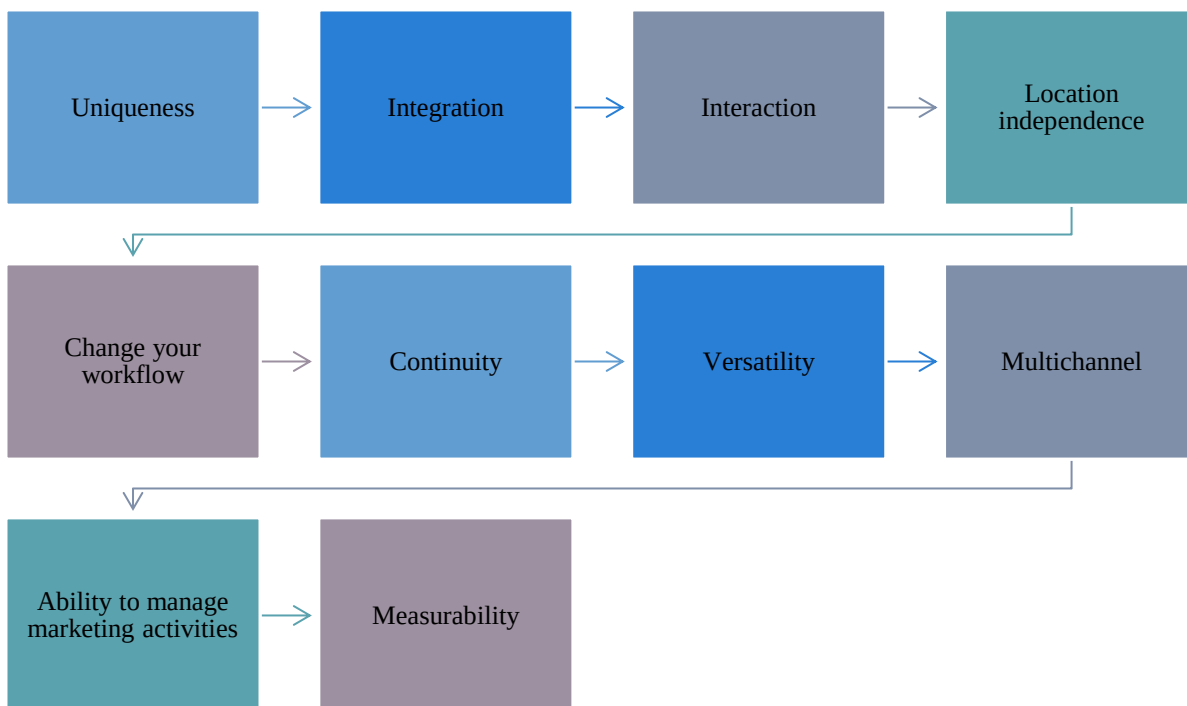


Fig. 4. Benefits of Email Marketing.

Source: developed by the author based on data [3,12,13].

1. Uniqueness: Electronic marketing messages can be tailored to the needs of each individual or consumer segment, unlike traditional media where most messages are addressed to the entire audience. However, electronic marketing has made it possible to reach any audience or consumer segment at a relatively low cost. According to a separate method, with the advent of social media, users individually enter a large amount of information about themselves, which increases the chances of conducting targeted advertising campaigns. [15].

2: Integration: The Internet provides more opportunities for integrated marketing communications, which are assessed in terms of inbound and outbound communications, since external marketing is a flow of communications from the organization to the consumer, which requires careful consideration of how to integrate the Internet with other channels for promoting products for the organization, as well as with internal marketing: the customer communicates with the organization, where customers can write comments about the organization and its products, and follow instructions for completing an order. The most important part of internal communication is the process by which the consumer explores different product options from different organizations [16].

3: Interaction: Interactive marketing involves the ability to reach out to a specific individual, as well as the ability to capture and remember that individual's response, which leads to the ability to re-target the individual and take into account their unique response..

The Impact of the Internet as an Information Environment:

- The customer is the one who initiates communication.
- The customer is the one who searches for information about the brands and products he needs.
- Using the Internet requires a lot of human involvement. Unlike radio or television, which can be listened to and watched, the Internet allows for free distribution of films and audio recordings of any size, the use of public opinion polls, the initiation of discussions among individuals, and the creation of interactive games and applications [17].

4. Site independence: Electronic communications advertising campaigns have reached all Internet users worldwide, allowing any organization to sell products to global markets that were previously the preserve of large organizations. However, many organizations can use Internet marketing to gain a competitive advantage in many ways. To maximize the potential of online marketing, e-marketing organizations are using social media as an important tool to create a channel of information [18].

5. Changing a business process: The Internet has fundamentally changed the way we do business. For a marketer who is developing a communications strategy for their online company, it is important to think about how the brand will be represented on brokerage sites and online media in general for online distribution.

6. Continuity: characterized by temporal and spatial continuity due to the continuous functioning of the Internet anywhere in the world, which will characterize marketing activities with the same continuity.

7. Versatility: There are no spatial limitations when implementing marketing campaigns in the same way anywhere in the world, as geographic targeting allows advertising campaigns to overcome language and ethnic barriers.

8. Multichannel: information can be distributed through a variety of services and mechanisms for websites, file sharing, email, video and audio services, social networks, mobile applications... etc.

9. Ability to manage marketing activities: this is an opportunity to make an order by tracking the activity of consumers and change the strategy in the absence of useful user actions.

10. Measurability: The Internet can be used as a relatively inexpensive means of conducting marketing research using computer technology for personal interviews. The second channel for obtaining information about customers is the organization's website, provided that a system for conducting web analytics is installed. Internet marketers use this data to study consumer preferences and behavior. When organizing the display of information and graphic images used on the website, large Internet retailers in the West create special databases and purchase expensive equipment for processing and determining algorithms for the marketing use of all user data, which allows them to more accurately segment the audience and even predict its consumer behavior [16-17].

Benefits of Email Marketing are determined by the use of electronic channels that provide accessibility, speed, adaptability and individualization in organizing interactions with customers. The advantages of this type of marketing are characterized by a high level of use of new marketing tools rely on digital channels [19].

Email Marketing Models

A marketing model is one of the most important tools that support the development of marketing strategies and programs. Using a clear and simple marketing model, you can compare your results with those of your competitors and plan future development strategies. An attractive way to communicate the purpose and rationale of your strategy. Many marketing models have been developed over the years, but which model is most suitable for your marketing strategy?

1. Viral Marketing: a marketing method that stimulates the interest of a target audience through marketing communications directed at an individual by spreading information about products from one person to another through word of mouth, the Internet, or email. The goal of viral marketing. Marketing is to inspire and motivate people to share the marketing message. For friends and family, to achieve a significant increase in the number of recipients, the content must be interesting and attractive, reach recipients very quickly and with great effect. To the customer's goal, based on the process of viral replication, similar to the replication of viruses in the biological sphere, in the world of computers and the Internet. The person who receives the advertisement voluntarily passes it on to everyone he knows because he finds it. It is funny or unusual, and is often used in social networks [18].

2. Email Marketing: This is a group of social and managerial activities aimed at achieving maximum customer satisfaction and the fullest possible satisfaction of their needs through the Internet, as well as the formation of an offer for the exchange of products using information and communication technologies, as the cost of using Internet technologies is low and affordable and provides wide coverage, and at the same time targeting the audience, instant access to markets anywhere and evaluating the effectiveness of work in real time for marketing work, as a method of electronic marketing. Marketing includes the use of traditional and innovative tools and methods, especially in conducting marketing research, as well as more detailed information on the effectiveness of electronic advertising messages and consumer profiles covered by electronic advertising, with the ability to collect and analyze them on the Internet for identification and analysis. Satisfy the needs and demands of consumers (buyers) through exchange in order to obtain profit or other benefits from the manufacturer (seller) of products, for which online stores have become important in recent years. Are becoming increasingly popular as a main element of electronic marketing policy [13, 20].

3. Relationship Marketing. It is a combination of practices, strategies, and methods that organizations use to manage and analyze customer interactions and data throughout the customer lifecycle. The goal is to improve customer service relationships, help retain customers, and increase sales growth. CRM systems collect customer data across channels or points. The various modes of communication between the customer and the organization, which may include the organization's website, phone, live chat, direct mail, and social media, can also provide customer-facing employees with detailed information about the company. Customers' personal information, purchase history, shopping preferences, and concerns, with the goal of creating a large, loyal customer base that represents a long-term competitive advantage for the organization..

4. Commercial Marketing. This is a broad area of marketing that targets wholesalers, retailers and distributors not only to increase consumer demand but also to increase demand from supply chain partners and provide products to consumers through this type of marketing. Organizations aim to ensure reliable and consistent supply of products to the end consumer as incentives are provided to intermediaries and promotions are provided to potential partners for effective promotio.

5. Marketing communications: are used by an organization to carefully integrate and coordinate multiple communication channels to deliver a clear and consistent message, such as public relations, social media, audience analytics, business development principles, advertising, and corporate identity, that remains relevant across individual media channels, enabling public and private organizations to deliver a product to consumers in an attractive and transparent manner while

improving the organization's image and stakeholder relationships. Because integrated marketing communications is a comprehensive marketing approach that considers marketing strategy within the broader context of the organization's goals and business development needs, in other words, rather than being separate teams or efforts within an organization, integrated marketing communications encourages the integration of these disciplines to create a more robust approach.

6. Brand Marketing: Branding is a marketing method that involves the use of a set of knowledge about the methods and means of managing the processes of brand formation and development, as well as achieving a competitive advantage that distinguishes the organization's products from the products of other organizations. Trademarks are protected by intellectual property laws.

7. Mutual Marketing: Mutual marketing is one of the most successful marketing methods and is used by organizations that are closely related in their activities and services. Organizations rely on this method to benefit each other by selling each party to the other. Mutual marketing can be refined by selecting one of the programmers to select a copy of the program associated with the organization. Through explanation, he encourages viewers and listeners to use only this version of the program and directs them to the organization to which he belongs so that clients can receive consulting services from him.

8. Diversified Marketing: network marketing, call center marketing methods, mobile marketing methods, product placement, direct marketing methods, exhibition organization methods, and others. The use of the above-mentioned marketing methods by local organizations, each of which has its own advantages and disadvantages, will help achieve marketing and management goals, increase the competitiveness of each product and organization, strengthen its position in the markets, and develop and apply modern scientific methods and tools for planning, organizing, analyzing, and monitoring activities [21-22].

Steps of an Email Marketing Plan:

1. Choose the right audience: when you think about the target audience for products, the answer should be those who are willing and able to buy them, but many people do not. Some people may be happy to start a business without slowing down and thinking first, will anyone buy this product? Can I get access to it? What is the benefit of marketing products to people who are not interested in the product or are interested in it but do not have the money to buy it? So it is important to focus your email marketing efforts on the target audience who are willing and able to buy, and to do a filtering process and exclude all other groups from the overall audience and target only that group.

2. Know your customers well: Knowing your customers is not a simple or intuitive matter of simply knowing your customers by age, country and gender. Rather, I will not exaggerate when I say that you will ultimately know more about your customers than they know about themselves. Understand the psychology of your customers and what drives their buying motives, including their pains, fears, hopes and dreams, brainstorm with them and imagine yourself in their shoes or

create a survey using Google forms and email it to them, use Google to search for topics related to your market and read audience reviews and product ratings in the category you produce. When you are trying to understand your customers, you have to be open-minded and not limit your understanding, whatever their assumptions and things that concern them, you must take them into account in your email marketing plan.

3. Set a goal: Focusing on one goal increases the chances of achieving it. Narrowing goals may seem overwhelming to newbies in digital marketing, but focusing on the larger goals you want to achieve with them will help you grow step by step.

4. Calculate expectations: The key to this step is the return on investment. Some email marketing methods, such as search engine advertising, require funding, so at this point you should answer the question: will I get back the money I spend on the marketing method I use or not? The expected return on your investment will tell you whether you should continue down this path or switch to another.

5. Competitor Monitoring: This step is important not only because it gives you the opportunity to outshine your competitors, but also because it saves you a lot of trial and error when starting this type of marketing. Rather than reinvent the wheel, it's best to start where others leave off, to learn from their mistakes, be inspired by their successes, and learn what makes you unique and incorporate that into your email marketing efforts. The surest way to observe is to participate. As a customer, read what others are saying about them, browse their websites, and sign up for their newsletter. Note where and when you see their ads, and follow them on their social media. If you want more insight, use a tool like Alexa Competitive Analysis to analyze your competitors' website traffic and determine their search engine rankings.

6. Draw a path to achieve your goal: set your goals, write down the marketing goals you want to achieve, turn them into smart goals that can be measured and achieved, and set metrics for each of them with realistic standards that will let you know how successful you are. You can do all this with the Marketing Goals Template, which makes it easy to develop complete strategic plans and track their results step by step. Just copy the board and get started. Work on it in a way that suits the nature of your plan and your own goals [23].

Table 12.

Advantages and Disadvantages of Email Marketing

<i>Benefits of Email Marketing:</i>	
1.	Wide customer reach.
2.	Fast and immediate results.
3.	Ability to track customer preferences.
4.	Client comfort.
5.	Ease of obtaining information.
6.	Possibility of receiving products from both an individual and an organization.
7.	The ability to make purchase and sale transactions without the need for the buyer to visit the place of purchase of the goods, which allows for online payment.
8.	Low email marketing costs compared to traditional marketing costs.
<i>Disadvantages of Email Marketing:</i>	
1.	Online purchases cannot be accepted by the consumer.
2.	Internet fraud.
3.	This requires special skills.
4.	Legal legislation.
5.	Lack of confidence in the existence of some organizations.

6.	Lack of confidentiality in business relationships as the organization's information can be hacked and stolen by internet hackers.
7.	The inability of consumers to keep up with advances in electronics and the high cost of the Internet.

Source: developed by the author based on data [24].

Running a business without digital marketing is like tending to a plant without giving it air, water, and sun. If you want to grow your business, digital marketing is the armor you need to do it right. Digital marketing is a necessary professional skill. looking for a job or looking to make a big impact in your career.

CHAPTER 3

ELECTRONIC MARKETING MIX

E-marketing is a new phenomenon in the field of marketing that has emerged as a result of the rapid development of information technology, which has brought about major changes in the marketing process and its application. In the Internet era, customers themselves determine what information they need and use it. Offers that meet their needs and desires at prices that suit them. They look for high-quality products at reasonable prices and faster and better service on websites, while marketers meet the needs and expectations of customers by offering various packages of goods and services that customers understand have added value. These changes brought about by e-marketing have led to large-scale transformations and changes in the mechanism of the traditional marketing mix, as the marketing mix is able to adapt and keep pace with technological developments and is known as the e-marketing mix and consists of elements created by the electronic business environment.

Definition of the Electronic Marketing Mix: is a group of integrated and interrelated marketing activities that depend on each other to perform the marketing function in accordance with the e-marketer's plan. On this basis, the marketing mix is usually created. The basic idea is that one component or element is not able to best achieve the required goals and objectives. Forms and better formulas, so the idea of the marketing mix arose, which means mixing a group of parts or elements. together to produce a mixture or combination that better meets the desired goals of the organization, better than using only one element. Marketing mix is an application that shows that the organization is unable to achieve its goal of effectively satisfying the needs and wants of consumers product using only one marketing element [1].

Email Marketing – a direction of marketing activities of organizations, the purpose of which is to attract customers through electronic channels by converting the virtual market into a tangible physical reality. It is considered an important part of an integrated marketing strategy and an important type of marketing methods. which seeks to achieve its goals through the Internet. It is also called the process of applying the general principles of marketing science through the use of electronic media, in particular the use of the Internet to reach a potential or target customer in order to achieve the highest level of sales and then achieve the highest level of profit. Many organizations use various electronic channels to promote their brand, such as social media, email, mobile phone applications, television, radio, communication through text messages. or multimedia messages, etc. [2].

The Importance of Using the Electronic Marketing Mix

Marketing mix is one of the most important factors influencing the customer's purchasing decision as the customer goes through several stages before making a purchasing decision, so the importance of the marketing mix is:

1. Develop coherent strategic plans: The elements of the marketing mix must be consistent with each other, products must be priced appropriately, and promotion must be product and place appropriate, as the integration of these elements with each other results in the formation of an interrelated chain that helps in achieving marketing objectives.

2. Wide coverage: The target audience can be reached and targeted in different ways using digital products and different platforms to attract more customers.

3. Precise planning: Marketing mix helps in effective planning by studying the target market in depth to know their needs and analyze the performance of competitors providing the same services before launching products to cater to them in a special way.

4. Excellence in the labor market: When determining the strengths of competitors and the advantages of their products, as well as the weaknesses and shortcomings of their products, work is carried out to identify all the strengths of your product and highlight its unique features, which can be represented by high quality, competitive prices and various advertising offers, as well as professional presentation.

5. New ideas: when studying and analyzing competitors and the target market and applying elements of the marketing mix, there is a need for new marketing ideas or the provision of new products that meet customer needs and market demands.

6. Presentation of product features: explains the general characteristics and detailed information about the product and gives the target audience an idea of the value of the product by focusing on the unique features that distinguish the product and the benefits of purchasing it, giving the audience an idea of the benefit they receive when purchasing the product.

7. Product improvement: It is necessary to continue marketing campaigns to ensure the continuation of the product and maintain its presence in the market. Electronic marketing mix helps to modify and develop the product in accordance with the target audience, which increases its continuity for a long time without disappearing.

8. Subsequence: One of the advantages of the diversity of the elements of the marketing mix is their ability to harmoniously complement each other and the absence of independence of any of the elements, which provides the greatest benefit for business activity and goal achievement. Marketing campaign goals with unique effectiveness.

9. Flexibility: Markets are known to be subject to changes and fluctuations in terms of supply and demand, so the marketing mix forms a protective wall in times of market stagnation or unstable economic conditions through good preparation and flexibility in business management. Develop an appropriate plan to restructure products when the situation requires it, promote them to the market to preserve the company and its sales as much as possible.

10. Helping companies during the crisis: Having a good knowledge of products, advertising and pricing strategies will help you adjust these elements to suit your company's needs during a recession and solve the problem of poor working hours.

11. Help improvise legal business: for a continuous presence in the market, a product needs many continuous improvements to maintain its presence through new promotion methods or price adjustments according to the market situation, and all these improvements help the product survive for a long time [3].

Characteristics of the Electronic Marketing Mix:

1. The marketing mix is the essence of marketing: it is a set of components and elements that, when applied correctly, lead an organization to achieve its marketing goals.

2. The marketing mix requires periodic monitoring: the market is always in a state of constant change, so marketing managers must monitor market developments and changes in each element of the marketing mix in order to make appropriate adjustments at the right time to keep pace with these changes.

3. The marketing mix is flexible and adjustable: when monitoring internal and external changes, internal changes are represented by changes in production lines or the size and scale of the production process, as well as technical changes such as technological changes in the organization, and all of these changes require adjustments to the marketing mix to suit their needs and the needs of customers. This is the most volatile external element due to the constant change in consumer tastes.

4. Marketing mix is suitable for commercial and non-profit organizations: Marketing mix can be applied to non-profit organizations wishing to promote a service, such as educational institutions wishing to promote a training course (product). At the right price (pricing), promoting the course in the right way and in the right place.

5. The marketing mix is aimed at satisfying customer needs: the goal is to direct all marketing efforts towards achieving customer satisfaction, meeting their needs and establishing a loyal relationship between the customer and the brand.

6. Marketing mix helps to achieve goals: correct and systematic application of the marketing mix helps to achieve greater profits and gain a larger market share.

Electronic marketing is one of the main areas that guarantee the success of promotion, since this type of promotion is used in any area of modern business and

is most widespread in online stores for the provision of services and electronic marketing, so organizations need to work with all electronic marketing channels and choose the most effective group of basic tools that are formed in the marketing mix. needs of the target audience. For effective promotion in global markets, it is conceptually important to formulate a strategy and create a detailed marketing plan for making management decisions. To achieve strategic goals and objectives - one of the tasks provided for by the electronic marketing complex for organizations is presented in the table 8.

Table 8.

Email Marketing Challenges for Organizations

<i>Objectives of the Electronic Marketing Mix</i>	<i>Security features</i>
<i>Advertising and promotions</i>	Through promotions, advertising, social proof, event marketing and other tools, organizations can increase brand awareness, address the needs and desires of their target audience and improve their reputation.
<i>Creating a positive reputation for the organization</i>	Business process management helps you track productivity, control the speed and quality of work, improve your organization's marketing strategy, and increase efficiency.
<i>Improving business processes</i>	Through marketing mix, organizations can meet the needs and desires of their target audience, which increases customer loyalty and improves customer retention.
<i>Increase customer satisfaction</i>	Modern brands and organizations use marketing mix tools to create new distribution channels, develop loyalty programs, and increase brand awareness, which increases sales and profits for the organization and strengthens its position in the market.

Source: Compiled by the author based on data [4-5].

Regardless of the results an organization wants to achieve and the marketing mix model it chooses, success largely depends on a clear definition of goals and strategy. When talking about e-marketing, it should be noted that it is difficult without modern Internet technologies and tools [2].

Marketing mix — It is the heart of the marketing process and one of the most important indicators that determine the level of marketing effectiveness of the organization. It expresses the set of decisions regarding product, pricing, distribution and promotion that the organization must pay attention to in order to achieve its marketing objectives. Today, organizations strive to sell their products in the best possible way in order to survive and grow, and this can only be achieved by providing an appropriate marketing mix to consumers and the environment. The mix uses the same elements of the 4Ps of the marketing mix (product, price, place and promotion) and the marketing relationship model, but each element has its own

characteristics, and in the case of online work, it is difficult to separate the traditional 4Ps. The design and navigation of the website of an online organization relate to all four elements of the marketing mix at once, which must be taken into account when developing a website, since it not only provides attractive opportunities, but also entails many risks, which makes it difficult to identify and solve problems, however, many organizations, given their internal and external business processes, are not always ready to transform their activities in accordance with the e-marketing mix. The factors that determine the readiness of an organization to transform its activities based on the use of an electronic marketing complex are presented in the figure. 5.

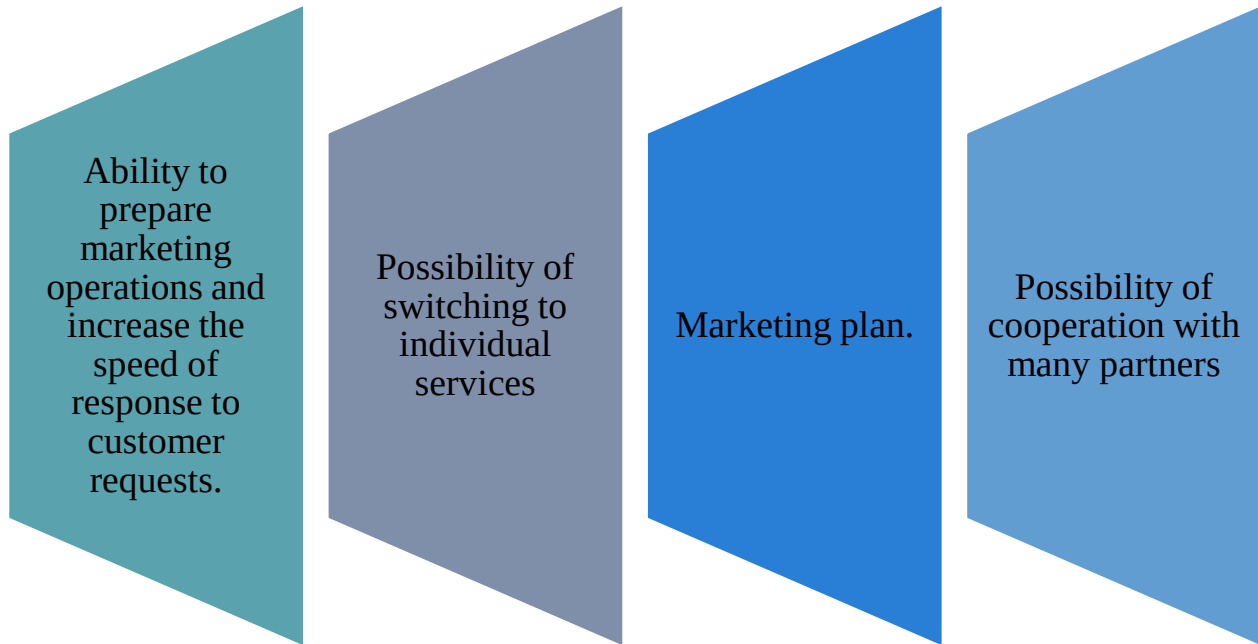


Fig. 5. Factors that determine the readiness of organizations to transfer their activities to the electronic marketing mix.

Source: Compiled by the author based on data [7-8].

In scientific literature, there are different ways to define the marketing mix, and the most common of them is the 4P marketing concept. However, there are concepts adapted to a specific industry. It is worth noting that the Internet is a modern and dynamically developing industry. Business environment, despite the openness and public availability of information via the Internet, in scientific research there is a lack of marketing focus in the Internet sphere [3]. After scientific analysis of many authors in the field of marketing, it can be noted that, perhaps, the only concept of the marketing mix adapted to the Internet is the concept of electronic marketing, which uses a number of basic elements. a number of nuances that are subject to criticism. Accordingly, the author offers a version of the concept of electronic marketing with detailing of the relevant elements, adapted to the realities of world markets [6]. In the modern world, marketing tools will be different for each organization, regardless of the concept, and most importantly, the goals of business on the Internet are also different. For example, a company that operates entirely on

the Internet, an information or news portal, the product of this site will be the information contained on it, and the goal of the website will be to attract as many Internet users as possible so that they can benefit from the information on the website. It is worth considering the main elements of the electronic marketing mix, adapted to the modern reality and requirements of the world market. The main elements of the electronic marketing mix are shown in the figure 6.

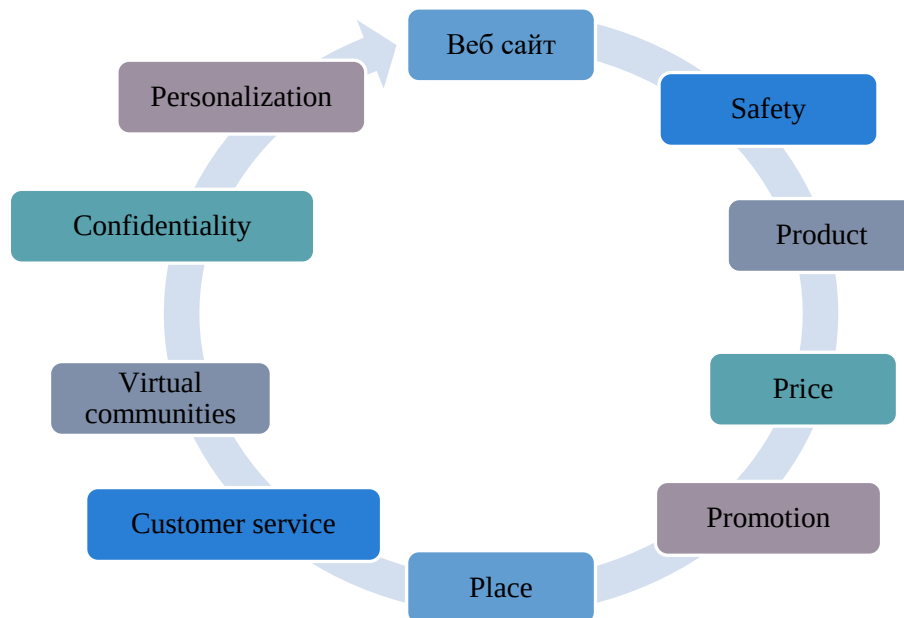


Fig. 6. Elements of Electronic Marketing Market.
 Source: Compiled by the author based on data [6-9].

1. Website design. Design is the process of planning and organizing electronic content that creates an overall look and a good impression when browsing a website. Therefore, the elements of a website must be planned and created with great care during design and creation. This process includes the entire website such as: structure, colors used, font sizes and types, graphics and sitemap, as well as graphic design, interface design, user experience and search engine optimization. Therefore, website design goes beyond aesthetics and includes other elements as well. The overall functionality of the website and various elements that enhance the user experience. When designing and developing a website, it must be taken into account that it adds an aesthetic visual dimension and an important element for visitors to continue browsing the website for as long as possible during browsing, the design of the website must be well thought out before launching it on the Internet. Therefore, you need to do more research to learn about the technical issues that make visitors interact positively on the pages of the website. Because it helps to achieve higher sales if the website is a commercial activity, knowing that web design is responsible for the first impression of the customers about the business on the website and a special design can help you increase sales and increase brand

awareness, thus expanding the customer base and achieving the overall goals of the organization.

Website — It is a central site that contains many related web pages located on another computer called a server. The files that can be found on a website are differentiated between documents, images, texts and other types of files that have a single domain name. It can be accessed through the home page of the website. The organization aims to achieve customer traffic to the website and maximize the volume of these visits through external marketing activities. Therefore, the more attractive the website is, the more important its design is. That is, the greater the ability to attract visitors and retain them, therefore, it should be noted that the appearance of web pages is of primary importance to users, the proportion of influence of web page design on users is shown in the figure 7.

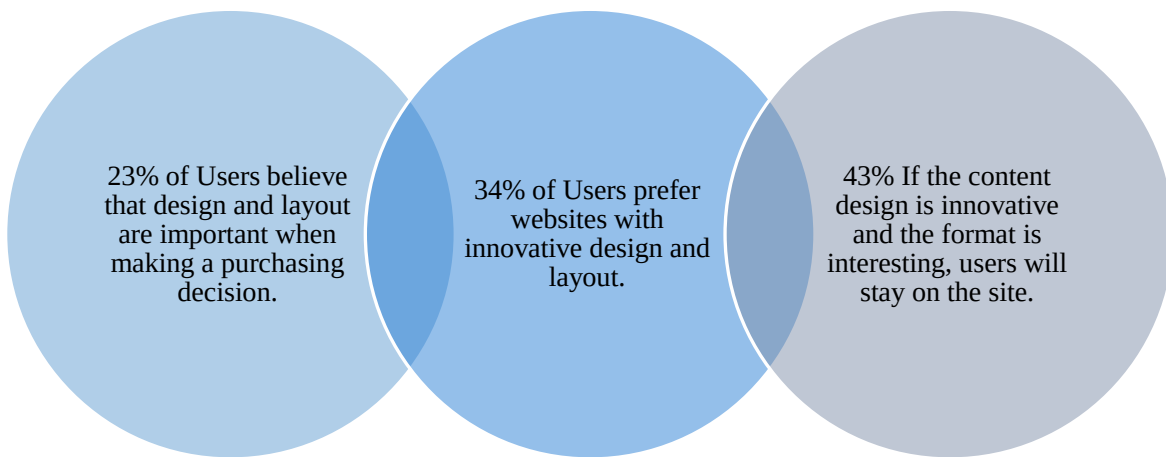


Fig. 7. Explain the impact of web page design on users..

Source: Compiled by the author based on data [7-10].

Website design — the only factor that matters to users as it makes them feel comfortable and increases trust in the organization's website. The website should have a good reputation and be highly reliable, but it is also important that the website is updated regularly and effectively. The content of the website is of great importance to users who want to be able to find the information they need quickly and easily, as mobile technology is increasing user interaction with mobile websites, while laptops/desktops are still out of reach. smartphones are in demand, and are quickly catching up. They outperform them in certain market segments, while users expect the Internet resource to be adaptable and responsive [7].

2. Safety: Website security refers to the preventive measures and policies that organizations implement to protect themselves from cybercriminals via websites. Website security is important for the survival of organizations and the protection of user data, as security primarily concerns the elements of the Marketing Mix (from technology development to the release of the final product), without ignoring all

other elements of the organization's marketing activities, as threats are vulnerabilities in websites and applications or malicious attacks that are designed to breach the organization's security defenses and enable hackers and cybercriminals to control systems, access data, and steal valuable resources. Security is one of the fundamental elements of e-marketing. The importance of security and privacy in commercial and electronic transactions and exchanges has been demonstrated in the context of piracy and sabotage operations practiced by Internet thieves (hackers). Especially when it comes to trade secrets or financial matters such as customer and merchant account numbers and credit card numbers, the issue of data security and privacy is one of the issues that attracts the attention of e-marketing professionals because it relies on various security and privacy techniques such as encryption as a result of hacking and sabotage operations practiced by online thieves. These operations have repeatedly caused significant losses to e-commerce organizations. Websites have repeatedly stopped working due to viruses or sabotage. operations caused by them (electronic thieves). It can be said that security and privacy issues are still facing online commercial organizations. The breaches that occurred in the network in its infancy, committed by online thieves, led to destabilization and weakening. customer confidence in commercial and financial transactions on the global network. Organizations have been able to develop effective and successful technological solutions that ensure the security and privacy of commercial and financial transactions over the Internet. Stores and organizations carry out e-commerce, computer companies, etc. Internet organizations constantly support the idea that financial and commercial transactions over the Internet are safe, which allows this system to be a great advantage for the organization. In managing marketing competition, attention to the protection of internal data should be proportional to its importance to the business [9-11].

3. Product: This is the heart of the marketing mix and the center of marketing operations. It is what an organization offers and displays through its online store. Products can be goods or services. Products are the first thing an organization uses to market. A successful product always depends on knowing the important needs of the target segment, in order to achieve the organization's goals, high quality products sold using Internet technologies allow competing not only in online stores but also on the Internet. Also with traditional stores, since the buyer can buy the goods he needs online from anywhere in the world and at any time he wants, using the delivery and payment systems available to e-commerce organizations worldwide. The online buyer receives the purchased goods as quickly as possible. The delivery speed of electronic transactions is higher than in traditional transactions, especially if the entire process is completely electronic. The level of data and information provided also becomes decisive for the success of the product. The success of products offered

on the Internet depends on the availability of sufficient data and information about the products, which makes a large number of products available on the Internet and this gives the e-shopper wide and excellent opportunities for online shopping. There are a large number of such products offered by the same organization or competing organizations on the Internet, but despite the large number of similar products on the Internet, however, this abundance and abundance does not necessarily lead to lower prices, and there are many free products on the Internet. So, many organizations offer free products as an advertising tool to promote and sell their main products. For example, an insurance company sells a car at cost price with the condition that in order to ensure the safety of the car, information technology and information management systems contribute to speeding up the process. The period of designing and developing new products, as data and information about the needs, wants and tastes of the consumer are collected quickly to meet these needs and desires and embody them in a real product sold through the Internet.

Ingredients of online product:

•**Content:** The content of the website is one of the most important components that makes the details of user interaction with online information resources voluntary. The user goes online only when he needs information. The Internet is an important source of information. a huge information base and widespread search engines. They are widely distributed and used by millions of people, so the information content of the website should be given special attention by many organizations.

•**Design:** The external design of a website allows you to create a unique and different appearance from competitors, allowing users to better remember the website design and perhaps compare the website design with the style of the organization or the packaging design of a stand-alone product.

•**Simplicity and clarity:** Include useful links, relevance, relevant sections, and frequently asked questions. Depending on the type of website, each of these three elements has a different weight. [9].

Decisions reflected in the marketing strategy at the product level:

- Brand symbol: the name, logo, and corporate identity of the organization.
- Product characteristics: the necessary and unique characteristics of the product.
- The required level of product quality: this should be based on the perception of consumers in the target market.
- The appearance of the product in terms of design and packaging.
- The degree of variety or range of products.
- Levels of support and service [12].

4. Price: is a series of systematic steps and strategies that an organization follows to establish the real tangible value of the products it provides in exchange for the benefits that customers receive from using the products, taking into account the basic

and fundamental principles of the organization. A business must be consistent with its strategic goals and the promises that the organization makes to customers. You can simply think of it as a barter process in which a certain amount of money is exchanged for a benefit or service that the customer receives that helps solve the problems that they suffer from. A thorough understanding of the concept of pricing is critical to choosing the appropriate pricing method for any service you provide, since the value of a service is determined directly by the degree of benefit or importance of solving a problem for the customer. buyer, as an electronic pricing strategy is a method of determining the best price for a product, that is, the price that maximizes profits by taking into account demand and the market. Pricing strategies depend on many internal and external factors, examples. Internal factors include: revenue goals, marketing goals, target audience, organization's position, and product features. Pricing strategies also take into account external factors such as demand for products, competitors' prices, and general market and economic trends. Online stores' prices are lower than those in traditional stores due to lower costs:

- Decisions reflected in marketing strategies at the price level:
- Retail price decisions: the selling price of a product should match the asking retail price, unless the organization is the last link in the sales chain.
- Channel pricing decisions: providing different price levels for different links in the supply chain for different suppliers.
- Bundle pricing decisions: selling a large number of the organization's products at a certain price level at the same time.
- Seasonal discount or promotion decisions.
- Promotion decisions (discount terms, maximum and minimum discount levels, frequency of promotions, etc.).
- Price discrimination decisions [10-11].

5. Distribution/location: these are the channels through which products are transported from the sources of production to the places of consumption and the products are made available to the consumer and through which the products are transferred into the possession of the consumer, as this ensures a suitable place of sale and that the product is available to consumers at the right time and delivered at the right time. This means that the target consumer will be able to see the products and buy them when they need them.

Requirements for the use of distribution tools in the concept of electronic marketing:

- **Sales Channels:** Contains answers on how the organization delivers market products to its target consumer audience, what the organization uses to distribute its products and how it operates through wholesale, retail, direct sales, e-commerce, etc.

- Representation in distribution channels. The organization can also adjust the breadth, depth and length of its product line across different distribution channels to suit strategic needs.
- **Merchandising:** This tool influences the appearance of products on store shelves and how they are presented to the customer [13].

6. Promotion: Promotion is a group of marketing activities related to communicating to consumers information about the benefits of a product or a specific idea, arousing their interest in it and convincing them of its ability to satisfy their needs in order to encourage them to make a decision to purchase it and then continue to use it in the future. It is considered a marketing communication tool between a product and a consumer and is used by organizations to convey information about a brand to consumers.

Tools that are used in promoting an e-business via the Internet, including: a website, search engine optimization, contextual advertising, banner advertising, e-marketing, viral marketing, affiliate marketing, interactive advertising, blogs and others. Promotions are designed to strengthen the brand's position in the market, increase demand for goods and services, and attract new customers.

A well-thought-out marketing strategy allows you to build strong relationships with the target audience and maintain their interest. For some time, customers will turn to competitors. Therefore, it is important to stand out from other organizations, always be visible and provide a positive experience at every stage of the buyer's journey. Promotion is the engine of any marketing action. In the modern business environment, in order to convince the target audience to buy the organization's products, it is necessary to think through a communication strategy, select electronic channels of interaction and develop a step-by-step action plan to achieve the strategic and tactical goals of companies, taking into account the set business goals. For a more detailed study of the features of the promotion process, the author formulated the promotion functions, which are shown in the figure 8.

Creating an image: Advertising campaigns help to create the desired brand image in the minds of consumers. With the help of positioning, the organization stands out from its competitors and wins the favor of its target audience.

Sending messages to potential buyers: through advertising campaigns, organizations tell about their advantages and features of useful products, promotions, loyalty programs... etc.

Promoting an organization, its products, and services. Promotion motivates audiences to interact and encourages word of mouth. The more an organization advertises its products, the more customers and potential clients will talk about it.

Increased loyalty: Through promotions, organizations increase trust levels, as well as increase customer retention and brand awareness.

Handling Objections: A well-thought-out strategy helps overcome the doubts of potential buyers by increasing awareness about the organization and its products.

Information support: Through promotion, organizations tell potential customers about their retail outlets, answer frequently asked questions, report on sales, etc.

Fig. 9. Functions of promoting organizations in modern working conditions.

Source: Compiled by the author based on data [12-13].

7. Customer service: is the process of meeting the needs and expectations of customers by providing high-quality services that lead to their satisfaction. E-marketing organizations work to provide these services through various means and methods, and all these means. The methods lead to increased customer satisfaction and an increase in their loyalty to the organization - And for its products, since a satisfied customer is the key to the success of marketing work. The higher the level of service, the better his loyalty to the organization. Accordingly, the chances of repeated acquaintance with the organization these customers are more likely to recommend the organization's products to their friends and leave positive reviews, so the need to introduce the service is determined primarily. the desire of the organization itself to form a stable market for its products.

Services occupy a large part of the volume of e-business via the Internet, and it can be said that the Internet economy is essentially a service economy, and this reflects the reality of traditional trade in which services have a share. The largest of them, a service, can be considered within the framework and content of an e-business strategy as a business or activity that e-business organizations (Internet organizations) deliver to elements. target market (which consists of a group of online

buyers). Practice has proven that a high level of service contributes to the expansion of demand for the organization's products and always contributes to the success of the organization and improves its position in the market, since the lack of service over time leads to the fact that the product partially or completely fails, loses its consumer value, loses competitiveness and is ultimately rejected by buyers. [14].

8. Virtual communities: is a social network consisting of a group of people who interact with each other by exchanging interests, ideas and feelings through the Internet or other collaborative networks, overcoming all geographical and political barriers in order to achieve common interests and goals. These activities are carried out through various means. For example, chat rooms, communication, forums and some web pages that provide the opportunity for interaction. A virtual community allows individuals and groups to meet on the Internet to speak and express their thoughts, ask questions and exchange information. questions and debates, establish new friendships, exchange knowledge and ideas, correspondence, participate in and interact with events, and these activities are carried out through various methods, such as chat rooms, communication, forums and some web pages that provide the opportunity for interaction. Against this background, consumer communication strategies are followed and virtual communities are increasingly organized on a commercial basis. These organizations have extensive information about the past business activities of their customers and potential customers, since they have already interacted with them virtually. the community knows its individual needs better, and if sellers use this information wisely and design their products for this purpose, they will have the opportunity to increase their number of customers and achieve higher turnover for all consumers [15].

9. Confidentiality: Privacy expresses the right of individuals, groups and organizations to maintain their personal data and privacy when making decisions on various issues related to data and information related to them, considering that customer data privacy is the right of the Customer (Internet user) to provide others with access to their data and information and to view or use them, privacy is a right guaranteed by divine laws and legislation. In light of this, there has been an increased interest in the right to privacy. The development that has arisen with the widespread use of the Internet, which includes privacy and confidentiality of data and includes all the necessary measures to prevent unauthorized access to confidential and sensitive information. Similar to personal data and financial information, this issue extends to the electronic marketing arena, where organizations are vulnerable to competitive espionage and market hacking. There are organizations that track Internet users, monitor their trends and behavior and then resell this data without their consent. With over 7,000 apps and tools collecting user data, consumers expect a certain level of content personalization from brands. It can be difficult to determine

when personalization becomes intrusive, as nearly 91% of respondents worldwide are concerned about the amount of data they could collect if it were taken away from them. [16].

10. Personalization: This element focuses on using customer data and information to develop better products, market them online and direct them to the consumer so that the product can meet the customer's needs with a high degree of accuracy due to the high dependence on their data and information in the design of the product, its production and its offer on the market. In online markets, personalization in marketing is a system by which it is possible to dynamically change the content for each user based on their previous shopping experience and based on. In this way, marketers can create a reality of customer interaction that truly meets consumer expectations by using ways to interact with customers through content and emails, as well as other ways that will provide customers with a personalized experience that will help increase their efficiency and loyalty to the business and achieve greater profits. To provide personalized customer service, marketing teams collect and analyze data to learn about consumer preferences and then manage personalization campaigns. Personalization becomes more or less necessary as customer needs increase, competition intensifies, and impersonal service and service negatively affects customer loyalty and hinders business development.

Goals of developing customization tools:

- Increased conversion rate. Personalization shortens the path to use, as customers do not need to search for products, as the system itself provides them.
- Increased average check: the system presents the most relevant products on sale, increasing the likelihood of purchase.
- Increased user loyalty: helps to meet the needs and desires of customers and pay attention to them, which increases their loyalty.
- Behavioral improvements: content becomes more personalized, which helps attract users to the site, increase session time and viewing depth.
- Increase the efficiency of sales expansion: with the help of the system, you will be able to adapt your site to the behavior and needs of users, which positively affects the efficiency of sales [17].

Benefits of Using an Electronic Marketing Mix:

1. Large target market coverage: Some people primarily use search engines, others prefer to work with social networks, and for some, watching videos on YouTube is their favorite pastime. If you use only one online marketing tool, you will be able to do so by attracting the attention of a small part of the target audience.

By promoting the project comprehensively, you will be able to reach all potentially interesting users and a platform that they have not yet used.

2. Increase brand awareness: the audience must be reached simultaneously through several channels so that the organization does not go unnoticed, especially when using media advertising and content marketing in popular media outlets. This effect works in general and especially in this service sector and in the long term.

3. Effectiveness of online marketing channels: only in practical terms will knowledge of the website promotion method be more effective. Of course, experience allows you to make more or less accurate forecasts, but reality always adapts, making its own adjustments. Having tried several online advertising channels simultaneously and compared their effectiveness, you will be able to gradually identify the areas that provide the greatest return on investment, and then decide on the appropriate budget redistribution.

4. Rapid growth in traffic and sales: there are some online advertising channels that offer good benefits but require gradual growth, such as SEO. In contextual advertising, you can launch a campaign in literally a day, but the costs per click/customer are likely to be significant. The expectation is much higher if you combine different directions in one mix, the effect will be balanced and the business owner will have the opportunity to grow quickly without losing profitability.

5. Gaining competitive advantages: Most market participants rarely use more than 2-3 areas of Internet promotion, regardless of the specialist's field, there are those who are limited only to search engine optimization and contextual advertising, and it is clear that when using integrated online marketing. By promoting your business, you will gain a serious competitive advantage, and you will also be able to help increase your market share and attract the best participants to it [18]. In the modern business environment, the use of digital technologies in marketing ensures continuous personalized communication, the development of new ideas and proposals, consumer interest in social projects and products presented on the organization's online resources, which significantly increases conversion, brand recognition and increases consumer loyalty. Electronic marketing is based on the creation of a value proposition for consumers, which depends on the use of innovative marketing tools and elements.

CHAPTER 4

STAGES AND TOOLS OF ELECTRONIC MARKETING

Research in recent years confirms that the stages of Internet development in the world require a comprehensive study of the goals and objectives of the development of e-marketing trends. The Internet has begun to play an important role in our daily lives as it directly affects science, technology, economics and education. Thus, e-marketing has become an independent and important area of marketing activities of organizations, and one of the main goals of e-marketing is to study the needs of consumers and determine their desires through data analysis. Available on the Internet, such as social media interaction data and website data, require effective and correct brand placement in the market to ensure high efficiency of advertising campaigns, this can be achieved with the help of modern marketing methods. It can be said that e-marketing has become essential for commercial organizations as it helps to increase brand awareness, interact with customers and increase sales [1].

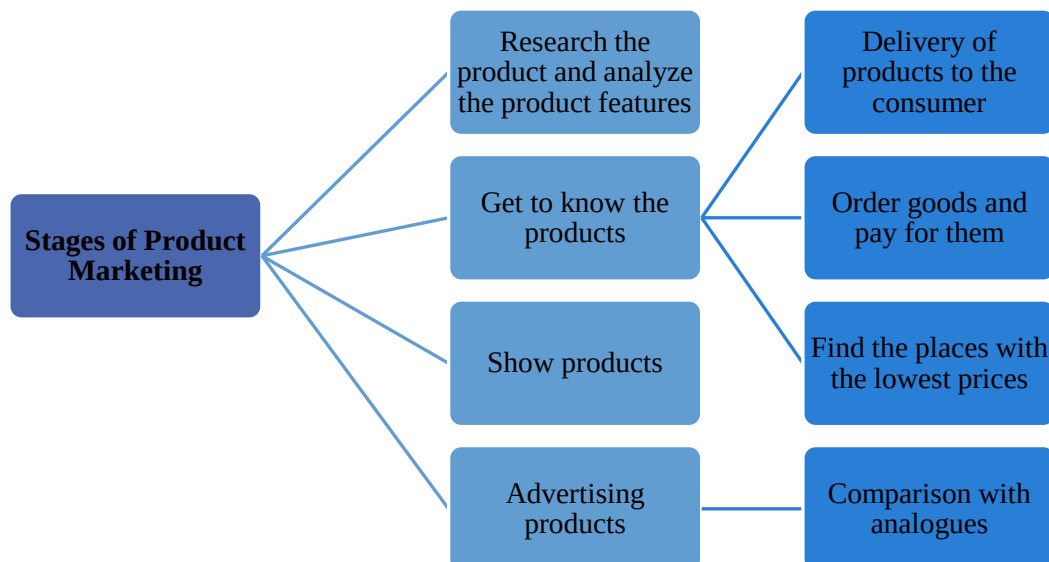


Fig. 11. Stages of Product Marketing.

Source: Compiled by the author based on data [2-3].

1. Product Advertising: this is a type of marketing communication aimed at disseminating information about a specific brand, with the aim of attracting attention to it, promoting and maintaining interest in it, with the aim of informing the target audience about specific events related to the brand activities on specific projects.

How to advertise products:

- Know your customers. Only by knowing who your customers are you able to make the right decisions about how and where to promote your products.
- Know your customers' expectations. It is important to know how customers determine the type of products you offer and what motivates them to buy them.
- Know your advertising goals: Determine how to achieve these goals, do not make "increasing sales" the main goal.

- Know the right way to attract customers: Choose the right place to promote your products and the channel through which you want to promote.
- Place your ads in places where your competitors advertise. In this case, you will avoid an unpleasant experience by finding the right advertising method. Place product benefits that your competitors' customers can see before making a purchase decision.
- Know the purpose of your advertising. Before you write and place your ads, make sure you know the goals of your ads: to get the most out of the ad, to get valuable information, to encourage people to visit the store, or simply to learn about the brand.
- Know the interests of your potential customer, not your own. Remove any statements like, "We are proud to advertise." Most customers don't care what you are proud of, they want to know how you can make them proud of something or something. How you can help solve a problem or need.
- Start simple: Don't spend your entire advertising budget on a big campaign. Start a campaign with a small budget and experiment with advertising to see which ads and media work best for you. Change headlines, print ads, or add keywords to them. A search ad can turn a poorly performing ad into one that attracts potential customers. Responses are tracked to determine what worked and what didn't.
- Test and measure. The success of your advertising requires testing and measuring the results. [4].

2. Presentation of the product by the seller: It is a set of actions and practices undertaken by manufacturers and sellers in order to persuade consumers to buy products.

Factors Affecting Product Presentation

- Website Design: Good product presentation design and ease of use will satisfy the consumers and often lead to a purchase decision.
- Display Skills: Some skills help in adding attractive and exciting elements to the products and most importantly, attractive display placement.
- Product Features: You must ensure that the images match the product and all the features as these issues can significantly affect the reputation of the seller and the product.
- Product Presentation using appropriate promotional tools: These tools help in presenting the product and motivating the customers to buy, mainly in the form of social media, websites, banner ads, flyers, posters and display stands.

3. Identification of customer products: this is the identification of the needs of markets and customers, which can be included in the number of goods and services that the customer wants to receive primarily to satisfy his desires.

How to identify customer needs?

- Surveys: Surveys provide comprehensive information about the needs of customers and the target audience by knowing their motivation, wants, requirements or problems they want to solve. Surveys also focus heavily on the fit of the products with these needs and the right type of employees and any data that needs to be collected in the future. The information is important for a seller, whether they sell goods or services. You can also include questions on how the products compare with competitors and try to understand why customers choose competitors' products rather than yours. These surveys can also give you an idea of changing customer

needs. Ask questions like these and find out if there is a specific time when the customer buys certain products. Why have their needs changed?

- **Benefits of Social Media:** The use of social media platforms has become an important factor in attracting the target audience and improving the image of the organization, which leads to increased sales. Moreover, social media platforms allow you to communicate with customers through comments, shares and interactions with posts. This allows organizations to identify real-time customer needs and what they want.
- **Anticipating customer needs.** To understand customer needs, a salesperson or marketer needs data. As most organizations have gone digital, access to this data has become more accessible than ever before. However, most organizations do not use this data to forecast. Customer Needs.

How do you meet customer needs?

- **Provide excellent customer service.** If you notice that customers are complaining about the quality of service you provide or if you feel that your competitors have better customer service than you, then you need to improve your customer service. Customers are always looking for support. Technicians feel that their time is limited and as a result, customers get what they need, which leads to increased satisfaction. This requires constant support through chat and automation of customer service through robots. Online support solutions such as video chat and shared viewing are also available to interact with customers throughout the day.
- **Regular measurement of customer satisfaction.** To determine the level of customer satisfaction, some measurements need to be taken through relevant communication channels to get a complete picture of the performance of the products and show any weak points. It is also helpful for managers or employees to provide comprehensive information to improve customer satisfaction through results. Organizations modify products to reduce customer losses.
- **Increase product benefits.** Every customer needs reasons to buy products over others and this reason is the benefit he will get. Moreover, this benefit may vary depending on the product, service and target customer. The quality of the product is its characteristic. It affects the ability to satisfy the needs of customers. Here, value is part of the quality that customers are looking for, which is one of their highest needs [5-6].

4. Study the product and analyze its characteristics: is a group of methods used to gather information and gain a better understanding of the target market. Organizations use this information to develop and market new products, know the qualities and characteristics of the product offered by the organization and test different products to ensure their approval, compliance with customer and market requirements to ensure the success of the project and the achievement of its objectives.

Ideal product characteristics

- Provide solutions to customer problems, needs and wants.
- Ease of use for customers.
- Provides better user experience.
- It should have an acceptable and attractive appearance.

- Reduce costs to increase profits.
- Product prices match the quality of the product..

5. Comparison with similar products: With many advantages over similar products and the proliferation of online shopping and selling apps, you can find hundreds of local and international apps and websites to buy the products you are looking for and on each site you will find multiple options for the same products because you will find differences in the prices of the products, their quality and many other details, you may have to search for hours before deciding on which site you will buy the product. For many, this method is not convenient and not useful to buy the best products in the shortest time. To solve this problem, there are apps and tools that collect products for sale online and identify the best options by distinguishing each product, its price and ease of availability. This saves you a lot of time instead of searching through dozens of apps and comparing hundreds of products in each app. It also gives you the best deals and the lowest price selection. Do not be fooled if you rush and choose any product without knowing its price difference with other products.

6. Find the lowest prices: Customers are always looking for the best prices when investing in products and often use price comparison sites to find the best prices on the products they want to buy. [7-8].

Online shopping price comparison tools:

- **Shopbrain:** this tool is available for free on many smartphone operating systems via the website or by downloading the app from the website. See price comparisons of the products you are looking for on most online shopping and selling sites eBay - Amazon - Walmart - Best Buy. You can install it on Google Chrome or any other browser to automatically compare products you are looking for online.
- **PriceBlink:** Google offers this tool to compare the best prices when browsing products. These tools can also access over 11,000 e-shopping sites. Once this process is complete, a small box will appear at the top of the screen with the best available products and prices. In addition to attaching a link that will take you directly to the site selling the product.
- **Google Shopping:** You can compare prices directly using Google's search engine tools, using the Google Shopping service. You can then add the product name to the search box to show you the best results that suit you, showing products from different electronic devices. The stores also have a notification request feature in case the product is available at a lower price than the results you found.
- **Shopping.com:** this site is similar to Google Shopping. This site is linked to the famous eBay site and has a search engine for items for sale. You can control the sorting of the results to show you items from the lowest price to the highest or vice versa.

7. Ordering goods and payment: In this method, the customer orders the goods, then pays for the purchase price of the goods in the online store or through the website by providing and filling in the details of the card or bank account of the customer. Electronic payments in the world of digital commerce are to simplify the

purchasing process so that the customer can buy the products he needs from home in a convenient, simple and safe way, and to expand the reach of customers, not limited to just one place. A specific geographic area, while attracting customers and selling them with minimal effort and time.

8. Delivery of the product to the consumer: This method consists of presenting the product and delivering it to the consumer within the established time and schedule. These are the stages of all sales transactions, since they depend on the characteristics of each type of product and on the marketing methods developed in the market, and can be supplemented by various elements such as pre- and post-sales service, as well as payment methods, but the basic relationship between the two subjects (seller and buyer) does not change in the subject-buyer of the product [3].

Internet Marketing Tools.

The purpose of modern marketing research is to know and understand the consumer and to produce goods and services that meet the consumer's needs, and not to provide him with what the product produces. Modern marketing work cannot be imagined without innovative methods and tools, since they allow organizations to improve marketing activities and expand the coverage of marketing areas for a wider group of audiences. Innovative technologies allow rationally organizing marketing activities in all areas, remotely managing various marketing events, conducting marketing operations and performing other work with the lowest costs. The author has built modern Internet marketing tools, which represent a set of standards necessary to ensure marketing effectiveness [14]. taking into account imbalances in the global economy and external and internal factors of influence shown in the figure 12.

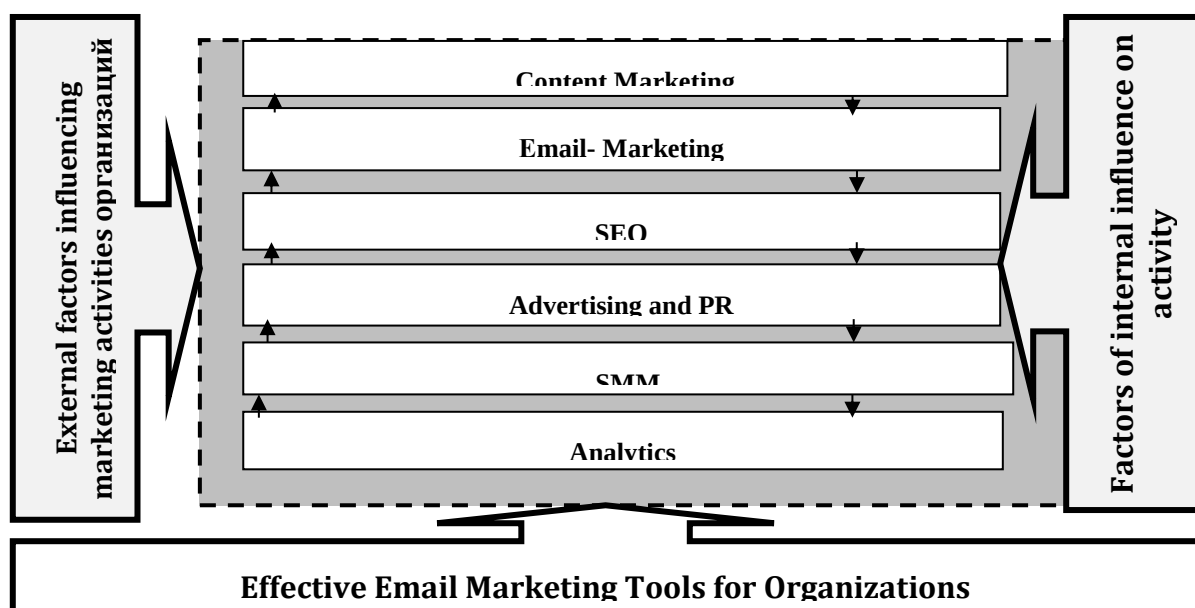


Fig. 12. Modern electronic marketing tools that ensure the effectiveness of activities under the influence of external and internal factors.

Source: Author's work

Based on the standard tools developed by the author, including the effectiveness of marketing activities, it is necessary to learn more about each tool and identify the main elements, advantages and disadvantages, as well as highlight the advantages of its application in the practical activities of organizations and sectors of the global economy.

First: Content Marketing. This type of marketing focuses on creating and sharing online content such as videos, blogs, and social media text sharing that does not explicitly or directly promote a brand, but rather aims to provide content that benefits the audience and motivates them to engage with its products. Providing customers with useful and relevant content helps them solve their problems by providing the opportunity to spread the organization's brand message and present it in different ways to different people on different websites, as shown in the figure 13.

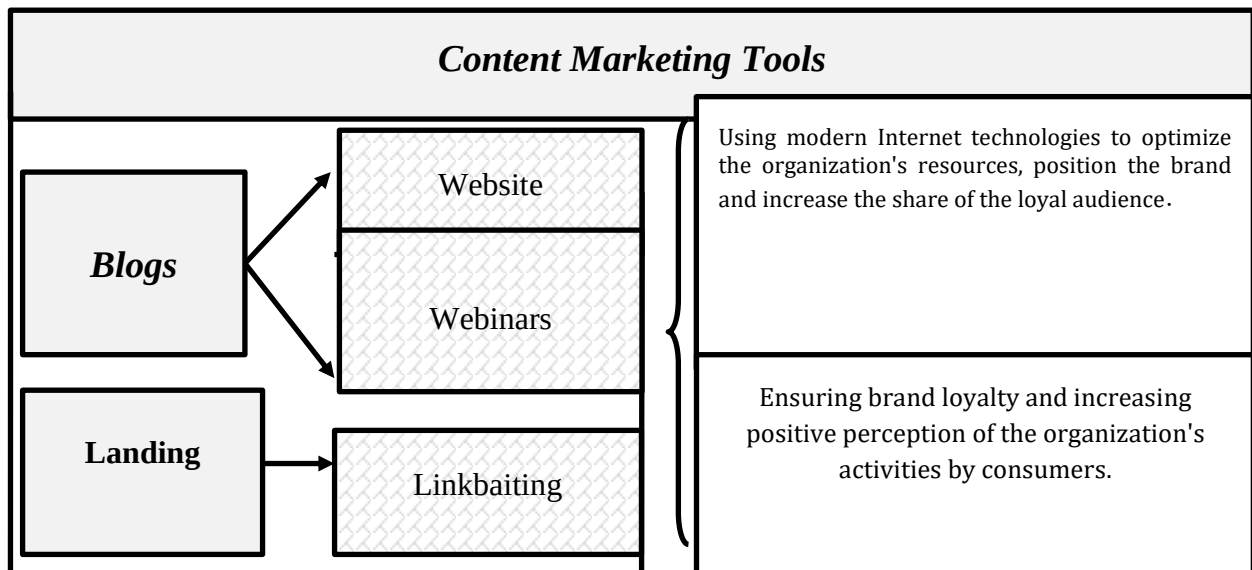


Fig. 13. Modern content marketing tools.
Source: Compiled by the author based on data [9-10].

In today's highly competitive and unstable economic environment worldwide, an organization's brand image can be formed by creating content on one or more websites, publishing original and useful content, where the organization's news is disseminated in order to gradually increase the popularity of public trust.

Benefits of Content Marketing:

- Increase website visits and page views.
- Increase the number of brand leads.
- Increase brand awareness by improving overall reputation and building a loyal audience.
- Quality marketing content improves the effectiveness of marketing activities with competitors.

Disadvantages of Content Marketing:

- High cost of content creation and production.

- Requires people with experience in creating content for the brand, from content creation to images, text and graphics, as it depends on skills and experience.
- It takes time to gather ideas.
- Long-term impact on content: we still have to wait for all the content to deliver results.

1. Blogs: is an electronic page similar to journals. A person, group of people or even an organization writes down ideas, beliefs or activities of a blog. A blog can specialize in publishing original material or filtering news and articles from various sources collected from the Internet and blogging them. From their sources, the main content is regularly added, such as articles containing text, images or multimedia content. Blogs are characterized by short, urgent entries in reverse chronological order (the most recent entry at the top). Blog sites allow users to interact with each other and with the publisher by posting comments on the content, in a modern business environment with the ability to form an organization's brand image, by creating a blog on one or more sites by publishing original and useful content, you initially share news from your field, and then gradually gain the trust of the audience.

The Pros of Blogging:

- Blog content is divided into individual posts, each containing text, images, videos, and possibly hyperlinks, all accessible in chronological order.
- The organization's brand gains a consistent audience.
- Blogs are constantly updated and easy to access.
- Immediate feedback.
- Blogs contribute greatly to search engine optimization.
- A quick and easy way to advertise and promote projects and products.

Cons of Blogging:

- To run a blog, a professional must create a lot of content for images, text and brand information.
- The impact of a blog is long-term and in practice you will still have to wait for all the content to yield results.
- The complete freedom that blogs enjoy can come at the expense of social values and ethics.
- Publishing false or misleading information.
- Takes away the time of readers or bloggers.

2. Landing page: means a web page that a customer accesses via the Internet after clicking on an advertising hypertext link, which typically contains detailed information about the products being advertised. It is an independent web page that targets potential customers of an organization by linking to sponsored advertising campaigns that aim to convert the potential customer into an actual customer by clicking on a purchase button for the goods or services or a subscription button with a call to action such as "Get Started", "Subscribe" or "Purchase". It is a web page that exists separately from the home page of a website and has one purpose - to persuade the customer to make a purchase.

Benefits of a Landing Page:

- Simplified organization and quick website creation.
- Less expensive and better over time.
- Small budget for many other tools.
- High quality page.

Disadvantages of a Landing Page:

- Limited contact with users and increased competition.
- This type of content marketing is not suitable for marketing organizations with a wide range of products that require a more serious approach to organizing marketing.
- Such a product is difficult to rank and promote in search engines, since landing pages are designed for high-traffic search queries.

3. Website: a group of web pages that are linked together and stored on a single server. Websites can be visited over the Internet using a web service and a computer program called a web browser. Sites can be viewed using mobile phones and the name of the site does not indicate its presence in a specific physical location. All files have one domain name and can be accessed through the home page of the website when using a web browser to visit a specific location on the website, the website address is entered in the box. The web browser address that will take you to the home page of the website. The organization aims to get customers to visit the website and to maximize these visits through external marketing activities. The importance of website design emerges. The more attractive the website is, the more likely it is to attract and retain visitors.

Advantages of the site:

- Offering a full range of products on the Internet.
- Improve the ability to effectively attract traffic and increase audience share.
- Organizing online services and sales for users with the provision of all necessary information about the organization, contacts, links, etc.

Disadvantages of the site:

- Costs of creating, promoting and maintaining a website (costs of acquiring domains, hosting, development, design, maintenance and search engine optimization).
- Legislation is not regulated by law, which leads to the loss of many rights and property.
- The need for a specialist to fill the site with texts, product data and images [11-12].

4. Webinars. It is a type of web conference, online training, organizational meeting or online presentation that takes place in a virtual space. A webinar always involves two parties: a speaker and an audience. Participants usually see the speaker, but the speaker does not see them, which allows you to demonstrate your knowledge and build trust in your brand.

Pros of webinars:

- Increase the customer base and potential customers.
- Increase the level of loyalty and brand awareness.

- Interaction between the knowledge tool, which increases the percentage of loyal consumers and strengthens their trust in the brand.

Cons of webinars:

- Difficulty in attracting audience attention.
- Installation is time consuming and expensive.

5. Linkbaiting: Links have proven to be an effective way to promote content. The purpose of this method is to attract links and significant traffic by creating useful content that is easy to share. This is a method that websites use to create links to specific pages. for you to link to their pages. It is about creating content. Interesting and valuable. Can be used as examples, in articles or specific content. They clearly explain the topics or terms they use in the content without trying to go into detail, encouraging people to link. or share them to secure traffic. They are stored together and used by other websites. However, for informational purposes, to succeed in these areas, from a technical point of view, the content created must be compelling enough and provide real value to attract and attract users of the Internet and other websites (in the same field).

The Pros of Link Bait:

- Makes the site more recognizable.
- Allows you to quickly increase traffic.
- Unique, useful and relevant content is quickly distributed on social networks and blogs.
- Make useful business contacts.
- Improve brand image on the Internet.

The Cons of Link Baiting:

- Creating good content to attract an audience takes a lot of time.
- This tool is not always effective and depends on the organization's strategy and the specifics of its activities [13].

Second: Email Marketing. E-mail is one of the most widespread phenomena on the Internet and the most important successful means of influencing consumers. It is a means of confidential transmission of electronic messages between individuals and organizations while maintaining complete confidentiality. Sending electronic messages, as the exchange of messages and documents is carried out without the use of paper, with the ability to send the same message to a large number of users, as it reaches the desired party simultaneously and in a limited period of time, not exceeding a few seconds and at a low cost. E-mail can send texts, images, films, computer programs, files, etc. Usually, as soon as people connect to the Internet, they view their e-mail, which is characterized by its informal nature, which is a model of advertising at the right time, as the message can be sent at the right time for the recipient, and received and viewed at the right time for users, which increases the effectiveness of its impact. E-mail advertising. Many organizations, having a sufficient database, prefer to create their own address list, which can be compiled on

the basis of their business files. Some e-businesses that own platforms like (yahoo – hotmail) provide free e-mail services to their users in exchange for the organizations using this e-mail address to display their paid advertising. To classify user data, the figure shows the main set of modern e-mail marketing tools.

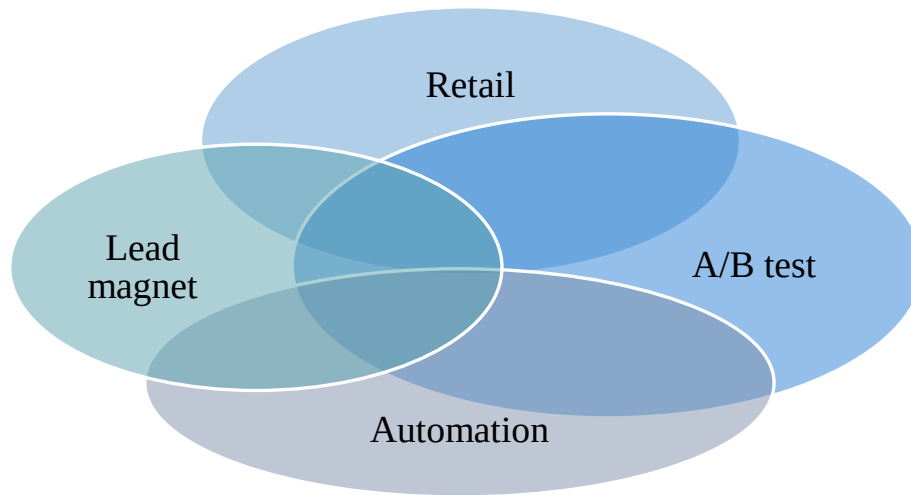


Fig. 15. Modern Email Marketing Tools.
Source: Compiled by the author based on data [14-15].

1. Segmentation. Modern marketing is characterized by the fact that it requires careful selection of target consumers and segmentation of users. Since a business organization cannot deal with the market in an absolute sense, since there is no single organization that could satisfy all the goods and services that consumers need. Therefore, consumers of goods and services resort to the strategy of market segmentation, which consists in dividing the market into small segments and then selecting according to various criteria and characteristics depending on gender, age, interests and location in order to create more personalized messages that will facilitate the conversion of newsletter subscriptions into sales.

Benefits of Retail:

- Presentations are more relevant and personal.
- Increase customer lifetime value through customization and segmentation based on preferences.
- Low cost
- Increase brand awareness.

Disadvantages of segmentation:

To segment customers correctly, it is necessary to use customer relationship management software, which not all organizations can afford due to the complexity of managing it and the high cost.

- Need for experienced, qualified staff to segment consumers and maintain contact with them.
- Increased financial costs for content preparation to develop strategies for each segment of consumers and users.

2. Lead magnet: it is one of the leading email marketing tools and the fastest way to grow your email list, with the ability to add hundreds of email subscribers daily, as it is a free but useful offer for consumers and users of the organization, because it is based on organizing gifts in exchange for an email address, phone number or anything else that will help solve problems.

Disadvantages of Lead Magnets:

- Removing user objections and increasing interest in participating and purchasing more of the organization's products.
- This increases the organization's experience and makes customers more loyal to the brand.
- Disadvantages of this tool. Organizing such an event is an attempt to make the magnet useful for achieving efficiency in accordance with the needs, values, and characteristics of the organization..

3. A/B testing: It is a marketing tool used to determine which variant is better than another and a way to compare two versions of a web page or application to each other to determine which performs better. An experiment in which two variables or a majority of variables are randomly assigned to users and statistical analysis is used to determine the best form to achieve a specific conversion goal. It is possible to determine the effectiveness of different variations of offers in the email marketing tools mentioned above using A/B testing of the marketing methods and tools implemented.

Benefits of A/B Testing:

- Increase the effectiveness of correspondence.
- Tests and interviews can be used to find out the preferences of the target audience.

Disadvantages of A/B testing:

- This tool is only suitable for small organizations with a small customer base.
- Testing is not always accurate and does not adequately reflect reality.

4. Automation: In light of the changes and fluctuations in the global market, it is difficult for organizations to manage their marketing work effectively without automation as this tool makes the life of a marketer much easier and makes it difficult to send thousands of emails manually, which is why most large organizations use automated email services. Automated messaging helps to guide the customer through the sales funnel.

Benefits of automation:

- Improving the organization's marketing activities and saving time.
- The ability to guide the subscriber through all stages of sales and increase brand loyalty.

Disadvantages of automation:

- Automation of marketing processes and paid email services requires proper budget planning.
- Need for a technical specialist to work on creating email chains and managing automation processes [16].

The author has developed and systematized a proposal for a standard email marketing toolkit that helps increase the share of consumers, retain loyal customers, and increase loyalty and interest in the brand, taking into account modern technologies.

Third: Search Engine Optimization: It is difficult to imagine life without the Internet, as everything from information about all life needs can be found through the Internet, as websites are created by organizations that want to attract new customers and introduce their brand to them, but how to ensure that the organization's website is not just displayed by the search engine, but we want it to be at least in the top ten positions in the ranking, and for this we need to develop the pages of the site, as search engine optimization? Specialists are involved in the development and promotion of websites so that they occupy TOP positions in search engine results. Another goal of search engine optimization specialists is to increase site traffic and generate additional income.

Search Engine Optimization is an important part of digital marketing, as people perform billions of searches for products every year, often for marketing purposes. Search is often the primary source of digital traffic for brands and other marketing channels. Being more visible and ranking higher than your competitors in search results can have a significant impact on your bottom line. However, over the past few years, search results have changed, providing users with more direct answers and information, which is more likely to keep users on the results page. instead, directing them to other websites.

Benefits of Search Engine Optimization:

- Increase traffic to the organization's website, which will increase brand awareness and customer loyalty.
- Provides an unobtrusive effect for users, allowing you to increase your target audience.

Disadvantages of SEO:

- You should update your website pages regularly.
- Search engines cannot provide results and information that are 100% consistent with user expectations and may be inaccurate in ranking results.
- The data and information published by search engines is not 100% reliable, most of it is incorrect and lacks scientific validity and reliability.
- The need for specialists to support and fill the website [17-18].

Fourth: Advertising. The purpose of online advertising is to attract the attention of the public and direct it to the websites where every organization, big or small, public or limited, has some form of online presence to promote the products as all the requests are aimed at reaching the largest number of people, with the investment. Least amount of information and getting the maximum possible benefit. There is an effective way to let all the customers know and be interested in the marketing activities through online advertising. Unlike traditional advertising, online

advertising has become more accessible to all marketing organizations as it has the advantage of: with fast, easy, effective and inexpensive access to all target audiences, nowadays owning a website is essential, social media presence is a must and having an online resource is a must. Marketing strategy is essential to create a mutually beneficial relationship between the brand and the target audience and build a good reputation.

Benefits of Advertising:

- Cost control.
- Simple and attractive.
- Audience focus.
- Attractive and interesting.
- Increase customer recall rate.
- Wide reach.
- Measuring success.

Disadvantages of Advertising:

- Need for skilled workers to carry out marketing activities.
- Cost per click directly depends on highly competitive topics.
- Unintentional logo blocking or rejection of advertising images can lead to missed ads.
- Annoyance can have a negative impact on the brand.
- Visitors do not see it and do not care about it.
- Intense competition.

Fifth: Marketing through social networks. Social media marketing can achieve great success in an organization, attract loyal brand followers and even increase leads and sales by encouraging customers to interact with brands through social media. You do not talk directly to the audience through social platforms like Facebook, Twitter, Instagram, LinkedIn, etc., social media marketing is about showcasing products to the masses to know the strengths and weaknesses and gauge the audience's interest in the launched products. All this happens through communication. Direct contact with the target audience, with the opportunity to work on improving the reputation, being close to people and communicating with them in real time.

Benefits of Social Media Marketing:

- It is so easy to use that you only need some basic knowledge of the technology.
- Increase brand awareness.
- Ability to create and share organization or brand content with a large audience.
- Cost savings, as it saves effort, time and money, and subscription and registration are free.
- Communicate with the audience by allowing a transition to the landing page of the organization's website.
- The audience is large and the target audience can be divided.

- Immediate feedback.

Benefits of Targeted Advertising on Social Networks:

- Advertising is viewed by the target audience, not everyone.
- Daily analysis of indicators based on targeted analysis of site pages.
- Increased audience reach and relatively inexpensive promotion with high KPI.

Disadvantages of Social Media Marketing:

- Social media is changing advertising and unfortunately not all ads are viewable.
- To be effective, you need the help of a social media targeting specialist [19].

Sixth: Analytics: Web analytics helps to find out what is happening on the website and how to improve it. The main goal of web analytics is to collect and analyze data about website visitors in order to improve it, identify the weak points of the site, determine the audience and its needs. Determine the tasks that the site should solve and develop a plan for improving efficiency.

Web analytics activities:

- Traffic quality.
- Identify technical flaws and errors on the site.
- Determine effective advertising channels.
- Reduces customer acquisition costs.
- Create a site-wide visitor image and visitor behavior model.
- Find ways to increase target activity (purchase).

Different tools can lead to different results, and the effectiveness of e-marketing can vary depending on the goals pursued by the marketing organization. To evaluate the effectiveness of e-marketing, it is necessary to use different metrics; the ratio of profit and investment can be calculated, but this is not enough to get a complete picture. E-marketing uses different tools, each of which has its own criteria by which to evaluate the effectiveness [20-21].

CHAPTER 5

ELECTRONIC MARKETING STRATEGIES

The rapid development of competition between products in all markets requires each organization to implement innovative tools in its business, regardless of its size and type of activity. The organization must pay special attention to the development and continuous improvement of its marketing strategy, which initially requires knowledge of the organization's own marketing strategy as a long-term marketing plan to achieve its marketing goals. For example, achieving a leadership position in a certain market sector, with the need for each organization to have a detailed strategic plan and a set of procedures to achieve specific goals of its marketing strategy. The issue of organizing markets is to maintain and strengthen competitive positions. This is especially important in the long term, but without an effective strategy and implementation, this is difficult in itself. Today, many organizations need well-thought-out and logical procedures, and not just the external environment. The organization itself changes over time and under the influence of the environment. Marketing strategy is such that the organization's products fully meet market demand, which means that their strategic and production programs are maximally adapted to the desires and expectations of real and potential consumers, ensuring the use of a rational marketing management system in production and marketing activities, which contributes to the development of long-term relationships and ensuring the orientation of the market to consumer demand. [1].

The concept of "strategy" has different connotations and meanings depending on the field of activity, since its linguistic origin goes back to the Greek word "strategos", composed of the words "stratos" meaning "army" and "agos" meaning "leadership", which means "leadership". The art of leadership and the art of setting goals and achieving them. This term was first used in the military field, since it refers to the art of planning wars or military operations before the outbreak of war and at the same time, the art of managing these military operations after wars, which means forecasting public policies and implementing them using available resources, and is used in a broad sense in long-term methods. After that, it was expanded. Its use includes many fields, such as economics, to develop an organization's strategy and study its policies.

Strategic Marketing is defined as an activity that focuses on how an organization can effectively differentiate itself from its competitors and leverage its strengths to provide greater value to customers by purposefully using the organization's capabilities to achieve specific marketing objectives, market segmentation.

Determine its market position, forecast market size and gain market share in the market, and work to develop a marketing strategy that is consistent with the organization's overall strategy to meet the needs of customers in each target market [2].

Organization strategy – this is a way of developing an organization in its field of activity and ways of achieving its fundamental goals, areas of external and internal cooperation, the mission of the organization, as well as responding to various obstacles and long-term problems to achieve the set expectations. This is a model of behavior of the organization at a certain stage of its life cycle, while the development strategy takes on all the characteristics from the beginning of the activity, growth, maturity and periodic decline at each stage of the life of the organization, taking into account. Consider the historical aspects of the development of the management strategy of the organization, as well as the development of individual methods and methods of organizing the strategy, because management, planning and control are one of the main functions of managing the organization. Preparation depend on budgeting and short-term control, which are based on assumptions about the sustainability of the external business environment and the potential resources of the organization, which, in fact, was a feature of the economies of developed countries in the first quarter of the last century, therefore, when planning the activities of the organization and drawing up the annual budget, all income and expenses related to the activity are estimated by marketing.

The Importance of Marketing Strategy: it is to help create a competitive advantage by providing information about the future through planning. This advantage can be achieved through a group of customer and competitor research. The goals and vision of an organization are the driving force behind its marketing. Obviously, knowing where the organization wants to be in the future and what it plans to achieve, the organization's goals should also be able to provide a clear direction for developing its marketing strategy. In order to be in the marketing business and develop digital channels and tools to successfully sell in global markets and withstand competition from competitors, organizations need websites. A well-designed, high-quality website helps an organization to successfully progress and grow in the field of e-marketing and gain the trust and interest of the buyer. The winner will be the one who comes up with the best business plan and is successful in implementing it. Marketing organizations with a well-designed marketing strategy gain three advantages over their competitors, shown in the figure 16.

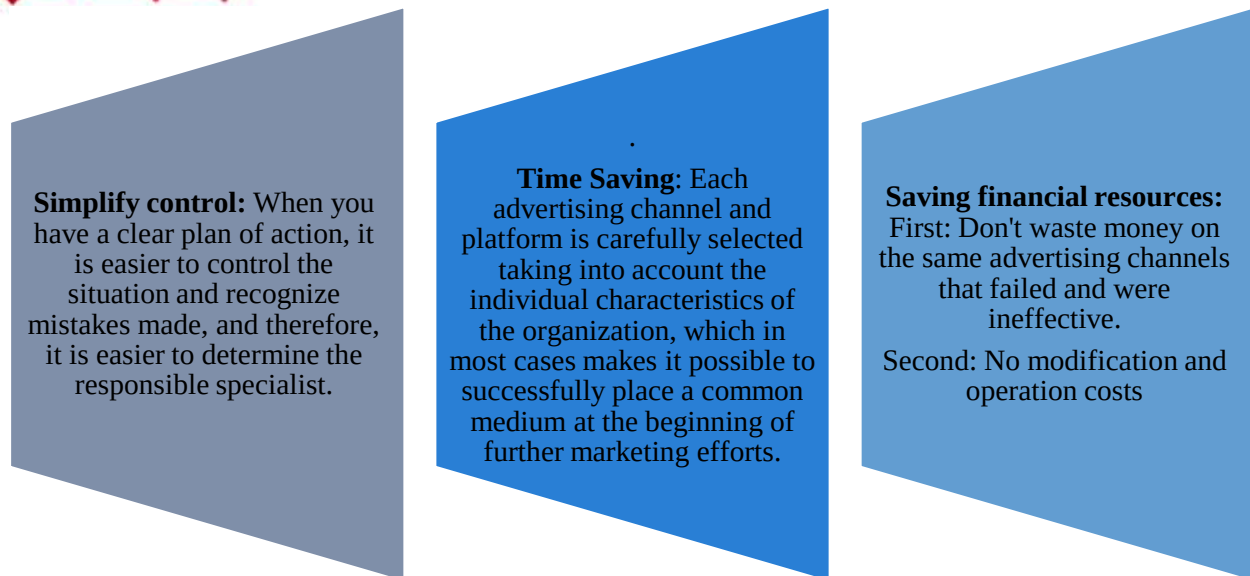


Fig. 16. Benefits of Developing an Organization's Marketing Strategy.

Source: Compiled by the author based on data [3-4].

Marketing strategies are developed in the context of increasing global competition, as they require organizations to clearly understand their goals and the ability to optimize the possibilities of resource allocation and use, market selection, development of long-term pricing policies for products, establishment of strong long-term communications similar to the marketing business, and market research in order to predict the environment. Macro- and micro-phenomena, and other factors that shape the environment of markets and activities [5]. Traditional marketing strategy is only the basis for building a marketing business, and to achieve operational and strategic goals, it is necessary to use electronic channels and form an electronic marketing strategy.

Email Marketing Strategy — is a set of actions that need to be planned and implemented via the Internet to achieve specific business goals. These actions should be implemented through appropriate electronic channels to increase revenue and improve customer relationships. Developing a strategy helps to focus the organization's resources on specific actions that allow you to move. More effective in the markets, since each strategy, including an e-marketing strategy, consists of parts such as goals, deadlines, and clear indicators that need to be divided into elements that are taken into account. Accounting before forming goals and objectives, as shown in the figure 17.

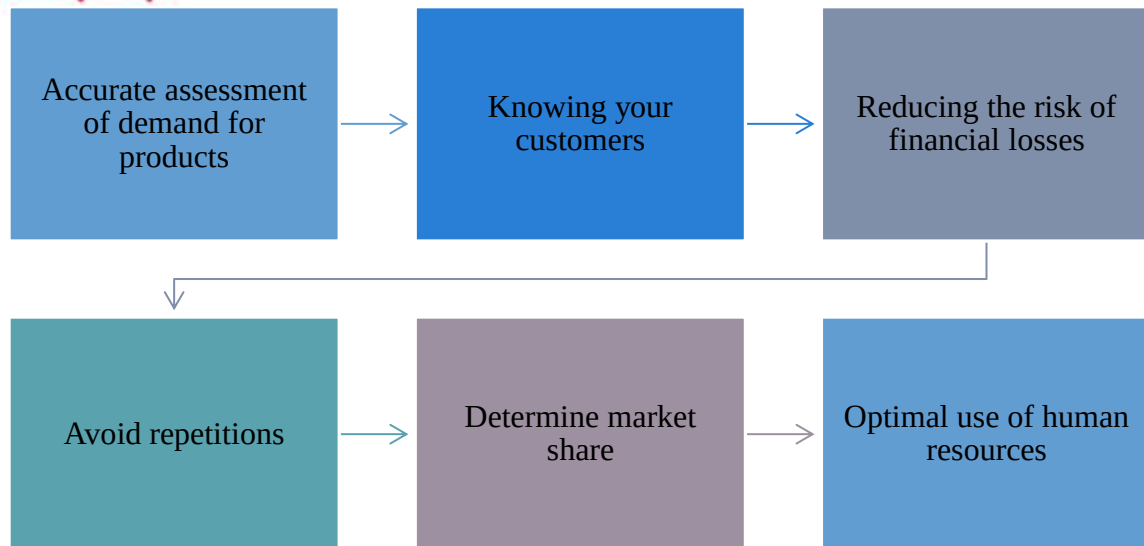


Fig. 17. Requirements for an e-Marketing Strategy and its Role in Business.

Source: Compiled by the author based on data [6-7].

1. Accurate assessment of demand for products: E-marketing strategies provide accurate assessment of product demand by analyzing user requests and purchases using modern tools.

2. Knowing your customers: the better the knowledge of the target audience, the better the position of the organization.

3. Reducing the risk of financial losses: The organization's products must always be available and meet the requirements of potential customers, since high-quality product pages with detailed descriptions of characteristics, many pictures, prices, comments and discounts allow the use of e-marketing strategies that reduce the risk of financial losses, they provide the opportunity to create online stores for less money.

4. Avoid repetition: strategies should be developed in accordance with the target groups that are reflected in the organization's e-marketing business plan, which should not use someone else's methods or plans or repeat existing product categories, services and existing marketing methods with the likelihood that this will lead to a senseless waste of time and resources and complicate marketing for the organization [7].

5. Market share determination: The main task of forming an e-marketing strategy is to determine its position and market share that the public statistically demonstrates in the demand for the offer provided by the organization. It should also be carefully analyzed based on the definition. the reason why users buy the organization's products and not other products, to conduct such an analysis: many organizations and marketers use the Google Keyword Planner tool to collect information and marketing analytics, as well as Google Ads to analyze traffic on the organization's web channels using the search engine.

6. Improving human resources: An important element of an e-marketing strategy is to improve an organization's business processes, reorganize resources, and automate manual labor in order to increase the organization's operating income. In today's business environment, there are many e-marketing strategies that an organization can use to achieve its key strategic business goals and results. Each strategy is different from the other, but in most cases, they overlap and complement each other, and even use the same communication and channels [8], as shown in the figure 18.

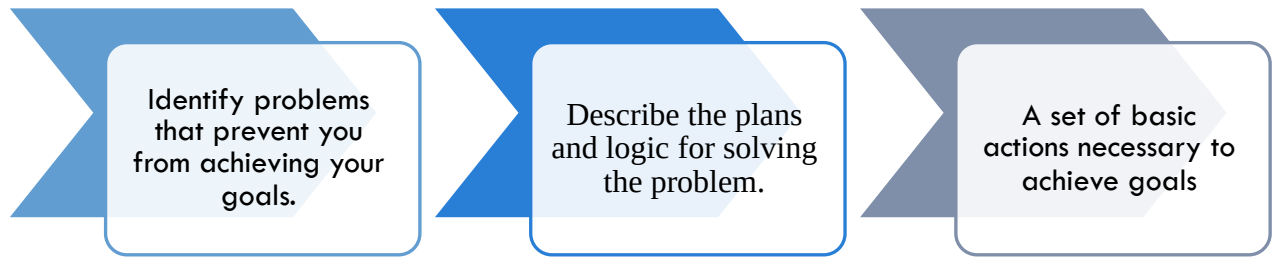


Fig. 18. Components of an Email Marketing Strategy to Consider Before Setting Goals.

Source: Compiled by the author based on data [3-4].

It should be noted that the formation of an electronic marketing strategy should be developed based on the results of a preliminary analysis of the factors presented in the table. 9.

Table 9.

Requirements to consider when building and developing an organization's e-marketing strategy.

<i>Factors</i>	<i>Characteristics</i>
<i>Business goals</i>	Defining the main goals of the organization and specific business tasks, as well as selecting transparent key performance indicators that will allow future evaluation of the effectiveness of the developed e-marketing strategy and the quality of its implementation.
<i>Competitor Analysis</i>	This is one of the first steps in the process of creating a marketing plan. Its purpose is to identify the strengths and weaknesses of each competitor so that the organization can create a competitive advantage over its competitors. By conducting simple research, you can learn a lot about the organization's competitors in the market
<i>Demand Analysis</i>	Does the organization need to use different advertising channels and platforms, if the organization has a unique and inexpensive product that hundreds of people are looking for, it is useful to create a landing page and launch contextual advertising for repeated requests? products are not searched for online and it is necessary to convey information to the target audience about the possibility of solving their problems with the help of a presentation, you can consider advertising in public places and promotion in social networks.
<i>Sector</i>	If it is aimed at Business-to-Consumer B2C representatives, it is one thing, if it is aimed at Business-to-Business B2B. Identify the specifics of the sector, the behavior of potential customers and, therefore, the nature of the advertising campaigns.

<i>Geography</i>	Local characteristics must be taken into account at the stage of developing a marketing strategy; moreover, they can sometimes determine the profitability of using a particular advertising channel.
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Source: Compiled by the author based on data [5-8].

The presented factors are not exhaustive and can be increased depending on the direction and characteristics of the organization's activities. Accordingly, it is possible to increase the factors, the organization's marketing strategy must necessarily be based on the main elements presented in the figure 19.

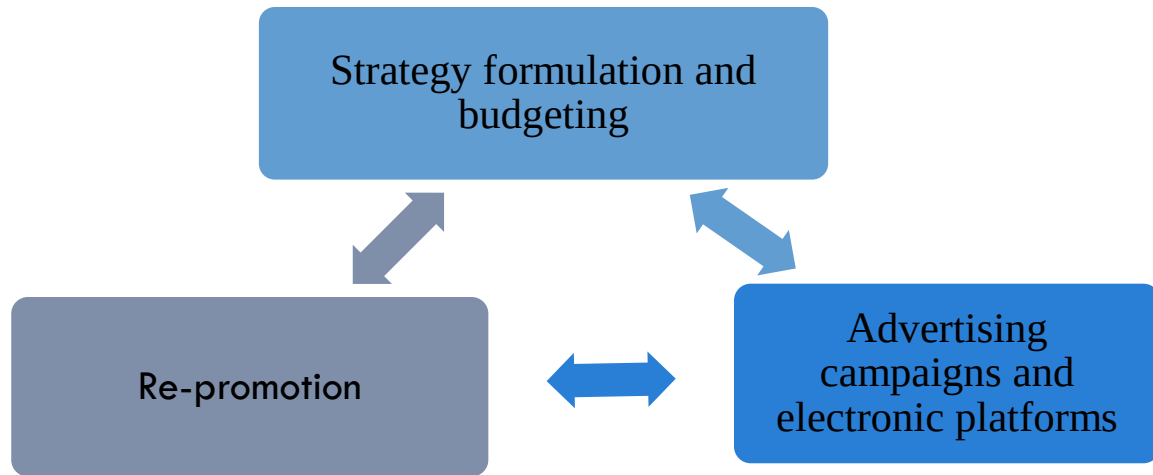


Fig. 19. Elements of an Organization's E-Marketing Strategy.

Source: Compiled by the author based on data [5-9].

The elements that an email marketing strategy provides to an organization should be present in any strategy and in more detail.

1. Strategy formulation and budgeting: It is useful to know at the outset how much money the organization wants to invest in e-marketing. It is necessary to take many preventive measures, including the preparation of a well-thought-out budget. Part of the marketing activities and an integral element of forecasting and marketing subject [9].

2. Advertising campaigns and electronic platforms: The use of these elements provides sufficient coverage, but before using these elements, it is necessary to analyze the profitability of the channels being implemented, since due to their specificity and specificity, they are completely unnecessary for the organization of their activities, and another important guide to the use of specific tools is to consider the details of the organization's working goals.

3. Re-promotion: You need to think in advance what to do with customers who visit the organization's website, add products to the basket and suddenly disappear. Ultimately, there will be many of them and not thinking about measures to return

them to purchase means depriving the organization of additional profit [9]. In such a situation, it is necessary to think over the mechanism of interaction with such an audience and work to achieve the goals of the strategy, but at the same time you should not overdo it and continue to show ads to those customers who closed it long ago and lost interest in the service. The strategy, of course, well-prepared marketing will determine the actions to describe the remarketing procedures and establish a specific basis for their implementation in order to create an e-marketing strategy for the organization. A number of key factors and elements should be taken into account so that the strategy is focused on increasing revenue, positioning and improving the effectiveness of marketing operations.



Fig. 20. Stages of forming an organization's electronic marketing strategy.

Source: Compiled by the author based on data [10-11].

1. Research the market and define business goals: The main focus of this stage is the organization's needs to improve content and improve its position in the search engine.

Elements of Marketing Improvement:

- Structuring content according to search engine algorithms to improve the site's position in search results.
- Reduce the weight of images on the site to reduce page load time.

- Obtaining links from reliable and relevant websites to increase brand awareness of the organization [12].

You should not limit yourself to these points. It is necessary to constantly analyze and compare the content of the organization's site with the content of competitors in the target sector to get a more complete picture of what interests the target audience. It is necessary to conduct short user surveys to understand their perception of the organization's brand. And what do they want to improve, yes, there will not be 100% of the answers, but there will be new information and ideas for improving the organization's e-marketing strategy. Based on this research, it is necessary to determine the main business goals of the organization and develop a plan to achieve them, taking into account changes in the elements of the e-marketing strategy.

2. Collect analytics about the target sector: The basic element of any marketing strategy is target audiences and segments. Every organization should develop a buyer persona that includes information about customer preferences and behavior on websites, hobbies and habits to create the most detailed profile of the potential buyer you need. Integrate strategy goals with collected real data: All collected and analyzed data will help create relevant ads, develop personalized email campaigns and send mailings based on behavioral segmentation [11].

3. Lead Management: To grow your business and increase your target audience share, you need to improve lead generation and implement ongoing ways to attract potential buyers. To organize this process, you should start collecting subscribers using free registration forms, which will help the registration form collect personal information such as email addresses, usernames, and phone numbers for further communication.

Attract subscribers using Google targeted advertising, which displays relevant ads based on users' search history, with the ability to use Facebook services to increase your audience. Since social networks collect large amounts of user data, they allow for effective personalization of ads. Facebook, you can display more ads. Relevance to customers in the news feed and Facebook Messenger. Using the tools provided, you can offer your target audience communication with the organization's brand through other communication channels to increase engagement.

Create an audience - use influencer marketing. Find one or more influencers. They are respected by thousands of subscribers, and I ask them to share information about the brand or products, since influencer marketing is an effective way to attract customers and increase sales, because people trust such recommendations more than advertising [13].

4. Attracting potential clients: Customer care leads to immediate purchase from the very beginning of interaction with the organization's brand. To do this, it is

necessary to use email newsletters, chatbots, social networks or other channels. To get the maximum benefit, it is necessary to teach the target audience how to use branded products, give useful life tips and demonstrate the experience of other buyers, step by step increase the value of interaction with the organization's brand and at the same time promote products unobtrusively [8-10].

5. Customer retention and brand positioning of the organization: Purchasing products does not necessarily mean that the customer is thinking about ending the relationship. Be sure to thank customers, ask for reviews or ratings, and perhaps even implement them before the sale with a follow-up email. . To make customers want to return to the brand, it is necessary to ensure the quality of the products offered, as well as after-sales service, it is necessary to make customers and clients feel like VIPs, it is necessary to create exclusive content and personalized offers for regular customers, since customer motivation becomes the most important factor in ensuring brand awareness and attracting new users and target audiences. [13].

6. Automation of business processes of marketing of the organization: when forming the main elements of an e-marketing strategy, it is necessary to find weak points and improve them by automating marketing processes, while marketing automation can take several forms and cover different forms and directions: from automating the e-mail chain to supporting subscribers at the registration stages. Purchasing, servicing and, in many ways, automating e-marketing business processes in modern conditions is provided by chatbots. Chatbots are also an attractive tool that allows you to relieve some of the load from customer support services and sales departments: a Facebook Messenger or Telegram chatbot can answer frequently asked questions, help book a hotel room or even accept job applications [14]. According to the main steps considered in developing an e-marketing strategy for brand promotion and plan implementation, there are many online channels that vary in price, potential reach, ease of use and the goals that are necessary for the business. In order to find the most suitable and effective combinations, so it is impossible to limit yourself to limited strategies, especially if the desired results are not achieved, an e-marketing strategy is an important part of business development, which includes an e-marketing strategy. It should be noted that nowadays it makes sense to use several strategies at once in order to achieve the greatest benefit from them. However, before starting to implement a new strategy, it is still advisable to know how to apply it as needed to study potential customers, analyze the behavior of competitors and determine business goals. Most of the most successful and effective e-marketing strategies require the use of modern electronic channels, creating an organization's website for communication and sales and placing information about its brand on world markets. This tool, despite the active growth of social networks, still forms the basis of doing business in the global electronic space, creating, improving, promoting and developing an organization's website with a high level of visual and visual design.

Structural design with a simple interface is a difficult task in today's competitive environment, but first of all, the organization's website must be optimized to get the highest positions in search engine results in order to present the organization's products to customers and ensure brand recognition. However, without the integrated use of e-marketing strategy elements, it is impossible.

Due to the significant increase in competition in conducting marketing business through electronic channels in the world, there are many strategies and approaches to organizing marketing activities, each of which has an individual approach based on its own. The features of the organization's activities and the features of its activities are shown in the figure 21.

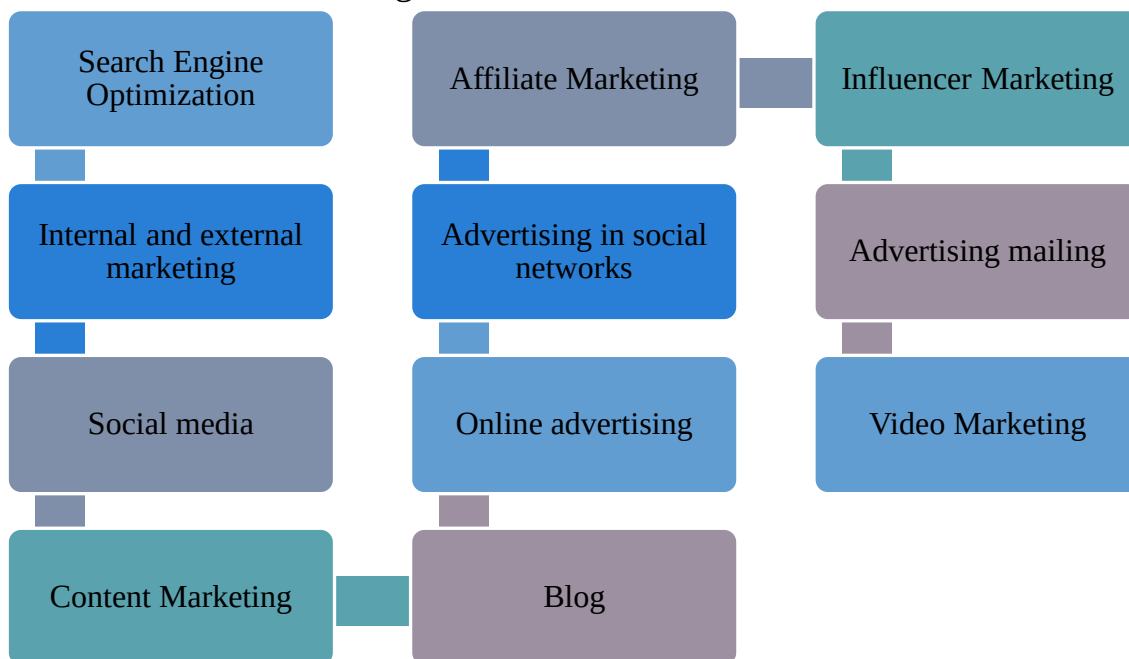


Fig. 21. Types of Email Marketing Strategies in Business Marketing Environment.
Source: Compiled by the author based on data [8-15].

1. Search Engine Optimization (SEO). Search engine optimization is one of the most important marketing strategies because without a website and without a high position in search results, it is difficult to sell through electronic channels. Therefore, this strategy is considered a priority for any marketing business because customers can easily find it through the Internet, even if no one knows about the existence of the organization's brand. This will allow you to organize effective sales of products, because the search engine is the place where users search for various products, and since the number of queries continues to increase, being on the first page of search results is a competitive advantage when a customer is looking for a service or product that the organization sells.

Search Engine Optimization Factors:

- While fixing the errors that are hindering search engine progress, it is important to analyze the site for changes and fixes, which is a sufficient step to improve rankings.

- Organization of website content and structure. You may need to pay attention to how blog articles are formatted, as well as how the product pages and marketing pages of the organization's website are designed, since the structure of the website pages helps to create progress in search engine results.
- History. An organized domain that has been online for many years has an advantage over a newly created domain, since Google and other search engines use the principle of seniority to evaluate the quality of a website.
- On-page optimization. On-page SEO is an important and often overlooked point when creating a website, such as the website title, content hierarchy, image alt description, internal and external links, and the content itself (text, images, videos), graphics are important for search engine rankings).
- Off-page optimization. Building external links is important for the search engine algorithm. External links from other websites to an organization's website are important, and the more reliable the source, the better for promoting the organization. Sharing content on social media is another off-site SEO method.
- Use artificial intelligence to predict customer search intent at each stage of the sales funnel, and study the persona of a potential buyer and consumer on the organization's website to achieve strategic business goals. In marketing, SEO is a major type of strategy widely used in business [16].

2. Internal and external marketing: Internal or external marketing is an electronic marketing strategy that aims to find out the doubts and interests of customers and provide them with relevant information that will attract their attention, gain their trust and ultimately turn them into loyal customers. This strategy allows you to establish close relationships with customers. The customer likes to establish a dialogue from the very beginning, attract attention and provide ongoing problem solving. Continuous development of this strategy through various communication channels creates an almost seamless process. relationship between the organization and the buyer, making the latter see this organization as a point of reference, authority and solutions, which can be referred to when making purchases [15-16]. In the past few years, inbound marketing has been considered a preferred strategy for many organizations. Unlike outbound marketing, it is not intrusive, and the qualification of potential customers is usually much higher. Outbound marketing is an electronic marketing strategy based on an active, direct approach and a regular search for new customers whose characteristics coincide with the image of an ideal buyer, inbound marketing is not opposed to outbound marketing. Although there is much evidence against using them together, it has been proven that they complement each other perfectly, and their combination is widely used in practice in building the marketing activities of world-class organizations. Inbound marketing depends on the creation of content that customers can easily find both on social media and search engines, and is complemented by many other strategies. Also depends on content marketing and social media distribution strategy. All potential customers may consume content created by the organization, but they are not currently interested in buying, but when the need arises, they already know

where to buy what they have. Outbound marketing relies on direct communication strategies with customers, such as telemarketing, search engine advertising, flyers, billboards, radio, newspaper or television advertising. Potential customers have not heard of the products before, but you have identified them as potential buyers, as shown in the figure 22.

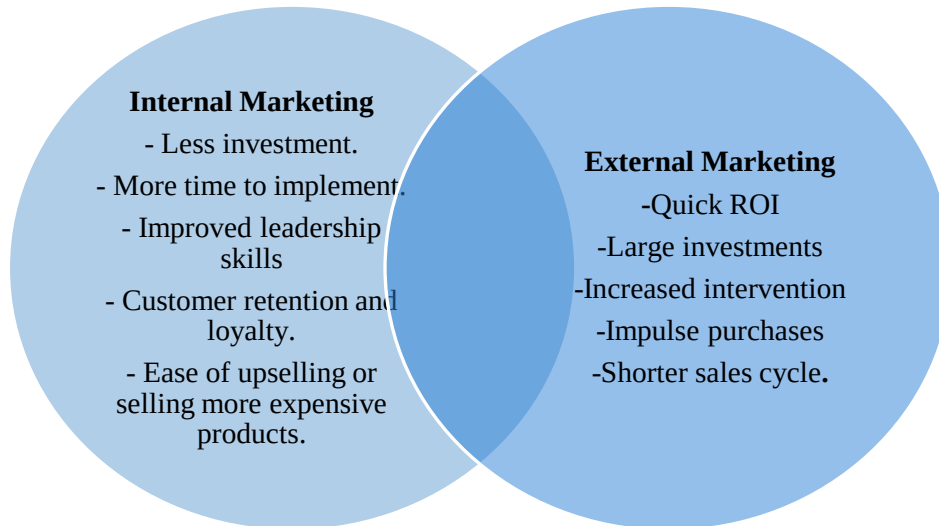


Fig. 22. Features of internal and external marketing strategy.
Source: Compiled by the author based on data [16-15].

3. Content Marketing: Content marketing is a strategic marketing approach that focuses on creating and distributing valuable and relevant content to attract and retain a target audience through marketing or advertising content, as people all over the world are searching for all sorts of solutions to their problems online. This practice provides a great opportunity to explore thousands of search queries related to the products of organizations available through electronic channels. Content marketing allows many organizations using this strategy to place the organization's brand on Google and other places. Search engines, when a potential customer is looking for solutions that meet needs, the application of content marketing can be in almost any field of activity where the content drives traffic to a website, an application, a YouTube channel or a social. Media page. It is a great way to attract people, introduce them to the brand, present the work and educate the audience through content. Converting these people into customers is another stage of your email marketing strategy, which can include inbound marketing [17].

4. Blog: The use of blogs is considered popular because they can be used in any way. It is a space for communication with customers. There are no restrictions in the choice of topics, social networks or competitors. the position of the organization's products in search engines. Using a blog for business is a tool that helps increase the number of potential customers, increase traffic, retain customers and increase loyalty. This channel is used to strengthen the relationship with the customer due to its informal nature. It helps to explain the benefits of products and how they work,

with the possibility of using personal blogs for customers who consume and talk about the organization's products and services, as well as partner blogs, as this is a good practice for developing an audience through external links [18].

5. Affiliate Marketing: Affiliate marketing is done through individuals who are paid a commission by an organization for referring customers. If an organization has a blog that attracts a lot of traffic on topics that are of interest to a particular organization, you can do this. invite that organization to become its marketing partner. That blog will promote that brand's products, and you will receive a commission or a financial percentage for it. [15-16].

6. Influencer Marketing: Influencer marketing has grown rapidly in popularity in recent years, but brands are using it less for several reasons, including the high prices that influencers or influencers charge for their services. For many organizations, micro-influencers have become micro-influencers. The ideal solution is individuals who have extensive knowledge of any product and a wide range of communication, interaction, and influence through their channels, but do not have thousands of followers or subscribers, as their services are more affordable and they have a closer connection with the audience.

7. Internet advertising: Search advertising is a type of advertising whose main objective is to place the organization's products in the appropriate positions when the client enters the relevant search query with the possibility of implementing a strategy based on online advertising, through the advertiser's website or social networks. Or an application, YouTube, email or any public online environment. There are different types of online advertising in different formats, on different sites and platforms shown in the table 10.

Table 10.

Types and features of online advertising

<i>Type of Internet advertising</i>	<i>Characteristics</i>
<i>Pay-per-click advertising (cost per click)</i>	- This is the amount of money collected every time a person clicks on an ad. - These ads are created directly for the search engine and appear on the search results page.
<i>Advertising in the media</i>	- Display advertising primarily uses images of products or the organization itself on a network of advertising sites. - The visual element is accompanied by small text - Expanding connections with the Display Network and the largest search engine on the Internet, as well as showing your ads on YouTube, Gmail or Discover.
<i>Advertising products</i>	- Commercials provide the best visual experience to the customers. - It allows the organization's products to be presented with the image, name, price, availability, seller name and other information in the search results.

<i>Video advertising</i>	Video advertising allows you to present a video on Youtube or partner sites and influence the audience. These ads are very popular because of their effectiveness. Quickly convey information to viewers.
<i>Retargeting advertising</i>	- This is a strategy that allows you to show ads to customers who have visited a website or performed some valuable action on it. - The goal is to bring these customers back and turn them into loyal customers who will be ready to buy products or call a manager.
<i>Advertising in social networks</i>	- Social networks are advertising platforms: Facebook - Instagram - Twitter - Pinterest - LinkedIn. For example, search engines. - Achieve different goals (likes, covers, video views, conversion, etc.). - Serve ads in different formats (images and videos) - Target different segments of the target audience (people of the same age or with the same interests).

Source: Compiled by the author based on data [18-19].

It should be noted that each type of advertising has its own goals. In addition, it should be a step that brings the organization closer to its main business goals.

8. Email Marketing: Email marketing is one of the most popular strategies and has seen the most changes as it is used by most organizations but not everyone is fully aware of its capabilities, so email and SMS are the best methods. Communication with the target audience, increasing sales and maintaining interest that not everyone knows about. Creating the effect of brand presence and activity on the client at his location (mailbox) is the first goal of the email marketing strategy. The goal of getting the client's permission to send emails, newsletters and even text messages to people who do not want to be associated with the brand or who are not interested in the products is email marketing is more than just composing an email and sending it to a group of contacts, it involves sending the right content to the right people based on needs and goals with the ability to segment the recipient list using a group of work-related standards [19].

9. Video Marketing: They say that a picture is worth a thousand words and a video clip is worth a thousand words. This is the basis of video marketing. It is a powerful form of marketing that effectively engages the audience with marketing campaigns as it means using video clips to promote and inform people about products, which helps to increase engagement through digital and social channels, educates the audience and allows you to reach them through a new medium.

10. Social media: Social networks are platforms that allow sharing content with networks of contacts and virtual communities. Social networks are rapidly growing as they quickly become the center of information, data exchange, discussion and aggregation of interests. A space with millions of users, it is clear that some organizations underestimate its importance and it is not necessary for an organization to be present in all social networks. In most cases, this is a waste of internal and external resources, and the results are small. Experts recommend professional management of one or two social networks that are compatible with the

marketing and communication strategy of the organization. Social networks can shape the impression of the company and integrate it into the minds of consumers like never before. In any communication channel, to achieve the goals of the strategy, it is necessary to focus on the result, develop detailed plans and follow them step by step along the way using various methods, techniques and marketing tools. It is important to offer products using search engine optimization, advertising and flexible management of the marketing process with subsequent optimization and automation to ensure conversion and financial profitability of the organization [20].

CHAPTER 6

SEARCH ENGINE MARKETING

Modern business systems require innovative technologies and tools to increase efficiency and improve marketing business processes with the ability to link a search engine to these technologies and tools. Since websites are the marketing interface for an organization and an effective marketing tool, their number has reached millions and they are similar in their field of activity, so each website should have priority access through a search engine, since it has become difficult to navigate through the pages of a website without a search engine. The purpose of a search engine is to search for data available on the Internet according to its own agreements. Before the development of a search engine, the Internet was a collection of websites that users viewed by directly entering the website address or using specialized directories and lists. As the list of web servers increased and the need for better searches on websites increased, search engines. [1].

Search engine: is a computer program designed to search documents stored on the Internet to help an Internet user find specific content by entering keywords that the user has put into the content or topic that he wants to find through a search engine, and then the search engine displays a group of websites. The Internet contains the words entered by the user. The search results are usually displayed as a list of results, often called a "search results page". The results can be images and videos, audio, etc.

Search Engine Marketing: It is one of the most effective ways to accelerate business growth in increasingly competitive markets. Also called search engine marketing (SEM) or paid search, it is a paid digital marketing strategy used by advertisers to increase audience awareness of a website or products by creating... Pay-per-click advertising for search engine results page marketing activities to reserve a spot on the first results pages.

How Search Engine Marketing Works: The search engine marketing process begins with the advertiser defining the keywords that the audience is searching for and for which the ad will be launched. The advertiser then defines the budget that they will pay for each click between them and their competitors, and whoever pays the most will see their ad at the top, and the winning ads will be displayed on the search engine results pages when users enter the chosen keywords. When a user clicks on the ad, you pay the value you specified for each click, regardless of whether the customer buys or not. [2].

The Importance of Search Engine Marketing. is to help promote a business and products, reach a wider audience, increase website traffic and increase opportunities for conversions and sales. It also helps businesses to increase their

credibility and reputation online. It increases their chances of appearing in higher search engine results and being visible to more search engine users, thereby ensuring the dissemination of the marketing identity and directly increasing sales as it gives advertisers the opportunity to place their ads in front of interested customers or those who are looking to make a purchase at the moment they want to take the action that prompted them to search for it. There is no other advertising method that provides such a great opportunity. Advertising takes customers directly to landing pages through which they enter the sales journey that you have prepared for them in advance so that they can complete the purchase process or subscribe to your marketing activities.

1. This helps consumers make convenient online shopping experiences.: Consumers looking for specific products can search for them simply by using keywords that match the product specifications, and thus the products will reach the right customers.

2. Converting Leads into Prospects: In search engine marketing, interested consumers search only for specific products that they want to purchase, so organizations place their products directly in front of potential customers, and this ensures high conversion rates in marketing efforts.

3. Focused on high traffic: Search engine marketing allows you to reach a large audience quickly because products and information are easily accessible through search.

4. Pay per click: In pay per click, advertisers pay only based on the total number of clicks received on a website link. Thus, the advertisers pay only for potential customers who show interest in the products. Thus, search engine marketing reduces high advertising costs.

5. Increases trust: Since search engine marketing attracts a large amount of traffic, it ensures maximum number of website visitors, which results in increased trust signals.

6. Correct market segmentation: Since products are displayed directly in search engines after keyword searches, search engine marketing ensures appropriate market segmentation by correctly targeting the right customers and geographic region.

7. Performance Tracking: With the help of search engine marketing analytics tools and programs, organizations can track the effectiveness of their campaigns, whether they are working well or need to change their marketing strategies. They can get a proper analysis of the sales volume and demand for their products through search engine marketing campaigns [3]. How to Develop a Search Engine Marketing Strategy. The goal of developing a search engine marketing strategy is to get the maximum benefit from paid advertising, and in order to carefully develop this

strategy, it is important to control the variables that determine the success of the campaign, whether they are keywords, budget, or the content of the ad itself.

Requirements for developing an appropriate search engine marketing strategy:

1. Accuracy in Keyword Selection. Since choosing the right keywords will lead you to success by making it easy for customers to find you when they search for that keyword, your success in search engine marketing depends primarily on finding the right keywords to start the bidding process on them and choosing a budget for them to choose the right keywords: We recommend sorting out all the keywords related to the products.

2. Volume of competition by keywords, if no customer searches for the keyword you choose, the ad will not be interesting to anyone and the result will be zero. At the same time, if you choose words with a high search volume, you will have to pay a lot because there are many competitors and some of them can afford to pay. So when you choose any keyword, you should pay attention to its search volume and the level of competition for it.

3. Content writing: The distinctiveness of the advertising message is what sets you apart from others, and the success of the advertising, by keywords, depends on how you write it. In general, advertising in search marketing consists of three parts, which are made up of three parts. These are the ad headline, the web page title, and the description. The customer does not care about the keyword you choose, but his impression depends on the copy that is written in a unique and distinctive way and requires him to take certain actions at the same time.

4. Pay attention to landing pages: After you have finished choosing keywords and writing a distinctive ad copy, the next thing to focus on is landing pages, as it is important to link to a landing page in your ad instead of linking to your entire website or store. This page focuses on the purpose you want it to serve. The customer, with a simple design and attractive and compelling copy to use every customer visit, you should link to a strong landing page. A page with a clear headline, a form of communication with customers, and a frequent call to action.

5. Evaluation of advertising effectiveness: It is not just about running ads. Rather, you should track, monitor, and evaluate the performance of your ads when marketing through search engines to improve the performance of those ads to make them more effective. The budget you pay is not wasted. If the conversion rate is good, then by measuring and improving, the performance of your ad campaigns, conversions, or sales can be excellent. [4].

Types of Search Engine Marketing:

The types of search engine marketing are limited to free optimization, known as search engine optimization. And paid advertising, or what is called pay per click.

1- Paid advertising - pay per click:

This is a method where a marketing business owner pays search engines in exchange for a click on the content they sell. They are paid for each click or action taken by the target audience. It is based on text ads that appear on the site at the top of the search results when someone searches for the target word in the ad. In these ads, you only pay for clicks and you can create these ads through Google Ads.

2- Unpaid - Search Engine Optimization:

Search engine optimization is all about getting your website or content to appear naturally on the first page of search engine results without any cost. Search engine optimization is an important part of digital marketing because people perform billions of search queries every year, often for marketing purposes. information about... Products and search queries are often the primary source of digital traffic for brands, as well as other marketing channels. Visibility and ranking in search results compared to your competitors can have a huge impact on profits. by writing exclusive, high-quality content with the goal of appearing naturally at the top of search results without advertising. However, over the past few years, search results have changed to provide users with more direct answers and information, making it more likely that users will stay on the website. results page rather than being redirected to other websites [5].

Table 11.

The Difference Between Search Engine Marketing and Search Engine Optimization.

<i>Search Engine Optimization</i>	<i>Paid advertising - pay per click</i>
It is a free process that creates unique and exclusive content that naturally and freely ranks at the top of search results.	Paying for search advertising to attract search engine visitors from clients
This is a powerful way to increase website traffic, and it is also a powerful way to improve your reputation by introducing people to and bringing them closer to your brand.	Paid search marketing is useful for those who are looking for products now, want to buy them, and need them without the need for further convincing.
Improving your visibility in unpaid search results is a parallel process, meaning you should do both together as part of a single plan.	Improving your visibility in search results through paid search advertising is a parallel process, meaning you should do both together as part of a unified plan.
Improving SEO requires an initial investment of time and effort, but once a website starts ranking highly, the traffic directed to the web page becomes free.	Search Marketing Advertisers Pay Per Click
SEO is a long-term strategy and sometimes it can take weeks, months or years (depending on the competition) to achieve results.	Search engine marketing can result in increased traffic and leads immediately after you launch your ads.
Search engine optimization relies on search engine management algorithms to determine rankings, making it difficult to control.	Search engine marketing gives companies the ability to control their advertising campaigns and provides metrics that help companies make campaign decisions.
SEO marketing strategies need to be reviewed and developed from time to time.	Search engine marketing strategies are entirely dependent on the advertising spend of an organization.

Source: Compiled by the author based on data [6].

The main similarity between search engine optimization and SEM is that they are both proven strategies that can help achieve business goals by driving traffic to a website through search engines.

Table 12.

Similarities Between Search Engine Marketing and Search Engine Optimization

<i>Increase conversions</i>	Both SEM and SEO increase the visibility of a website in search engines and can therefore drive traffic to the website, attract potential customers and, ideally, increase conversions.
<i>Target keywords</i>	Both SEM and SEO are keyword-based. This means that when a user searches for a keyword, the organic and paid results that appear on the search results page are dependent on the keywords that were found and SEO. SEO is based on thorough keyword research and a clear understanding of how keywords are organized into topical groups.
<i>Improve content</i>	Your SEO and SEM strategies should be based on search intent, and your target titles should match the intent and sales funnel stage of your target keyword. In other words, the content that appears on the search results page should be useful and relevant to the audience.
<i>Measurable Campaigns</i>	The effectiveness of SEO and SEM campaigns can be measured using a number of metrics, and SEO results can be reported using tools like Moz Pro Campaigns, and SEM results can be measured using tools like Google Ads Reporting.

Source: Compiled by the author based on data [7].

Benefits of Search Engine Marketing. One of the most important benefits of search engine marketing for advertising organizations is the ability to place ads in front of customers who are searching for you, are eager to buy, and are ready to make an immediate purchase, so they have to wait because customers don't like to wait in a competitive world.

- Quick access to customers.
- Wider brand exposure.
- The ability to easily manage your ad schedule from Google Ads.
- Improved targeting of target customer segments.
- Increase website traffic by appearing at the top of search results.
- You can match your ad to keywords and your target audience using them.
- Ads appear for free and you are only charged when customers take action.
- Appear at the top of competitors' keywords.
- Analyze and measure performance and adjust for the best results.
- Greater focus on conversions.
- Get immediate results.
- More effective in local marketing.
- Precision, as search engine marketing allows you to select keywords and block specific words, as well as custom targeting options such as the geographic area in

which your target audience is concentrated and scheduling the days and hours you want your ads to run.

- Easy to measure. When you achieve revenues that exceed your costs, it means your investment is successful.

Search Engine Marketing Tools

Search engine marketing tools, both free and paid, are diverse and versatile in helping online marketers plan, execute, and measure their campaigns, as shown in the table. 13.

Table 13.

Search Engine Marketing Tools

<i>Google Trends</i>	This is a free tool that identifies the most important and popular keywords that your target audience is searching for and that are relevant to your business. It has many features such as comparing keywords over a period of time, which helps in sharing ideas for your advertising.
<i>Semrush</i>	It is a powerful search engine marketing tool that has a wide range of capabilities to effectively improve your search engine marketing strategy: from conducting keyword research to traffic analysis and ad analysis. You will be able to search for the best keywords and see which ones are successful. the best results. Which ones rank the highest and which ones are the hardest to rank, track rankings, analyze competitors and improve your overall search engine impact with a wide range of tools and data.
<i>Google Keyword Planner</i>	This is a very important keyword planning tool that allows you to research suitable keywords for your brand, find out its expected bids, determine its competitiveness, and create a comprehensive plan with relevant words for both your business and audience.
<i>Ahrefs</i>	Its benefits are numerous, including improving your site in search engines, improving the quality of pay-per-click advertising, planning search engine marketing campaigns, researching keywords, analyzing competitors, tracking their performance, and measuring your results.
<i>Google Ads</i>	The most famous system of advertising through search engines, as it allows the advertiser to know the approximate price offers for various ads, as well as to conduct advertising campaigns on Google so that your site or products appear in the results of the same search engine YouTube videos or smartphone applications.
<i>Google Marketing Platform</i>	It has an outstanding set of free and easy to use tools such as a full campaign management tool, provides in-depth surveys and data, provides marketing solutions suitable for all businesses and delivers impressive results.
<i>Microsoft Advertising</i>	Microsoft's advertising platform enables marketers to run ad campaigns on search engines like Bing and other engines that people rely on.
<i>Google Analytics</i>	It gives users a deeper look into the performance of a website or PPC ad by providing powerful analytics to measure results and gain important information such as knowing which keywords are the best in terms of traffic, conversion rate, average time shoppers spend in-store, etc.

Source: Compiled by the author based on data [8].

Search engine marketing skills are numerous and every buyer should have them to be able to develop successful email marketing strategies after the increase in demand for digital marketing as it is one of the most important means that helps in

interaction between an organization and its customers and helps in increasing brand awareness as shown in Fig. 23.

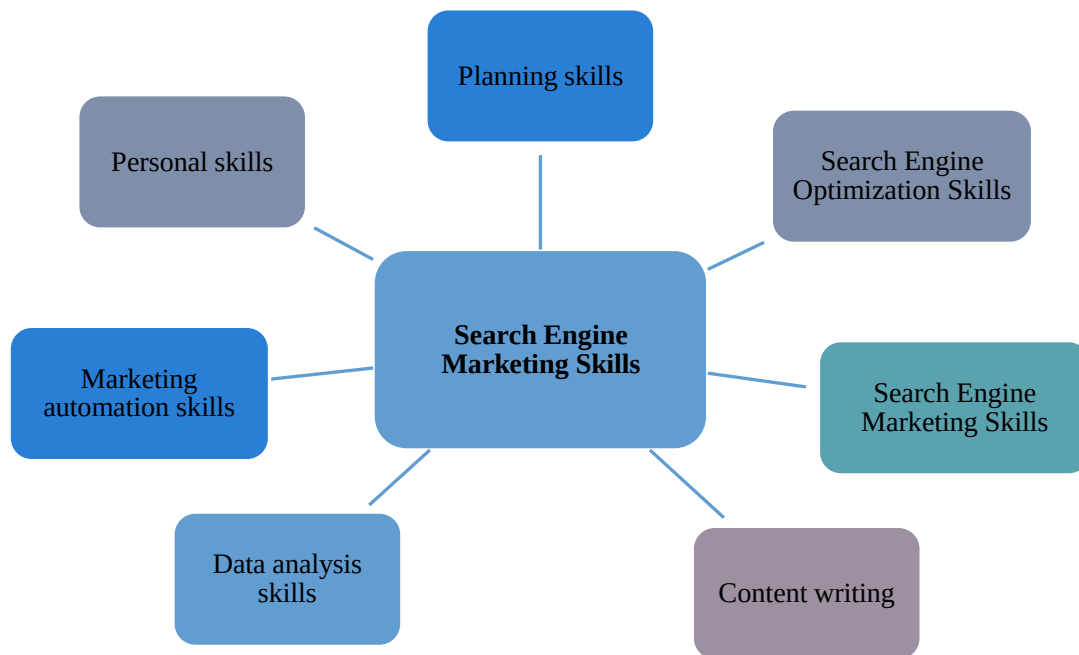


Fig. 23. Search Engine Marketing Skills
Source: Compiled by the author based on data [9].

1. Planning: Search engine marketers use planning and organization skills to prepare, manage, and prioritize marketing plans and organize advertising campaigns. A successful marketing campaign cannot be launched without good planning.

2. Search Engine Optimization Skills: Any search engine marketing specialist should hone their SEO skills by understanding the rules of SEO, mastering its various tools, knowing how to choose keywords, and being familiar with the basics of user experience optimization, competitor analysis, etc.

3. Search Engine Marketing Skills: Paid search engine advertising skills vary and include the ability to launch, manage, analyze, and improve Google Ads campaigns, understand how search engine marketing works, and know the types of Google ads.

4. Content writing: Search engine marketing strategies require writing skills, whether it is writing articles and publications, preparing advertisements and marketing messages, composing calls to action, or communicating with the target audience in general.

5. Data Analysis: A search engine marketer uses data analysis skills to evaluate the effectiveness of advertising and measure results. Therefore, you must understand key performance indicators and sub-measures, interpret and analyze data to improve campaigns and make the right decisions.

6. Marketing automation: Marketing automation systems have become one of the most important technologies used in email marketing in general because they allow you to save time and effort, analyze competitors, and perform marketing tasks easily and smoothly, knowing how to handle these tools.

7. Personal skills: A search engine marketing specialist must have a variety of soft skills, the most important of which are critical and creative thinking, adaptability, problem solving, intelligence and time management, as well as social and communication skills. Skills such as effective communication, active listening and others [10]. Keywords are the most reliable and trustworthy words for search engine marketing and are definitions, words and sentences that describe the products to be advertised, as shown in the table 14.

Table 14.

Types of Keyword for Search Engine Marketing

<i>Exact match keywords</i>	Words closely related to the target keyword, such as misspelled words, rearranged words, plurals of the word, and abbreviations.
<i>Keywords matching the phrase</i>	This is the exact word or phrase you want to target, as well as any additional words that may come before or after it.
<i>Broad Match Keywords</i>	Various forms of terms, synonyms and similar expressions.
<i>Negative keywords</i>	Terms you want to exclude from targeting, such as certain variations of unrelated keywords.

Source: Compiled by the author based on data [11].

Ad auction: Search engine marketing is not a magic tool that shows your online ad to everyone searching for keywords related to your ad. To maximize relevance, the SEM system will determine how your ad competes with other brands targeting the same keywords and automatically determine when, where, and to whom it will be presented in the fig. 24.



Fig. 24. Working at an advertising auction

Source: Compiled by the author based on data [12].

1. Your Max CPC Bid – This is the maximum bid you are willing to pay for a user's click.

2. Ad Rating — This is another type of ranking that is set by the search engine marketing system and through it determines where the ad will be displayed on the search results pages. "A higher ad rank means that it has a better placement or better placement.

3. Quality indicator — This is the rating that is automatically assigned to your ad by the search marketing platform. There is no official general formula for its preliminary assessment. Experts believe that the quality score is based on some parameters such as click-through rate. Keyword relevance, landing page relevance and the performance of previous ads. Advertising auctions work. In the search marketing model, organizations that can identify the exact keywords are the real winners in the market compared to those who spend the highest budget. However, if the products or website perform well, they automatically get a higher ranking. Search marketing pages are organically issued without the need for search marketing, so we can say that a campaign advertised through search marketing with a higher budget may not get the top ad space, organizations with lower budgets can take its space if they tend to attract a lot of traffic, providing trust signals, displaying relevant content and identifying the most popular keywords. Every time a consumer searches for a relevant keyword, search engines like Google, Bing, and Yahoo participate in an auction to determine which ad will be displayed higher on the search engine results page. The auction also includes various factors like the ad quality rating as a pay-per-click network [13].

Create a Search Marketing Campaign Strategy

1. Identify keywords: Organizations need to identify and expand relevant topics to pinpoint the relevant keywords that consumers will most often use when performing a search function. This task can be accomplished with the help of certain analytics tools and software.

2. Budget allocation: Organizations must decide how much money they want to spend on a keynote address.

3. Ad aggregation: If an organization sells multiple product lines, they need to organize and group them into an ad group to reduce costs. This way, they can use a specific keyword for the entire group instead of assigning one keyword to each product.

4. Linking Landing Pages: This is linking ads to a landing page that has a user-friendly interface and effective keywords.

5. Create an ad: After successfully grouping ads, you need to create an ad for the entire group. The content should be attractive and relevant.

6. Ad extensions: Ad extensions are used to display additional information, such as links, notifications, and structured samples, to increase the visibility of your ads.

7. Advertising display planning: Marketers need to schedule the right time to show their ads to users so that they are most active at that particular time.

8. Rates: At this stage, marketers bid on keywords that appear in search engines.

9. Performance Analysis: Analyze your search engine campaign performance using tools and software and make necessary changes [14].

The Most Important Search Engine Marketing Strategies: Marketing strategies used in search engines are nothing but operations that depend on organized planning and use of all advertising procedures to prepare websites in search engines, as the website defines products and clarifies the brand.

1. Content Marketing: It helps to present the product in the best marketing ways and increases brand awareness. Content also saves a lot of effort that is put into other marketing methods that require a lot of time and effort. Content marketing strategy requires only those who have knowledge of good content creation methods.

2. Blogging Marketing Strategy: Blogging is one of the most important strategies used in e-marketing because the blog serves as an introductory newsletter for the organization and products. It helps to maintain constant communication with all the customers. A special blog needs to be created. For the website to operate, it is necessary to provide all the information and data about the products it offers. The website that creates this blog is very important for search engine marketing.

3. A strategy for providing distinctive and unique content on a website: A marketer should work on writing unique and distinctive content rather than creating it in a random, unorganized manner. He should place links in the content that help improve the quality of the website and improve the quality of the website. increase its appearance in search results. Content includes: writing articles, providing e-books, guides or providing services. Content should be created keeping all these types in mind and should be presented in a unique way that will attract the largest number of people. website visitors and helps improve the position of your website in search engine results.

4. Content Marketing Strategy on Other Websites: Content marketing on other websites is very important and helps to increase the number of customers and increase the percentage of visitors to the site. You should choose sites that allow you to publish your site content on their sites.

5. Video Marketing Strategy: Research has proven that video marketing and motion graphics are effective marketing methods in email marketing because providing content through them helps to increase the visibility of the website in search results. This is due to the marketing capabilities of video can go through all the customers and reach them in a simplified way, including providing website content, getting more customers and increasing profits.

6. Strategy for delivering courses on a website: Training courses are online lessons provided by a website to its customers. These courses contain everything related to the website and the scope and presentation of the lessons that benefit the researcher and the user. To be successful, training courses should be conducted by experts and specialists in the field of training courses. To achieve mutual trust between the website and the user, the importance of the training course strategy is

that it helps in increasing the number of visitors to the website and the website gets new users through these courses.

7. Email Marketing Strategy: Email is a communication channel between a website and a user where the communication always remains continuous and improves the quality of the website. [15].

How to Get Customers to Your Website Using Search Engine Marketing. After you have learned about the marketing strategies, you must know how to attract customers to your website. You must identify the elements used in the website and choose the best methods used to improve websites. Choice of words. Popular search in search engines, then provide content that includes research and keywords, develop two headlines that attract customers to the website and determine the marketing means through which the site will be promoted. Will it be an email strategy or social media, or through video marketing and animated graphics, or placing advertising links. In order for the content of the website to be in the search engines, it is necessary to choose a website marketing method to improve its quality. There must be promotional offers for the website. which help to attract attention to it and provide free services that increase the percentage of users. In order to choose the right marketing method for the website, you need to conduct a complete research of the websites and know about the business of the competitors. The results of the research of each website so that you can be in the field of competition and be able to sell through search engines [16].

How to Develop a Search Engine Marketing Strategy:

1. Set clear goals: Once a user finds your ad at the top and clicks on it, what action do you want them to take on your site? Do you want them to buy a product or download an app? What are the KPIs, goals, and key results of your campaign? Having a clear idea of what you want customers to do when they land on your website or products will help you achieve your SEM goals.

2. Look at what others are doing: Before you bid, it's best to do a little research. It's important to assess the paid search landscape in your category. Look at which listings are ranking well for keywords in your category.

3. Select a search engine: Different search engines offer different values, some have higher search volume, but with pay per click prices that can be high, choose the search engine that suits your needs.

4. Find the right keywords: Selecting the right keywords for your brand or products in your campaign is key to success. Depending on your goals, you will need to select keywords with different levels of search volume. Learn more about keyword strategy.

5. Set a budget: SEM can be expensive. Before you start spending money, research and determine your advertising budgets. Sometimes companies consult with advertising agencies to help them get advice on budgeting strategies.

6. Be creative: Compelling advertising helps to attract an audience, so think about the copy and creative design you use in your ads and consider what helps them stand out.

7. Test and innovate: SEM doesn't always achieve instant success. Instead, it may take some time to see results. Review your SEM strategy, rethink your keywords, or change your budget if you're not seeing the results you want. [17].

How they work in search engines: Search engines depend on excellent technologies in the process of organizing and searching for information inside them, as there is a Robot who goes to all the websites and then studies them until he finds out what kind of site it is and what kind of activity it is. He suggests and whether the content it provides is useful or not and whether this site is safe or not, after a thorough study of the websites by the search engine, the site will be ready to appear in the search engines and you will find that the search engine is always working on developing a robot inside it.

To improve the quality of the websites and provide the researcher with the content he is looking for, as the main tasks of the systems are research aimed at ensuring optimal performance, effective search, comprehensive coverage of network information and equal access to all resources. These tasks are solved on the basis of statistical processing of information. Any search engine is unique. All the methods used to index and organize documents are a secret process, but the basic principles of work. Search engines are similar. Accordingly, it is necessary to discuss the structure of the research system [18]. shown in the figure 25.

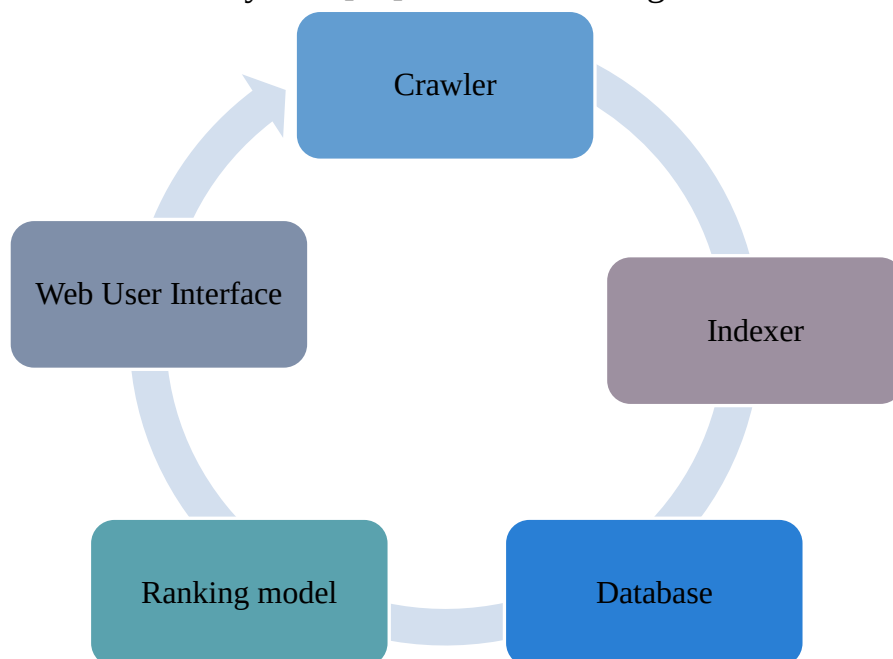


Fig. 25. Search engine structure.

1. Crawler: Sometimes called a spider or spiderbot, and often shortened to "crawl", a web crawler is an internet robot that systematically searches the World Wide Web for new content and adds it to the web, usually activated by search engines for this purpose. Search crawls documents on the web to identify new documents to include in the search engine's index and database. The process of entering information is called indexing. Search engines have a registration mechanism that allows website owners to manually add their pages to the indexing queue.

2. Indexer: This is where the pages found during the crawling process are stored. The search engine analyzes the page content and stores all the information in its index, organized according to how it appears on the search results page. A list is created for the document containing potential keywords that Internet users can search for. Each search engine has its own indexing algorithms and indexed file formats.

3. Database: is an organized collection of information or data stored in a computer system in electronic form or in such a way that it can be easily retrieved, modified, and managed. They are used by organizations to store, retrieve, and manage information. With the advancement of database technology, a new method has been invented to simplify database management. With the help of a special program called a database management system, after the database is created, the internal and external properties of pages are calculated so that their relevance and ranking in future search engine results for specific search queries can be determined.

4. Ranking model: This is how content is retrieved from the search engine index and presented to users on the search results page, ranking it according to its relevance to a specific search query. When a user requests a query, the web server contacts the index server and searches for pages containing keywords that match the query.

5. Web User Interface: it searches the database for the required pages and also orders (sorts) to select pages from the search engine database that match the user's query and orders them in descending order according to their relevance to the query [19-20].

Table 15.

Advantages and Disadvantages of Search Engine Marketing.

<i>Benefits of Search Engine Marketing.</i>	
.1	Measurability: The process of measuring results still needs tools to make it easier, so Google provides you with a lot of tools like Google Ads that provide detailed reports on your campaign activity so that you can always know the latest results of those ads.
.2	Quick Results: Compared to other areas of marketing such as SEO or content marketing, search engine marketing allows you to achieve relatively quick and large-scale results.

.3	Real-time tracking: The analytics interface with tools provided by Google allows you to know what is happening at any given moment, and to correct and adjust your ads if you are not getting the results you want.
.4	Promote all your competitive advantages. If you have a specific competitive advantage that your competitors do not have, SEM makes it easy for you to promote that added benefit. This could be a free shipping option or a lower price on a similar product or even a service that no one else in your area offers. For many customers, this means that you are promoting your greatest strengths directly to them.
<i>Disadvantages of Search Engine Marketing.</i>	
.1	Includes Costs: Although search engine marketing is a cost-effective strategy, i.e. it reduces the maximum cost of advertising by paying per click, we cannot disagree with the fact that search engine optimization, unlike search engine marketing research, a similar method, is an unpaid marketing strategy that organically increases results.
.2	High Level of Competition: In the race to advertise products and have them appear higher on search engine results pages, most organizations try to capture the top advertising space, in the process the number of competitors increases and ultimately the cost per click for advertising companies increases.
.3	Time consuming: The entire process from identifying keywords to bidding on them and finally advertising on search engine results pages takes a significant amount of time.
.4	Proper selection is required. Identifying keywords and bidding on them is not an easy task as the whole strategy is based on targeting traffic and conversion, so proper selection and experience are required.
.5	Opportunities for fraud: Competitors can click on your ads to increase your PPC without increasing conversions.

Source: Compiled by the author based on data [21].

In order for a website to occupy the first three or ten positions in the search, it is necessary to study, analyze or know all the main criteria of search engines and try to improve them. You can know how to create websites that will easily reach the first pages of search results, and most importantly, the ability to remain in these positions for a long time, since they will fully satisfy the needs of users. When studying the features and algorithm of search engines, this conceptually must be taken into account. features of development in order to identify modern trends and characteristics of search engines in the world, it is worth considering successful and popular search engines in the world market.

E-MAIL MARKETING

Email marketing is an important element of electronic marketing communications and one of the most effective tools for communicating with customers and building successful marketing relationships. Modern information and communication technologies make it easy to distribute and send emails with the highest quality and accuracy. Email marketing campaigns help to increase product sales in online stores and target customers effectively. It is not just about sending a random email to a random list of customers, but a strategy for building strong and long-term relationships with the target audience. With precise targeting and comprehensive customization options, email marketing can provide effective value to customers and significantly increase conversion rates. This happens when an organization sends commercial advertising to a group of people via email, as it helps to build customer loyalty and trust. Regular users often need an email address to register on websites, online stores or to participate in social networks, whether for shopping or using business services [1].

Email history The first email was sent in 1971 by a computer engineer named Ray Tomlinson. The message he sent was just a string of numbers and letters, but it was the beginning of a new era of communication with the use of the “@” symbol in email addresses. In 1978, a Digital Equipment Corp. marketing manager named Gary Turk used this new direct communication method to send the first commercial email to inform people about new products. Turk’s email list only had 400 addresses, but the emails he sent resulted in sales of around \$13 million. In the 1990s, the Internet became commercially available to the masses. The way people communicated with each other began to change dramatically, and marketers discovered that email could be an effective advertising medium. Regulations needed to be updated: for example, the UK’s Data Protection Act was amended to require an “unsubscribe” option for all marketing emails.[2].

Email Marketing — It is a form of marketing that keeps customers on an email list informed about new products, discounts, and services, and encourages customer loyalty as subscribers opt in to receive emails.

It makes sales easier and introduces the audience to the brand, focusing on value or keeping them engaged between purchases, they are more likely to convert than through other channels, and a high ROI is critical to the overall strategy of most businesses.

Marketing emails can be used to attract brand-interested subscribers with engaging content, from shoppable blog posts to how-to guides, to keep customers

up-to-date on new products or business policy changes, and to drive sales with emails that include special discounts or exclusive offers.

- Relationship Building: Build connections through personal interactions.
- Increase brand awareness: Keep your company and services top of mind when your prospects are ready to engage with you.
- Promote your content: Use email to share relevant blog content or valuable assets with potential customers.
- Increase lead generation: Encourage subscribers to provide their personal information in exchange for valuable assets.
- Product Marketing: Promote products.
- Support: Delight your customers with content that will help them succeed in achieving their goals [3].

The Importance of Email Marketing. The importance of email marketing continues to grow significantly and it is considered as one of the most important and powerful email marketing tools to increase sales as it is considered as an important component of marketing.

Table 16.

Forms of Email Marketing

<i>Forms</i>	<i>Description</i>
<i>Welcome letters</i>	Send welcome messages to new subscribers or customers as soon as they join your list. Use the messages to introduce your business and thank the reader for engaging with your brand, which helps start the relationship on a positive note.
<i>Newsletter by email</i>	These are regular messages sent to subscribers that contain news, updates, tips, promotions, or coordinated information related to your business or industry, designed to maintain audience interest.
<i>Leading emails</i>	Messages are sent to engage potential customers who have shown interest in your offering but have not yet made a purchase. The goal is to build trust, educate, and overcome objections. Ultimately, you want to nudge customers toward making a purchasing decision.
<i>Advertising letters</i>	Promotional messages highlight new products, sales, or special events at your business. They create a sense of urgency and encourage recipients to take advantage of the promotion.
<i>Seasonal Marketing Emails</i>	Messages include special offers, promotions, or content tailored to the holiday or season. The goal is to leverage the holiday spirit to increase urgency and engagement.
<i>Transactional emails</i>	Certain actions or events trigger transactional messages. Customers may receive transactional emails with account updates, payment notifications, or password resets. They provide transaction-related information and ensure a seamless customer experience.

<i>Confirmation letters</i>	Messages that confirm an action taken by the recipient. You can send confirmations of a newsletter subscription, event registration, or product purchase, typically containing details of the action or containing instructions or other information.
<i>Emails for participation</i>	Engagement messages are often overlooked and permissions are passed on, including surveys, feedback requests, reviews, or any other types of requests that require personal involvement.
<i>Educational letters</i>	Educational messages are a nice contrast to promotional emails because they provide information to customers without asking them directly, such as how to spend their money on purchases. A jewelry company might share educational content on how to best care for different types of jewelry. What sets these types of messages apart from other types is that they don't directly sell products, but rather build brand awareness and loyalty.
<i>Abandoned Cart Messages</i>	The goal is to remind customers of the remaining items in their cart and encourage them to complete the purchase process. These messages can include product images, attractive offers, and direct links to the cart.

Source: Compiled by the author based on data [5].

The process and its effective product promotion strategy has also become a staple used in creating website accounts and tracking customers who shop online as it offers a unique combination of benefits that allow businesses to connect with their customers in a personal and influential way and through this you can reach:

- **High return on investment:** Unprecedented ROI makes this strategy one of the most cost-effective and, if implemented correctly, can generate significant profits, outperforming other marketing channels.
- **Stronger relationships:** At its core, it's about building and nurturing relationships. It provides a platform for ongoing, personal communication, allowing brands to deepen their connections with their audiences over time.
- **Personalization and segmentation:** One of the greatest strengths is the ability to cater to the unique interests and needs of different audience segments. With thoughtful segmentation and personalization, emails can become highly relevant and engaging for each recipient. Segmentation by location can help you send more. Email is relevant in such situations.
- **Authority and credibility:** Regular email communication helps your brand become a trusted authority in business. By consistently providing value, you build trust and loyalty, which are critical in competitive markets [4].
- The benefits of email marketing are shown in the figure 26.

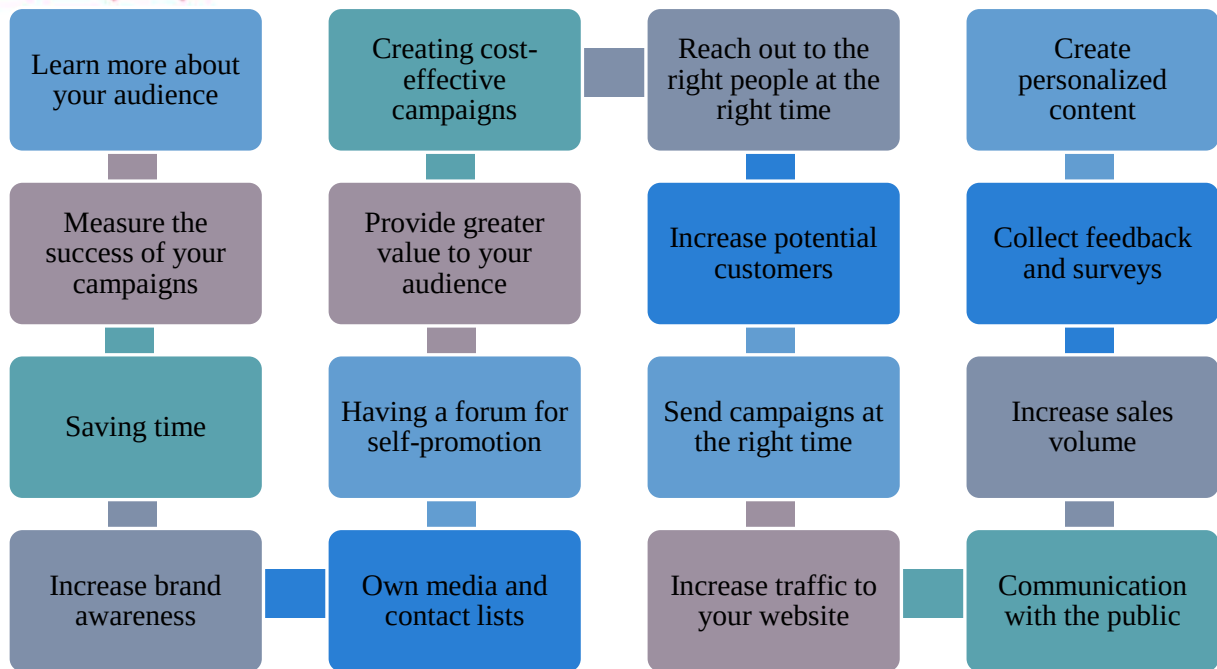


Fig. 26. Benefits of Email Marketing.
Source: Compiled by the author based on data [6].

1. Create personalized content: Creating personalized emails with email marketing tools allows you to customize your campaigns and create targeted content. Personalization can be as simple as including the contact's name in the email. Emails that contain this name have an advantage for the recipient. The subject line has a higher CTR than those without it. On the other hand, you can create personalized content based on audience segmentation to send the right emails to the right customers with the ability to flexibly customize the content. According to the needs of your audience, emails can contain different formats including images, videos, files or different subjects to increase engagement, with the ability to create segmented lists based on geography or engagement levels.

2. Collect feedback and surveys: Maintaining a quality customer experience is very important if you want customers to continue to interact, engage, and buy from the brand. For example, you can send customer satisfaction surveys. Feedback through email campaigns is one of the best ways to calculate the promoter score. This metric helps you know the percentage of customers who are brand ambassadors and detractors. Using this information, you can develop strategies to improve the customer experience [7].

3. Increase sales: Email marketing is a sexy marketing tool, but you can actually increase sales because it is the biggest source of ROI, and marketers who have used segmented campaigns have seen an increase in revenue with the ability to showcase products or encourage customers to buy after cart abandonment. Marketing campaigns can include simple messages that encourage purchases from an audience that is more likely to buy from you because they have subscribed to your messages

and updates. This can also be used to automate part of the sales process, which can help increase sales.

4. Communicate with your audience: It is always important to improve your communication with your audience. When your audience feels like they can talk to you, they are more likely to be loyal to your brand. People appreciate good emails. Have you received a marketing message from a favorite brand, was it annoying or did you enjoy checking the latest news? If you like the brand, you may have enjoyed the experience and it helped you connect with one of your favorite brands. With email marketing, you can reach more of your audience and easily connect with brand representatives. Plus, emails keep them engaged with your audience at any time of year.[8]

5. Increase website traffic: When you create compelling content, how do you deliver it to your audience? Chances are, you send an email. With email marketing campaigns, you will drive traffic to your website and improve your SEO. You will also keep your audience interested in your brand, as email is a great way to build brand equity. Keep in mind that every email should include a call to action to get readers to your website.

6. Send campaigns at the right time: Although traditional marketing campaigns have a time and place, they can take months to plan and organize, and in this case, you are not sure whether people will see your campaign assets on time or not. However, with email marketing, you can create the entire campaign in a shorter time as it does not take much time to plan. You can ensure that the audience sees the email at the right time as you can ensure that the content is sent at the right time.

Time by segmenting the audience.

7. Increase in the number of potential clients: Just like you improve sales, you can increase your leads with email marketing. They are used to generate leads and improve conversions. Marketing campaigns can improve the qualification of leads so that your sales team does not waste time on email marketing. Bad Leads: If your company has a sign-up process, you can track whether these leads open emails or engage by clicking on existing links.

8. Attracting the right customers at the right time: To run a successful marketing campaign, you need to reach the right customers at the right time. Email marketing has made it much easier to reach individuals because they are always checking their email at all times. Across multiple devices, which helps increase the success of any marketing campaign and also means that you are regularly in front of your audience, so you are always top of mind [9].

9. Creating cost-effective campaigns: Although traditional campaigns such as direct or print campaigns can be expensive, email marketing campaigns are generally more cost effective, for example, you don't have to pay for photo shoots

or website fees, printers or postage, all you need is a copywriter and a graphic artist. This can be one person on your team. Creating a campaign does not take much time. If necessary, you can create an email in a day, which is more cost effective than the time it takes to create a live or print campaign. Since time and budget constraints always affect marketers, campaigns can be more effective, with increased revenue and customers.

10. Provide greater audience value: One of the main goals of any business is to provide value to your audience so they keep coming back. Email marketing is a great place to grow loyal customers because you can add value even if you have customers. Don't make a purchase because you have customers following you. You can use email marketing to provide more resources to contacts who are interested in what you have to say. If you consistently provide value to your audience, more people will pay attention to you and you will be successful.

11. Having a forum for self-promotion: Sometimes it can be difficult to market yourself in places where customers have not signed up to receive updates about your business. However, self-promotion is one of the best ways to attract customers. Promote yourself, no one will buy from you. You can send emails about new products, features, benefits, or new content. Since customers want to hear from you, this kind of self-promotion is not annoying or unwanted.

12. Own your media and contact lists: On social media platforms, you do not own your contact list or even the information you post. The content and subscriber list are usually owned by the social media platform. Think about how many social networks have disappeared, the subscribers and customers you will have. Will you lose them? This is why building an email list is important for marketers. This is a list of contacts that you own and can interact with regardless of the email service provider. You will also be the owner of the content you create and send. Email marketing is one of the best ways to reach an audience, as it can improve sales and leads, as this is where people want to receive information [10].

13. Increase brand awareness: Email marketing can be a great way to increase brand awareness because it allows you to regularly communicate with your target audience directly in their inbox. By consistently sending valuable and relevant content such as promotions, newsletters, and product updates. You can build relationships with your subscribers and keep your brand top of mind by being able to include social media links in your emails, which can help subscribers share content and expand your brand's reach. Additionally, email marketing analytics provide valuable insights into how your audience is engaging with your content, allowing you to refine your strategy over time and better maximize results.

14. Saving time: You can save time by using email automation to create your own automated campaigns that you can schedule in advance. Using automation, you

can set up a workflow that triggers specific messages based on subscriber behavior or segmented lists. This can save you time and help provide a better experience for subscribers and customers.

15. Measure the success of your campaigns: Conducting A/B tests for emails can help you determine what resonates best with your audience and optimize your campaigns for better performance. Using email marketing tools, you can easily set up A/B tests for different elements. Emails can help. This involves making data-driven decisions and continually improving the effectiveness of your email marketing campaigns.

16. Learn more about your audience: You can track email open rates, click-through rates, and conversion rates to determine what types of content and messages your audience engages with the most, with the ability to collect data through sign-up forms and social media links in emails, allowing you to understand your subscriber base, their preferences, and their behavior. You can then use this information to segment your email list and deliver more personalized and relevant content to your audience. By continually learning about your audience through email marketing, you can improve your targeted marketing efforts and achieve better results for your business [11]. The ways to achieve email marketing success are presented in Fig. 27.

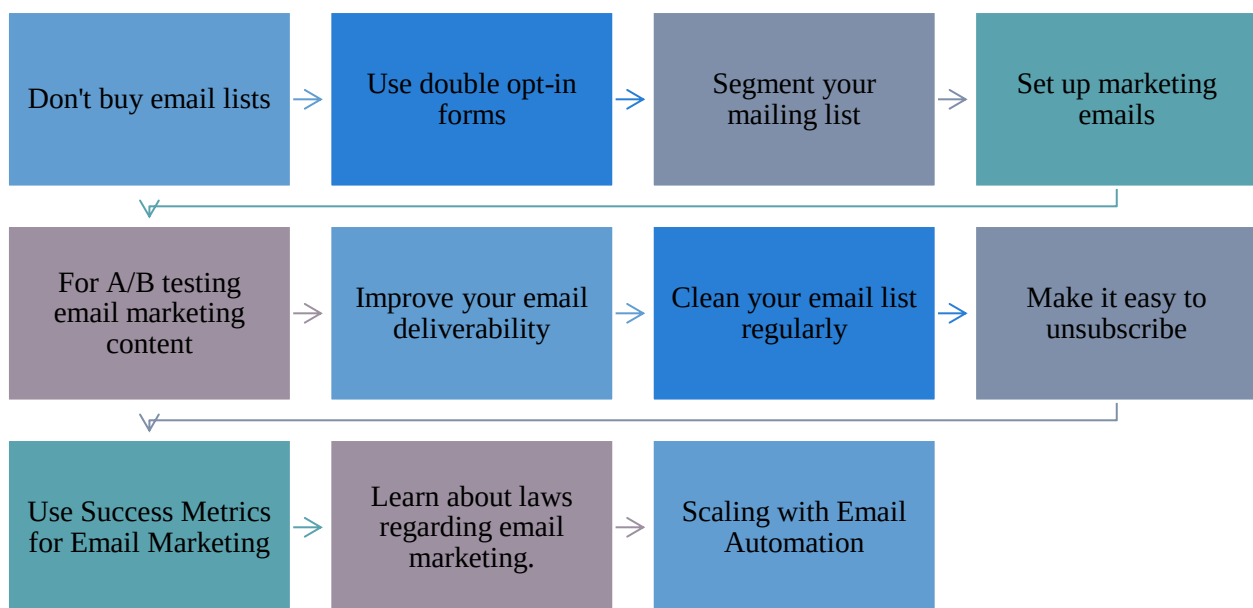


Fig. 27. Strategy for Success in Email Marketing.
 Source: Compiled by the author based on data [12].

1. Don't buy email lists: Building an email list can be slow, especially when you're just starting out. Buying a list can be a tempting shortcut. Don't do it organically, albeit slowly. You'll reap the benefits in the long run. Reasons why buying a list puts your business at risk:

- Sending unsolicited emails and storing personal data in a CRM without consent is a violation of GDPR.

- People are more likely to mark emails as spam, damaging the sender's reputation as an email sender and possibly ending up on an email blacklist.

- Most email marketing services will refuse to work with you because purchased lists can impair the ability to deliver messages to other users on shared IP addresses.

2. Use double opt-in forms: Double opt-in on the email subscription form settings page. If opt-in is related to the sign-up process, there are two different types of opt-in in email marketing.:

- Individual opt-in is when a subscriber is added to your email list by submitting a consent form. Double opt-in occurs when you send a confirmation email containing a link to each new subscriber. The subscriber must click on the link to complete their subscription. Without this verification, they will not receive any emails from you. An extra step between a potential subscriber and your list. But this process is not a hindrance, it is especially important when it comes to email deliverability.
- Double opt-in removes any misspelled email addresses, which can lead to serious bounces. It also eliminates spam traps and serves as proof of subscriber consent, which is a requirement of the General Data Protection Regulation. For better marketing, double opt-in is the perfect solution [13].

3. Mailing list segmentation: As your email list grows, it will likely contain a variety of buyer personas. List segmentation is the process of dividing your subscriber list into smaller sublists with common topics. The idea behind this method is to engage subscribers with more emails. Relevance and targeting. Typically, contact lists are segmented by demographics, such as age and location, and customer information, such as lead scores and purchase history. This is where a contact database that works with your email marketing tool comes in handy. Because it stores this kind of information about your contacts.

4. Personalize your marketing emails. People appreciate it when brands add personality and pay attention to the little details. When it comes to making us feel valued and understood as a customer, a little personalization goes a long way, and that applies to email marketing. Personalization is essential to building relationships with potential customers. Here are some simple email personalization ideas that will help increase open rates, click-through rates, and conversions. Use subscribers' names in the subject and content of your email. Consider time zones when planning campaigns to increase the chances of your email being read. Where Most of Your Email Is Read Who Are Your Subscribers?

5. A/B Testing Email Marketing Content. Not sure what content will engage your audience the most? A/B testing is one way to find out, and it's also a great way to improve your campaign's open rates and click-through rates. Test different email

subject lines, content formats, and calls to action, see which ones generate the most engagement, and adjust your strategy accordingly. [14].

6. Improve your email deliverability. Successful email marketing depends on reliable email deliverability. For email marketers, deliverability means being able to reach the inbox. When everything goes according to plan, the email bypasses spam filters and reaches its intended recipient. When deliverability fails, the email ends up in the spam folder or, worse, the sender's IP address is placed on the ISP's block list. Although deliverability is often due to technical reasons, there are many non-technical ways to help. Your email newsletters reach your inbox.

7. Clean your email list regularly: Keep your database updated to improve email deliverability and engagement. If someone hasn't read your emails for at least six months, send a re-activation or even ask them to subscribe again, see if you can re-engage them. If there's no interaction, of course, remove subscribers from your list. Losing subscribers, but cleaning up your email list is better for the long-term health of your business.

8. Make it easy to unsubscribe: Make it easy to unsubscribe with a clearly visible unsubscribe button. If people can't find their way out, they're more likely to mark it as spam.

9. Use Success Metrics for Email Marketing: Analyzing key email marketing metrics will teach you how to improve your strategy for future campaigns. Most have an analytics dashboard that includes at least the following real-time metrics:

- **Open Rate:** The number of people who opened your email divided by the total number of recipients.
- **Click-through Rate:** The number of people who clicked on a link in your email divided by the total number of recipients.
- **Unsubscribe Rate:** The number of people who unsubscribed divided by the total number of recipients. If this number is high, you need to look at your email frequency and breakdown.
- **Bounce Rate:** The number of undelivered emails divided by the total number of emails sent. Soft bounces occur due to temporary issues, such as a recipient's inbox being full. Hard bounces, on the other hand, occur due to ongoing issues.

10. Check your local email marketing laws and regulations: Different regions have different data protection policies. Be sure to familiarize yourself with the rules and laws in your region. Laws help you comply with many important requirements, but it is always a good idea to be on the safe side [15].

11. Scaling with Email Automation. Automate your email marketing strategy to boost your business growth. An autoresponder is the simplest form of email automation. An autoresponder automatically sends personalized emails at different stages of the buyer's journey. You can follow up with subscribers without them having to be physically present to click send, a welcome email is the most common

example of an autoresponder, and most email marketing services have an autoresponder feature.

The key keys to a successful email marketing organization are shown in Fig. 28.

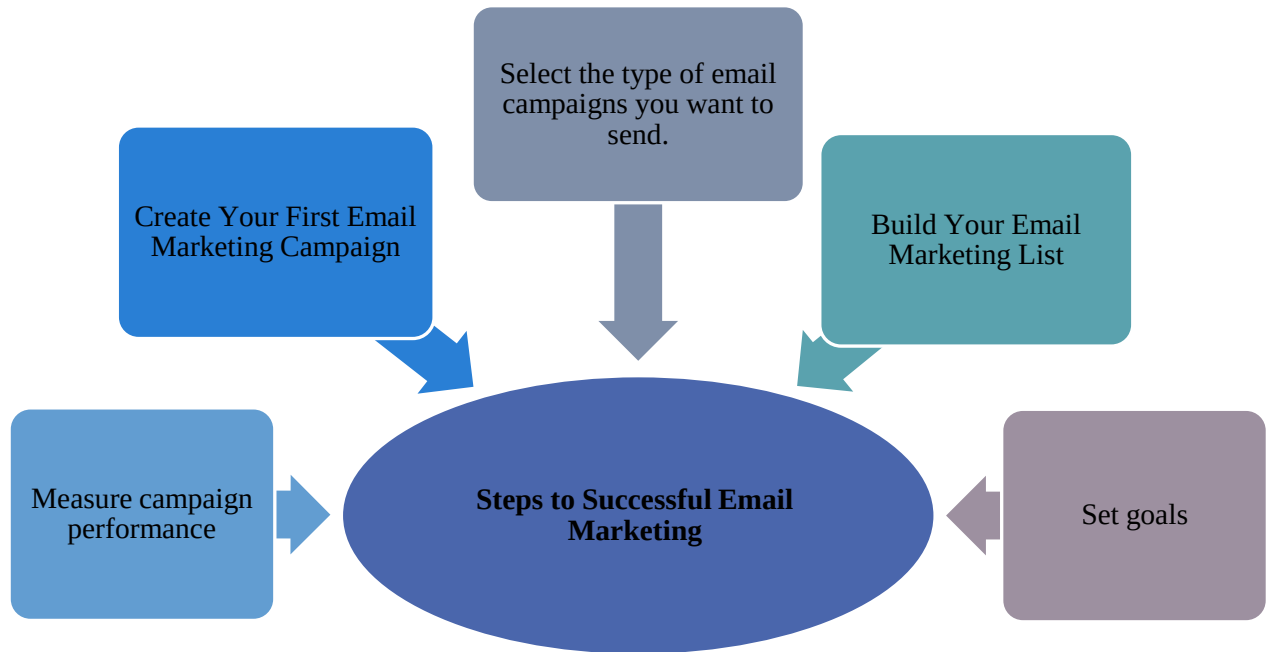


Fig. 28. Steps to Successful Email Marketing.
Source: Compiled by the author based on data [16].

Step One: Setting Goals: Don't rush into sending out an email marketing campaign. Spend some time defining your marketing goals. When it comes to email marketing, what do you want to achieve? the broader marketing goals for your company. Before you spend money or write your first email, you should define your goals, ask yourself.

- What do I want these subscribers to ultimately do after they join my list?
- What will convince them to join your list?
- What will you share regularly to keep them interested?
- What will convince them to buy what you are selling?

To write effective marketing emails, you need to know who you're talking to: Are you reaching out to existing customers or trying to attract new potential customers? Knowing your audience's age, location, interests, and shopping habits will impact how you engage with them in your messages. Once you know your target audience, tailor your message to them. With these goals in mind, you can choose the tools you'll use to execute your strategy.

Step Two: Build Your Email List. Now that you have defined your goals and what you want to achieve with email marketing, it is time to build an email list so that you can start sending out campaigns that achieve those goals. There are two different ways. You can build your email list. Your email list, but the right approach for each campaign really depends on the goals you have set. [17].

- Import a list of known contacts. If you plan to use email to communicate with existing customers, you can create a list by importing your existing customer information into your email marketing tool of choice. Make sure you have done everything correctly before importing any contacts. Have the appropriate permissions to send emails to these subscribers.
- Build a new list from scratch. If you plan to use email to communicate with an audience that you don't yet have email addresses for, you'll need to start collecting email addresses and building a list from scratch. The two-part formula for building an email list that many of the most successful email marketers follow. The Formula:

Valuable incentive + easy sign-up options = large email list.

No matter how many sign-up opportunities you offer a visitor, they are unlikely to act without a valuable incentive, and no matter how good an incentive you offer, you still need to make it easy for people to sign up if you want to convince them to do so. Join your list [18].

Step Three: Determine the Type of Email Campaigns that you want to send. There are several different types of campaigns that you can send to subscribers, and the type you choose depends on your marketing goals. The different forms you need from your email service provider. Email, as it will give you the tools you need to create, send, and manage email campaigns to your audience. Choosing the right marketing software with the features you need can keep costs under control.

Step Four: Create Your First Marketing Campaign via email. Now that you have defined your marketing goals and chosen the type of email you want to create, it's time to get to work. Whether you are working from a template or creating an email from scratch, follow these rules to create effective and engaging emails:

- Design your email to be easy to read.
- Use images and visuals to increase engagement.
- Personalize your emails to target segments or individual recipients.
- Add branding to your emails.
- Design your email campaigns to work across all devices.
- Strategically time your campaigns.

Step Five: Measure Campaign Effectiveness. Once you hit send and your marketing emails start arriving in your subscribers' inboxes, you can start tracking the campaign's performance. There are two main sources of campaign performance reports: your email marketing service and your web analytics tool. Depending on the service and tool you use, you can expect to see data such as unique opens, bounces, open rates, unopened emails, unsubscribe rates, click-through rates, engagement, and spam complaints. These metrics can be used to evaluate the effectiveness of your email marketing campaigns or the gaps in them, helping you continually improve them. [19].

Table 17.

Advantages and Disadvantages of Email Marketing

<i>Benefits of Email Marketing</i>	
1	Improve Business Communication: Email, being a quick tool for communicating with contacts, can greatly improve business communication by allowing you to share any information with clients with just one click, making it useful for urgent communication.
2	More targeted marketing. With email marketing, you can create a more personalized customer experience, strengthen relationships, and improve profits. You can segment your marketing lists and make them more targeted with email marketing.
3	Improve Sales. You can significantly increase your sales and profits with email marketing. With timely interactions and improved personalization, you can attract potential customers and even stay in touch with customers after they make a purchase.
4	Save time: Automating email delivery to customers can save you time by ensuring timely communication. You can automate email delivery based on customer actions, such as subscribing to a newsletter or participating in a promotion.
5	Cost-effective: It is cost-effective, making it one of the most widely known benefits. Compared to other marketing channels, it is affordable and delivers great results. Email marketing campaigns allow you to reach many potential customers at once.
6	Increase visibility: The numbers and results you get from your emails are easy to see. Tracking open, click, and conversion rates can help you see how well your campaigns are performing. The data you collect will allow you to improve your next campaign.
7	Identify engaged customers. You can determine which customers are truly interested in your business by how they respond to your campaigns. Qualifying leads and focusing your efforts on them is very valuable.
8	Full control over campaigns. Customizing emails to match your brand strategy is one of the benefits of email marketing. Potential customers feel like you are constantly communicating with them, which is effective due to the ability to reach potential customers. Better control over the type and frequency of messages. Email sent to customers will allow companies to keep their marketing efforts in line with their business goals.
9	Eco-Friendly: Email is an eco-friendly way to communicate with customers, and since no printing or distribution is required, it is less expensive and less harmful to the environment than other forms of advertising.
<i>Disadvantages of Email Marketing</i>	
1	Danger of Spam: Known as spam due to the repeated sending of irrelevant messages, spam annoys recipients as they do not receive relevant information and may therefore unsubscribe from the mailing list.
2	Chances of no response: You are unlikely to get a response from a customer with a generic email. You need to personalize valuable content and focus on capturing the reader's attention. To get a positive response from a customer, use personalized emails or other letters. Focus more on selling than delivering. The value to recipients is that it reduces open and click rates.
3	Damaged Company Reputation: When recipients consider your emails as spam, your business reputation may suffer. To avoid this, you should focus on the quality of the content you provide in your emails. Spam damages your reputation and credibility.
4	Undeliverable emails. Using certain unwanted keywords in the content of your email will result in spam detection, preventing the message from reaching the intended recipient. To avoid email filtering, you must prepare your message well.
5	Website Blocking: Your website will be blocked or banned if you send spam messages. Recipients are likely to report the website if you send too many spam messages.
6	Data Protection: Ensuring compliance with data protection guidelines and without compromising customer privacy, a security-compliant tool protects your customers' information from serious sanctions and helps you store and manage it effectively.

Source: Compiled by the author based on data [20].

Email marketing has become a popular tool for organizations because it forces users to take action, otherwise emails remain in the inbox until they are read, deleted or archived. Email marketing helps build relationships with the audience and maintain constant communication and traffic. Blogs, social networks or any other place that requires attention. Email marketing is an effective and inexpensive way to attract customers to the organization and the ability to stay in touch with the target audience by collecting a contact base and selecting the most suitable ones. mailing list, you can attract a large number of customers and increase the loyalty of the target audience to the organization, in all areas of marketing in the era of digitalization, it is important and advisable to use innovative methods of managing the organization, as well as new tools for cost optimization, restructuring and automation of business processes [21].

CHAPTER 8

SOCIAL MEDIA MARKETING

The world is witnessing rapid development at economic, social and technological levels and this development is reflected in humanity with new opportunities for communication and new ways of relationships between people, organizations and countries. The growing number of users and the breadth of coverage makes social media a wide marketing platform due to its user-friendly interface. The popularity of marketing through social media has increased and it is currently one of the most powerful means of communicating with the audience for brand building and brand promotion. Increase sales and website traffic as it provides for the publication of attractive content on social media profiles, listening to subscribers, engaging them and analyzing the results, and allows you to personally communicate with the target audience to obtain accurate data on interests [1].

The term "social networks" existed long before the Internet and had nothing to do with it. It was first introduced by sociologist James Barnes in 1954, where the concept in a simplified form meant a certain group of knowledge, one of which was the center of the network, and the rest were branches of this network. All modern networks were created on this basis [2].

Social Media Marketing — is a form of digital marketing that uses social media to promote products or brands by creating content, sharing it with the audience, interacting with them and calling for specific actions such as purchasing products or requesting services, and then analyzing the results of all previous activities. In order to measure the achievement of marketing goals and adjust the course of some of them to achieve success, an effective marketing campaign through social media requires strategy and proper planning when creating profiles of marketing activities, and it requires constant modification and improvement. After that, you will need to develop content that describes what you will publish. When and where you will publish it. The publications will most likely include a combination of text, images, videos and stories that position the brand in a positive light and attract the right audience, as well as unique and regular publications that respond to comments, likes and reposts, to track reputation and build a community. Depending on the budget and specific goals, social media marketing can also include paid social advertising, which allows the brand to appear in front of the right people at the right time.

The Importance of Social Media Marketing Social media marketing offers organizations a unique opportunity to humanize their brand and drive traffic back to their websites. Using social media advertising, you can also generate leads and increase brand awareness by engaging with a large audience of consumers on social media. The platforms provide the perfect space to directly interact with customers

through comments, likes, shares, and reviews. You can directly listen to customers and immediately address their needs by allowing customers to directly message them to resolve issues and answer questions. A better view of customer needs in terms of opportunities. Direct access to data-driven insights into customer interests and behavior, which helps you develop a marketing strategy to better meet the expectations and needs of your target audience. [3].

Benefits of Social Media Marketing:

1. Knowing customer characteristics: This gives customers more opportunities to communicate and express opinions about the products offered to them, which opens up opportunities to discuss with them and learn about their social and cultural background, which will help them when developing marketing plans.

2. Knowing your target audience: Social networking sites provide the opportunity to reach as many customers as possible through free or paid content with so-called advertising.

3. Low cost: The cost is considered lower than traditional marketing methods. Advertising on TV, radio, newspapers or famous magazines is of course expensive on these platforms and much higher than advertising on social media only reach target customers, unlike traditional advertising that is viewed by all people, not just the target group, and it is useless in the phase of measuring the success of your goals.

4. Gaining customer trust and loyalty: Customers become more loyal to a brand when they are given an easy way to communicate, especially when they have questions or complaints, and they find a response and attention to their complaints and opinions, which allows social media sites to build ongoing and long-term relationships with the target audience [4].

5. Increasing the number of website visitors: by posting links to the products you offer to customers through social media sites, based on which the customer can go to the website directly by opening the links you have attached to the content through social media pages, which leads to an increase in the number of visits and customers, as well as the conversion of these visits into purchases. Using social media marketing does not require a specific qualification or degree, as. It can be done by the business owners themselves, although it is better to resort to the help of a specialized, more experienced marketer, which helps to achieve faster access.

6. Increase brand awareness. Social media is a great tool to increase brand awareness by increasing its online presence, however, if you want to reap the benefits, consider creating reach-enhancing ads that will increase the brand's reach across websites. They will be widely distributed to individuals, increasing brand awareness through their presence.

7. Market Definition: Social networks allow you to find out everything related to the labor market, as well as to find out the producers and competitors, the nature

of their work, what they produce and how they produce it, thus obtaining important information about the nature of the market. Products that are in high demand in the labor market, trying to provide them.

8. Defining customer interests: Thanks to the large presence of customers on various social media platforms and the ability to communicate with them, manufacturers have the opportunity to find out the interests and products they want to buy [4].

9. Identification of partners and employees: various social networking sites allow you to learn everything about competitors and manufacturers in your field of work or in other areas of business, which will give you the opportunity to collaborate with new partnerships that can benefit the organization by learning what these partnerships offer and their compatibility with the organization.

10. Constant access to the organization's news: Social networking sites have provided the opportunity to interact with customers, keep them informed about the organization's news and thus learn new things thanks to the interaction feature that is common to various social networking sites.

11. Increase sales: Due to the widespread use of social networks among individuals and their diversity, the organization has been able to expand and thereby increase its sales.

12. Analysis: Social networking sites allow you to measure the performance of an organization through the analysis they provide. If an organization's project is successful, it will work to strengthen it and increase its work, and if there is a weakness, it will try to strengthen it. Overcome it and fix it to avoid it in the coming times.

13. User loyalty to the brand: Because users can interact with the organization and the products it offers, they are loyal to their brand, which has helped them to tell their friends and acquaintances a lot about it. [5].

Types of Social Media Marketing. If you want to succeed in social media marketing, you need to know that there are many channels to communicate and engage with your target audience.

1. Content Marketing: Content marketing involves creating posts, videos, blogs, or even entertaining and educational videos that are interesting and engaging so that the audience cannot help but engage with them and share them with their contacts.

2. Advertising in social networks: Social media platforms allow you to capitalize on your audience's interests, making advertising feel more like an organic conversation than a sales pitch.

3. Influencer Marketing: These are people who have the ability to influence the behavior of others as a result of many factors in social networks, as it depends on the promotion of products through influencers who create content about the brand in

various possible ways. Forms, with the aim of influencing their audience and convincing them to deal with this brand and purchase its products.

4. Participation in social networks: Everything you do on social media has an impact. It can improve engagement or prevent participation if the audience feels ignored. Social media engagement is nothing more than making your audience feel seen and heard. It's about leadership. Talking, answering questions, and even running giveaways all lead to you being liked by your audience on social media.

5. Use hashtags: A hashtag is a keyword that comes before the pound sign and is used in social media posts to help users find topics they are interested in. By using hashtags in your posts, you can increase your brand awareness.

6. Participate in discussions: Don't ignore the importance of engaging with your audience. Pay close attention to the type of users who engage with your content and engage again through likes, comments, and shares. To try to spark conversations, set up polls, live streams, and live questions. You can also run contests and giveaways [6].

How Social Media Marketing Works: When done correctly, social media marketing can change a brand's reach and influence in extraordinary ways. It involves conducting market research, finding new ways to engage with your audience, and creating a strong social media marketing strategy and improving it based on feedback.

1. Identify trends and help with market research: Using social media, you can learn about customer demands, stay on top of consumer buying trends, expand your market, and learn about the tactics used by competitors.

2. Discover opportunities for engagement: In the real-time world of social media, it's easy to find new opportunities. Find ways to engage your audience on their favorite platforms. Not only do they strengthen existing relationships, but they also attract new potential customers.

3. Formulate a strategy based on data-driven insights. Once an opportunity arises, turn it into a viable long-term strategy by making your content more relevant to a wider audience.

One of the stages of marketing through social networks is shown in Fig. 29.

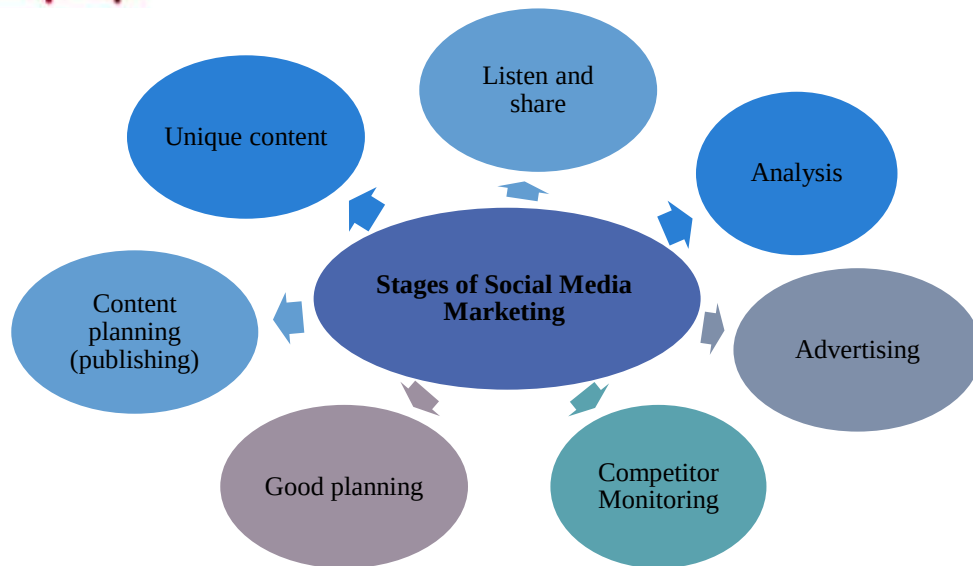


Fig. 28. Stages of Social Media Marketing.
Source: Compiled by the author based on data [7].

1. Good planning: Before you begin creating social media marketing campaigns, you should initially develop a plan and consider the following questions:

- What are your business goals?
 - How can social media help you achieve your business goals?
 - What is the age group of your audience?
 - What is the target gender? Male or female? Or both?
 - What are your audience interests? How can you reach the largest possible target audience?
- Think like your audience thinks! Think hard!

Some companies use social media to increase their brand awareness, while other organizations use it to increase website traffic and sales. Social media can also help to attract attention to your brand, create an active community, and act as a customer support channel. point of view Getting Started The process of marketing through social media without a strategy is like steering a ship at sea without a compass. You may enjoy the clear sky, thinking that you will eventually arrive, but in the end, you will be lost! It can be compatible with Twitter marketing, as long as you are marketing through Facebook! You will fail miserably [8].

2. Content planning (publishing): Posting on social media is as easy as sharing photos or videos, just like sharing content on your Facebook profile. But you will need to plan your content in advance rather than automatically creating and posting content. Additionally, to ensure maximum reach on social media, you need to post interesting content that your audience will enjoy at the right time and moment. There are many social media post scheduling tools that can help automatically post your content at times that are convenient for you. This saves you time and allows you to reach your audience when they are likely to engage with your content. Be sure to post regularly and provide valuable information to your customers so that they can

have a useful and interesting experience. The content you share can include images, videos, charts, how-to guides, and more. Posting may require a joint team on a regular basis.

3. Unique content: When using social media for marketing, the content you provide should be unique and original (don't copy content) to attract more followers, fans, and potential customers. It is also an opportunity to link to your site's article if you provide links from other sources. But it has good value, so don't be shy about publishing them. Coordination and linking with external sources increases trust and credibility on social media, as well as between you and your customers and followers. In return, you can get several links [9].

4. Listen and share: As your business grows on social media, the conversations about your brand will increase. People will comment on your social media posts, tag you in their posts, or send you direct messages. People may even talk about your brand. Social media without you knowing, so you will need to monitor social media posts about your brand. If it is a positive comment, you will have the opportunity to surprise and delight them. Otherwise, you can offer support to fix the situation before it gets worse. You can manually check all your notifications across all social media platforms. But this is ineffective and you will not see messages where you are not tagged as an alert or notification. Instead, you can use Social Media Listening and Engagement tool that collects all mentions and messages of your business on social media, including messages where you are not tagged.

5. Analysis: If you publish or share content on social media, you need to know how it's performing. Are you reaching more people on social media than you did last month? How many positive mentions are you getting per month? How many people have used your brand's hashtag in their social media posts? Social media platforms provide this information themselves. For more in-depth analytics or for easy comparison, you can use one of our analytics tools.

6. Advertising: When you have the money to spend on social media marketing, you may want to consider advertising through social media platforms. Social media advertising allows you to reach a wider audience than just those who follow you, giving you the opportunity to unlock potential. More importantly, social media advertising is cheaper than search engine advertising. Social media advertising is now considered so effective that you can precisely determine who you are showing your ads to. You can create a target audience based on demographics, characteristics, interests, and other behavior. If you are running multiple social media advertising campaigns at the same time, you may want to consider using the Social Media Advertising Tool to make changes to the social media advertising types shown in the table. 18.

Table 18.

Types of advertising in social networks.

.1	<i>Paid advertising</i>	It is one of the fastest types of email marketing as it is designed to appear on search engines and social media to motivate the target audience to buy products, and the characteristics of the target audience are precisely defined using a set of criteria ranging from age group and demographic characteristics to geographic location, interests and hobbies.
.2	<i>Influencer Marketing</i>	This is a form of social media where you partner with social media influencers to promote products. Influencers have large followings on social media and are considered by their audience to be experts or thought leaders in their field.
.3	<i>Video advertising</i>	Video ads are a popular way to promote products on social media. They can tell a story, showcase products, or provide educational content.
.4	<i>Carousel advertising</i>	Carousel ads allow you to display multiple images or videos in a single ad, which is often used to show products from different angles or to tell a story.
.5	<i>Advertising in stories</i>	Some social media platforms like Instagram and Snapchat have a feature called Stories, which allows users to post photos or videos that remain visible for 24 hours. This feature can be used to promote products.
.6	<i>Interactive advertising</i>	Interactive advertising is a new form of social media advertising that allows users to interact with the ad, such as by playing a game or taking a survey.
.7	<i>Live broadcast</i>	Live streaming is becoming increasingly popular on social media platforms like Facebook, Instagram, and YouTube. You can use live video to engage with your audience in real time and provide behind-the-scenes access to your products.

Source: Compiled by the author based on data [10].

8. Competitor Monitoring: It is important to monitor your competitors in your field. Through your competitors, you can provide valuable information such as new keywords or other important information that will benefit you in one way or another. If your competitors are using certain social media, networks or advertising using a link, text or ad. It seems to bring them good results and sales. You should consider doing the same but doing it better. The best social media marketing platforms for business are presented in Fig. 30.

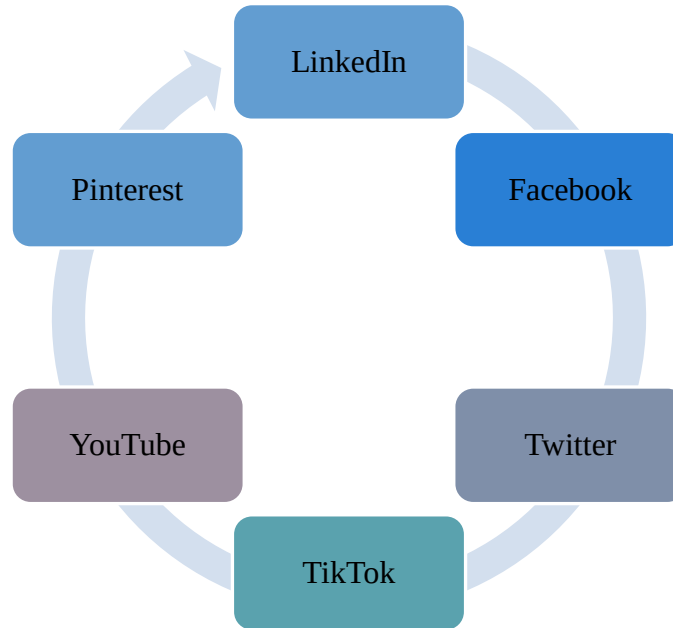


Fig. 28. Types of social networks.

Source: Compiled by the author based on data [11].

1. LinkedIn: A social networking site specializing in business and employment. It was founded in December 2002 and began its actual work on May 5, 2003. The site is primarily used as a professional networking site. You can use it to find a suitable job or training, connect and strengthen professional relationships, and acquire the skills needed to succeed. In professional life, in June 2012, the number of registered members on the site reached more than 176 million members from more than 200 countries.

2. Facebook: In 2004, Mark Zuckerberg, a Harvard University student, founded Facebook, a website that is considered the most famous social network and can be defined as a major social network, but it was initially created only for Harvard students, and over time, students from other universities and then schoolchildren were able to access it, in 2008, Facebook surpassed MySpace and after that began to be considered the largest social network in the world [12].

3. Twitter: In 2006, American programmer Jack Dorsey launched a social networking site that provides a microblogging service that allows users to send tweets that will receive retweets or likes from other tweeters, with a maximum message length of 280 characters, after which the name was changed to X.

4. YouTube: It is one of the most famous and widespread social networks in the world. It was launched as an independent site in 2005 by three young people: American Chad Hurley, Taiwanese Chen and Bangladeshi Jawad Karim. allows its users to upload videos, watch them directly, share them and comment for free. According to Google search engine, it is the second most popular social network in the world. Alexa online ranking. The YouTube platform provides its services in the form of personal pages for each user, customizing the list of friends and the watch list, displaying the main page for private content of friends and allowing you to publish (video files) on the site of a personal page and add a written comment to it so that friends and subscribers can follow it, and then discuss and comment on it through the social network, while achieving correspondence between friends, this is the best search engine related to video search still has no analogues and does not face intense competition from others.

5. TikTok: In 2016, a Chinese organization (Byte Dance) launched the latest appearance of one of the famous social networks - the TikTok application, the number of users of which reached more than 800 million users worldwide at the beginning of 2020 [13].

6. Pinterest: It is a social network for posting photos that was launched in 2010. The principle of its operation is slightly different from other social networks. Pinterest can be compared to a bulletin board, but with more features and characteristics than photos and videos uploaded to it, and others can like and comment on it, and among its most common uses are food and drink recipes that you can share, and whoever follows you can click on the image to open the method of preparing this recipe. The application contains a message button that allows you to send messages to your friends and communicate with them. As for the messages you receive, you can view them by clicking on the bell icon. You can also create a pin. You can save and edit it and transfer it using your computer at any time, with the ability to organize pins within boards, creating several sections and assigning each one a name of a specific category [14].

How to Promote Your Business on Social Media. Social media is an essential part of any marketing strategy, but it can seem overwhelming to small business owners who don't know how to use the various platforms. Luckily, social media marketing is fairly easy to learn. It doesn't require a lot of time or money, and any budget can support a strong social media marketing strategy if you know your customers and can consistently create engaging content. Here's how to market your business on social media, illustrated 31.

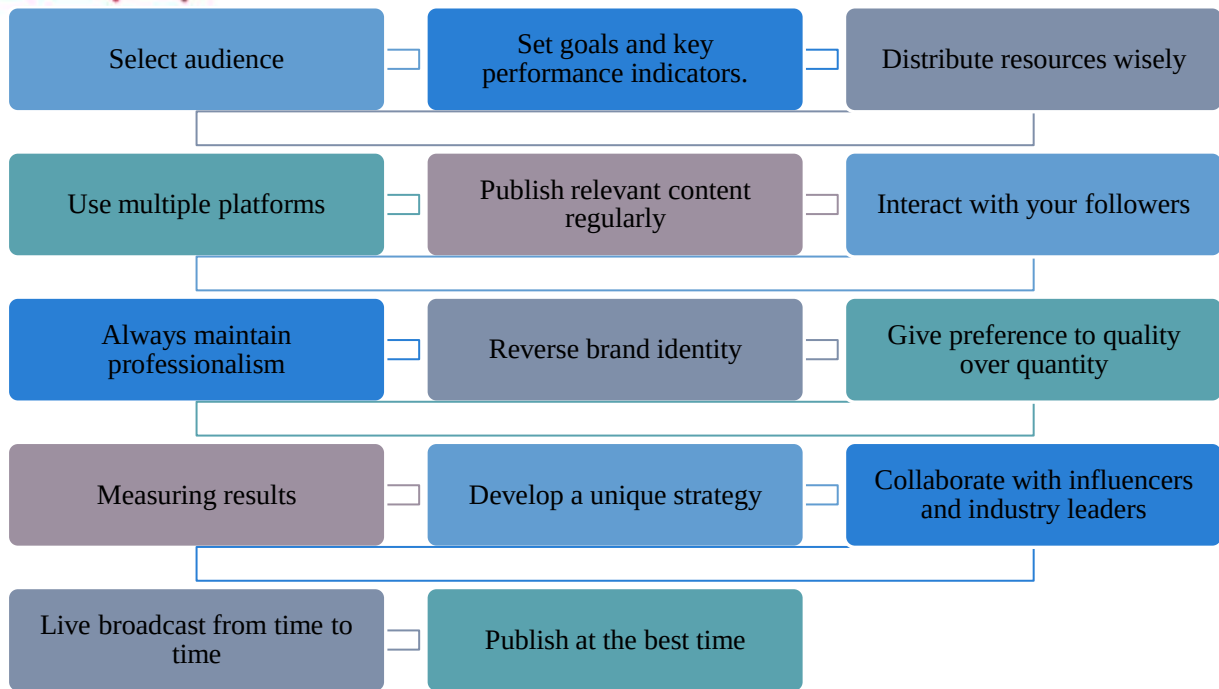


Fig. 31. How to Promote Your Business on Social Media.

Source: Compiled by the author based on data [15].

1. Define your audience: Many organizations make the mistake of trying to reach everyone, but knowing and organizing your audience can help you send the right message to the right people and achieve your marketing goals more effectively. To identify your target audience, you need to be grounded in the details associated with those people and the data they have. Indeed, in addition to market research, to find your target audience, you need to collect data on their age, location, and interaction patterns to market effectively. While collecting this information may seem like a daunting task, customer relationship management software stores and organizes this data and makes it easy to put into practice.

2. Set goals and key performance indicators: To be successful in social media marketing, it is important to create goals to guide your efforts. In order to measure and achieve goals, you must be clear about what exactly you hope to achieve. For example, when working together to achieve goals, one specific goal might be to increase your social media following. Measurability is also important to know whether you have achieved your goal or not. You can also set your own goals if necessary. For example, if you find that likes and subscriptions are not increasing website traffic, you can change the metric to one that will help you achieve your goals.

3. Distribute resources wisely: In smaller organizations that are strapped for cash and time, social media tasks are sometimes arbitrarily assigned to anyone available, but managing social media requires unique skills such as strategic thinking, organizational skills, and brand experience. If you have the budget, hiring a social media expert can pay off, but if you don't have the budget for a full-time social

media manager, you can still invest in advertising on social platforms, which can increase brand recognition and expand your reach.

4. Use multiple platforms: Think about the multiple social media platforms your customers use on a daily basis. Ultimately, your strategy should allow you to reach as many people as possible through social media, and you can't do that by focusing on just one platform. Depending on your audience, many of them may be using Facebook, Instagram, and TikTok all over the place. The ability to get your content in front of them doesn't necessarily mean investing in a strategy for all of these platforms; instead, think about the apps your customers are most likely to use.

5. Publish relevant content regularly: Success on social media depends on consistently posting engaging and interesting content. Not only will this help your business appear trustworthy, but it will also show that you have timely knowledge to share and that you care about the conversation. Social media platforms change their algorithms over time, but the rule of posting regularly remains true. This practice helps your content appear in news feeds. By focusing on consistent and relevant content, you show the algorithms that your posts are worthy of appearing in different news feeds, and ultimately, you will attract followers to your page.

6. Взаимодействуйте с подписчиками: Social media users enjoy interacting with brands, and as a result, brands gain benefits such as social proof of your business, increased market reach, increased brand awareness, or cost effectiveness such as the ability to achieve high profits. Customers value customer service, and this includes social media interactions where organizations make their audience feel seen, heard, and understood. Social media allows you to monitor conversations in real time and instantly respond to your audience's questions or concerns. With the ability to ask questions in many forms, such as asking questions related to offers or creating a Facebook group for your audience that uses GIFs, videos, and emojis to add interest to posts, a good strategy is to set aside an hour each day to engage with your audience on social media, however, if there are urgent issues, you should always make time to respond immediately [16].

7. Always remain professional: It is important to remember that when you post on social media, you are always representing your work. Posts are often taken out of context, which can lead to conflict and upset followers if social media responsibilities are assigned to them. For other employees, consider creating a social media policy to guide their posts and discussions. Standard social media policies typically include clear expectations for what will be posted, instructions on how to respond to negative posts, platform rules and regulations to follow, brand considerations, and safety protocols. By investing in a social media policy, your business can be prepared for any scenario. It is important to remember that at the core of social media, you are implementing your customer service philosophy.

8. Reverse brand identity: Brand identity is what helps people connect with your business and differentiates you from your competitors. This means that all marketing, including print, digital, and social media, needs to be consistent. Brand consistency can be a challenging task for organizations, especially when you're just starting out, but it's important across all channels, and that definitely includes social media. When publishing, you'll need to think about how you speak to customers, known as your brand voice, and post similar images across platforms and focus on your unique selling point. A consistent brand identity will not only make it easier to know what to post, but it will also help build brand loyalty.

9. Put quality over quantity: Instead of posting multiple times a day on as many platforms as possible, you should focus on posting consistently and with high quality. In fact, some social media sites may penalize your account and mark it as spam. due to the large number of low-quality posts. Additionally, posting can become a cumbersome and problematic task for anyone using your social media, whether it's you or your teammate, and can actually hurt your strategy more than help. Risk, consider: When implementing a social media calendar, these calendars can help you plan your posts in advance while staying organized. Categories, including posting times, visual post titles, and posting platforms, can help marketers keep track of the various moving parts for social media. [17].

10. Measure the results: There are many factors that influence social media marketing, so it is important to analyze and measure the results. Analytics are useful because they can help improve campaigns, create new goals, and evaluate tracking metrics.

11. Develop a unique strategy: You may be motivated to post on as many platforms as possible, but this can actually undermine your social media marketing strategy. For example, if you're trying to target people over 50, you'll find that the majority of your audience is on Facebook, so prioritizing Instagram is useless. When creating a social media marketing strategy, focus on where your audience is, where your competitors are posting, and what metrics they're performing, while optimizing your use of each platform based on what it was created for and what content works best there. Facebook offers high-quality video streaming, such as live video, as well as high-quality messaging that allows brands to engage with their followers in real time. Instagram supports more visually appealing posts and creative short-form videos, YouTube is best suited for longer, informational or entertaining video content, and Twitter allows for conversations and real-time news updates and alerts. LinkedIn works well with long-form written content like blog posts, while Pinterest allows users to find content and relies on visuals to grab their attention. Be sure to research the best strategy for each platform you use to make the most of your

marketing efforts, although there are plenty of small business growth tips out there, social media can help you find and retain new customers [18].

12. Partnering with influencers and industry leaders: Partnering with influencers can help you take your social media marketing to the next level by using their talents to grow your business. Since influencers have their own brands and followers who trust their expertise, businesses can help you. Having influencers in your industry can help you increase brand awareness and increase sales. Since influencers are real people, it's easier for customers to trust them, allowing you to use this to your advantage.

13. Do live broadcasts from time to time: Live streaming can help increase your organic reach on social media. Since live streaming reduces your followers' fear of missing out, you can reach more people at once. Live streaming also allows you to be more personal with your audience and give them insight into your business and products to build trust.

14. Publish at the best time: Creating high-quality content can ensure that you reach more people and engage your audience. However, if your customers aren't active on social media when you post, they're unlikely to see all of your content. You can find out when your audience is online by looking at your social media analytics. Many social media management tools also allow you to determine the best time to post based on when your followers are typically online. You can also experiment with posting at different times of the day to see how it impacts engagement and reach [19].

Social media marketing involves work on several websites at the same time, namely blogs, forums and social networks, which requires a unified communication strategy. This approach is quite idealistic and at the same time time-consuming and cannot always be used at the beginning. It is better to have one quality channel. High-quality and stable from several groups or blogs, the effectiveness of marketing through social networks is achieved by combining several methods of website promotion, which ensures the comprehensive application and expands the scope of application of existing elements of marketing activities of organizations, and in the modern reality of work, many organizations resort to a combination of With modern communication methods to increase the presence of the organization's brand and with the risks of social networks shown in the figure 32.

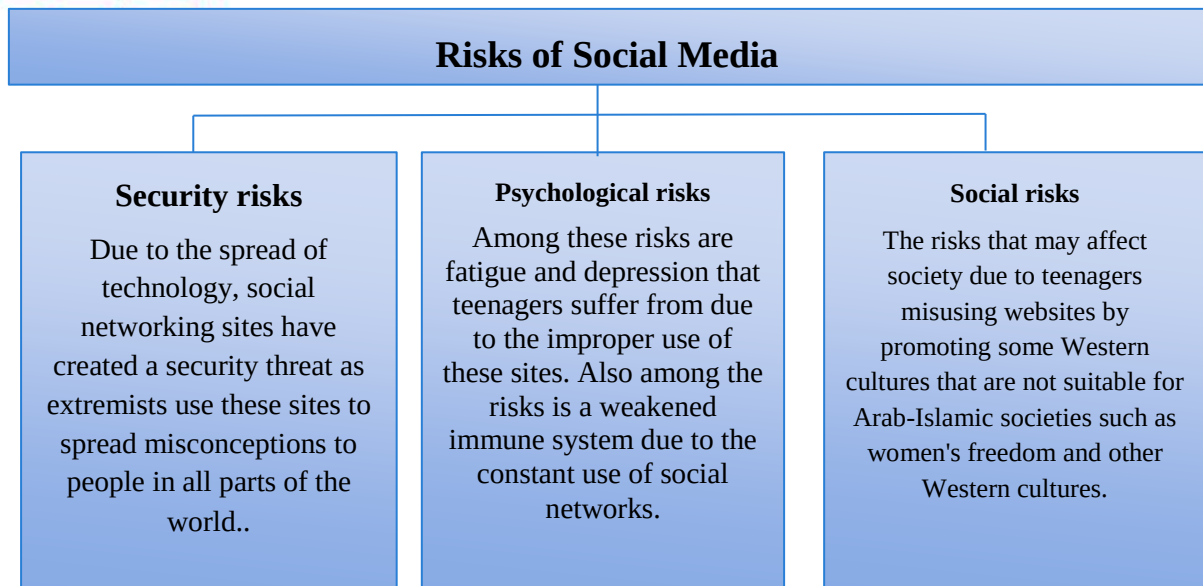


Fig. 32. Risks of Social Media
Source: Compiled by the author based on data [20].

It should be noted that the promotion of the organization's website should be carried out in a comprehensive manner, using all available tools to achieve strategic goals. The advertising market in social networks is promising, since the sphere of social services is growing rapidly, and the experience of the past is also taken into account. years have proven that the main thing in the network is to attract the attention of the public, and there is a way to take advantage of this, the social network is a wide platform for advertising due to its user-friendly interface and a wide range of consumer interests, for example, the resource is attractive to potential investors, and most importantly, it is impossible to find a more diverse audience than the one that social networks provide us with [21].

CHAPTER 9

INFLUENCER MARKETING

Globalization and advancement in technology have changed the way people communicate and interact with each other, influencing consumption, preferences and decision making among consumers. The advent of social media has led to new forms of communication between brands and consumers and the emergence of various marketing strategies, particularly the increased importance of social media marketing. Initially, brands used the fame and social status of celebrities to promote themselves, but the rapid growth of social media has led to an increase in the recognition of influencers, leading to a boom in influencer marketing. Consumers view social media and influencers as more credible sources of information about products, which is a good condition to increase the dissemination and impact of their messages, which affects consumers' purchase intentions. The biggest challenge faced by marketers is identifying and selecting influencers who can have a strong influence on their target audience and understanding how best to partner with them to promote different types of products [1]. The beginning of influencer marketing is from the advent of television and television advertising, where companies have always used actors and famous personalities to advertise their products, and this is due to the psychological impact that these people have on the lives of their followers. Many followers want to follow and follow influencers and perceive them as an ideal. Where they buy things that they use, this type of marketing has been around for a long time, but with the advent of social media, it has gained great popularity. on various platforms, and this is not only about actors and stars, it has changed the way companies communicate and their networks allow users to create content, collaborate and communicate with other users. In recent years, consumer consumption has moved away from traditional media to online media, which has changed the way people interact and has led to new marketing methods in which consumers always value the opinions of others when making decisions and have allowed consumers to share their opinions and experiences with others. Influencers now play a key role in shaping consumer opinions about a brand's products. In addition, influencer audiences are valuable to marketers by offering access (organic) and increasing interest, engagement, and specific targeting. Since the Internet makes it easy to group consumers with common interests, this has facilitated the emergence of influencers who attract relatively niche audiences and, potentially, made it more interesting for marketers to promote specific products, as influencer marketing has become an important tool for influencing consumer purchasing and behavior [2].

The concept of influencer marketing — is a type of marketing that uses influencers to promote a brand in large markets. Influencers are opinion leaders who

have a following on social media and are perceived by their followers as experts or trusted sources of information. In general, an influencer is someone who has the ability to influence the opinions, decisions, and actions of others in a particular field or industry. They have built a reputation and following based on their expertise, knowledge, or unique perspective. Social media influencers use their platforms to grow their own brand, develop relationships, engage with followers, and share their knowledge in specific areas.

Influencer marketing is closely related to social media marketing, as most influencers build their audiences from social platforms. Moreover, influencer marketing allows you to reach people you cannot reach through traditional advertising. A well-thought-out influencer marketing strategy can do just that. we will provide better results for less.

Influential person: is a person who has a great deal of influence over their followers and has a strong connection with brands. It is also defined as a person who is not a consumer and who is motivated to recommend certain products to their followers or to create media content about a particular brand or product in order to promote it. An influencer is also a social media user who may have hundreds to millions of followers, who talks and engages in a particular topic, discussion or place, and has a loyal audience [3].

Definition of Influencer Marketing — It is a collaboration between a brand and an online influencer to promote one of their products, increase brand awareness or reach a target audience, through which you can increase your following and continuously engage with them on various social media platforms. It is a process of persuasion through which influencers help brands. By influencing their brand awareness or purchasing decisions, influencers can shape the attitudes and opinions of the public, influencing their value hierarchy and lifestyle. The difference Celebrities and influencers are conceptually different in nature. While celebrities are known for their activities outside of social media, influencers are known for their activity on social media, which is an alternative to traditional celebrities. In fact, the previous use of celebrities has changed over the years to the use of influencers. Nowadays, this is due, in part, to the fact that consumers find influencers more trustworthy, more credible, effective, accessible, believable and easy to communicate with, as compared to traditional celebrities. Celebrities can exist anywhere. They can be anyone, what makes them an influencer is their large online and social media following, they have earned a reputation as an expert in their field, they are the people who provide answers to people's questions depending on the situation. In their field of expertise, they are the people who create the most engaging social media posts on their niche topics. They share the best photos, make the

funniest videos, lead the most useful online discussions, and are among the qualities of a good influencer noted in Table 19 [4].

Table 19.

Characteristics of an influential person

<i>Originality</i>	It's about being honest with yourself while still being honest with your audience. You want people to know that they can trust you in what you tell them and that your advice is based on past experience.
<i>Accuracy</i>	This means not selling anything you don't personally believe in, and when you are true to yourself, it will show in your work across platforms, creating greater engagement and influence among your audience.
<i>Creativity</i>	This is the most important quality of any influencer, without which inspiration will not come to the audience outside of creative endeavors and activities. It includes understanding how different platforms work and how people interact with them on a daily basis so that you can attract their attention, and this is the most important thing for marketers who want to attract attention and attract potential customers.
<i>Social responsibility</i>	This is necessary if you want to be taken seriously as an influencer. Let's say an influencer promotes beauty products but doesn't disclose that they were actually paid by those brands (which is similar to how some celebrities endorse beauty trends).

Source: Compiled by the author based on data [5].

The mechanism of the influencer marketing process. An influencer marketing campaign starts with defining the goals that need to be achieved, such as increasing sales, informing customers about a new product, or even increasing brand awareness or getting rid of negative impressions. The company searches for potential influencers with whom it can collaborate and gets to know the characteristics of their followers and whether they are among the target customers, then communicates with the relevant influencers, agrees on the mechanism for launching the campaign, chooses the nature of the content that will be used to achieve the goal and the details of its publication, such as the choice of platform, time, and method. Finally, the company analyzes the results of the campaign and determines whether it has achieved the desired goal or not and makes the necessary improvements.

The Importance of Influencer Marketing – This is a new trend that has emerged in the digital age due to its close connection with social media marketing, as most influencers gather their audience from social platforms that provide access to a large audience. The world population uses social media, where two-thirds of consumers are ad blockers, but the same people are willing to listen to the advice of individual influencers. Brands that are already using influencer marketing have proven the effectiveness of this channel, with some companies spending more than half of their marketing budget on influencers. The importance of influencer marketing here is evident in its ability to provide organizations with some exclusive benefits and opportunities [6].

1. Targeting the right audience: The task of detailed targeting is one of the main parts of digital marketing and the most difficult task when using any marketing

strategy is to implement this task accurately. The good thing about influencer marketing is that it relies on the influencers. The influencer has a real audience, so by contracting the right brand influencer, you bypass this task by relying directly on their existing audience.

2. Trust and loyalty between audience and influencer: Commercial projects seek to gain public trust as this means converting them into real customers and then into loyal customers once their loyalty is won as the public actually trusts the influencers and their loyalty towards them and hence this can be used to convert the audience from influencers to your project.

3. Improving audience engagement with your project: Contracting influencers on social media sites helps transfer a large number of audience interactions to your social media pages, and their interactions with you improve. By implementing an influencer marketing strategy correctly, you can increase the number of interactions, whether it is more likes and comments on your posts or simply more followers.

4. Flexibility in pricing: Sometimes influencer marketing doesn't cost you a lot of money because you can contract with an influencer to send them some products instead of contracting with them to pay you a certain amount of money. This doesn't apply to all types of influencers, but for some it's a convenient choice to control the cost and choose the specific products to send them to publicize. [7].

Benefits of Influencer Marketing: Influencer marketing is an effective way to improve your marketing strategy, achieve your business goals, and even reduce your expenses. Let's find out the details and benefits of influencer marketing for a brand, as shown in the figure 33.

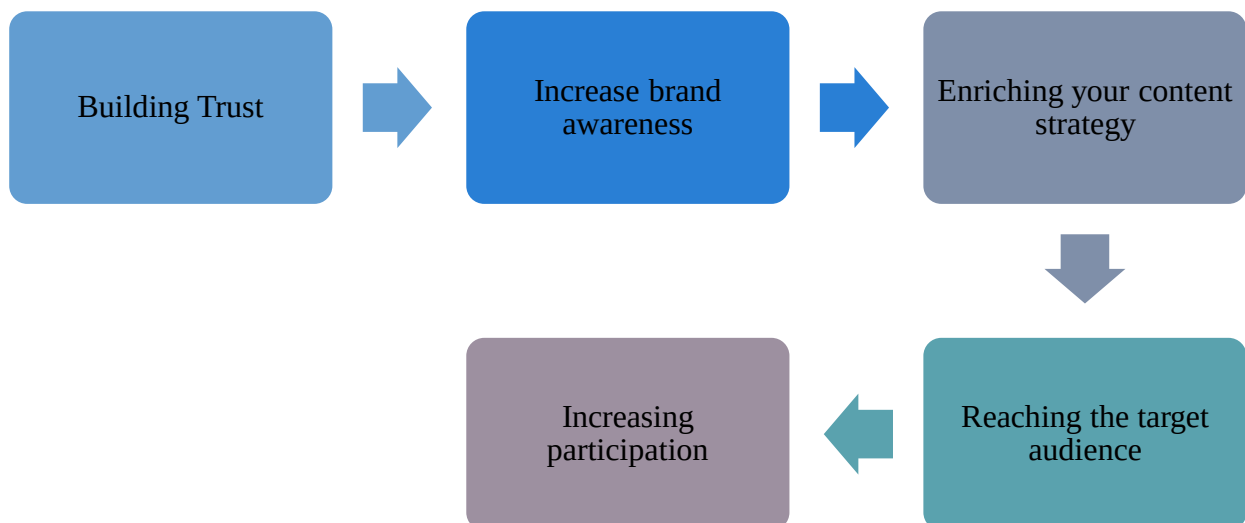


Fig. 33. Benefits of Influencer Marketing
Source: Compiled by the author based on data [8].

1. Gain trust: Influencers naturally build trust, engagement, and authority among their followers, making your audience more likely to buy your content and recommendations.

2. Increase brand awareness: The right strategies can increase your online presence, helping more people learn who you are and what you offer.

3. Reach your target audience: Relevant influencers can help you share your content with more people interested in your product.

4. Expand your content strategy: Influencer marketing is a great way to spice up your social media posts. You can republish an influencer's content or encourage their followers to create user-generated content. You can also use the influencer's photos for other marketing channels. For example, targeted advertising. To avoid copyright issues, include them in the contract.

5. Increased engagement: Influencer marketing can increase engagement on social media platforms, resulting in more likes, comments, and shares.

Types of Influencers. There are many different types of influencers that can vary based on audience size, industry, and market niche, as shown in Figure. 34.

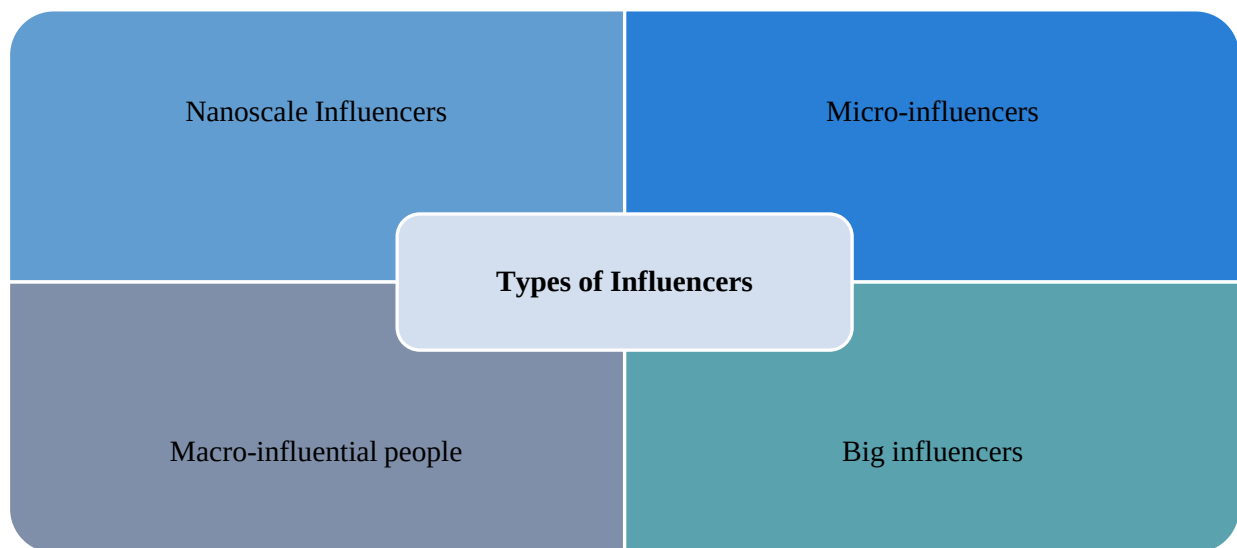


Fig. 34. Types of Influencers
Source: Compiled by the author based on data [9].

1. Nano-influencers: These are influencers who have a small but loyal following, usually between 1,000 and 10,000 followers. They are often regular people who share their daily lives, opinions, and experiences with their friends and family. Nano-influencers can help brands generate word of mouth and recommendations, in addition to building a community and strong relationship with their audience, are also cheap, easy to work with, and trustworthy compared to other influencers, their content is usually more realistic and focused on niche topics.

2. Micro Influencers: Micro-influencers are influencers with a smaller but more active following (10,000 to 100,000). They are often passionate and knowledgeable

about their specialty, such as food, gaming, or parenting. Micro-influencers can help brands build trust and loyalty, and in addition to increasing quality leads and conversions, they are also more accessible and approachable than mainstream influencers. They usually manage to maintain relatively high levels of engagement. They are more likely to have a target audience focused on a specific niche.

3. Macro-influential people: Influencers are people with a large following on one or more platforms, typically between 100,000 and 1 million followers. They are often experts or leaders in their fields, such as fashion, beauty, travel or fitness. They can be macro influencers who help brands increase their visibility, recognition and engagement, and reach a specific and relevant audience, however, due to the sheer size of their audience, they are unlikely to have high levels of engagement.

4. Mega-influential people: These are famous people who have more than a million followers across multiple platforms. They are usually actors, singers, athletes, or public figures. They enjoy a high level of fame and recognition. Their recommendations are often followed because they help brands reach a large and diverse audience and enhance their reputation and credibility, but they are less likely to engage with their followers or specialize in a particular area or industry [10].

How to Choose the Right Influencer

1. Volume of interaction: The most important factor when choosing an influencer is the amount of engagement with their content, regardless of their follower count. Who do you think is better:

- The influencer has 200,000 Instagram followers, but their posts get an average of 5,000 likes and 200 comments.
- The influencer has 70,000 Instagram followers, but their posts get an average of 10,000 likes and 400 comments.

Of course, the second effect is better because the audience interacts and reacts to it more, and this is what you need to make sure of when choosing.

2. Audience quality: is the exact knowledge of the audience you are targeting. You know your product better than anyone else and therefore you know what category the product falls under. You need to make sure that the influencer's followers represent the category the product falls under. to achieve the desired results. These are the most important rules of marketing in any marketing campaign that ensure that the right product is presented to the right audience.

3. Publishing speed: There are some influencers who do not post content at a consistent rate, even if they have hundreds of thousands of followers. You should avoid working with them. Posting rate is important because it is an indicator of the influencer's interest and care for their followers, and it also shows that the audience is constantly following them and the content is distributed at a consistent and natural

rate. For Instagram, the best rate is a post every two days. the latest, and preferably more. As for YouTube, the lowest rate is a video every week.

4. Marketing Campaign Objective: Do you want to run a marketing campaign to raise awareness of your brand and attract some followers to your social media pages, or do you want to directly achieve sales? Some influencers may be better at spreading the word than direct promotion, so think carefully about your marketing goals before choosing an influencer.

5. The quality of the content provided by the influencer: The influencer's personality and content quality play an important role in the success of a marketing campaign. There are serious influencers who rely on explanation, analysis, and comparison when creating content. and there are influencers who rely on humor to deliver information. So you should choose an influencer whose content quality matches your products. For example, if you offer complex products aimed at professionals, I think you need an influencer who relies on criticism and comparison when creating content. However, if you are promoting a popular product that is used by many people, I think you need an influencer with an attractive and bright personality who has his own character in creating content.

6. Previous experience: You should carefully review the influencer's content and see if they have done any marketing campaigns for any brand before. If you find many campaigns, it means that this influencer is good and delivers results, especially if this particular brand has relied on them more than once. Of course, this means that this influencer may cost you more than others.

7. Price: Cost is an important factor. As I mentioned earlier, some influencers may be satisfied with getting a free copy of what you are offering, and some may cost you much more. compiled based on the factors I mentioned earlier... contact each influencer separately to find out the initial cost of working with each of them, and based on that, choose according to your marketing budget [11].

Types of Influencer Marketers

1. Traditional Influencers: These are people who work for traditional PR firms or are well-known figures in their field, and are usually classified as influencers.

2. New (Digital) Influencers: These sticker bloggers and new digital influencers have built a large following and are leaders in a particular field. Bloggers can be new digital influencers, called pioneers.

3. Influential people: These are people who have hundreds of friends and followers on Facebook and Twitter. If you are a brand, you want to sue these people to create brand action. They fall under the category of networks.

4. Thematic Influencers: they are opinion leaders on specific topics. For example, if you represent a brand and want opinion leaders to discuss products, they are classified as opinion leaders.

5. Users: Product users can convince their friends and family to buy the products [12].

How to Create an Influencer Marketing Strategy: If you want to get the most out of your influencer strategy, some of the most important steps you should consider are shown in the figure. 35.

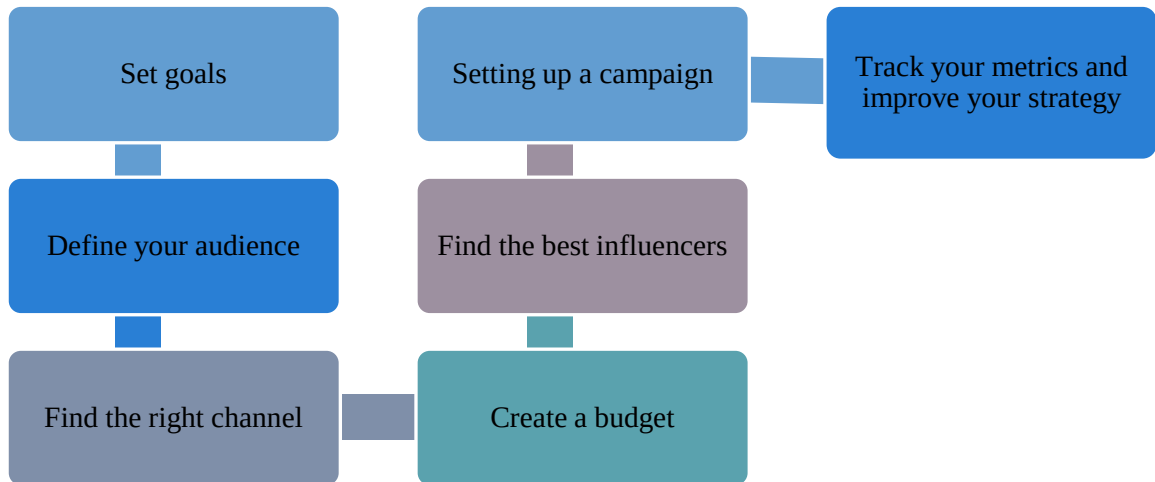


Fig. 35. How to Create an Influencer Marketing Strategy.

Source: Compiled by the author based on data [13].

1. Setting goals: Like any other type of advertising campaign, influencer marketing can be used to achieve different goals. The key is to clearly formulate your goals, as they will determine the mechanisms you will use. Don't forget to set key performance indicators. Since they will help you know whether you have achieved the desired results or not, below are some examples of key performance indicators for brand awareness campaigns. What goals do you need to achieve? What can you do to track your KPIs? How will you measure the success of your marketing campaign? To achieve the best results, you should have a clear set of goals.

2. Defining the audience: This is the basis of any type of advertising campaign. There are many ways to find this group of potential customers. You can find people similar to your customers and determine which ones. social media channels and influencers they prefer, the values they share, and how they act. When making purchasing decisions, you should look at your audience: who is your ideal customer? What problems do they have? What types of social media do they use? Answering these questions will help you effectively reach your target market.

3. Find the right channel: Marketers believe that certain social media platforms may be more or less valuable for influencer marketing, but Instagram may not be the best option for you. Choose a platform based primarily on your audience's interests, business goals, and the opportunities each channel offers. For example, B2B companies may benefit more from choosing LinkedIn. With 630 million professionals and 90 million high-level influencers combined, the only surefire way

to find the perfect channel for you is to test it out. Choose a few platforms that your audience is on and run effective, low-cost campaigns to see which one works best.

4. Create a budget: allows you to determine how much you can invest in influencer marketing. This can be useful if you pay influencers directly for their work. This step is important because the overall reach of the campaign depends on your budget. Influencers set prices according to the size of their follower base, market prices, advertiser interests, etc., so posting to an account with a million followers can cost you thousands of dollars if your budget is limited. follower bases may be a better option. They can help you achieve your goals with less investment. You can also check out... The effectiveness of influencer marketing for micro and nano influencers in your brand. It is likely that a limited budget will not allow you to achieve all the desired results with just a marketing campaign, so review your goals and KPIs in accordance with the resources you have when starting out [14].

5. Find the best influencers: It's best to spend time researching the right influencers. Who do you want to collaborate with? Who are their followers? Would you like to collaborate with a social media star? Or would you like to collaborate with someone who has a large following in a specific industry? All the work done in the previous steps will fail if you choose the wrong influencer. For a perfect match, choose an influencer who shares your brand values. Don't promote a sustainable fashion brand through shopaholic bloggers. The marketing problem is the risk of fraud and fake followers. To reduce the chances of being scammed, carefully check the influencer's account and monitor the number of bots or fake followers following the influencer. To measure this, use special tools such as Trend HERO.

Make sure that followers are watching the influencer's updates. You can request account stats on the engagement rate from the profile owner. Beware of duplicates in the account and double-check the name and contacts. Make sure the influencer's audience is loyal. Gather more haters than defenders. Promoting through them won't get you new followers or sales, so check the comments section - it's hard work.

6. Preparing the campaign: Content creation is an influencer's job. However, you must clearly communicate the expectations and goals of the campaign if you want to achieve your goals. The best option is to create a campaign summary that includes a platform and profile definition. Many. Influencers have multiple Facebook accounts. Different channels that explain the campaign goals. Provide the influencer with clear calls to action.

7. Track your metrics and improve your strategy: Ultimately, you need to track metrics. How successful is your influencer campaign? Do you need to make adjustments to improve it?

Metrics You'll Want to Track When Measuring the Success of Your Influencer Marketing Strategy:

1. Engagement: Track all interactions involving content that an influencer shares about your brand and products. Engagement includes interactions such as likes, shares, comments, retweets, mentions, direct messages, and shares on social media, blogs, and forums.

2. Coverage: Determine the reach, or number of people viewing your influencer's content about your brand, based on total views.

3. Resonance: Find out the level of resonance or actions your audience takes after they consume or engage with influential content that includes your brand.

4. Brand recognition: Measure brand awareness among influential audience members when they start sharing content related to your brand. There are quantitative ways to measure your brand awareness, such as direct traffic and social media sharing, and qualitative methods, such as social listening and social media. Awareness Surveys.

5. Clickx: Review the number of clicks on influencer content about your brand, whether it's a direct link to your website, a social media giveaway, or a signup form.

6. Conversions: Calculate conversions (the number of leads that become customers) based on your influencer marketing strategy. You can count conversions on your website or by URLs (such as discount/checkout codes found on an influencer account or blog) using By. dividing conversions by the total number of visitors.

7. Return on investment: Calculate the ROI of your influencer marketing investment by dividing the profit or benefit by the cost of the influencer marketing investment.

8. Number of subscribers: Track the increase and decrease of your social media or blog followers over time to see if the influencer is helping you increase your following or followers [15].

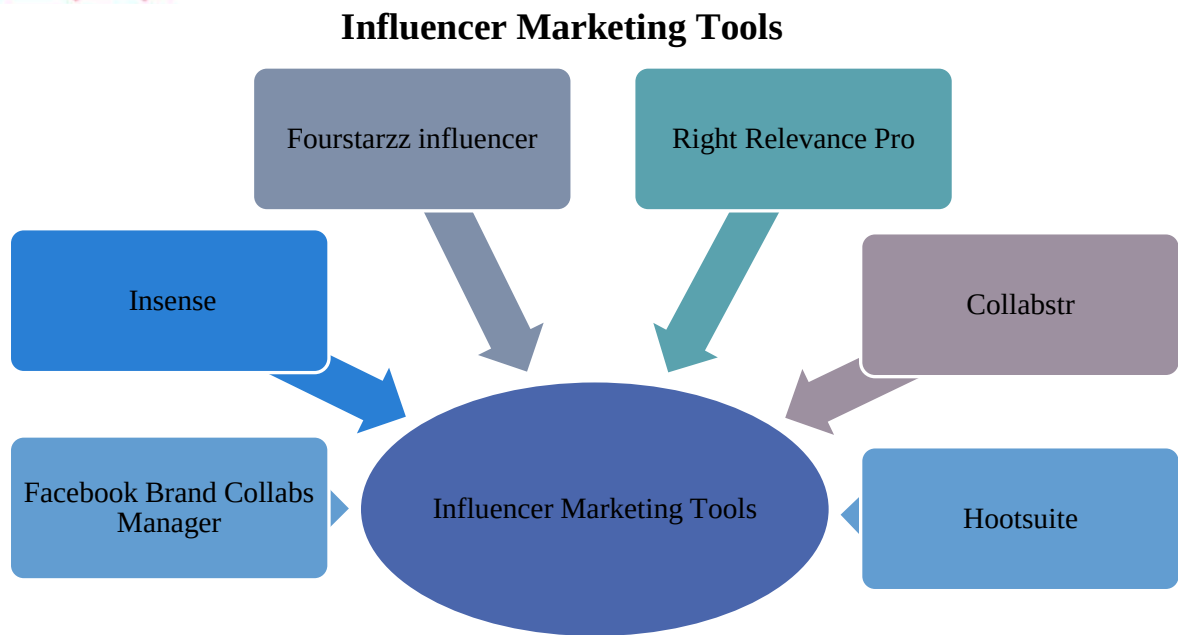


Fig. 36. Influencer Marketing Tools.
Source: Compiled by the author based on data [16].

1. Hootsuite: by searching in this tool, you can find many influencers that are suitable for you by monitoring and following the conversations related to this area that are happening on several channels, where a group of these influencers are suggested in the broadcast group in this tool. By monitoring and analyzing the information they share and identifying the type of people they interact with, you will be able to check whether the suggested influencers are suitable for your audience and which influencers you can work with.

2. Collabstr: It is a free marketplace where brands can search for influencers by platform, position, location and other details as it allows them to send requests and communicate directly with influencers.

3. Right Relevance Pro: This is an app that searches for the best content shared by influencers based on location and topic, so you can use it to identify leaders or advisor type influencers and discover partnerships with influencers based on the quality of content they share.

4. Fourstarzz Influencer: is an app that provides specialized recommendations for influencers. It can help predict the expected reach, engagement, and results of an influencer campaign, and provides you with important suggestions for the influencer campaign.

5. Insense: is a site that connects brands with a network of nearly 35,000 content creators to create specialized, branded content. The site helps you promote content with YouTube, Facebook, or Instagram ads, boost Instagram stories, and split video content into multiple partial clips.

6. Facebook Brand Collabs Manager: a free tool from Facebook that allows brands to connect with content creators who have previously been rated on Instagram or Facebook. These were all the details related to the influencer marketing method.

Now it is only up to you to start and skillfully and accurately implement your marketing plan and choose the right influencer according to the information above so that you can gain brand loyalty from your audience and achieve the goals that await you [17].

Influencer Marketing vs. Affiliate Marketing The terms influencer marketing and affiliate marketing are often used interchangeably. This is because they ultimately have the same goal - collaborating with a third party to improve your marketing efforts.

However, there is a clear difference between the two terms that you should know, as shown in the table 19

Таблица 19.

The difference between affiliate marketing and influencer marketing.

<i>Affiliate Marketing</i>	<i>Influencer Marketing</i>
Affiliate marketing is generally sales-focused. You partner with an affiliate who has experience promoting products for the sole purpose of increasing revenue, and with affiliate marketing, you only pay a commission on direct conversions.	In influencer marketing, sales may be one of your end goals, but it is not your primary goal. Instead, influencers focus on expanding your reach and increasing awareness of your products.
Affiliate marketing typically focuses on revenue growth.	Influencer marketing focuses more on brand awareness.

Source: Compiled by the author based on data [18].

Tips for Working with Social Media Influencers If you want to collaborate with social media influencers to grow your audience, there are a few tips you can follow:

1. Collaborate with influencers who share the brand's message. You don't want to work with someone who might reflect badly on your business.

2. Don't focus on the number of followers. You don't necessarily have to focus on the number of followers an influencer has. Instead, it's recommended to look at the relationship they have with their followers. Because a campaign may not be effective if an influencer has a million followers but low engagement.

3. Create an agreement. Creating a formal agreement in writing helps avoid confusion and ensures that each party knows their responsibilities.

4. Provide value: While you can pay influencers, you also want to offer them more value than just money. For example, can you help them increase their visibility? Will this partnership be beneficial for both parties?

5. Research influencers before reaching out to them. Finding the right influencer is almost like finding the right employee for your business. Take the time

to look at what they post and evaluate the partnerships they have established in the past to make sure they are a good fit [19].

Social platforms where influencer marketing is carried out:

1. Facebook Platform: is considered one of the oldest social media platforms as Facebook was one of the first social media platforms to emerge, which now has millions of users and contains many features that support various marketing activities such as paid advertising and influencer marketing. Who has a large number of followers.

2. Instagram platform: is considered as the most popular platform for influencers compared to other social media sites. The number of users on the platform has reached approximately 1.4 billion users. Instagram is also considered as a suitable place for influencers to create great photos and share them on other social media sites and also to create videos.

3. Twitter platform: is considered a place for influencer marketing and some brands, but it is not an attractive place for influencer marketing compared to platforms like Facebook and Instagram. Twitter also has a smaller user base than Facebook and Instagram, but some companies use it for influencer marketing.

4. Tik Tok Platform: The app has gained a lot of popularity since 2020, and therefore many influencers have decided to open personal accounts on it and present their content through it. Tik Tok algorithms also allow access to hundreds of thousands of views with good content, whether for small accounts or famous accounts and other accounts.

5. YouTube: is considered one of the leading sites for creating videos on it, and it has a well-implemented process of marketing products through influencers. YouTube has many features and options that support the creation of content on the site in a professional and unique way [20].

Influencer marketing is a new and unconventional approach that can help your marketing get noticed. Influencers are great at making consumers feel unique and exceptional in a competitive world full of products that actually do almost the same thing. That is why brands need to work with those who do the same thing not... They only care about making money or getting followers. Instead, work with influencers who find ways to create meaningful relationships with their audience. The right influencer can turn it into something unforgettable knows how to appeal to their target audience and creates modern content based on what is important in today's world, there are plenty of social media stars waiting for you to find them [22].

Advantages and Disadvantages of Influencer Marketing.

<i>Benefits of Influencer Marketing</i>	
1.	Establishing Authority and Trust. One of the reasons many companies struggle to sell their products is because they are unable to prove their credibility. Your business needs to appear trustworthy if you want people to buy from you. By partnering with an influencer who is trusted by their followers, you can quickly increase your authority.
2.	Cost: The cost effectiveness of using influencer marketing. If you decide to use this tactic, you can get a big return on your investment if you partner with the right people.
3.	Attract quality leads. Using influencer campaigns, you can attract people who may be interested in the products you offer. As a result, you may find it easier to increase your conversion rate.
4.	Increase brand awareness. When you partner with influencers, you instantly expose your products to hundreds of thousands of people. There are even influencers who have millions of followers. So there are many ways to use influencer marketing to increase brand awareness.
<i>Disadvantages of Influencer Marketing</i>	
1.	Choosing the wrong influencer can do more harm than good: It takes a lot of time and effort for brands to find the right influencer for their campaigns; if they don't partner with the right influencers, it can cause huge damage to the brand's reputation.
2.	Influencer Marketing Mistakes Can Cost Your Brand: Influencer marketing is still a relatively new strategy, so it is inevitable that marketers will make unintentional mistakes. In fact, there is no specific guide to a successful influencer marketing strategy, so most of the time, brands make mistakes. Learning is one of the mistakes you can often make.
3.	Difficulty in measuring the results you achieve: You can put a lot of effort into finding the right influencers and launching the right social media campaign, but your efforts will really be in vain if you are not able to track and monitor the performance of your campaign.
4.	Big risk: If an influencer lacks the ability to create compelling content, it may not resonate with its target consumers. In such cases, the time, money, and effort spent will be wasted.

Source: Compiled by the author based on data [21].

AFFILIATE MARKETING

Online sales are growing rapidly and this can be seen in many websites offering various products and services to customers. Showcasing products online is not easy as traditional sales require different strategies. Online shopping and selling system has been widely implemented. especially in the field of marketing as the practical nature makes many people switch from traditional systems to online systems, the development of technology has brought about important changes in the sales process as the sales process is facilitated by the presence of a digital system that relies solely on the Internet requires sellers to implement the latest strategies and innovations to attract customers to buy the products being sold. The most suitable marketing business is affiliate marketing which is used to promote websites and products and offers commissions to improve the market economy. Affiliate companies offer commissions based on the number of visitors or customers that come through their efforts. For example, when affiliate companies manage to sell products, they automatically receive a commission from these sales and in this business there is unlimited cooperation between the two companies. parties, that is, with profit or in the form of commission, which can certainly lead to an increase in online sales using digital marketing strategies [1].

Affiliate Marketing Concept — This is a method of marketing that depends on paying a commission to each marketer who is involved in the process of selling the company's products. Here, the company does not hire specific people and pay them a fixed salary, but contracts with a large group of marketers who are paid a commission only when each transaction is sold, where the person earns a commission or income when he conducts transactions to sell the products that he promotes through affiliate links and shares them on various platforms, which gives the brand owners a certain commission to those who successfully promote and sell their products. It is a collaboration agreement aimed at generating profit for both parties through promotional products, with the possibility of the company receiving an affiliate commission. If the review made influences the consumer's purchasing decisions, increases traffic to the website or marketplace, and leads to purchases, the affiliates receive a commission for attracting traffic. Generating leads or sales for the company they are promoting and this creates a mutually beneficial relationship, but with affiliate marketing, when you recommend products to individuals and the person makes a purchase, you get a commission right away and it is done simply with your smartphone and an internet connection.[2]

Affiliate Marketing — is a process in which publishers earn a commission for promoting products offered by a retailer or other advertiser using an affiliate link.

The affiliate receives a reward or bonus in exchange for delivering a certain result to the retailer or advertiser.

The Importance of Affiliate Marketing: The importance of affiliate marketing is to achieve the highest sales volume and wider distribution of products produced by various organizations without any risks in the process. The company does not pay the sales representative until he actually completes the work. The sales process, reaching a wider segment of the audience and converting them into customers. Affiliate marketing is one of the important things nowadays, especially in light of the spread of work from home and making money online [3].

The Basics of Affiliate Marketing:

1. Traders or advertisers: These are companies or individuals who have products they want to sell. They create affiliate programs to attract partners who will promote their offerings. They provide advertising materials, tracking links, and most importantly, commissions for the affiliates' efforts.

2. Partners or Publishers: Affiliates can be bloggers, content creators, social media influencers, or website owners. Since they promote products to their audiences through various marketing channels, they can choose from a variety of marketing channels and strategies to reach customers.

3. Consumers. End users who engage with affiliate content and make purchases. Affiliates aim to attract and persuade these consumers through their marketing efforts, as they are the heart of affiliate marketing, as their actions determine the success of the affiliate company.

How affiliate marketing works: Affiliate programs allow individuals or affiliates to promote and sell a company's products in exchange for a commission on each sale. The affiliate earns a commission every time someone makes a purchase through a unique affiliate link associated with their recommendation.

- Affiliate displays an ad or link to Store Z on their website, blog or social media.
- Customer clicks on the unique affiliate link.
- Customer makes a purchase from Store Z.
- Affiliate network records the transaction.
- Your purchase is confirmed by Z Store.
- Affiliate receives a financial commission.

Commission rates for affiliate sales vary depending on the company and offer. You can earn around 5% of sales, but with some deals you can earn up to 50%. With high ticket affiliate programs, some affiliate programs offer a flat rate per sale [4]. The types of affiliate marketing are shown in Fig. 37.



Fig. 37. Types of Affiliate Marketing
Source: Compiled by the author based on data [5].

1. Non-Product Affiliate Marketing: This is a form of marketing where the affiliate has no connection to the products they are promoting, has no relevant known skills or experience, and makes no claims about using the products. Having a link to the prospect and the product relieves the affiliate of the responsibility to recommend or advise. This often involves running pay-per-click advertising campaigns using the affiliate link in the hopes that people will click on it, buy the products, and earn a commission. This is why unrelated affiliate marketing is attractive because you don't have to do any legal work. Affiliate marketing companies rely on the reputation and trust of their target audience online. Some marketers don't have the time or desire to build these relationships, so this type of marketing is the best option for them.

2. Affiliate Marketing Related to Products: Relevant affiliate marketing is the practice of promoting products that you don't use but are related to your niche. In this case, the affiliate has an audience, whether it's blogs, YouTube, TikTok, or something else. Relevant affiliate marketing also has influence, making it a trusted source for product recommendations, even if they haven't used them before. While relevant affiliate marketing can bring in more revenue, it comes with the risk of promoting something you've never tried before, which could be a bad product or service. And wouldn't you know it, it only takes one bad recommendation to lose the trust of your audience. If you don't have trust and transparency, you'll have a hard time building a sustainable affiliate marketing business.

3. Affiliate Marketing Product: This type of marketing creates a deeper relationship between the affiliate and the products they promote. They have used or are using the product and are confident that others can share their positive experiences. Their experience is advertising. They serve as trusted sources of information. On the other hand, since they are giving recommendations, their reputation can be at risk due to any problems that arise with the offer. In this type of

marketing, the marketer uses their influence to promote products that subscribers can actually want, rather than paying for clicks on an ad banner. It takes longer to build this trust with your audience, but it is essential to building a sustainable business [6].

Benefits of Affiliate Marketing. The benefits of affiliate marketing for marketers are important because it allows them to earn extra income and focus on marketing and promotion, and they also benefit from flexibility in their work and the ability to work remotely. Affiliate marketing allows marketers to earn extra income by earning a commission on the sales they generate. The benefits are shown in the figure 38.

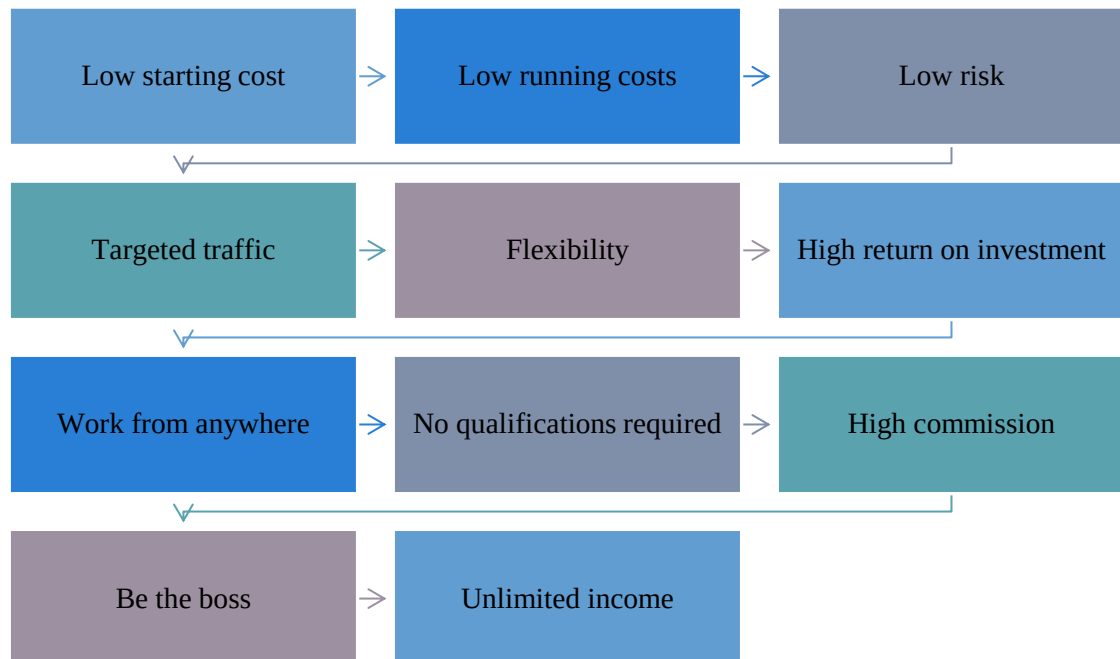


Fig. 38. Benefits of Affiliate Marketing.
 Source: Compiled by the author based on data [7].

1. Low start-up costs: The affiliate program does not require you to have an advertising team to create visual ads or buy ad space. You can fully rely on your partners to create content that organically promotes your products.

2. Low running costs. Since most of your marketing activity is done by affiliates, they will bear the bulk of the associated costs, and since this is a commission-based program, this means that you will only pay affiliates for the sales they bring in. This marketing model makes it easy to manage expenses and not limit your cash flow.

3. Low risk: Since the cost of your affiliate marketing program is directly linked to sales volume, you don't have to worry about losing money on your investment, making it ideal for businesses on a budget.

4. Targeted traffic: The partners you partner with are carefully selected by you, ensuring that the traffic coming to your site comes from people who find your products useful.

5. Flexibility: You can easily scale down or scale up your affiliate program with little to no cost. It's a great way to scale your business. You can also increase your affiliate rewards as your business grows. The more reach an influencer has, the more authority (and sales) they can bring to their site through an affiliate partnership.

6. High return on investment: Affiliate marketing has been proven to yield a much higher ROI than most other marketing strategies. One reason for this is that your target audience will learn about products from affiliates who naturally fall within their sphere of influence.

7. Work from anywhere: You can promote other people's products anywhere, anytime and make money.

8. No qualifications required: To become an affiliate marketer, you don't need any certificates or requirements. All you need is to register and join the affiliate network.

9. High commission: Affiliate marketing has high commission. The commission ranges from 30%, 40%, 50%, 60% and up to 70%. Depending on your niche and the affiliate network you join.

10. Affiliate Marketing can be done entirely using your smartphone and an internet connection.

11. Be the boss: In affiliate marketing, no one controls you, you make your own sales and earn your own money.

12. Unlimited income. The more you sell, the more you earn, so your income is completely unlimited [8]. Any affiliate marketer needs a number of tools to be successful in the marketing process, including the tools shown in the picture 39.

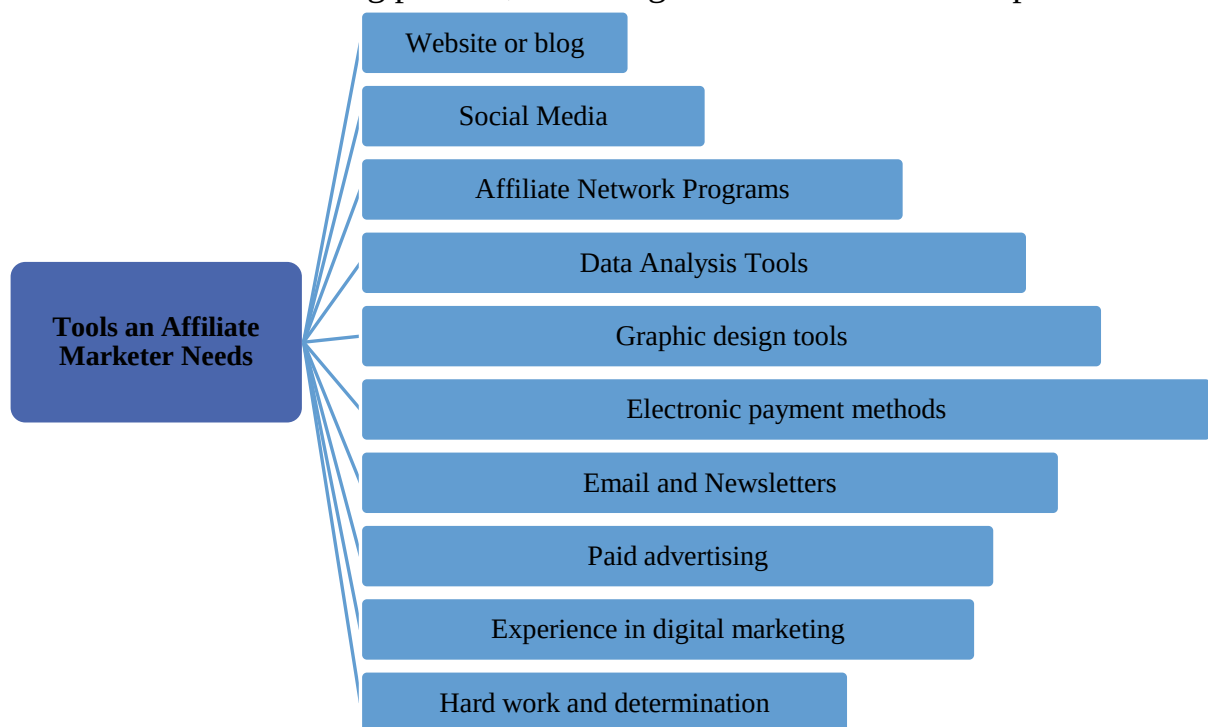


Fig. 31. Affiliate Marketing Tools.

Source: Compiled by the author based on data [9].

1. Website or blog: A website or blog is one of the essential tools for any affiliate marketer. A website or blog can be used to create high-quality content about the products being promoted, and this helps to attract more visitors and increase the chances of getting potential customers.

2. Social media: A professional marketer must use popular social media platforms such as Facebook, Twitter, Instagram, and YouTube to distribute marketing content and increase audience reach.

3. Affiliate Network Software: Affiliate network software provides software interfaces for affiliate marketers that allow them to register and join an affiliate marketing program, manage their accounts, and track the performance of their marketing campaigns.

4. Data Analysis Tools: A marketer must use data analytics tools to track the effectiveness of marketing campaigns, monitor success rates, know the strengths and weaknesses of marketing strategies, and then improve performance based on the results.

5. Graphic design tools: A marketer must use graphic design tools to develop marketing content such as product images, logos, and graphic advertisements. This helps in creating attractive content that is in line with marketing strategies.

6. Electronic payment methods: An affiliate marketer must provide customers with safe and secure payment options such as well-known e-payment gateways to facilitate the purchasing process and increase sales.

7. Email and Newsletters: Emails and newsletters can be used to communicate with potential customers and provide them with additional information about the products being promoted, which increases the chances of conversion.

8. Paid advertising: Paid advertising can be used on social media and search engines to attract more visitors and potential customers.

9. Experience in digital marketing: An affiliate marketer should have experience in digital marketing, including email marketing, social media marketing, and search engine optimization to improve search results and increase visits and sales.

10. Hard work and persistence: An affiliate marketer must work hard and be persistent to achieve success in affiliate marketing. Success requires hard work, persistence, and developing skills and experience related to digital marketing [10].

Factors to Consider When Choosing the Right Commission Program:

1. Relevance: Choose programs that offer products that are closely related to your niche and the needs of your audience.

2. Commission structure: Analysis of commission rates and payment methods. Some programs offer a flat fee, while others offer a percentage of sales.

3. Cookie Duration: The longer the cookie, the better. A longer cookie means you can earn commissions on sales that occur days or even weeks after the first click.

4. Affiliate support: Look for programs that offer marketing materials, tracking tools, and affiliate support to help you succeed [11].

Steps to start affiliate marketing:

1. Determine the field of work you want to work in: Identify the category you want to talk about and promote. To stand out from the countless other websites, we advise you to be specific rather than broad. This will help you create a more targeted audience and improve your SEO. Questions to ask yourself to find the area you want to work in:

- What am I good at?
- What do I enjoy doing?
- What am I interested in?
- What do others think I'm good at?
- It's hard to overstate the importance of choosing something you love. To be successful in affiliate marketing, you'll need to create a lot of content. If you choose something you hate, you'll have a hard time sticking with it when the going gets tough.
- That's why when I created my first website, I decided to talk about one of my hobbies, and even though I knew nothing about marketing, I managed to grow my monthly traffic to about 2,000 visits.
- *Identify your interests:* These could be activities that you enjoy doing in your free time, or areas that you enjoy delving into and learning about in all their aspects, with the possibility that they relate to the field or specialization that you are currently studying or working in.
- *Identifying the problem:* after identifying interests, you need to start looking for what target consumers want and the problems they suffer from. You can do this by using affiliate marketing tools, talking to consumers, or even taking a survey look at the products that competitors offer.
- *Study your competitors:* It is necessary to conduct in-depth research to identify the weaknesses of competitors in order to exploit them when entering this area. For example, the content provided by competitors may be of low quality or may be of poor quality. Lack of transparency of information, or you may even learn about a new marketing strategy.
- *Research industry profitability:* Once you have defined your area of focus and know the weaknesses of your competitors, you should start doing research to find out the amount of commission you will receive in exchange for marketing these products.

- *Try your field:* You need to test the area you have chosen before moving forward. Start by creating a landing or marketing page for one product on Facebook, then confirm the demand for that product, and then create a store, website, or social media page or YouTube channel for it.
- **2. Select the platform you want to work on:** there are many platforms from which you can start affiliate marketing and there are some marketers who believe that to start affiliate marketing you need to start a blog and they believe that it is an important part of affiliate marketing while other platforms are just channels. To attract visitors to this blog or website, you can start affiliate marketing through Instagram, Facebook, WhatsApp, YouTube, Twitter or even through paid advertising on other websites or YouTube channels or by buying ad space on a website. The important thing is that affiliate marketing platforms are many, varied and not limited to blogs only. These platforms include:
 - *Blogs:* one of the oldest affiliate marketing platforms and still we see it dominating the market and profit can be made from it by providing visitors with content in many areas.
 - *Landing pages:* It is a method of marketing products that relies on paid advertising on social media or search engines to attract potential buyers and then convert them into current customers.
 - *Online stores:* These stores are similar to the online stores of the product owners' stores, but they only display the products and then add links to the products so that direct buyers go to other sites, and then they buy the product and the store owner gets a commission on each sale.
 - *YouTube:* A YouTube channel can be thought of as a blog. Despite the difference in content quality, the strategies and directions remain the same. Now you can create a channel dedicated to software and game reviews, and then add a link to purchase the program or game in the video description.
 - *Facebook:* Nowadays, many people sell products in Facebook groups or create pages that provide content related to one of the areas. What makes Facebook different is that it contains many users in addition to a variety of content that includes text and visual content. We also find Instagram, which is suitable for promoting products through visual content. All these platforms provide you with paid advertising services, and there are many other platforms where you can sell affiliate marketing, such as Twitter [12].

3. Content creation: Once you have identified the right platform for the products you sell and the content you want to create, you should start creating content in its various forms such as: articles, posts, tweets, and visual content from videos and photos.

4. Subscribe to the commission program: To buy products, you must sign up for a company or website's commission program. With this program, you will see the sales you have made, and then the commission will be added to your account. Automatically, after signing up for a commission program, you will be given a special link to track your sales.

5. Adding links: After choosing a platform, creating content, and signing up for an affiliate marketing program, the next step is to add links. If you have a store or a blog, these links should be clearly visible to site visitors. The same applies to other platforms, and this is a good practice. This is a link to these links in your content or videos if you are marketing on YouTube. The ways to earn with commission are presented in the table 21.

Table 21.

Ways to earn money with commission.

<i>Payment per sale</i>	This is the most common payment method used in affiliate marketing, where the affiliate receives a commission for every sale made by the merchant.
<i>Pay per click</i>	The affiliate receives a commission every time a user clicks on their affiliate link, regardless of whether they make a purchase or not.
<i>Pay per lead</i>	The affiliate gets paid when a user fills out a form, signs up for a trial, or takes any other action that the merchant finds interesting.
<i>Income distribution</i>	The affiliate receives a percentage of the revenue generated from the sale, rather than a flat fee for each sale.
<i>Cost of the procedure</i>	The affiliate gets paid when a consumer takes a specific action, such as filling out a form, subscribing to a service, or downloading software.
<i>Graduation committee</i>	Affiliates receive a higher commission rate once they reach a certain level of sales or referrals.

Source: Compiled by the author based on data [13].

Affiliate Marketing Tips:

1. Check potential partners carefully. Carefully evaluate potential affiliate partners to ensure they align with your target audience and brand values. Find websites, influencers, and content creators that fit your niche. Relevant partners will have higher conversion rates than random placements.

2. Focus on quality, not quantity. Having just a few affiliate partners who are actively engaging with an audience that closely matches your audience is often superior to having a large number of disparate and unrelated partners.

3. Provide value to your partner's readers and subscribers. Give your affiliate readers an extra incentive to use your links, such as exclusive coupon codes, flash deals, or bundles.

4. Use Influencers Strategically. Influencer marketing can be very effective in driving product discovery and sales. Influencers with a specific niche audience can be great partners for affiliate campaigns.

5. Use SEO. Brands can use affiliate links and product names in their website content to improve page rankings for relevant affiliate-focused keywords. Improving opportunities for keywords relevant to your niche can increase visibility and conversions through your affiliate program.

6. Обеспечьте заметное размещение. При работе с отдельными влиятельными лицами, создателями контента или издателями договаривайтесь о том, чтобы ваши партнерские ссылки, баннеры и другие креативные дизайны размещались на видном месте в их контенте. Основное размещение поможет привлечь больше внимания и кликов.

7. Provide marketing resources. Provide your affiliates with branded banners, emails, social media posts and other marketing materials they can use to promote your products.

8. Track and analyze performance. Use affiliate marketing analytics to identify the best partners and channels that convert, double down on what works by dedicating more time and resources to it.

9. Focus on long-term partnerships. Aim to build long-term partnerships rather than short-term gains, targeting those who focus on high-quality content and engagement. This supports growth in exchange for quick commissions.

10. Take advantage of content marketing and social media to promote content. Support your affiliates by promoting their content, showcasing your products and links on social media. This helps expand their reach and motivate them to continue promoting your affiliate program [14].

One of the most popular affiliate marketing programs is shown in the figure 40.

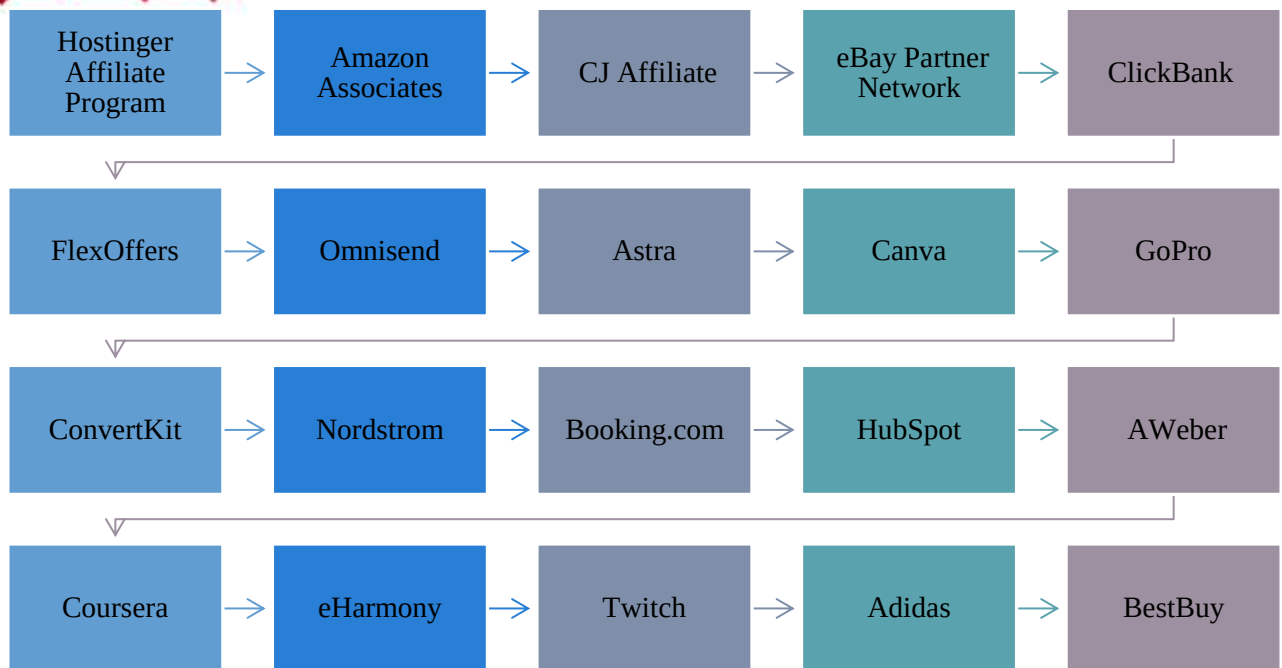


Fig. 40. Affiliate Marketing Programs.
 Source: Compiled by the author based on data [15].

1. Hostinger Affiliate Program. This is one of the most popular website hosting providers. It has a high conversion potential. Its affiliate program offers a 60% commission with no limit on how much publishers can earn, you will only need to fill out a form. Affiliate by providing information such as contact details, a link to your website or social media, and the type of content you provide. The verification process can take up to three business days after your account is created, you can start promoting.

2. Amazon Associates: The program is one of the largest affiliate networks with millions of programs and thousands of creators. As a marketplace, its popular products can fit into a variety of niches, making the program suitable for those new to affiliate marketing. Being one of the oldest affiliate programs, it has a lot of brand authority, which leads to high conversions. Amazon affiliate marketing program rates vary by industry.

3. CJ Affiliate: Formerly known as Commission Junction, is a leading affiliate network that helps affiliates connect with a variety of brands. Not to mention, it provides comprehensive tools to help businesses improve performance and conversion. The learning curve is much steeper. Due to the nature of the platform, it is difficult to determine a range of commission rates, in some cases this is negotiated with the advertiser if you have significant influence in the industry.

4. eBay Partner Network. The eBay Affiliate Network is one of the largest affiliate marketing platforms with over 182 million users and 300 categories to choose from. It is one of the best affiliate programs for those who want to target a wide range of niches. You can promote new products through this affiliate program.

Additionally, eBay provides reporting tools that help eBay Affiliate Network companies improve their business results.

5. ClickBank: Founded in 1998, this is one of the oldest affiliate networks. It primarily specializes in selling digital products such as software and information products. It is the largest affiliate network in the world, with over 200 million users in 200 countries. It is fast and free. To join, after signing up, you can immediately start sharing your affiliate link, as there is no verification process as such, this is the best affiliate program for beginners with no affiliate experience [16].

6. FlexOffers: With over a decade of experience, it is one of the leading affiliate marketing networks. It offers a wide range of content delivery tools and formats, an easy-to-use control panel, and a quick sign-up process.

7. Omnisend: This is a suitable solution for companies that want to improve their email marketing campaigns and achieve better results. The affiliate marketing program is one of the best and most profitable programs on this list. All you have to do is join the affiliate marketing program and fill out the application form. Once accepted, start posting ads and sharing content using the referral links provided, you will receive payments after 30 days of creating new accounts.

8. Astra: The affiliate program is easy to join and offers the opportunity to earn very lucrative money in the web space. Being the most popular premium WordPress theme in the world, it already has a huge fan base and presence in the market, making it very easy to promote.

9. Canva. It is a popular design platform among beginners that allows users to easily create posters, presentations, and other visual content. If you are an experienced graphic designer or a beginner interested in the field of design, Canva's affiliate program may be the right choice for you. It pays commissions based on the user's plan choice.

10. GoPro. Take advantage of this opportunity if you are passionate about action cameras and want to make money by promoting relevant affiliate products. GoPro offers partnerships through the Pepperjam affiliate network with a 3% commission. The program includes continuous product releases and deep links, which is important to improve your promotion.

11. ConvertKit: is a powerful email marketing platform that helps users build an email list and grow their customer base. If you want to get more benefits from email marketing, sign up for the affiliate program and you can earn. Lifetime 30% commission for up to 24 months for every sale made through your affiliate link.

12. Nordstrom: Another great brand to collaborate with that is suitable for beauty and fashion influencers or bloggers as it offers a lot of premium fashion products that can be sold at a high profit margin, especially with the brand's established reputation.

13. Booking.com: This is another popular brand that offers great affiliate deals, especially with over 2 million properties to promote. It also includes a variety of affiliate tools that you can use for free, such as a deal finder tool and a map tool. The program is one of the highest paying affiliate programs on this list. The commission rate is based on the number of orders you make in a month [17].

14. HubSpot: is a customer relationship management (CRM) platform that provides products for marketing, sales, customer service, content management, and more to help businesses grow. We recommend Hubspot because new partners have the opportunity to earn a welcome bonus of up to \$80 within their first 30 days of membership. They also have access to over 400 marketing resources, special monthly progress reviews, and dedicated account managers.

15. AWeber: is an email marketing platform that offers products such as a landing page builder, newsletters, and other marketing automation tools. Its target audience consists of small and medium business owners interested in the program. % commission every month, depending on the number of referrals. For example, if you refer 10 or more new paid accounts in one year, you will earn 40% commission.

16. Coursera: It is one of the best online learning platforms that has partnered with many prestigious universities and companies around the world. So, if you want to make money online by promoting online courses and other educational materials, the Coursera affiliate program is a great choice for you.

17. eHarmony. This is a dating site that has gained high brand recognition and has over 10 million active users. An affiliate can join this program and earn commissions on completed signups, registrations, and surveys. The rate varies from 20% to 35%, with cookie tracking for 45 days.

18. Twitch: Unlike other affiliate programs on this list, your income is not generated through links, but through paid subscriptions from viewers. To become an affiliate, you must have at least 50 subscribers. Additionally, a total of 500 minutes of your broadcast have been watched by at least three viewers simultaneously over the course of one month on seven different days.

19. Adidas: has become one of the leaders in sportswear. If you are interested in this area, they offer a great affiliate program that pays out an average of 7% to 10% of sales. The only downside is that you need to have an established audience that matches Adidas' target customers, which are men and women aged 18 to 24 who are into sports.

20. BestBuy: offers a decent affiliate program with a lot of marketing resources such as banners, weekly newsletters, API for product information and sale notifications. The brand itself is well established in the market, but the commissions are so low that they can be used. This is not an affiliate program that we would recommend to those who want to make a big profit [18].

The advantages and disadvantages of affiliate marketing are presented by the author in the table 22.

Table 22.

Advantages and Disadvantages of Affiliate Marketing

<i>Benefits of Affiliate Marketing</i>	
<i>Low income level</i>	Anyone with an internet connection and a platform can promote products.
<i>Passive Income Potential</i>	Once set up, affiliate marketing can generate income even if you are not actively working on it.
<i>Do not create products</i>	You don't need to create your own products, you can promote existing ones.
<i>Scalability</i>	You can scale your affiliate marketing business as your audience grows and your skills improve.
<i>Disadvantages of affiliate marketing</i>	
<i>Contest</i>	This is a competitive field and success often depends on finding a niche and offering unique value.
<i>Income volatility</i>	Profits can be unpredictable, especially when you're just starting out.
<i>Count on the success of the trader</i>	Your income depends on the success of the products you promote.
<i>Regulatory issues</i>	Different countries may have different rules and regulations that affect affiliate marketing practices.

Source: Compiled by the author based on data [19].

Ultimately, affiliate marketing offers a wealth of opportunities for those willing to embark on this dynamic journey, from building a solid foundation and increasing traffic to increasing conversions and scaling a business.

The opportunities for success are endless. Challenges will arise, but they are opportunities. Stay informed. Set realistic goals and be persistent. Remember the wisdom of industry leaders and keep moving forward. With dedication, innovation, and a willingness to adapt, you can navigate the ever-changing affiliate marketing landscape and achieve your financial and business results and career aspirations. Your journey in affiliate marketing is a path to unlimited potential and endless opportunities for lifetime income. [20].

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Epilogue,

In the Name of Allah—the Most Compassionate, Most Merciful.

“Say, “Work. Allah will see your work, and so will His Messenger, and the believers. Then you will be returned to the Knower of secrets and declarations, and He will inform you of what you used to do.” Surat At-Tawaba verse 105.

Praise be to God Almighty, who has enabled us to introduce this book. We have presented in this book E-Marketing, and we have made every effort to bring this book out in this form. We hope that we made contributions to knowledge and we wish it will be beneficial for every reader and learner. We have made our best efforts to review the most important ideas for this topic as much as we can and we do not claim perfection because perfection belongs to God Almighty only. If we succeed, then it is from God Almighty. If we fail, it is from ourselves, and the honor of trying is sufficient for us. Finally, we hope to that you will like this book.

may the blessings and peace of Allah be upon him our teacher, beloved and master Muhammad.

Peace, God's mercy and blessings be upon you



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