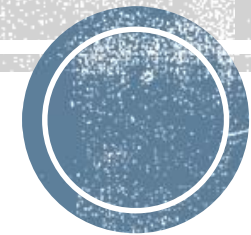


ELECTRONIC MARKETING



MAIN TASKS AND GOALS:

- revealed the essence of concepts in electronic marketing, defining their meaning and the need to define them within the framework of the electronic marketing strategy;
- the main aspects of the concept of electronic marketing are highlighted;
- the necessity and importance of the concept of electronic marketing in modern business is proven;
- the most important electronic marketing strategies are argued, as well as their advantages and disadvantages are emphasized, the advantages of electronic marketing strategies are proven and disclosed: electronic marketing in social networks, search engines, e-mail, influence marketing and affiliate marketing.

The obtained results may have their practical value:

- definition of the essence of the concept of electronic marketing;
- to build an organization management strategy by means of effective tools for ensuring strategic development and economic growth.



CONTENT

CHAPTER 1. BASIC CONCEPTS OF MARKETING

CHAPTER 2. ELECTRONIC MARKETING CONCEPTS

CHAPTER 3. ELECTRONIC MARKETING COMPLEX

CHAPTER 4. STAGES AND TOOLS OF ELECTRONIC MARKETING

CHAPTER 5. ELECTRONIC MARKETING STRATEGIES

CHAPTER 6. SEARCH ENGINE MARKETING

CHAPTER 7. E-MAIL MARKETING

CHAPTER 8. SOCIAL MEDIA MARKETING

CHAPTER 9. INFLUENCER MARKETING

CHAPTER 10. AFFILIATE MARKETING

1. BASIC CONCEPTS IN MARKETING

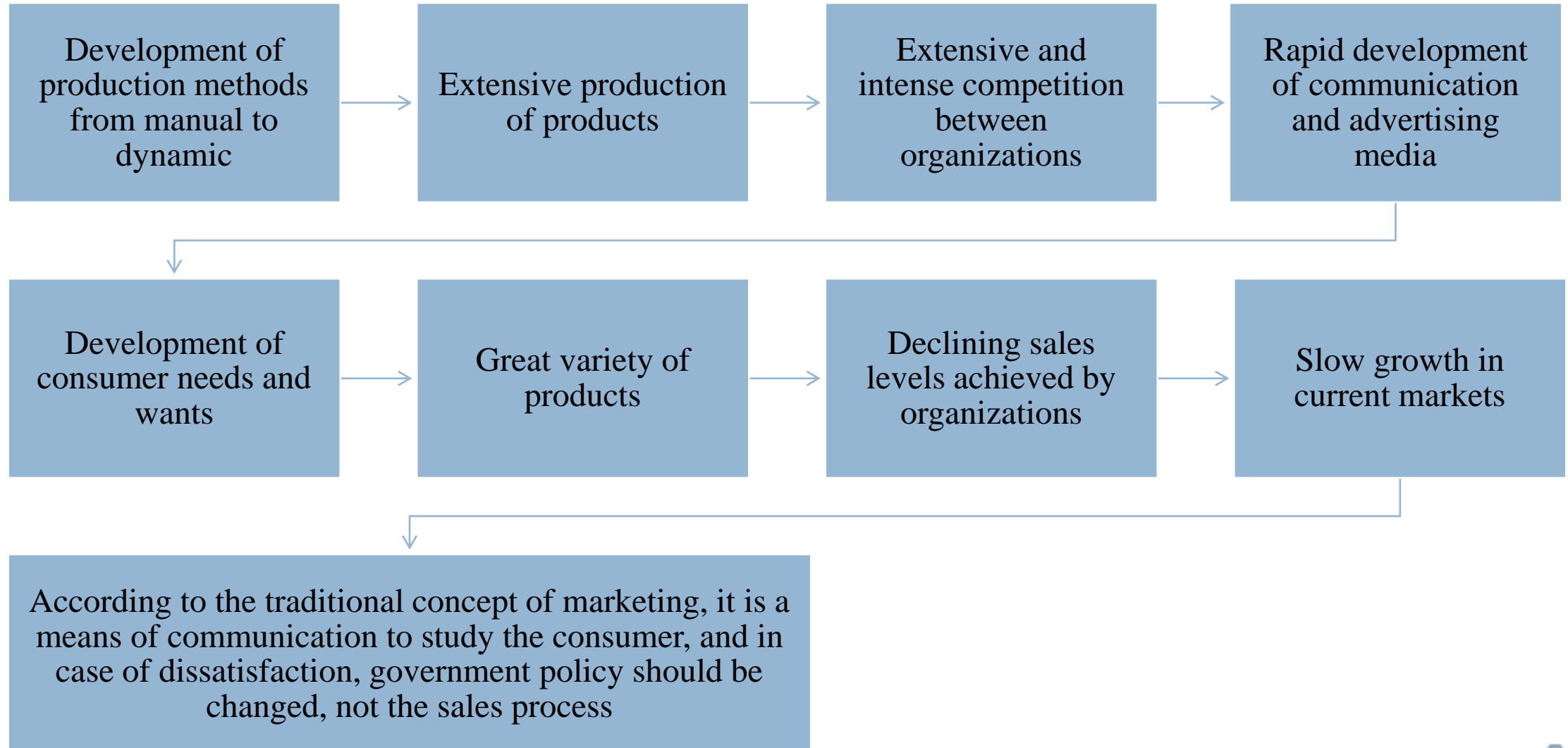
Definition and interpretation of the essence of marketing

American Marketing Association	In 1960, I defined it as a business activity aimed at managing the flow of products from producer to consumer.
American Marketing Association	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.
Philip Kotler	Definition: It is a human activity aimed at satisfying needs and desires through the process of exchange.
Stanton	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.
Hassan Al-Ababneh	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.

STAGES OF DEVELOPING A MARKETING CONCEPT

Marketing concept (years of development)	Marketing Concept Idea	Tools	Main marketing objective
The concept of production-oriented marketing (1860-1920)	Produce what is possible	Increase in supply	Improve production, increase sales and maximize profits
The concept of the product-oriented marketing stage. (1920-1930)	Production of high quality products	Product Policy	Improve product performance
The concept of the sales-oriented marketing stage. (1930-1950)	Develop a commercial sales network	Product Sales Policy	Increasing sales through product promotion
The concept of the modern stage of marketing (1960-1980)	Produce what the market needs	Marketing processes and systems	Satisfying market needs
The concept of the stage of social marketing (1980-1995)	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.
The concept of the stage of services marketing (from 1990 to the present)	Integrated production of services	Service package upon purchase	Building an effective customer service system
Concept of the Interactive Marketing Stage (1980 to present)	Individual approach to each consumer – to produce what satisfies consumers and business partners.	Customer Relationship Management	Building a customer relationship system

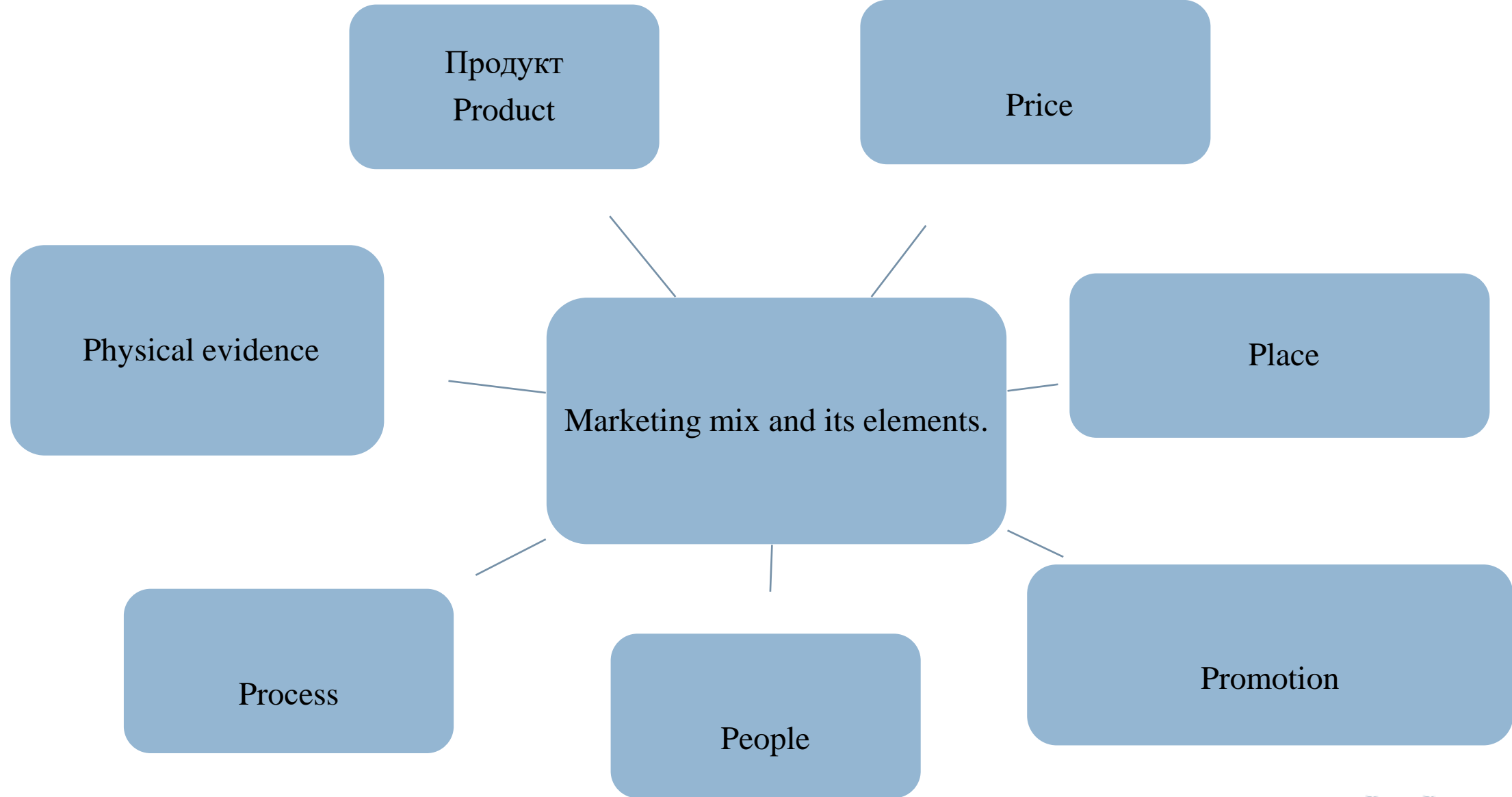
REASONS FOR THE EMERGENCE OF MARKETING



CLASSIFICATION OF PRODUCTS

Goods	Of a material nature and has dimensions (length, width, height and weight), such as electrical appliances, furniture, consumables, buildings, cars, etc.
Service	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.
Rights	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..
Privilege	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.
Ideas	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.
Experience and skills	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.
Information	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.

MARKETING MIX AND ITS ELEMENTS



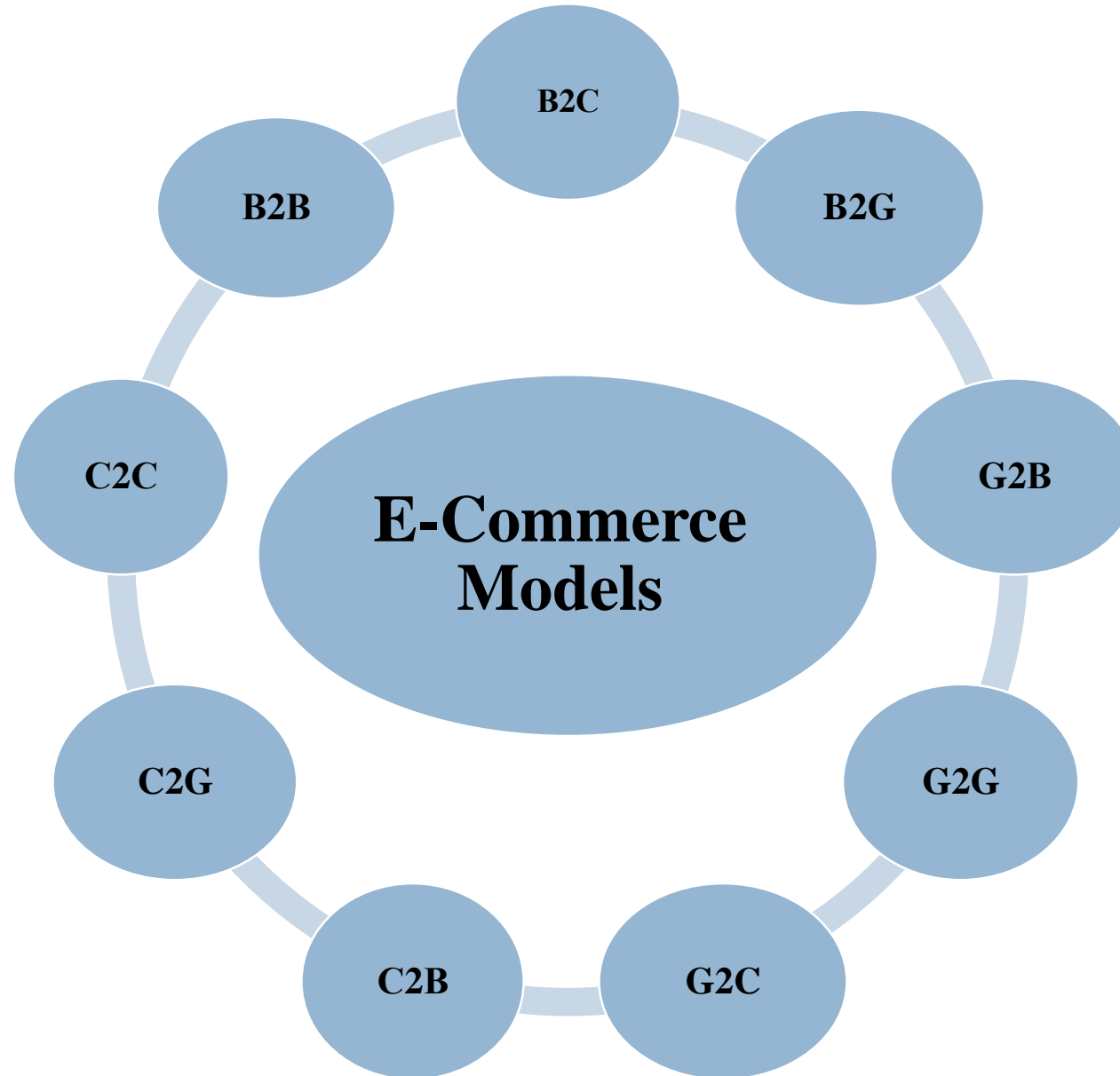
STAGES OF DEVELOPMENT OF ELECTRONIC BUSINESS IN THE WORLD

Stages	Time period	Peculiarities of doing business
First stage	1960 –1970	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.
Second stage	1970 - 1980	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.
Third level	1980 - 1990	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.
The fourth stage	1990 - 2000	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.
Fifth level	по 2000 настоящее время	Implementation and widespread use of Internet technologies in all areas of business.

HISTORICAL DEVELOPMENT OF E-COMMERCE IN THE WORLD

Year	Historical development
1969	Two electrical engineering students from Columbus, Ohio, launched CompuServe, which at the time became the world's largest commercial online service.
1979	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.
1982	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.

THE MOST IMPORTANT E-COMMERCE MODELS IN THE GLOBAL MARKET



Definition of the essence of electronic marketing

Source	Definition
British Institute of Direct and Digital Marketing	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.
Hassan al-Ababneh	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.

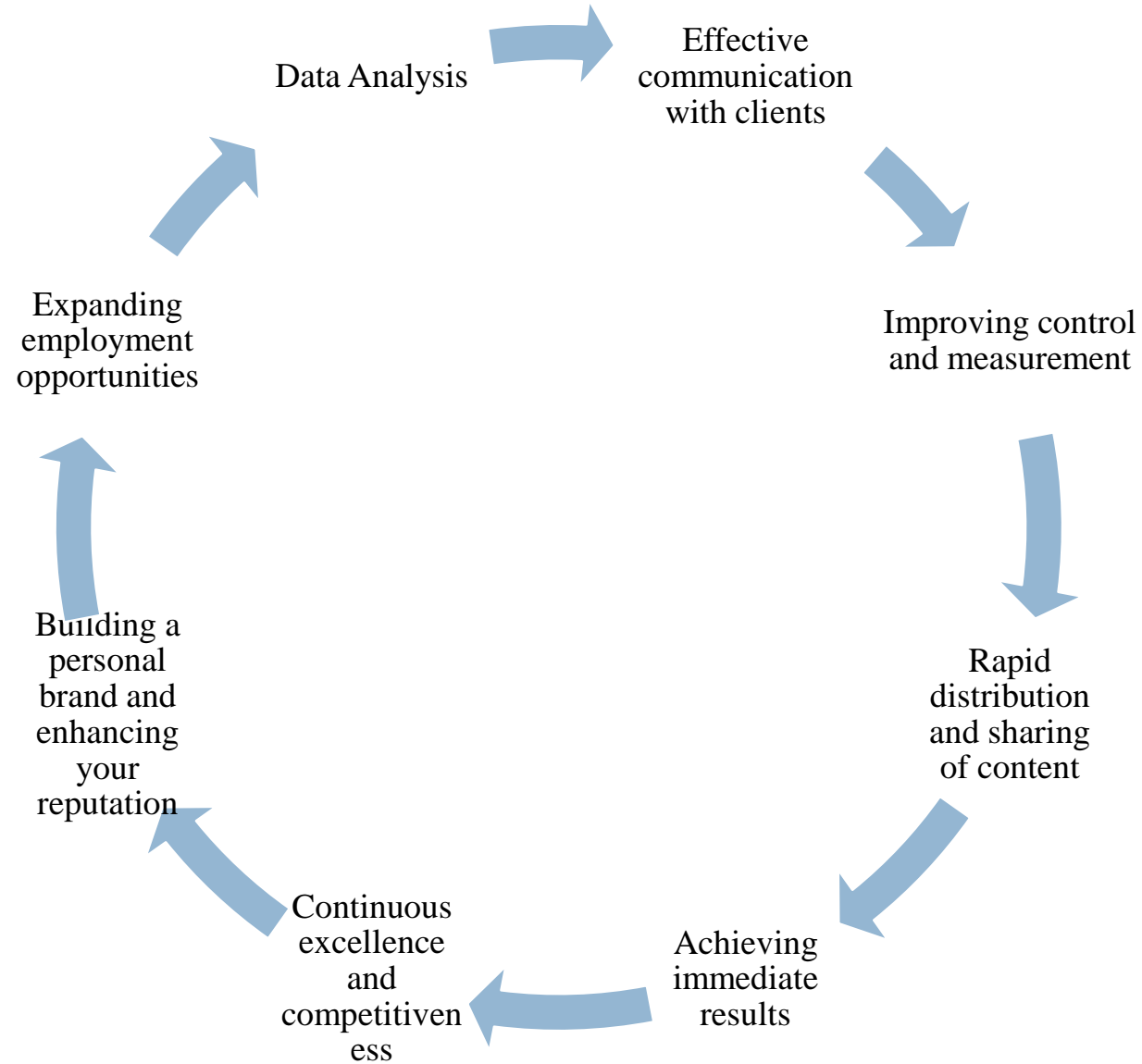
COMPARING EMAIL MARKETING TO TRADITIONAL MARKETING

Interaction: Engage with your audience and monitor comments and reposts to develop, build and maintain relationships in any way possible through social media, website traffic settings and SEO.

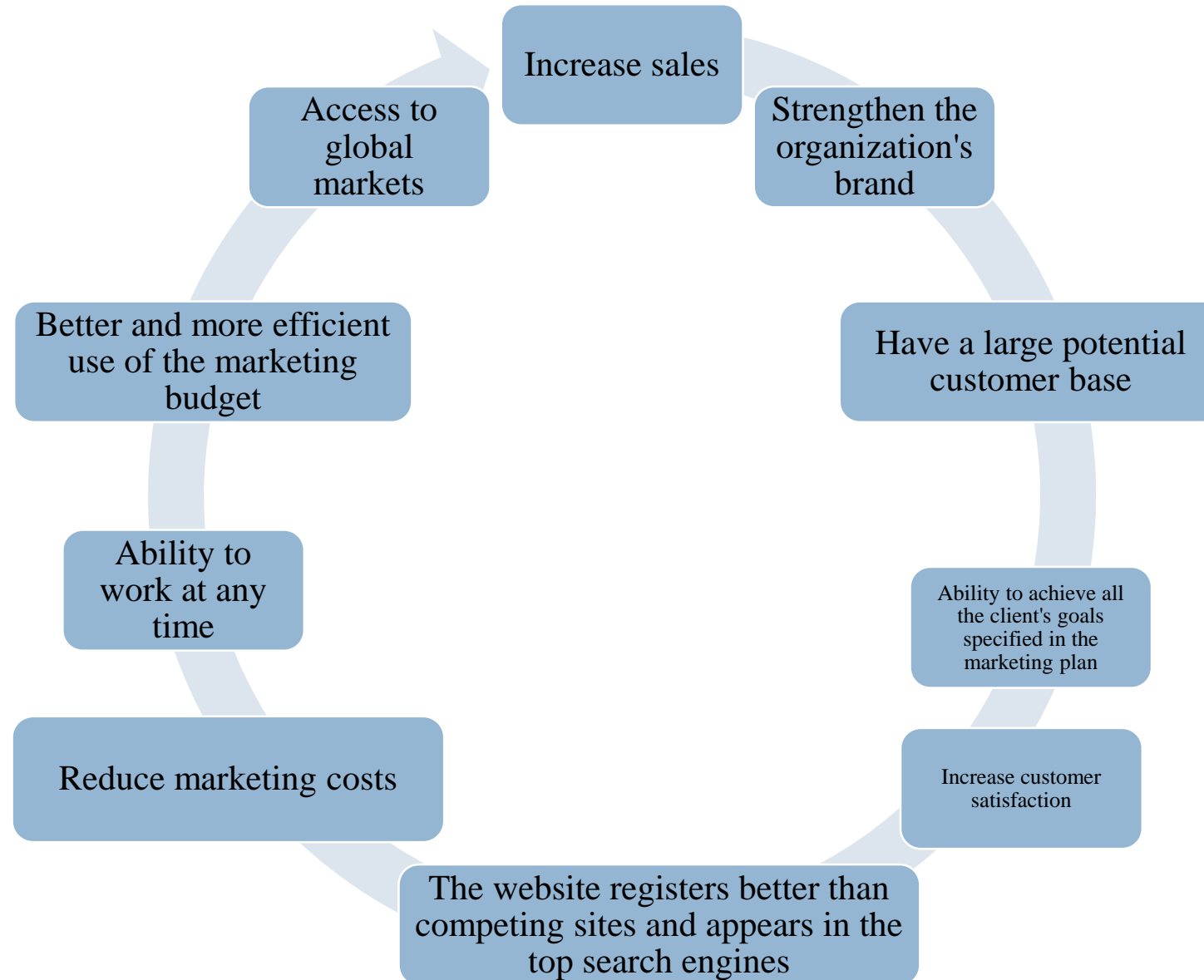
Targeting: a strategy of segmenting and dividing a large market into smaller segments in order to focus on a target group of customers across a broad range of markets.

Web analytics: measuring, collecting, analyzing, and reporting online data to understand and improve the use of the Internet. Web analytics is not only a tool for measuring online traffic, but also a tool for business research, market research, and shopping.

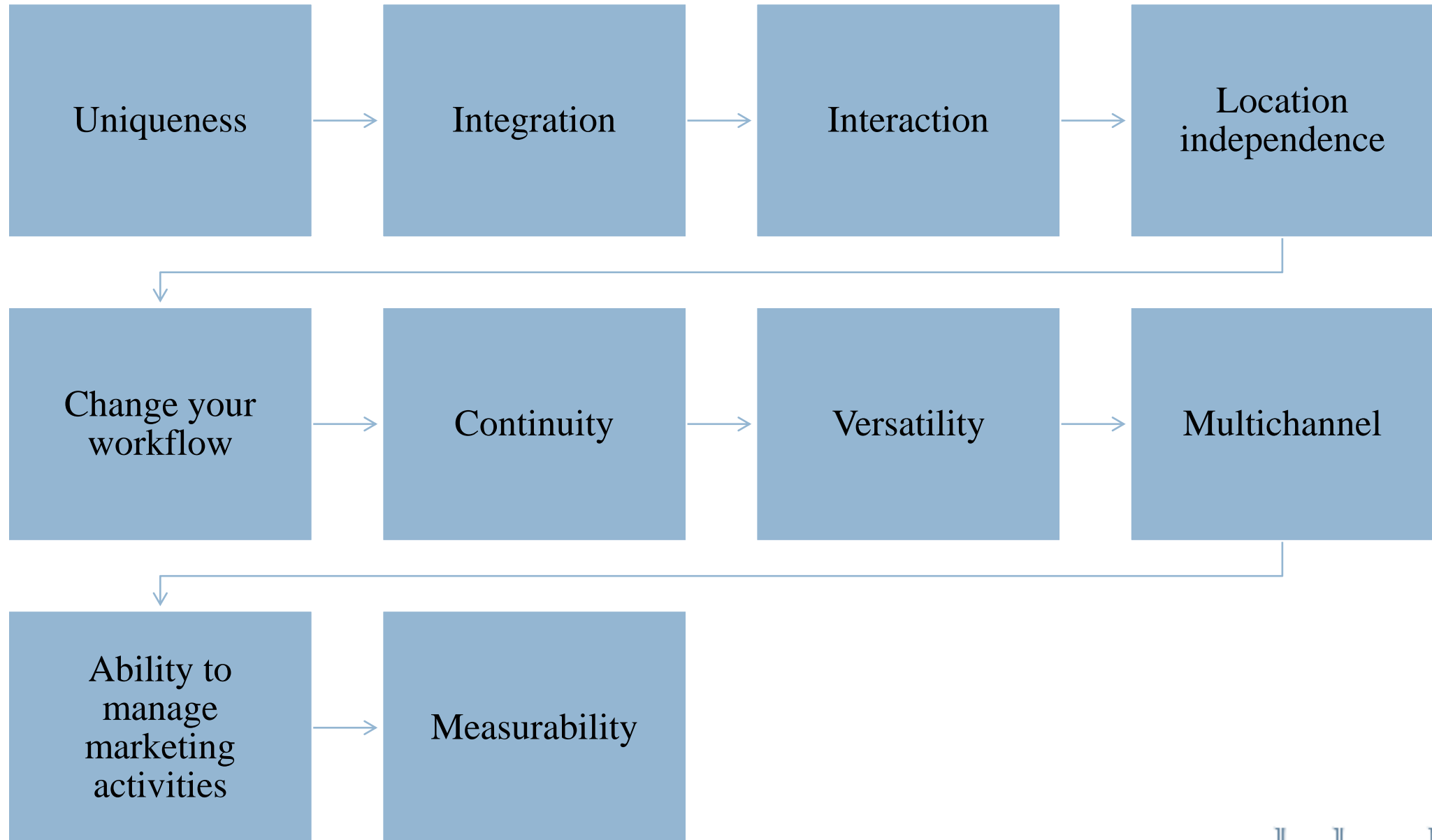
BENEFITS OF EMAIL MARKETING:



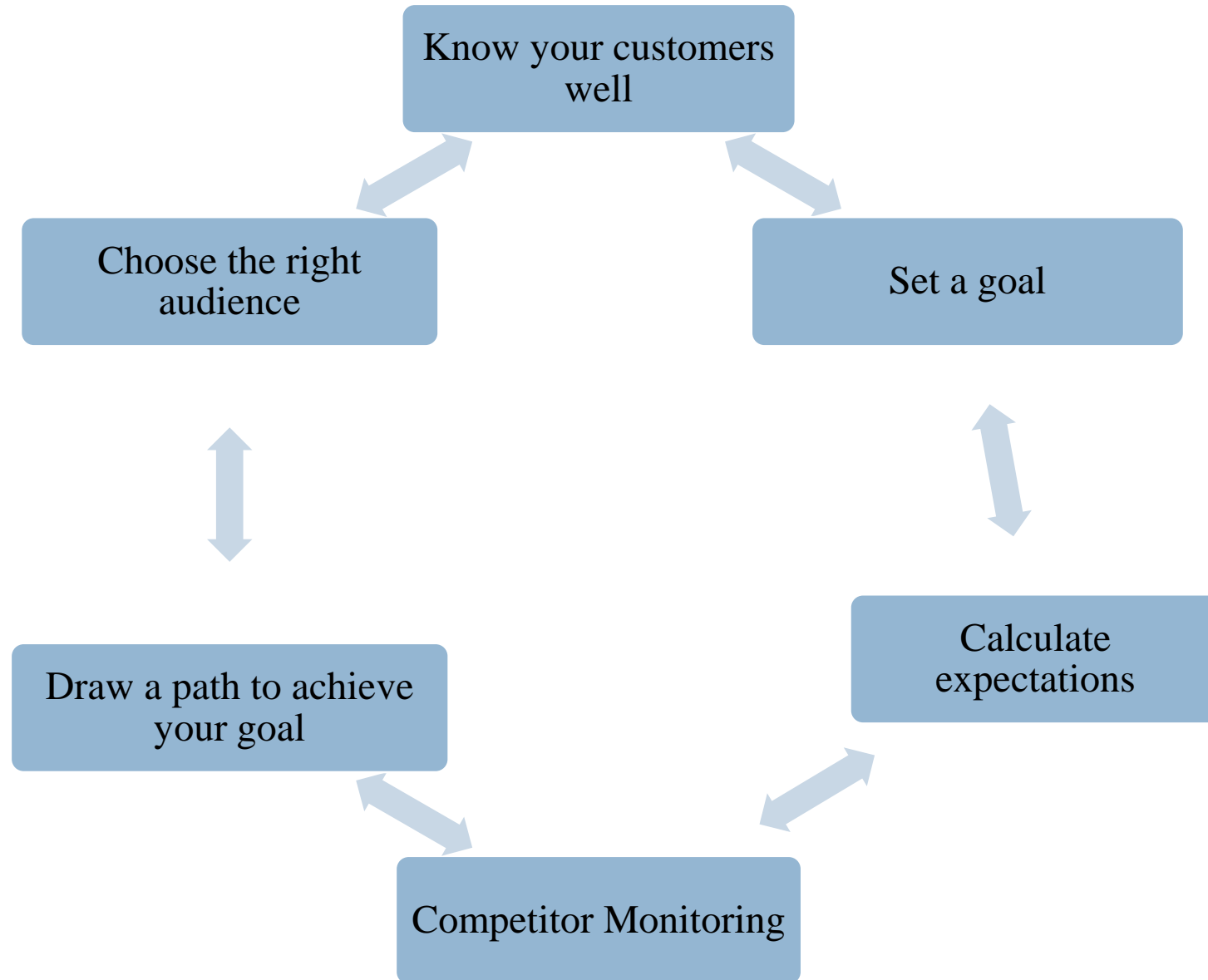
EMAIL MARKETING GOALS:



BENEFITS OF EMAIL MARKETING



STEPS OF AN EMAIL MARKETING PLAN



Benefits of Email Marketing:

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.

Disadvantages of Email Marketing:

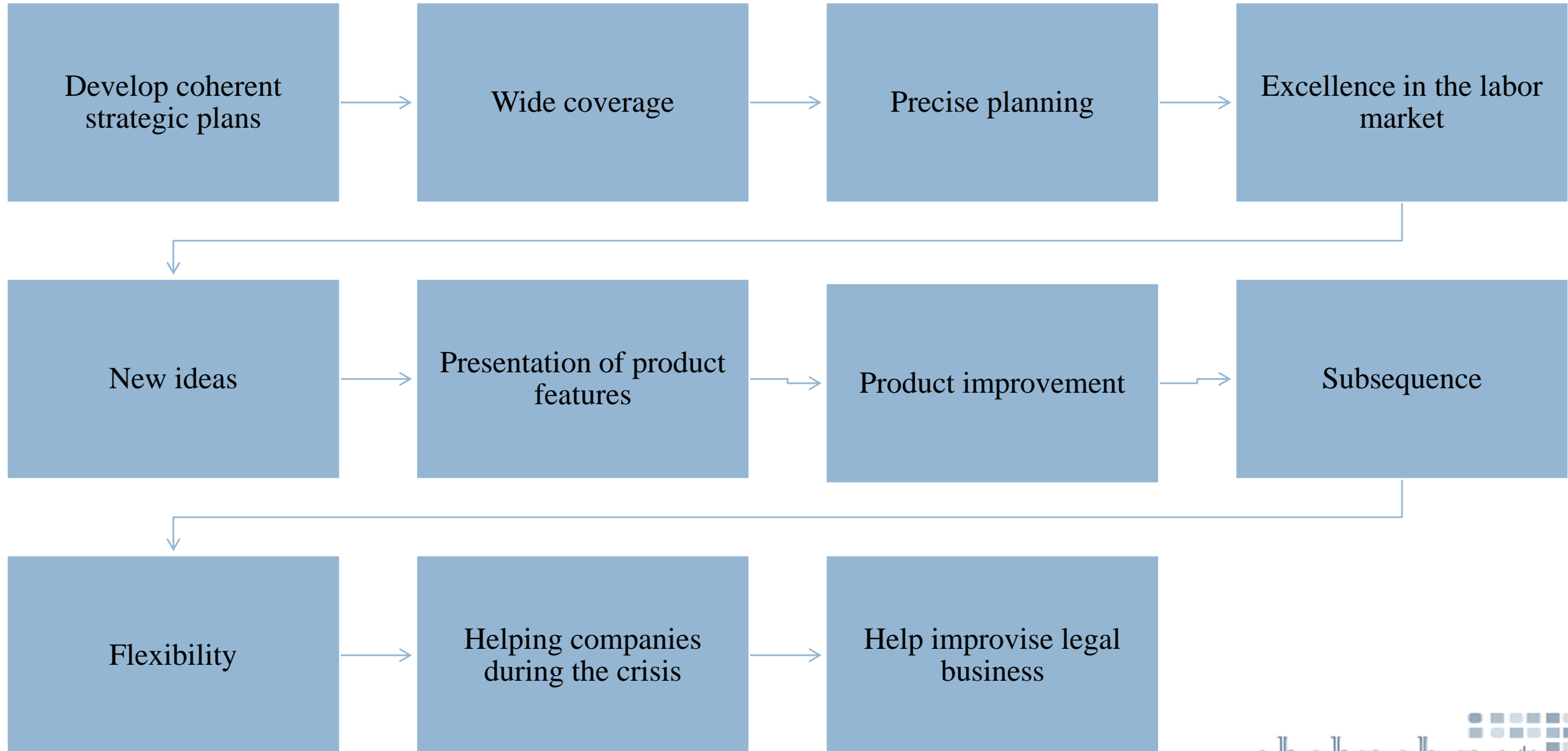
1. Online purchases cannot be accepted by the consumer.
2. Internet fraud.
3. This requires special skills.
4. Legal legislation.
5. Lack of confidence in the existence of some organizations.
6. Lack of confidentiality in business relationships as the organization's information can be hacked and stolen by internet hackers.
7. The inability of consumers to keep up with advances in electronics and the high cost of the Internet.

3. ELECTRONIC MARKETING MIX

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.

THE IMPORTANCE OF USING THE ELECTRONIC MARKETING MIX



AL-Ababneh CHARACTERISTICS OF THE ELECTRONIC MARKETING MIX:

- The marketing mix is the essence of marketing
- The marketing mix requires periodic monitoring
- The marketing mix is flexible and adjustable
- Marketing mix is suitable for commercial and non-profit organizations
- The marketing mix is aimed at satisfying customer needs
- Marketing mix helps to achieve goals

EMAIL MARKETING CHALLENGES FOR ORGANIZATIONS

Objectives of the Electronic Marketing Mix	Security features
Advertising and promotions	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.
Creating a positive reputation for the organization	Business process management helps you track productivity, control the speed and quality of work, improve your organization's marketing strategy, and increase efficiency.
Improving business processes	Through marketing mix, organizations can meet the needs and desires of their target audience, which increases customer loyalty and improves customer retention.
Increase customer satisfaction	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.

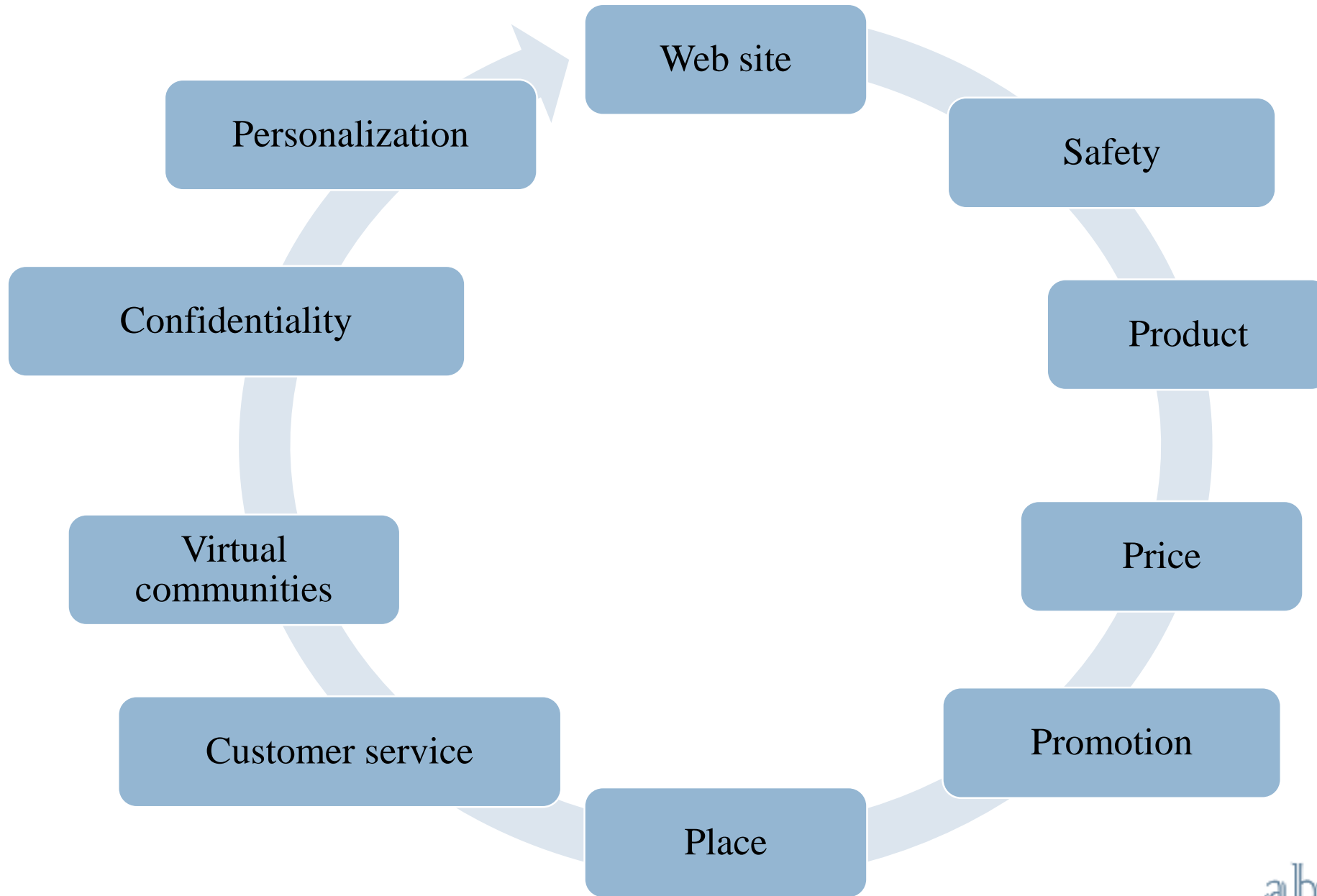
FACTORS THAT DETERMINE THE READINESS OF ORGANIZATIONS TO TRANSFER THEIR ACTIVITIES TO THE ELECTRONIC MARKETING MIX

Ability to
prepare
marketing
operations and
increase the
speed of
response to
customer
requests.

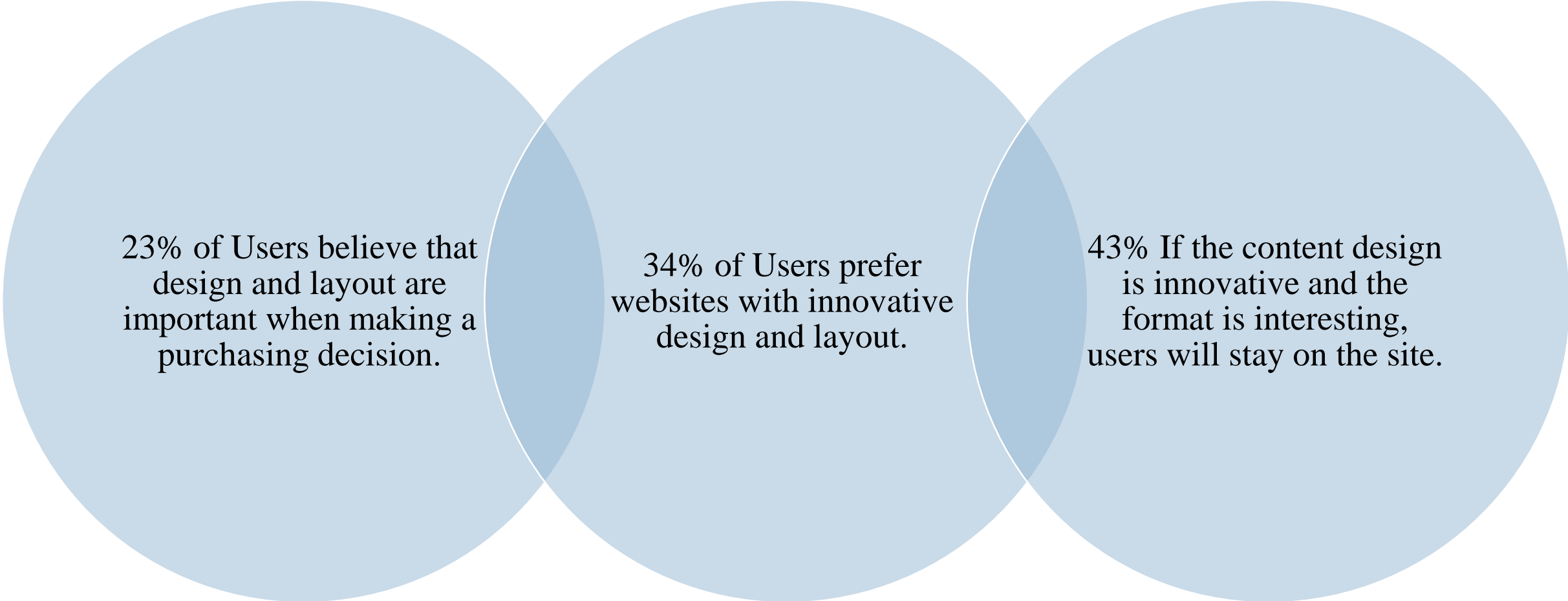
Possibility of
switching to
individual
services

Marketing plan.

Possibility of
cooperation
with many
partners



EXPLAIN THE IMPACT OF WEB PAGE DESIGN ON USERS



23% of Users believe that design and layout are important when making a purchasing decision.

34% of Users prefer websites with innovative design and layout.

43% If the content design is innovative and the format is interesting, users will stay on the site.

FUNCTIONS OF PROMOTING ORGANIZATIONS IN MODERN WORKING CONDITIONS

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.

BENEFITS OF USING AN ELECTRONIC MARKETING MIX

Large target
market coverage

Increase brand
awareness

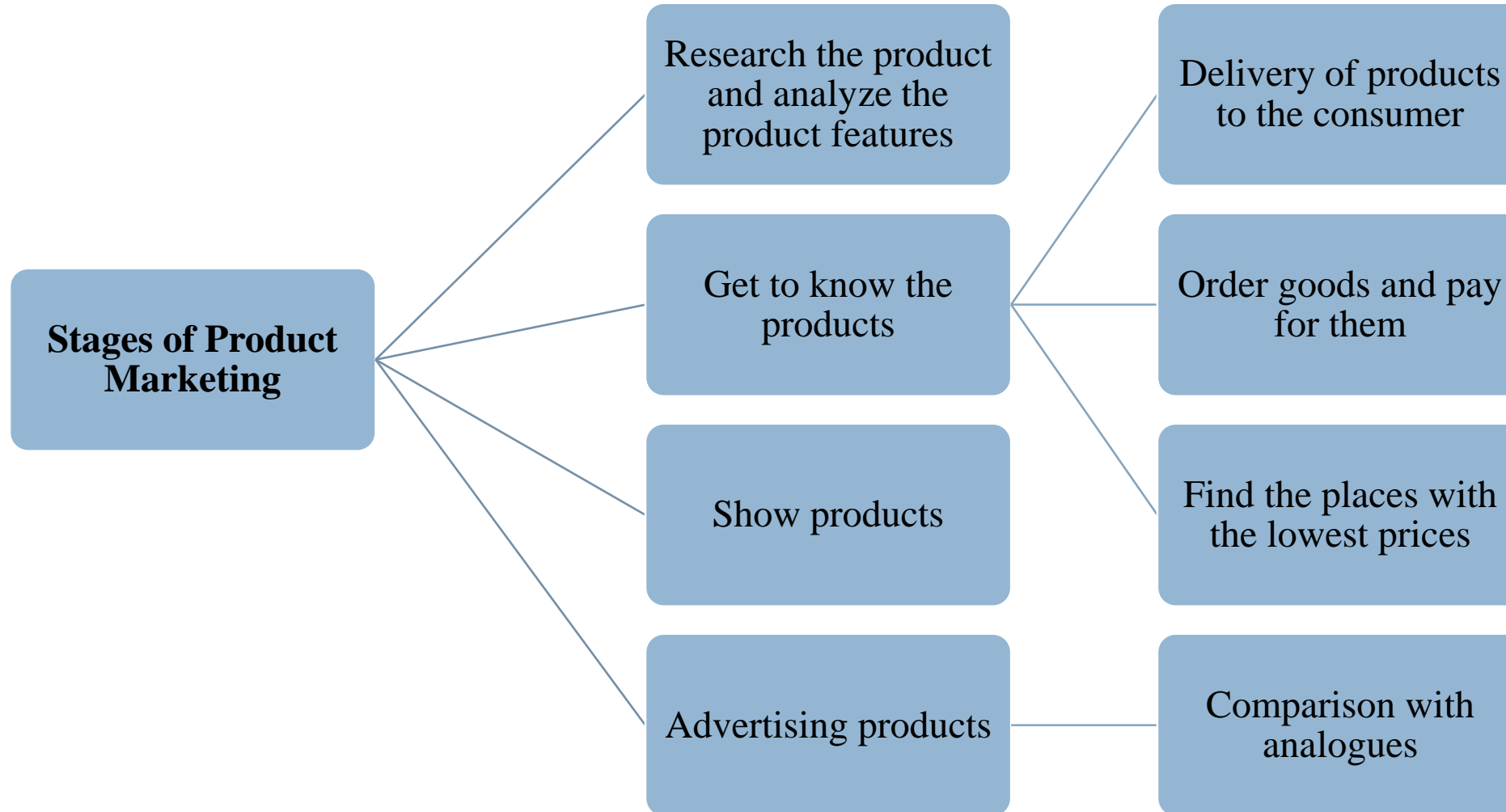
Effectiveness of
online marketing
channels

Rapid growth in
traffic and sales

Gaining
competitive
advantages

4. STAGES AND TOOLS OF ELECTRONIC MARKETING

Stages of Product Marketing



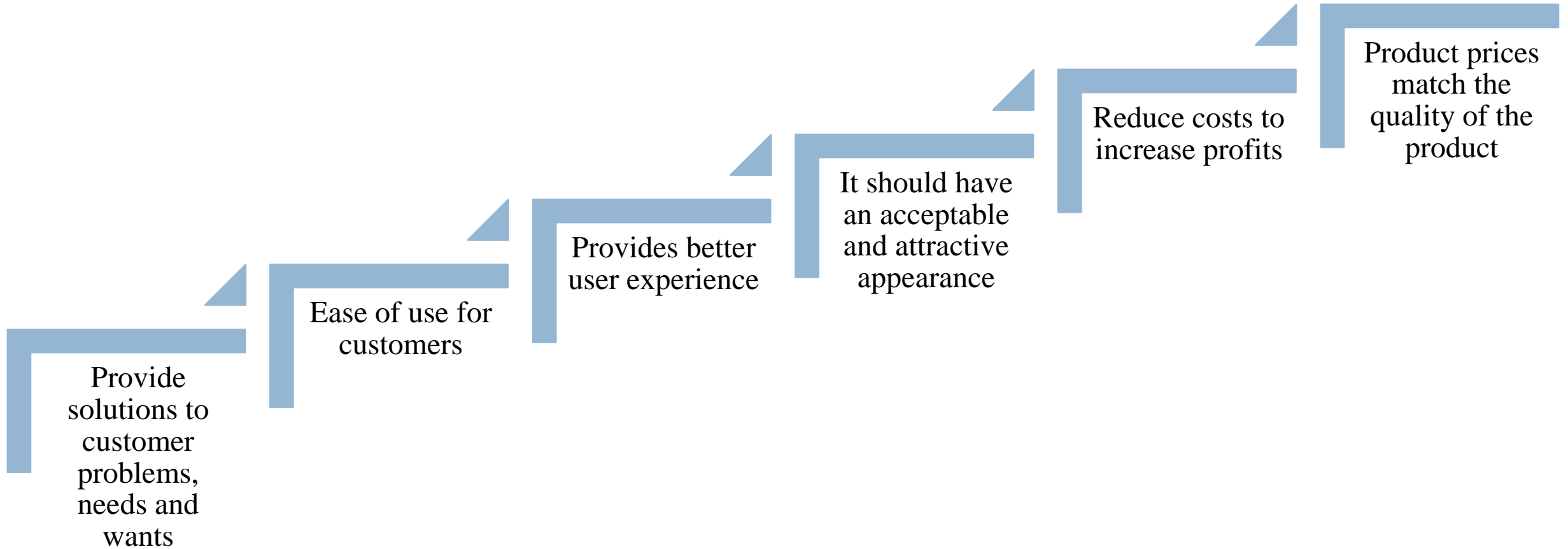
Website Design: Good product presentation design and ease of use will satisfy the consumers and often lead to a purchase decision

Display Skills: Some skills help in adding attractive and exciting elements to the products and most importantly, attractive display placement

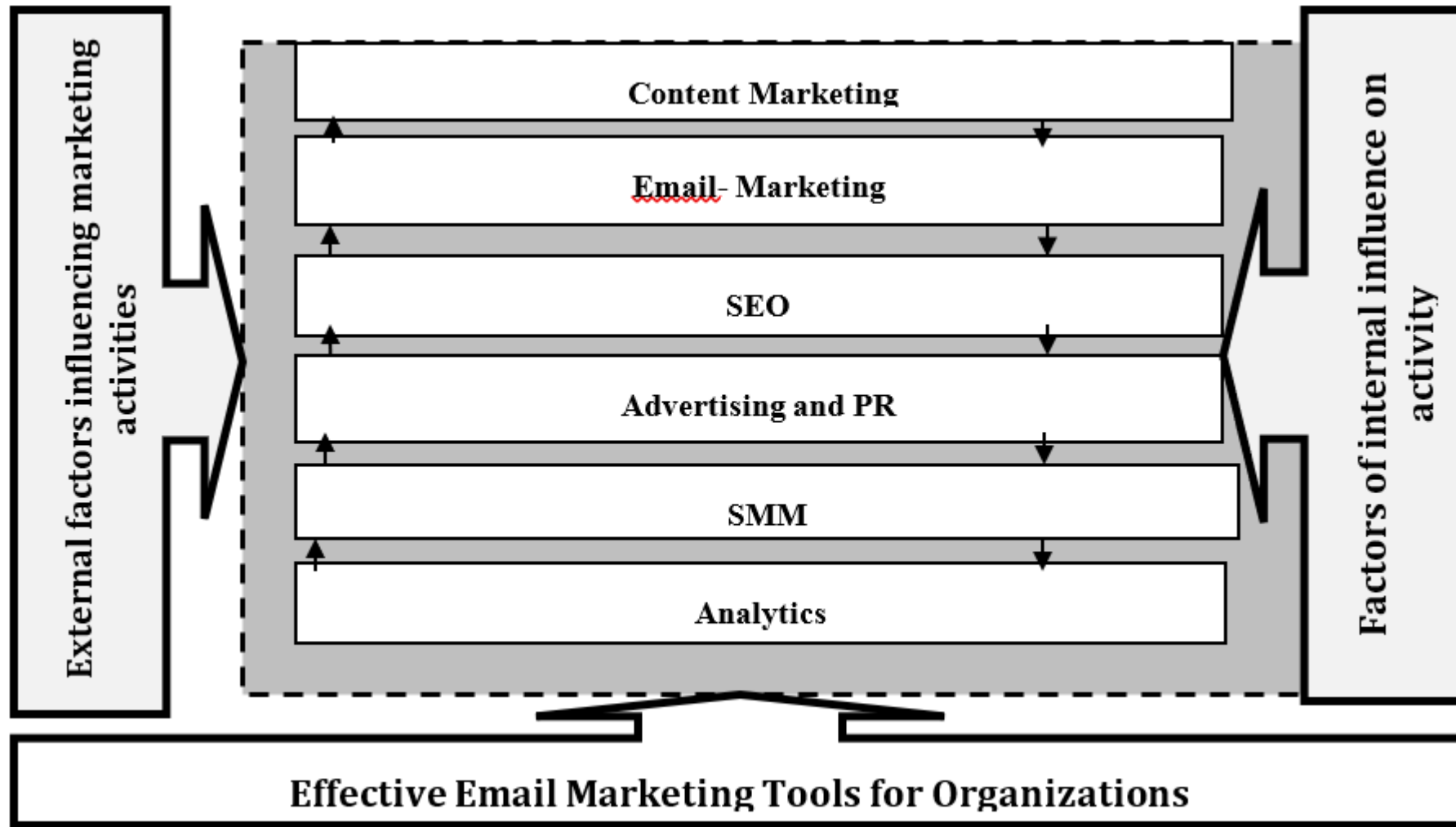
Product Features: You must ensure that the images match the product and all the features as these issues can significantly affect the reputation of the seller and the product.

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.

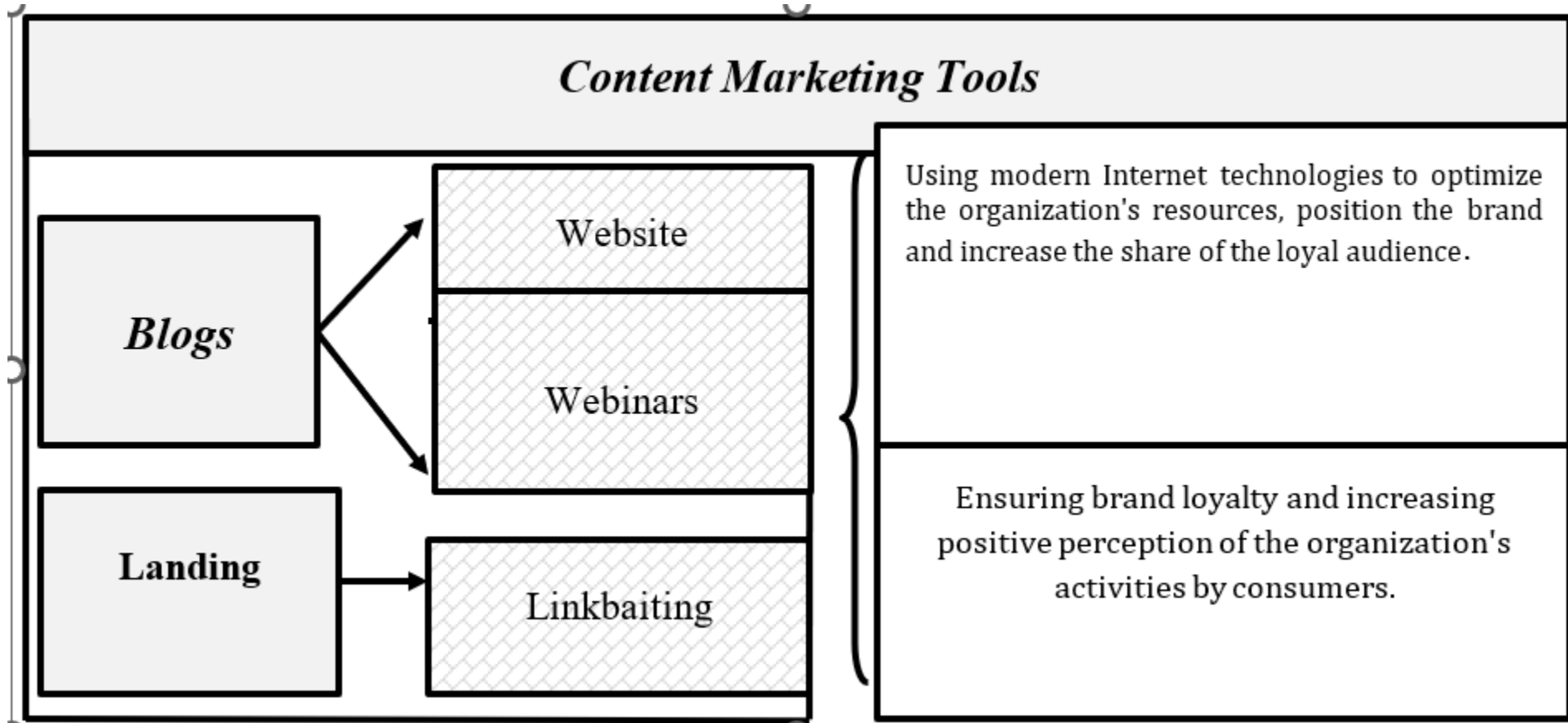
IDEAL PRODUCT CHARACTERISTICS



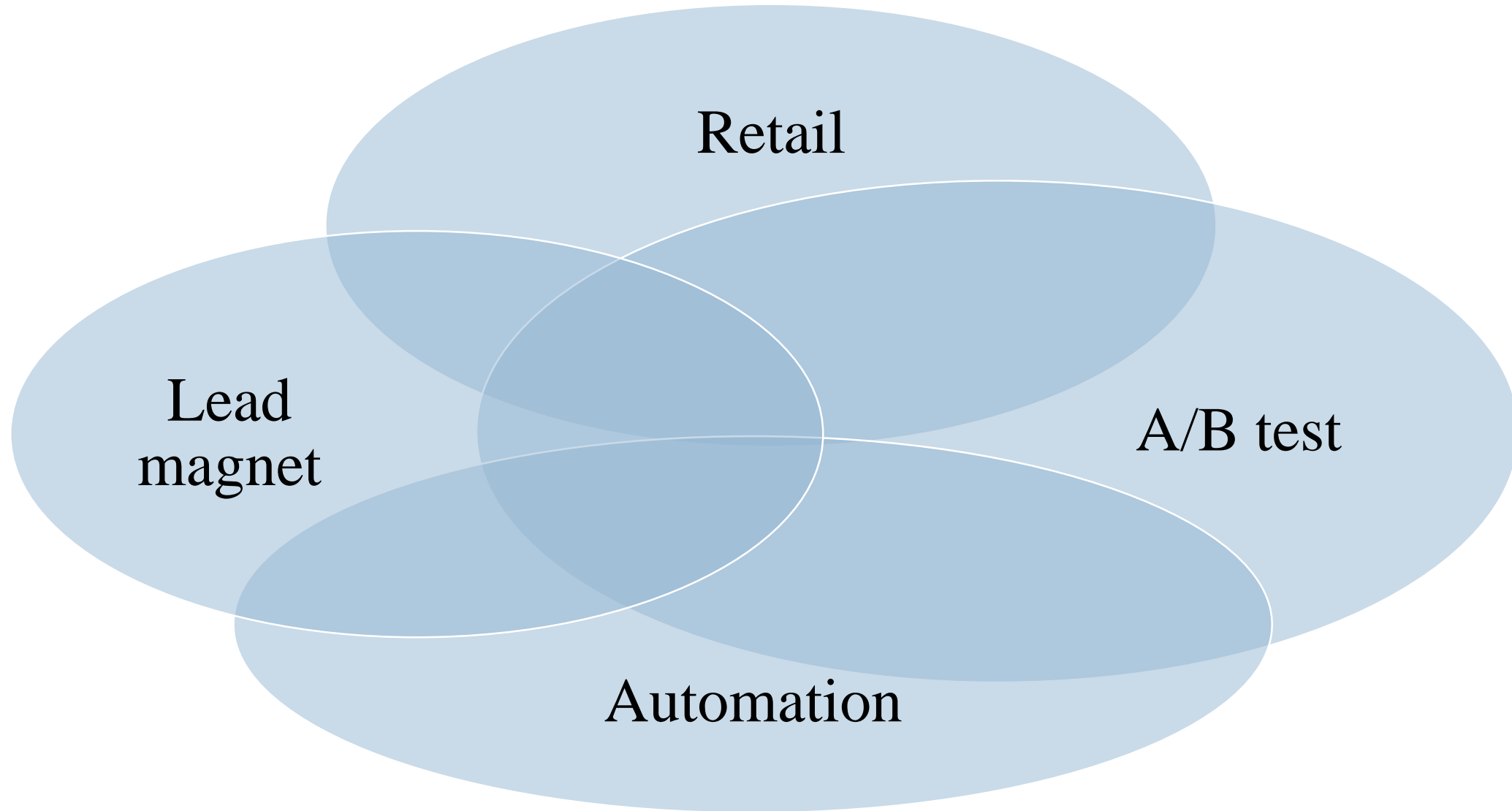
MODERN ELECTRONIC MARKETING TOOLS THAT ENSURE THE EFFECTIVENESS OF ACTIVITIES UNDER THE INFLUENCE OF EXTERNAL AND INTERNAL FACTORS



MODERN CONTENT MARKETING TOOLS



MODERN EMAIL MARKETING TOOLS



ADVANTAGES AND DISADVANTAGES OF SEARCH ENGINE OPTIMIZATION

ADVANTAGES:

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

DISADVANTAGES:

- You should update your website pages regularly.
- Search engines cannot provide results and information that 100% meet user expectations and may be inaccurate when ranking results.
- The data and information published by search engines is not 100% reliable, most of it is incorrect and has no scientific validity and reliability.
- The need for specialists to support and fill the website

ADVANTAGES:

- Control over cost levels.
- Simple and attractive.
- Customer focus.
- Appeal and enthusiasm.
- Increase customer recall rate.
- Broad reach.
- Measuring success.

DISADVANTAGES:

- Need for skilled workers to implement marketing activities.
- Cost per click varies depending on competitive subject matter.
- Inadvertent logo blocking or rejection of ad images may result in ads being skipped.
- Irritation may affect the brand.
- Visitors do not see it and do not care about it.
- Intense competition.

5. ELECTRONIC MARKETING STRATEGIES

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.

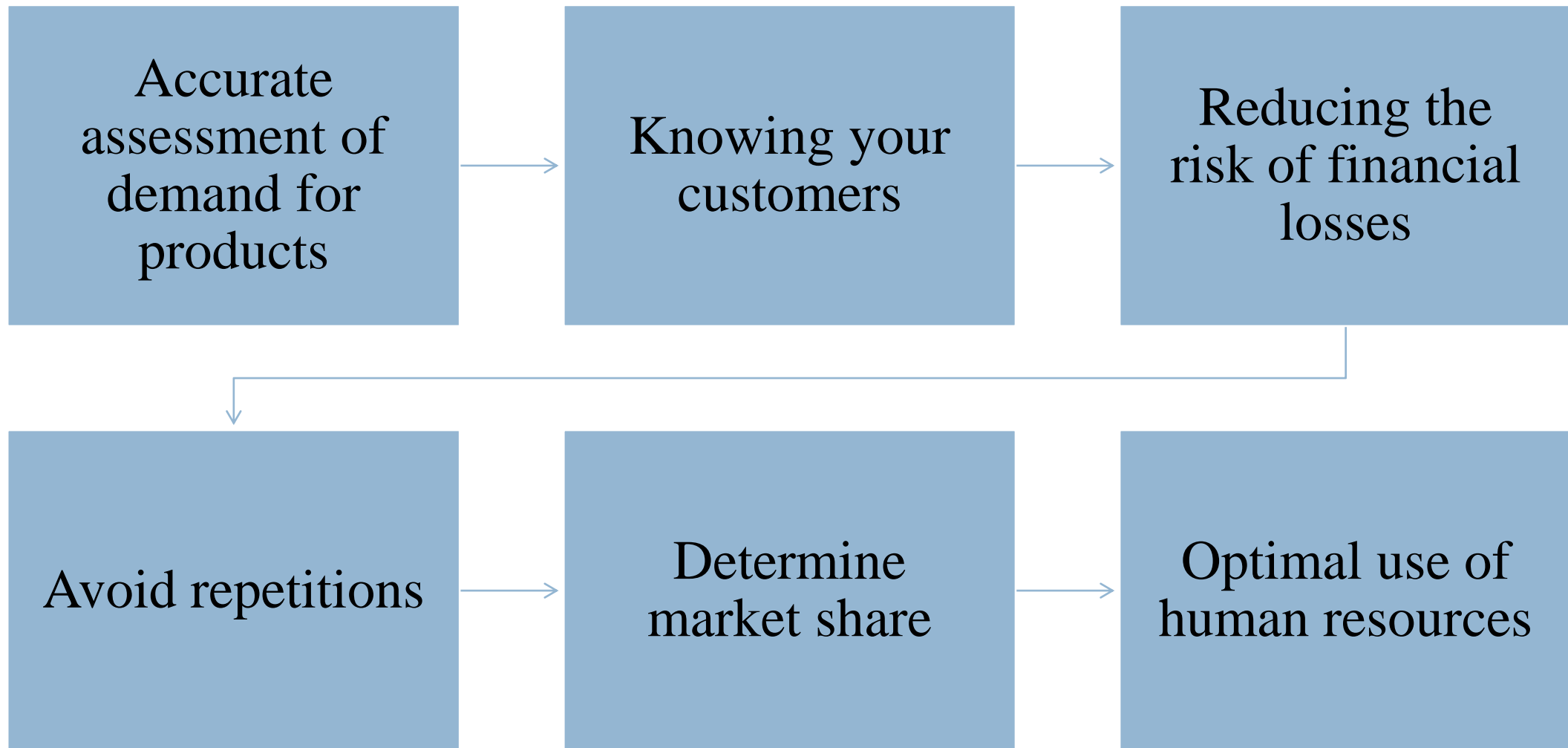
BENEFITS OF DEVELOPING AN ORGANIZATION'S MARKETING STRATEGY

Simplify control: When you have a clear plan of action, it is easier to control the situation and recognize mistakes made, and therefore, it is easier to determine the responsible specialist.

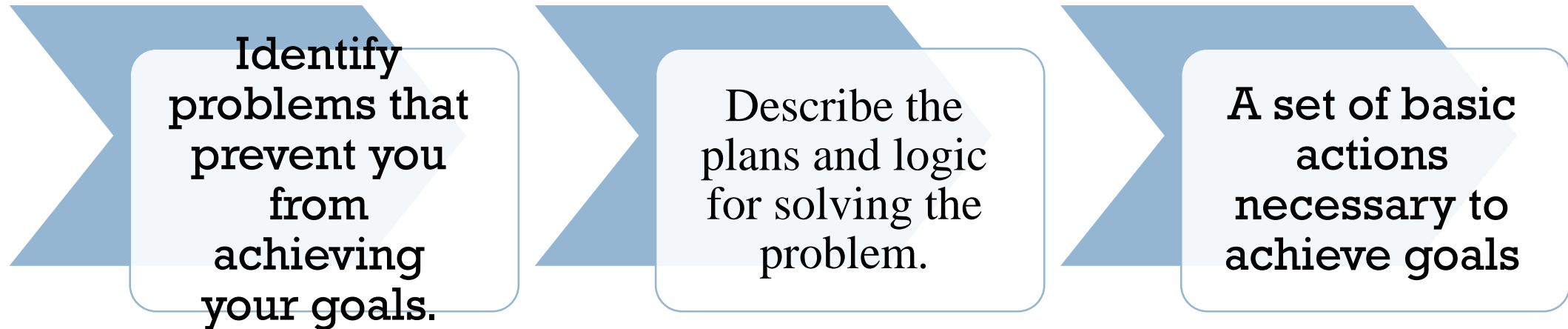
Time Saving: Each advertising channel and platform is carefully selected taking into account the individual characteristics of the organization, which in most cases makes it possible to successfully place a common medium at the beginning of further marketing efforts.

Saving financial resources: First:
Don't waste money on the same advertising channels that failed and were ineffective.
Second: No modification and operation costs

REQUIREMENTS FOR AN E-MARKETING STRATEGY AND ITS ROLE IN BUSINESS



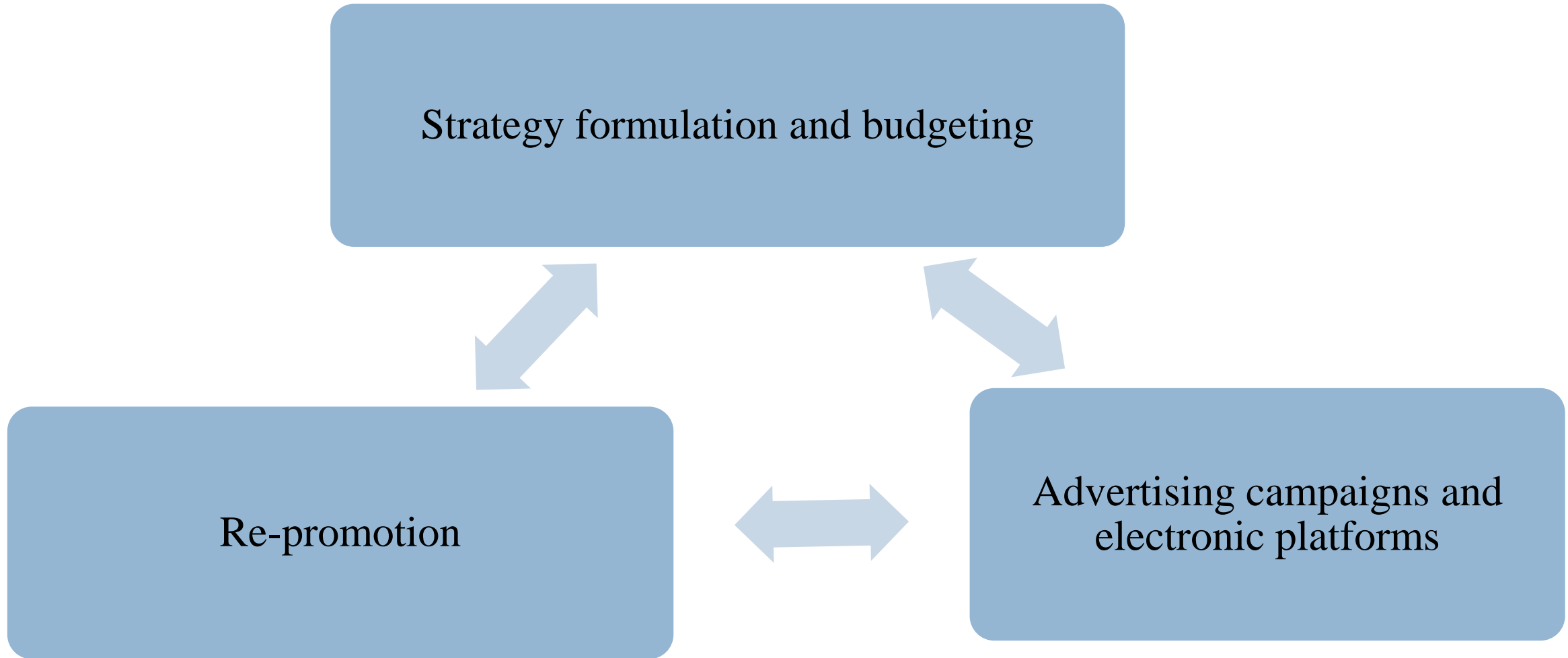
COMPONENTS OF AN EMAIL MARKETING STRATEGY TO CONSIDER BEFORE SETTING GOALS



REQUIREMENTS TO CONSIDER WHEN BUILDING AND DEVELOPING AN ORGANIZATION'S E-MARKETING STRATEGY

Factors	Characteristics
Business goals	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.
Competitor Analysis	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
Demand Analysis	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.
Sector	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.
Geography	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.

ELEMENTS OF AN ORGANIZATION'S E-MARKETING STRATEGY



STAGES OF FORMING AN ORGANIZATION'S ELECTRONIC MARKETING STRATEGY

Research the market and define business goals.

Collect analytics about the target sector.

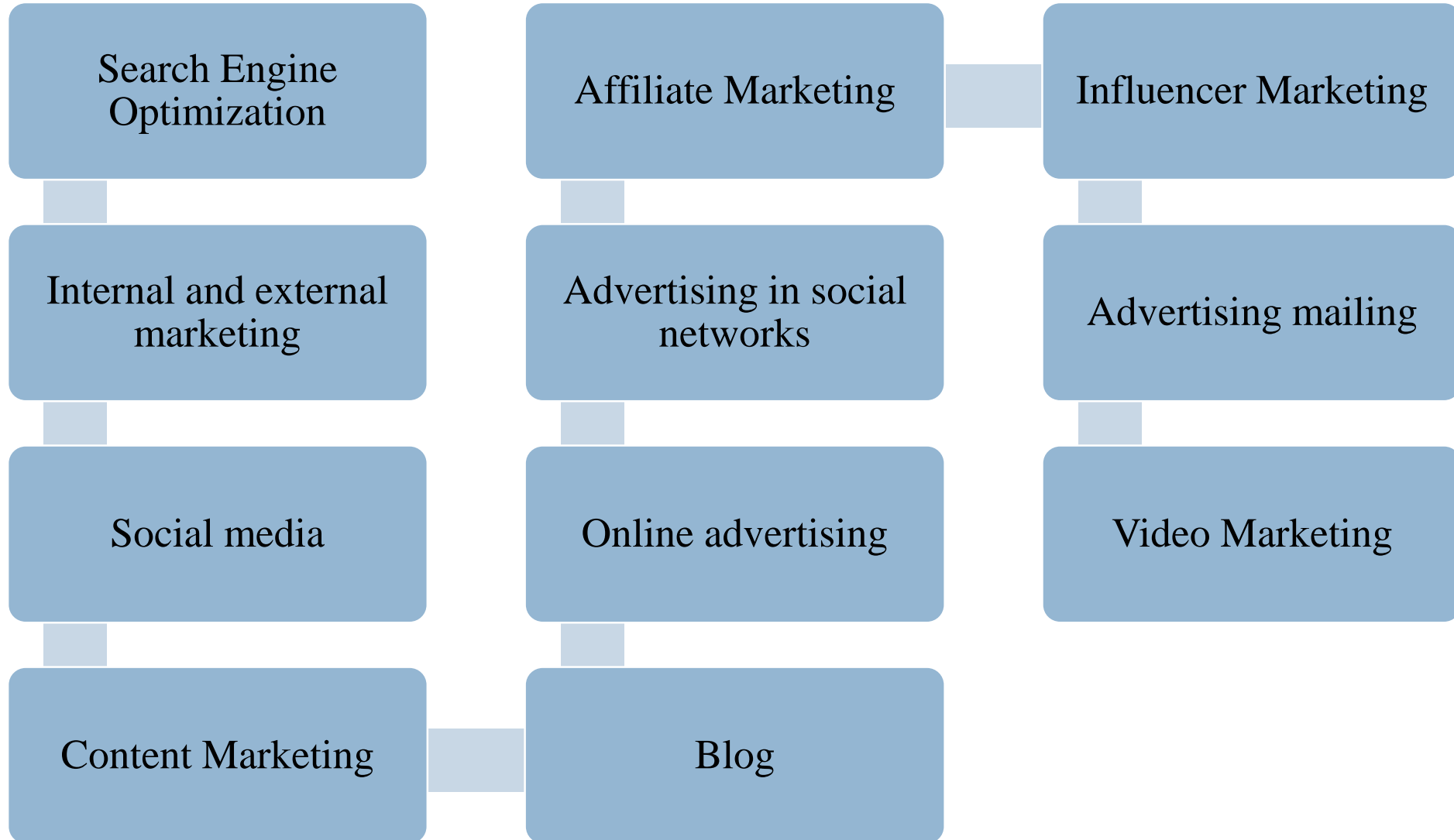
Manage your leads.

Attract potential customers.

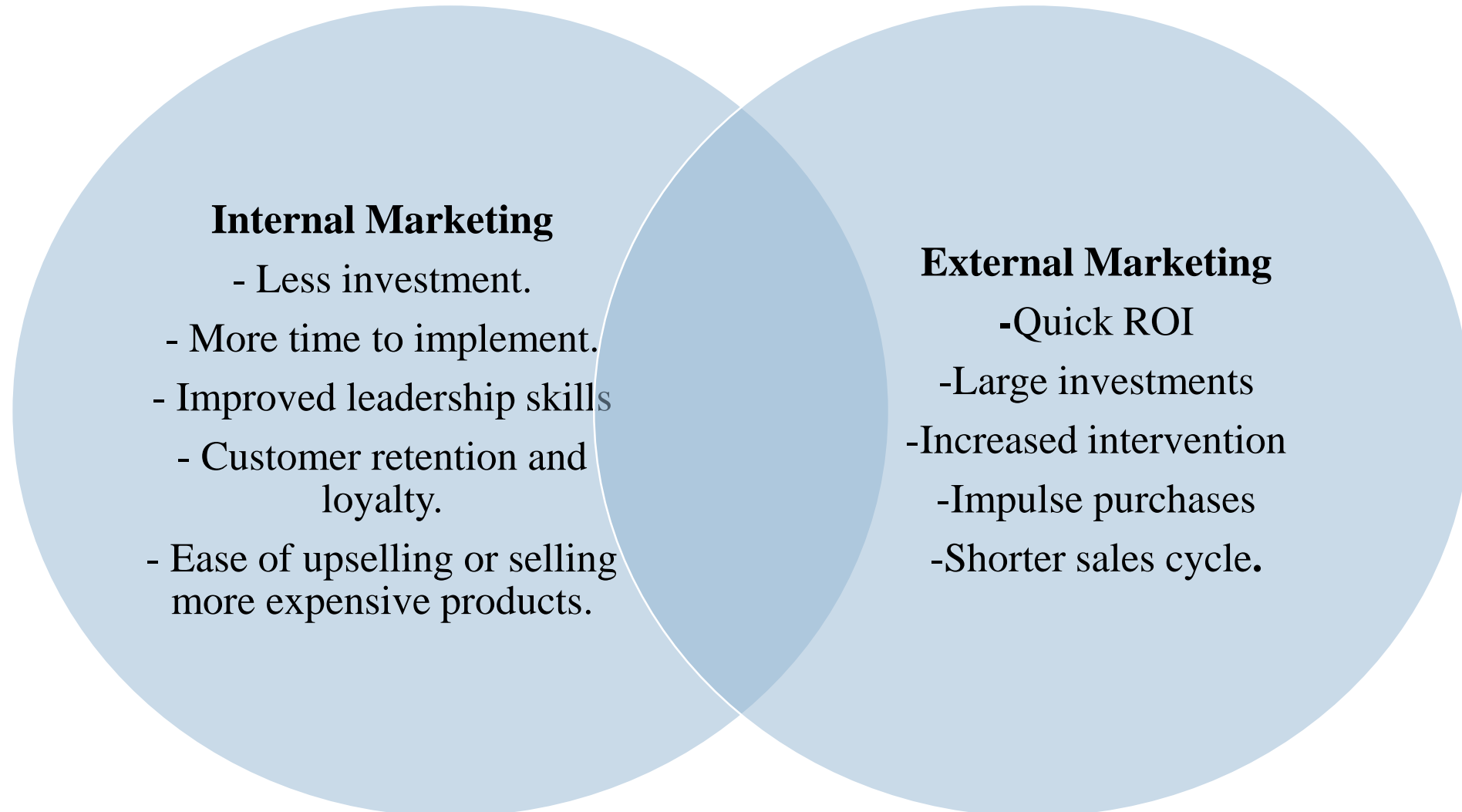
Customer retention and brand positioning of the organization.

Automation of marketing processes to promote an organization to the market.

TYPES OF EMAIL MARKETING STRATEGIES IN BUSINESS MARKETING ENVIRONMENT



FEATURES OF INTERNAL AND EXTERNAL MARKETING STRATEGY



Internal Marketing

- Less investment.
- More time to implement.
- Improved leadership skills
- Customer retention and loyalty.
- Ease of upselling or selling more expensive products.

External Marketing

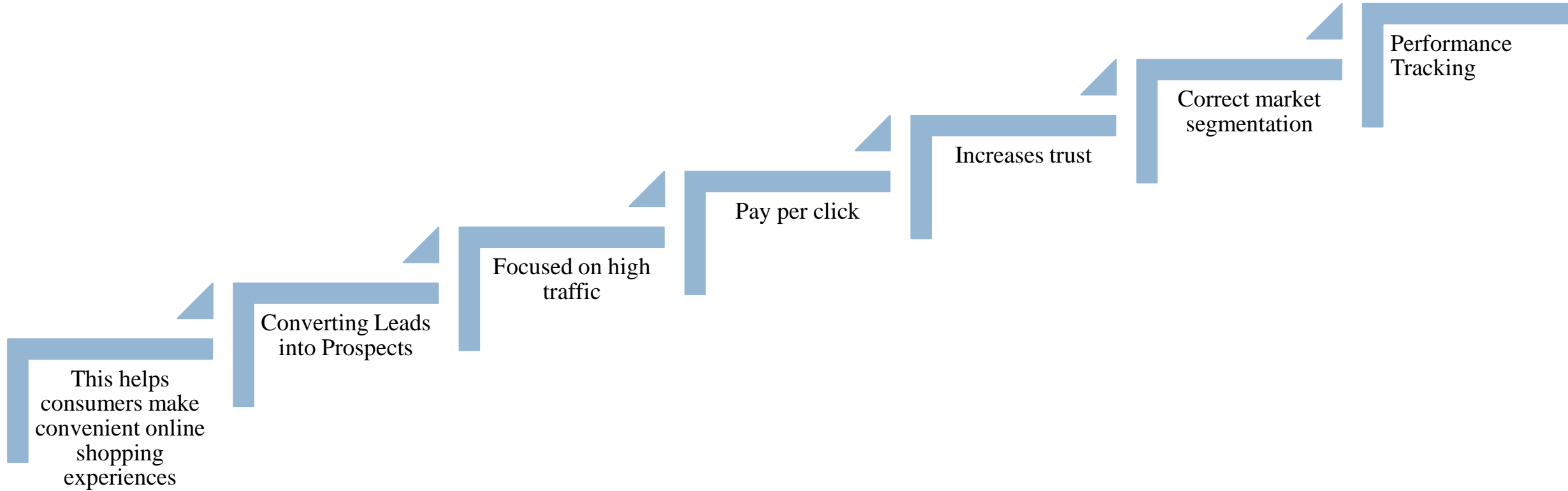
- Quick ROI
- Large investments
- Increased intervention
- Impulse purchases
- Shorter sales cycle.

Type of Internet advertising	Characteristics
Pay-per-click advertising (cost per click)	<ul style="list-style-type: none"> - 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.
Advertising in the media	<ul style="list-style-type: none"> - 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.
Advertising products	<ul style="list-style-type: none"> - 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.
Video advertising	<ul style="list-style-type: none"> - 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.
Retargeting advertising	<ul style="list-style-type: none"> - 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.
Advertising in social networks	<ul style="list-style-type: none"> - 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).

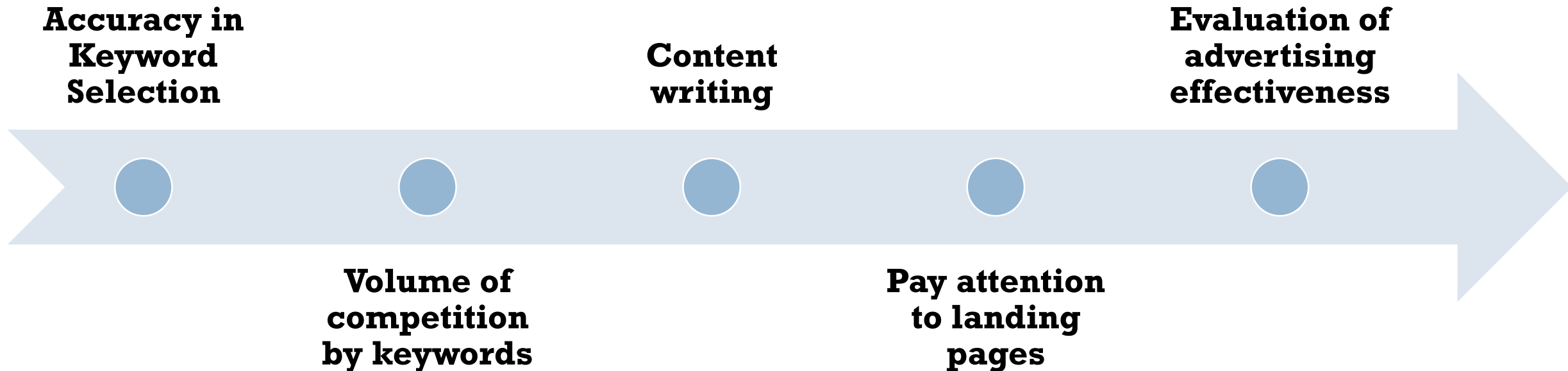
6. SEARCH ENGINE MARKETING

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.

THE IMPORTANCE OF SEARCH ENGINE MARKETING



REQUIREMENTS FOR DEVELOPING AN APPROPRIATE SEARCH ENGINE MARKETING STRATEGY



THE DIFFERENCE BETWEEN SEARCH ENGINE MARKETING AND SEARCH ENGINE OPTIMIZATION

Search Engine Optimization	Paid advertising - pay per click
<p>It is a free process that creates unique and exclusive content that naturally and freely ranks at the top of search results.</p>	<p>Paying for search advertising to attract search engine visitors from clients</p>
<p>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.</p>	<p>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.</p>
<p>Improving your visibility in unpaid search results is a parallel process, meaning you should do both together as part of a single plan.</p>	<p>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.</p>
<p>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.</p>	<p>Search Marketing Advertisers Pay Per Click</p>
<p>SEO is a long-term strategy and sometimes it can take weeks, months or years (depending on the competition) to achieve results.</p>	<p>Search engine marketing can result in increased traffic and leads immediately after you launch your ads.</p>
<p>Search engine optimization relies on search engine management algorithms to determine rankings, making it difficult to control.</p>	<p>Search engine marketing gives companies the ability to control their advertising campaigns and provides metrics that help companies make campaign decisions.</p>
<p>SEO marketing strategies need to be reviewed and developed from time to time.</p>	<p>Search engine marketing strategies are entirely dependent on the advertising spend of an organization.</p>

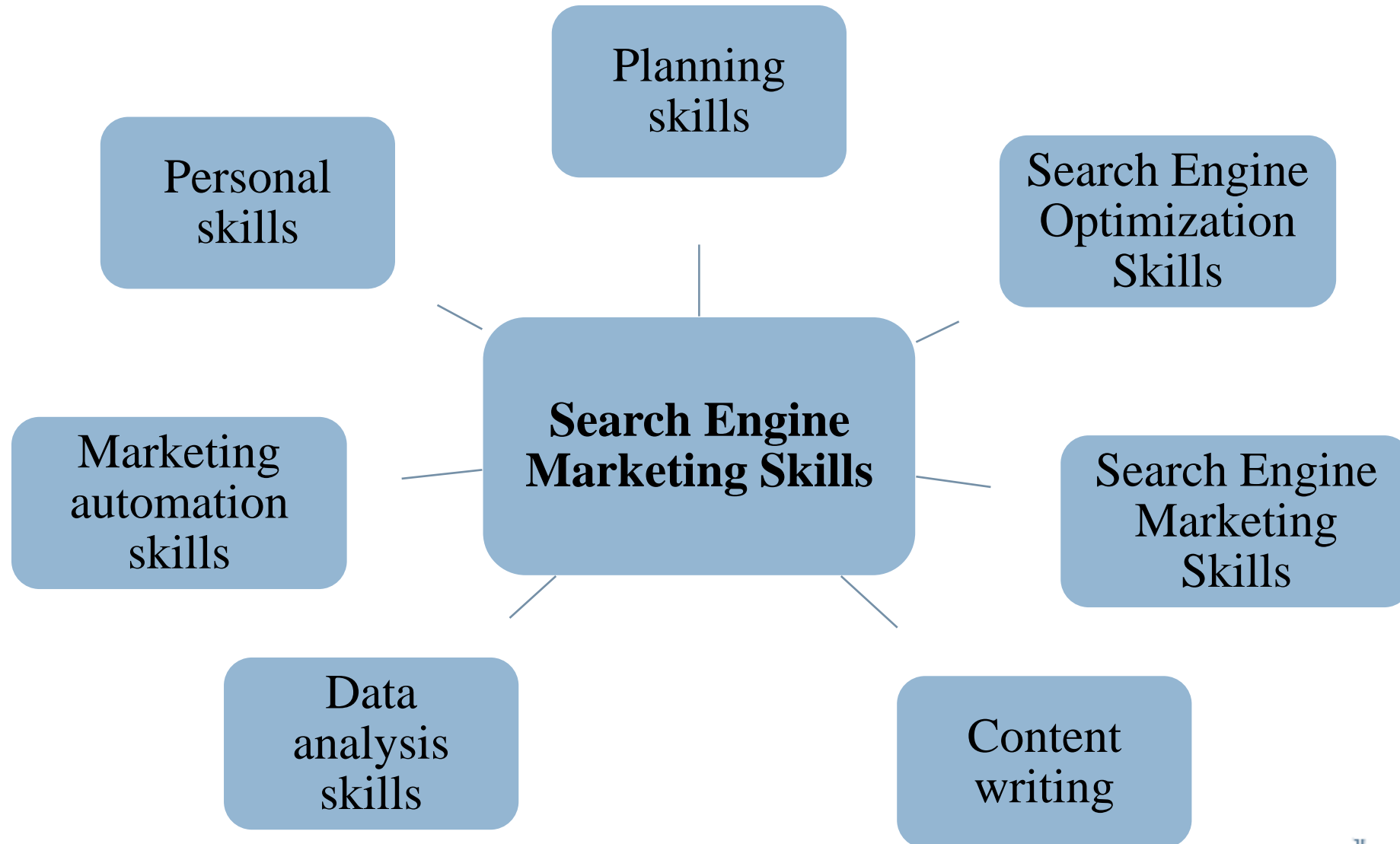
SIMILARITIES BETWEEN SEARCH ENGINE MARKETING AND SEARCH ENGINE OPTIMIZATION

Increase conversions	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.
Target keywords	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.
Improve content	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.
Measurable Campaigns	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.

SEARCH ENGINE MARKETING TOOLS

Google Trends	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.
Semrush	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.
Google Keyword Planner	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.
Ahrefs	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.
Google Ads	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.
Google Marketing Platform	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.
Microsoft Advertising	Microsoft's advertising platform enables marketers to run ad campaigns on search engines like Bing and other engines that people rely on.
Google Analytics	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.

SEARCH ENGINE MARKETING SKILLS



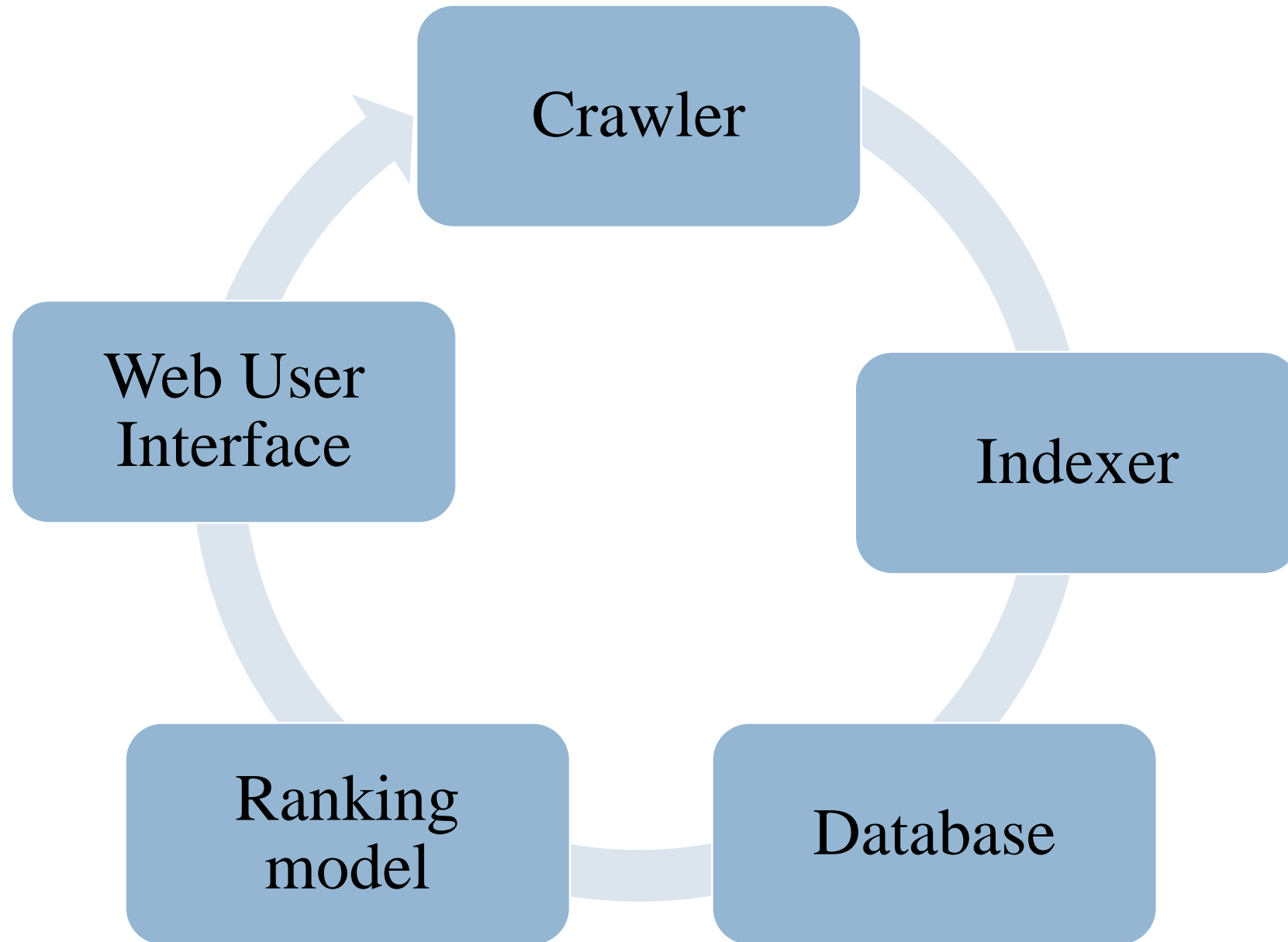
TYPES OF KEYWORDS FOR SEARCH ENGINE MARKETING

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

WORKING AT AN ADVERTISING AUCTION



SEARCH ENGINE STRUCTURE



ADVANTAGES AND DISADVANTAGES OF SEARCH ENGINE MARKETING

Benefits of Search Engine Marketing.

- 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.

Disadvantages of Search Engine Marketing.

- 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.

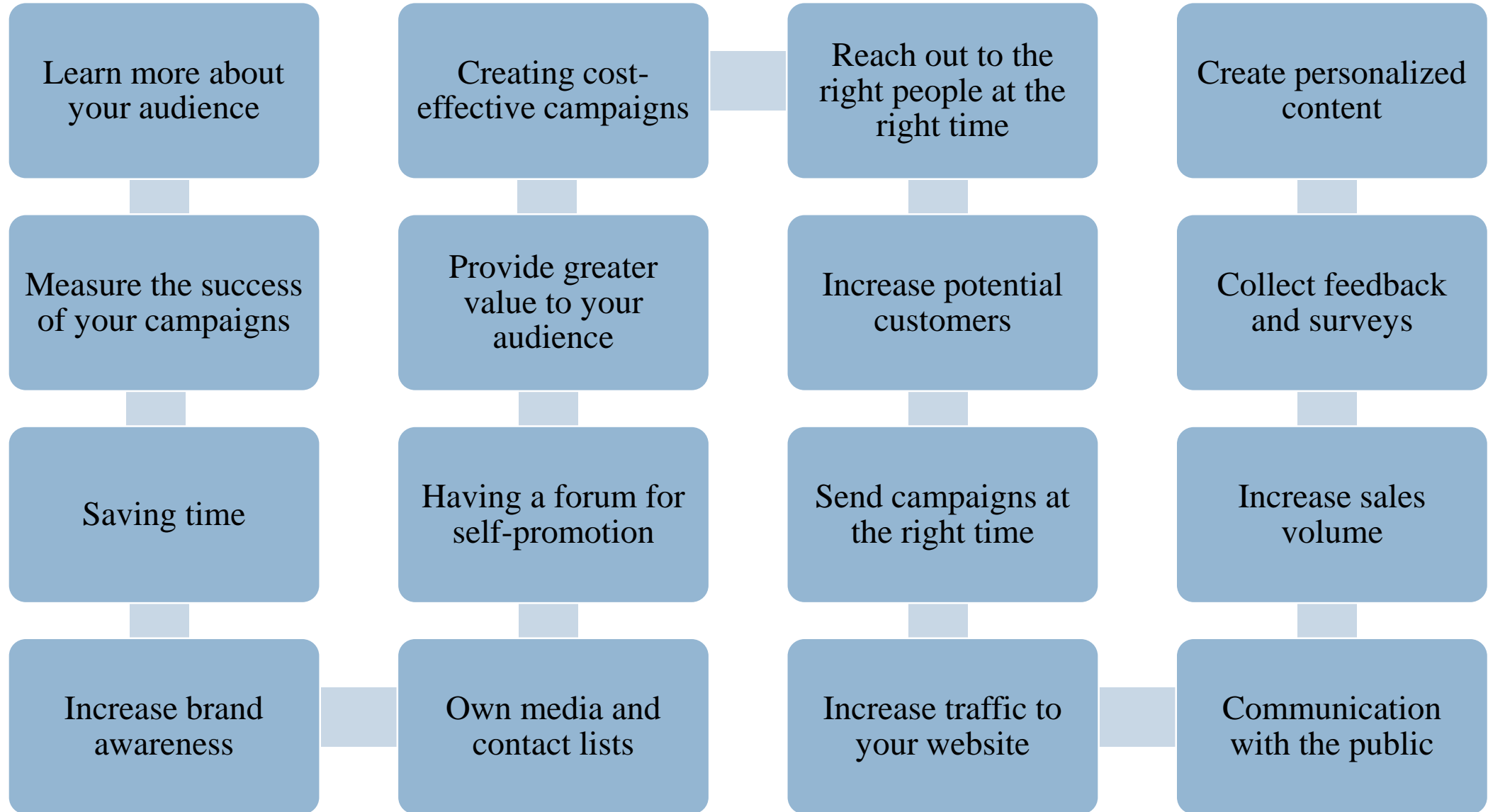
7. E-MAIL MARKETING

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.

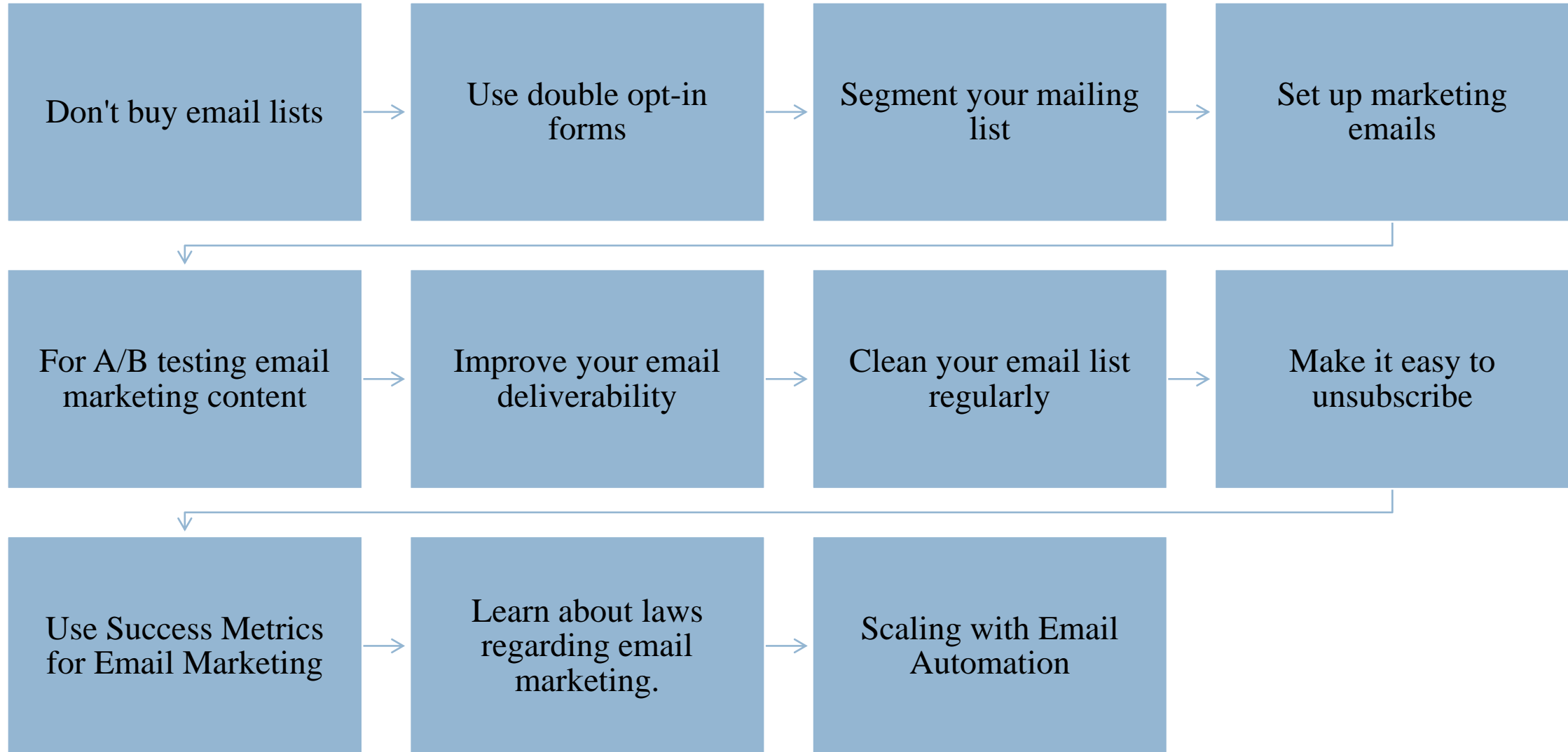
It makes sales easier and introduces the audience to the brand, focusing on value or keeping them engaged between purchases, they are more likely to convert than through other channels, and a high ROI is critical to the overall strategy of most businesses.

Forms	Description
Welcome letters	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.
Newsletter by email	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.
Leading emails	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.
Advertising letters	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.
Seasonal Marketing Emails	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.
Transactional emails	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.
Confirmation letters	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.
Emails for participation	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.
Educational letters	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.
Abandoned Cart Messages	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.

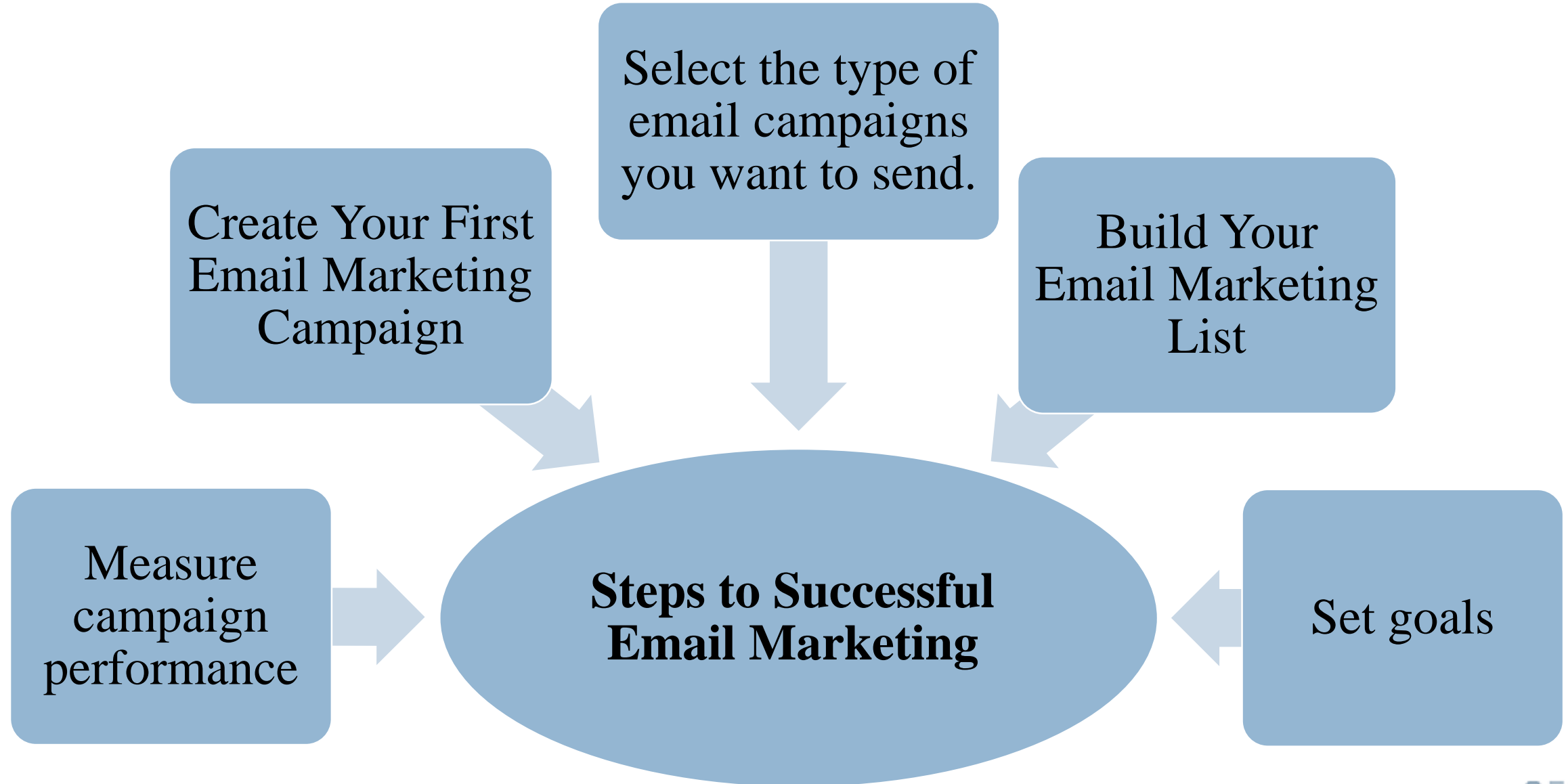
BENEFITS OF EMAIL MARKETING



STRATEGY FOR SUCCESS IN EMAIL MARKETING



STEPS TO SUCCESSFUL EMAIL MARKETING



Benefits of Email Marketing

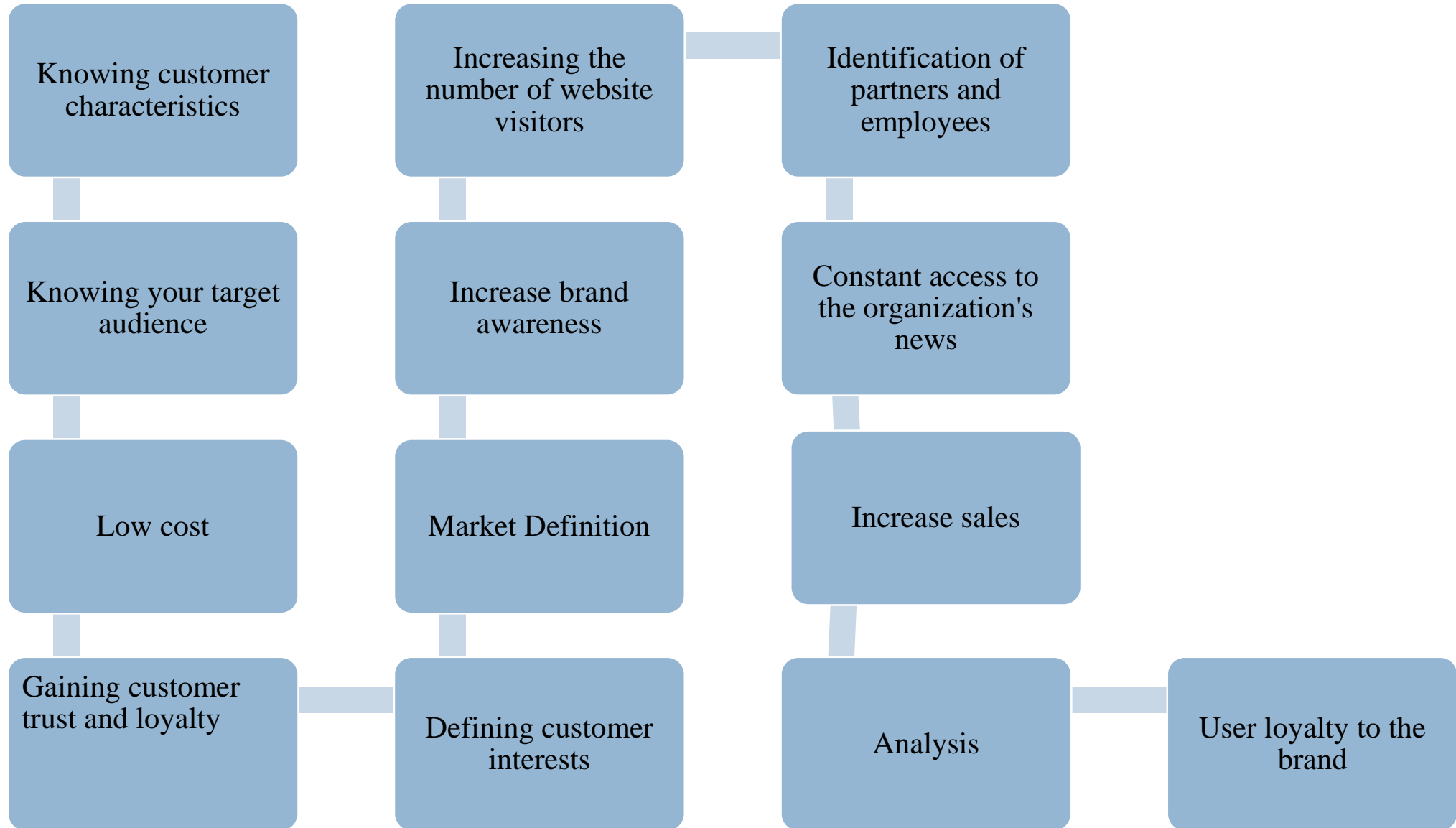
1	Improve Business Communication: Email, being a quick tool for communicating with contacts, can greatly improve business communication by allowing you to share any information with clients with just one click, making it useful for urgent communication.
2	More targeted marketing. With email marketing, 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.

Disadvantages of Email Marketing

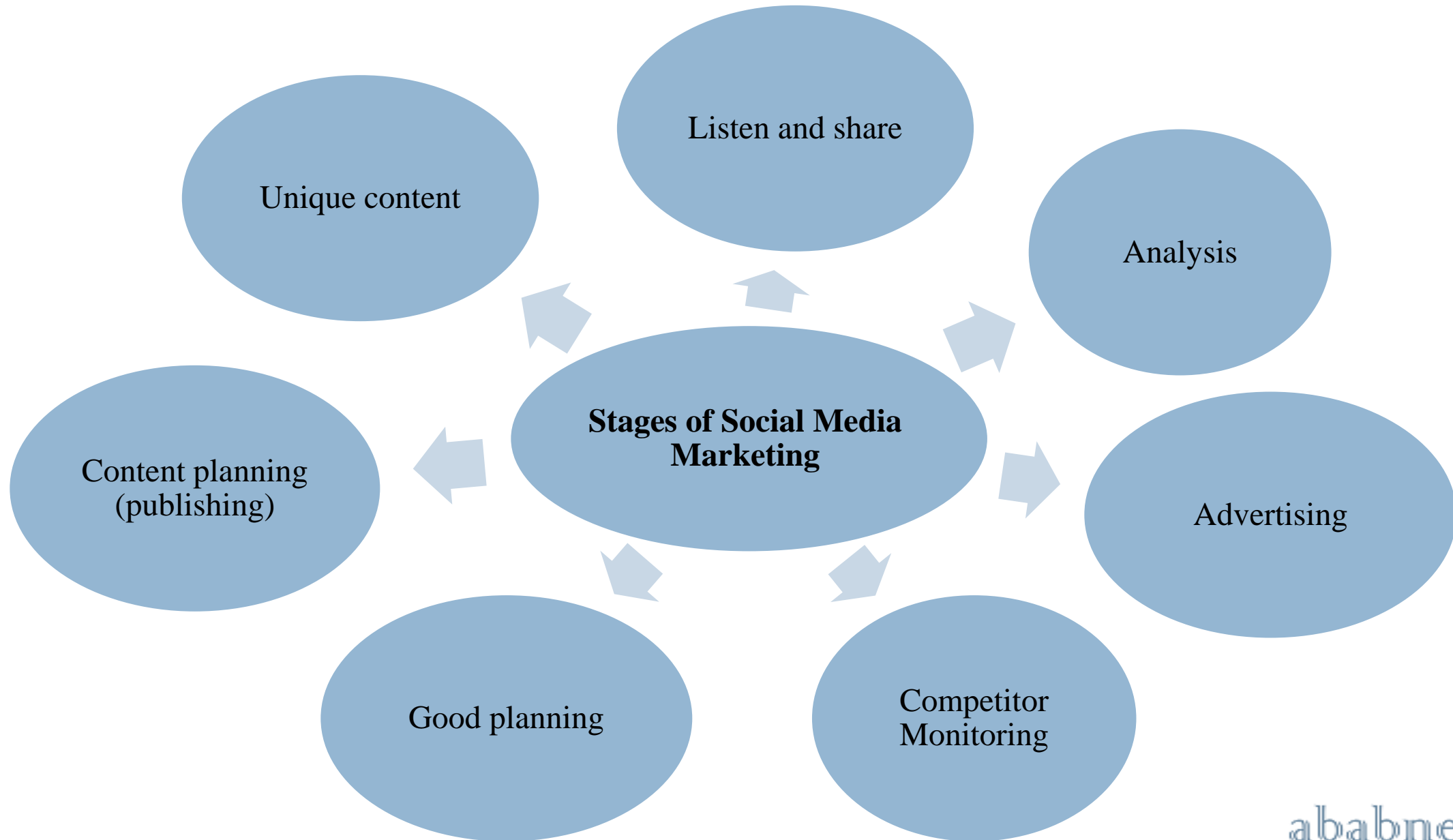
1	Danger of Spam: Known as spam due to the repeated sending of irrelevant messages, spam annoys recipients as they do not receive relevant information and may therefore unsubscribe from the mailing list.
2	Chances of no response: You are unlikely to get a response from a customer with a generic email. 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.

- **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.

BENEFITS OF SOCIAL MEDIA MARKETING

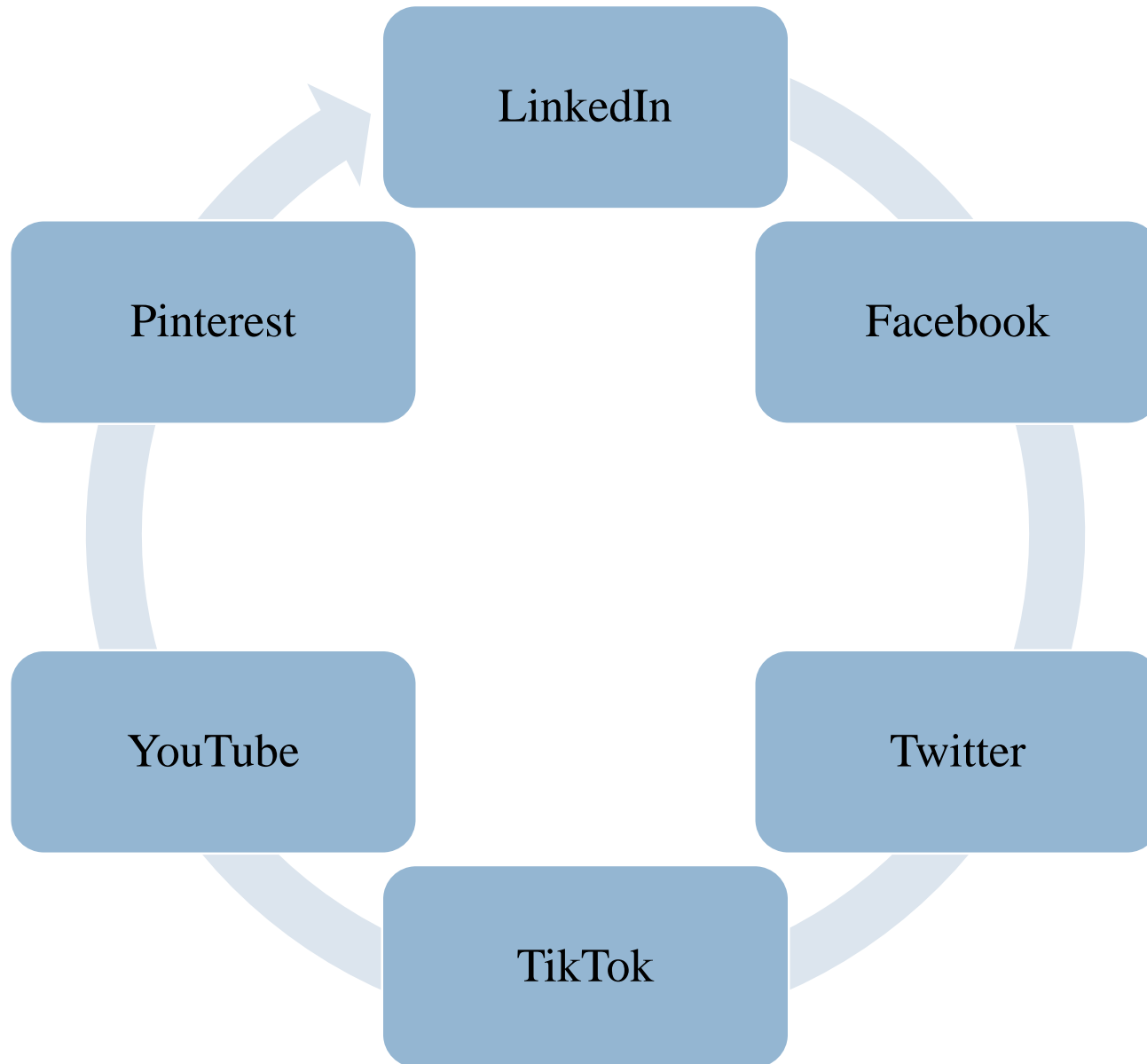


STAGES OF SOCIAL MEDIA MARKETING

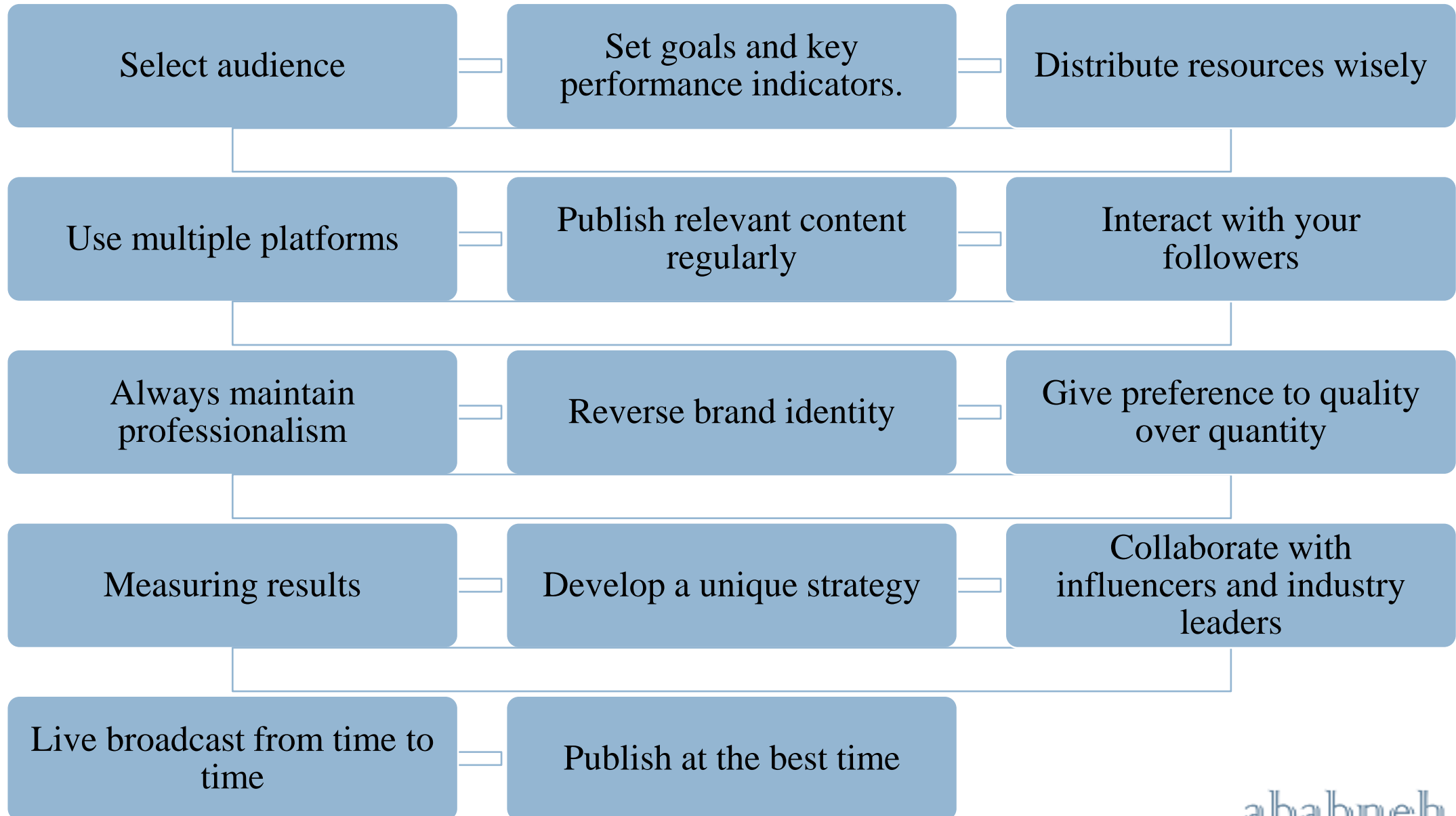


.1	Paid advertising	It is one of the fastest types of email marketing as it is designed to appear on search engines and social media to motivate the target audience to buy products, and the characteristics of the target audience are precisely defined using a set of criteria ranging from age group and demographic characteristics to geographic location, interests and hobbies.
.2	Influencer Marketing	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	Video advertising	Video ads are a popular way to promote products on social media. They can tell a story, showcase products, or provide educational content.
.4	Carousel advertising	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	Advertising in stories	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	Interactive advertising	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	Live broadcast	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.

TYPES OF SOCIAL NETWORKS



HOW TO PROMOTE YOUR BUSINESS ON SOCIAL MEDIA



RISKS OF SOCIAL MEDIA

Risks of Social Media

Security risks

Due to the spread of technology, social networking sites have created a security threat as extremists use these sites to spread misconceptions to people in all parts of the world.

Psychological risks

Among these risks are fatigue and depression that teenagers suffer from due to the improper use of these sites. Also among the risks is a weakened immune system due to the constant use of social networks.

Social risks

The risks that may affect society due to teenagers misusing websites by promoting some Western cultures that are not suitable for Arab-Islamic societies such as women's freedom and other Western cultures.

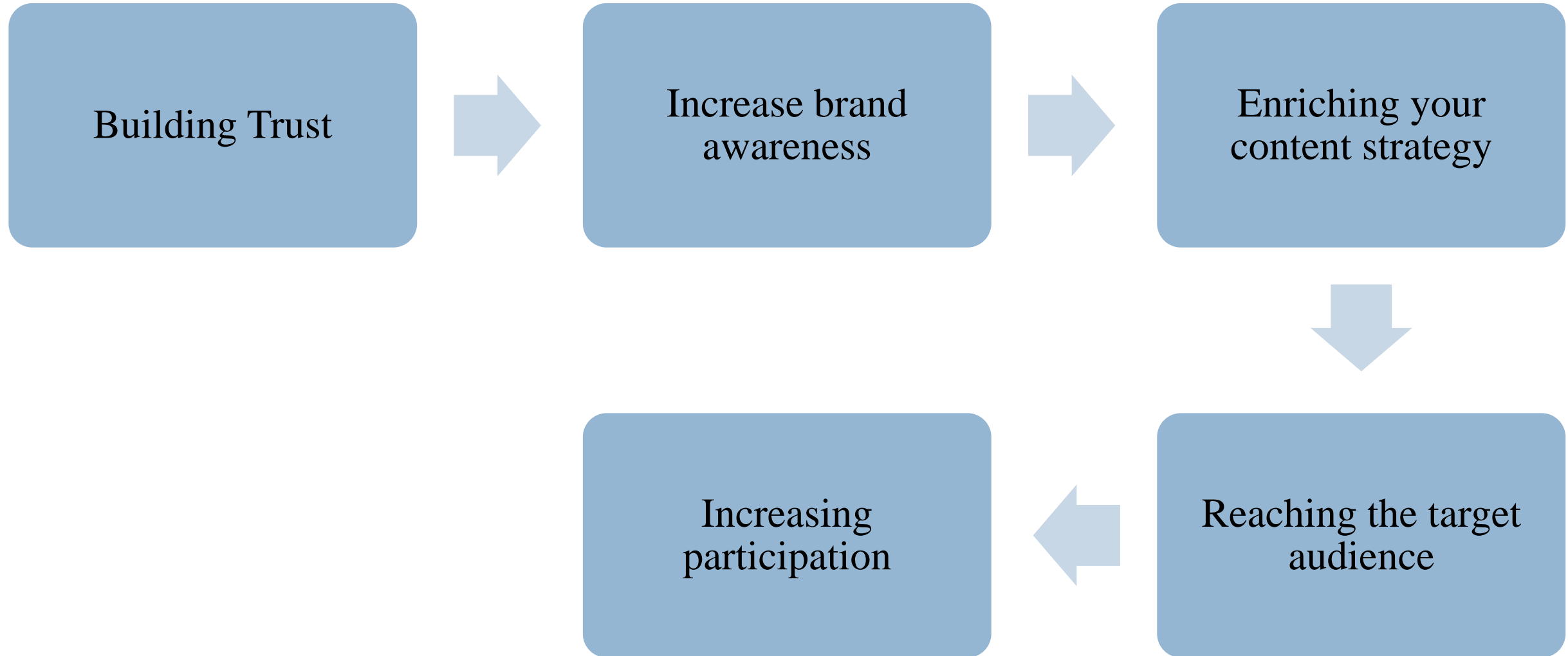
9. INFLUENCER MARKETING

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.

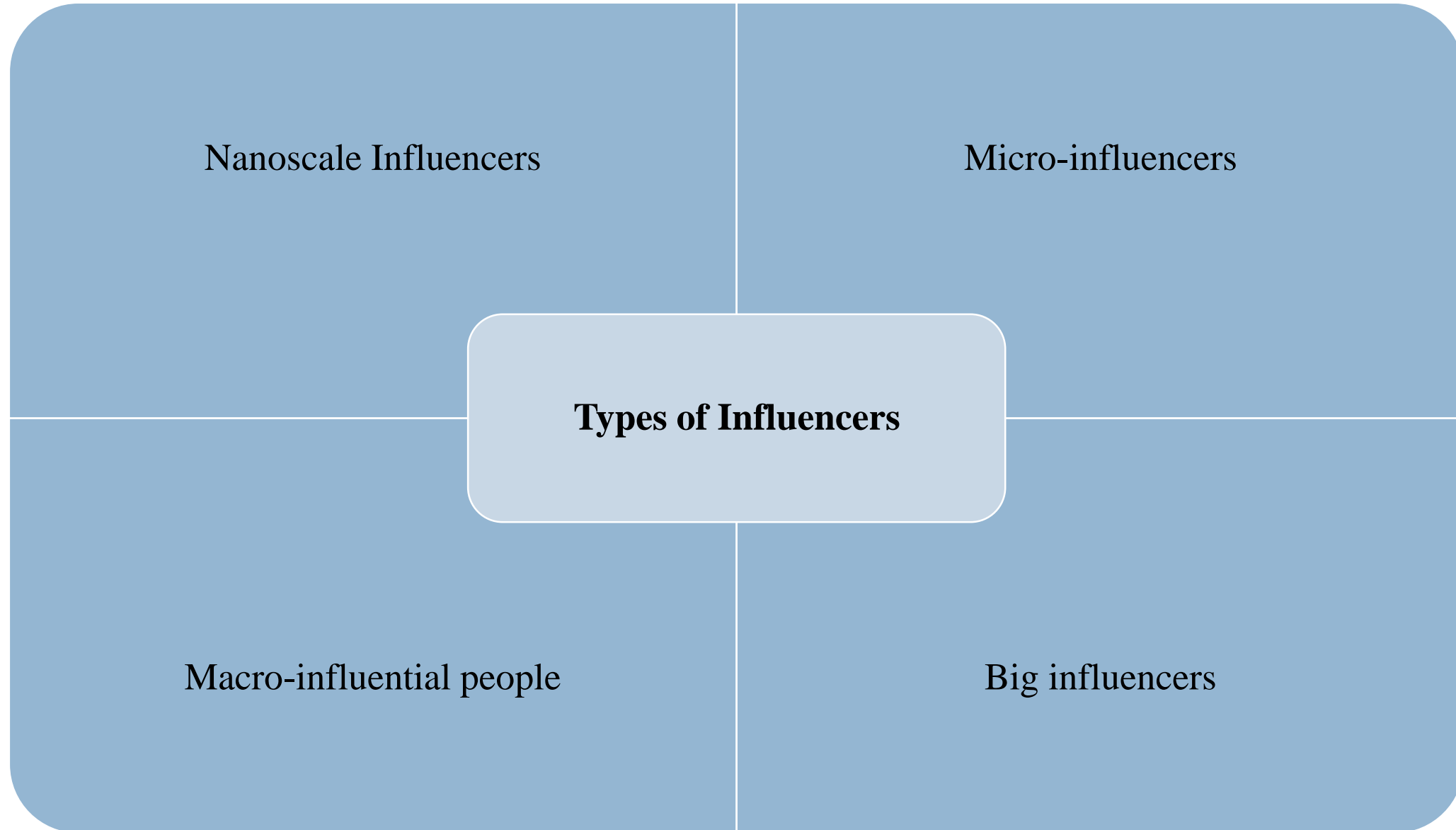
CHARACTERISTICS OF AN INFLUENTIAL PERSON

Originality	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.
Accuracy	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.
Creativity	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.
Social responsibility	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).

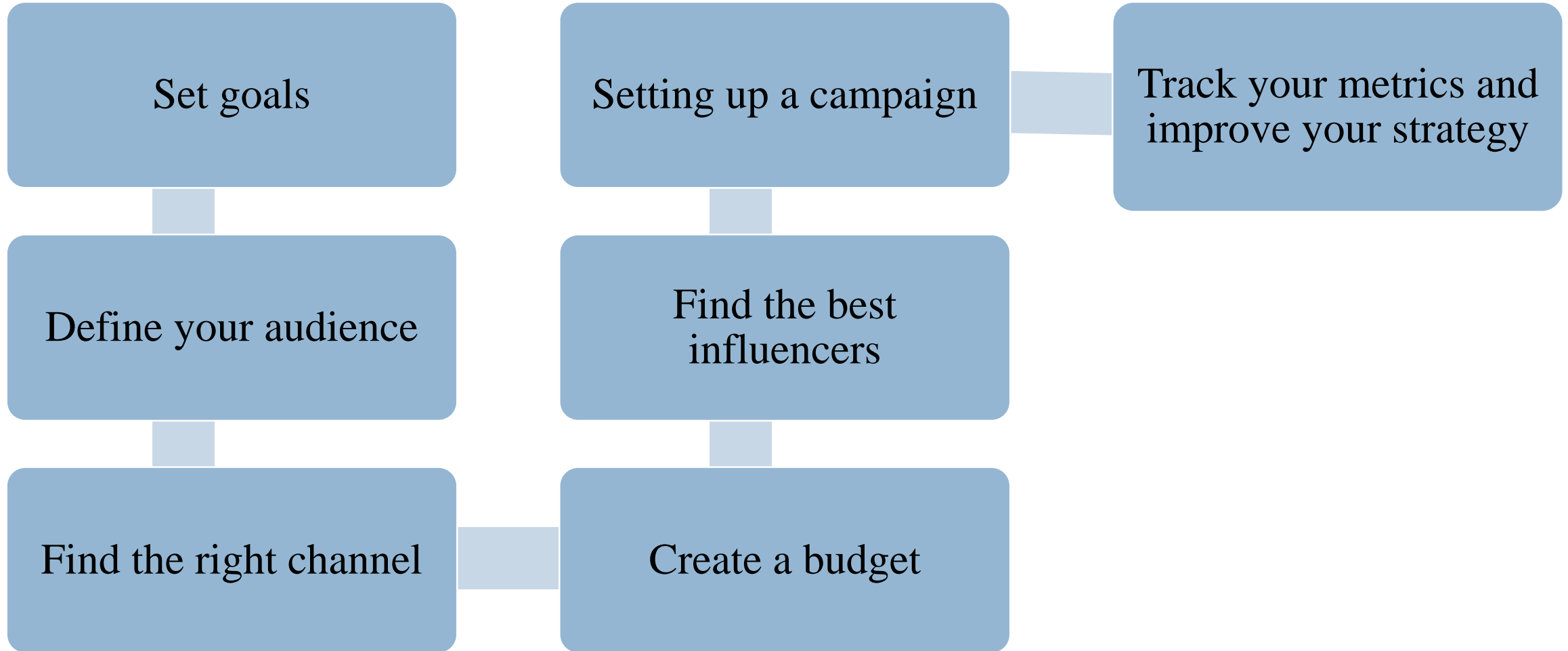
BENEFITS OF INFLUENCER MARKETING



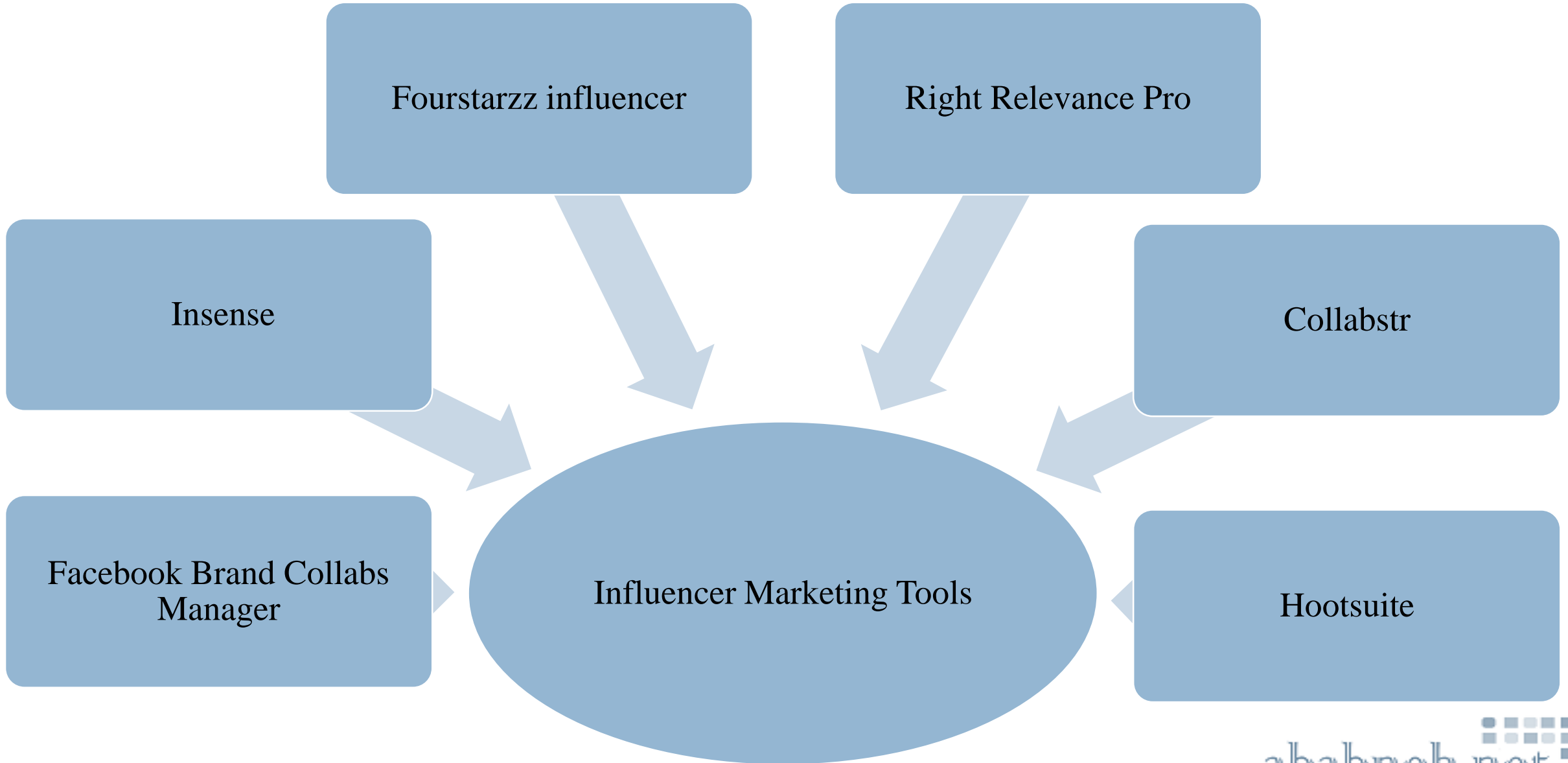
TYPES OF INFLUENCERS



HOW TO CREATE AN INFLUENCER MARKETING STRATEGY



INFLUENCER MARKETING TOOLS



THE DIFFERENCE BETWEEN AFFILIATE MARKETING AND INFLUENCER MARKETING

Affiliate Marketing	Influencer Marketing
<p>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.</p>	<p>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.</p>
<p>Affiliate marketing typically focuses on revenue growth.</p>	<p>Influencer marketing focuses more on brand awareness.</p>

ADVANTAGES AND DISADVANTAGES OF INFLUENCER MARKETING

Benefits of Influencer Marketing

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.

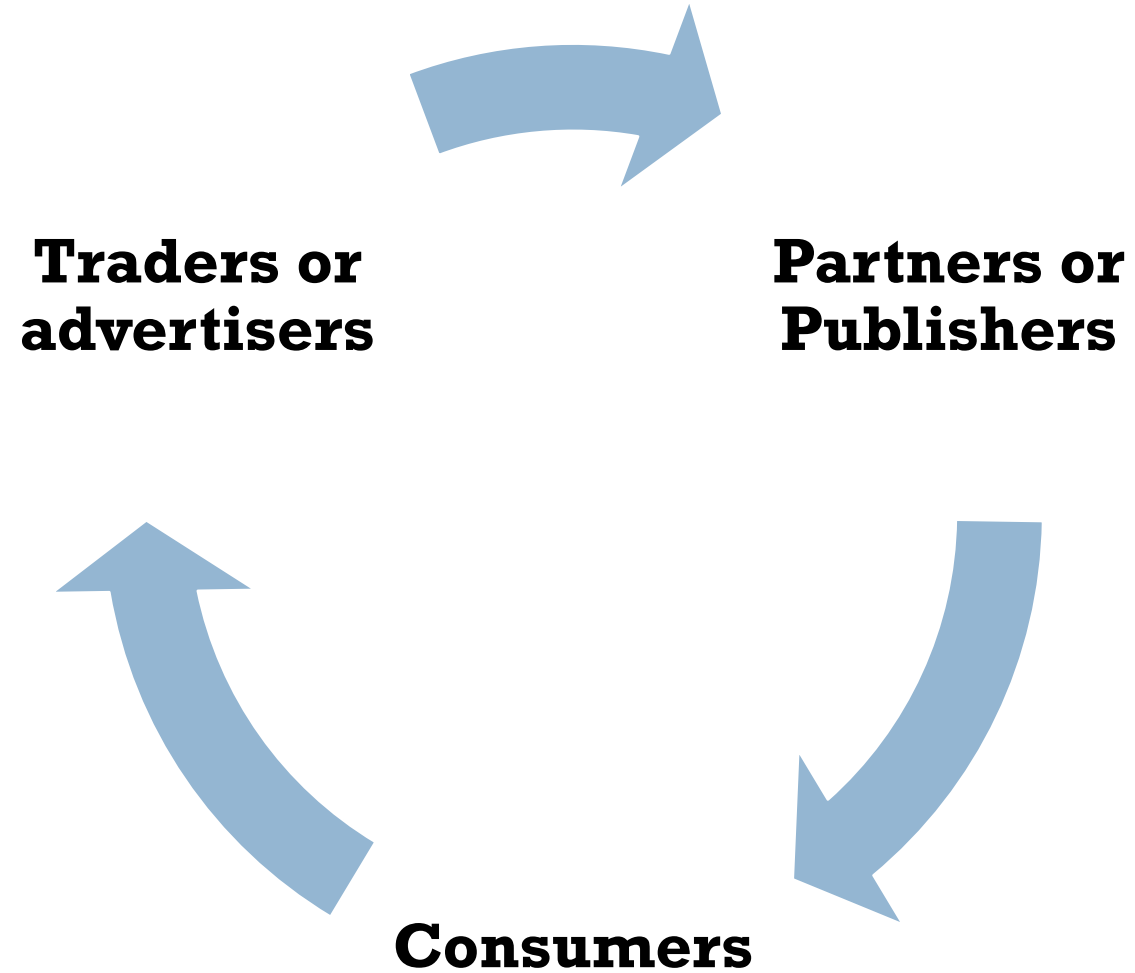
Disadvantages of Influencer Marketing

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.

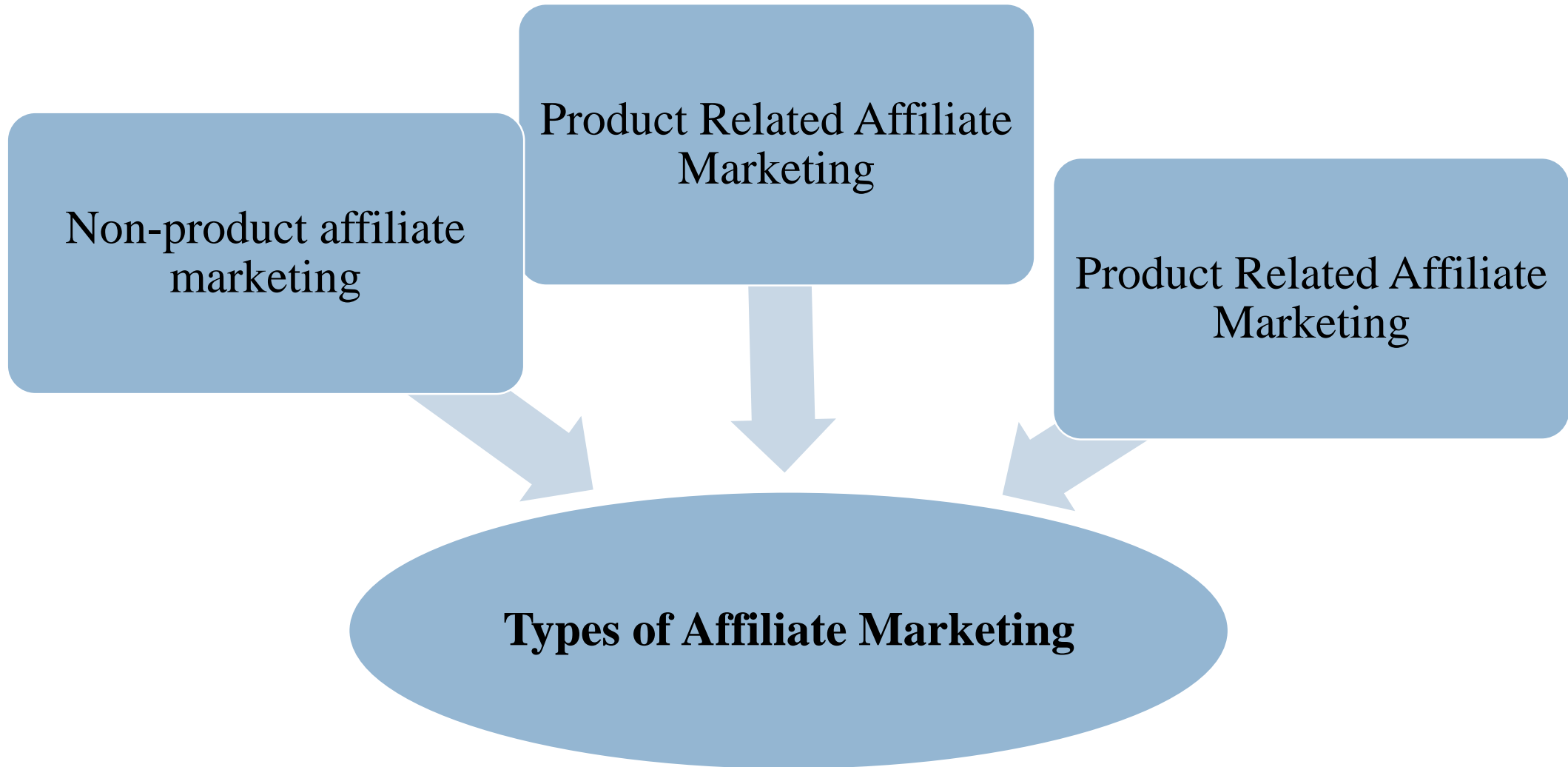
10. AFFILIATE MARKETING

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.

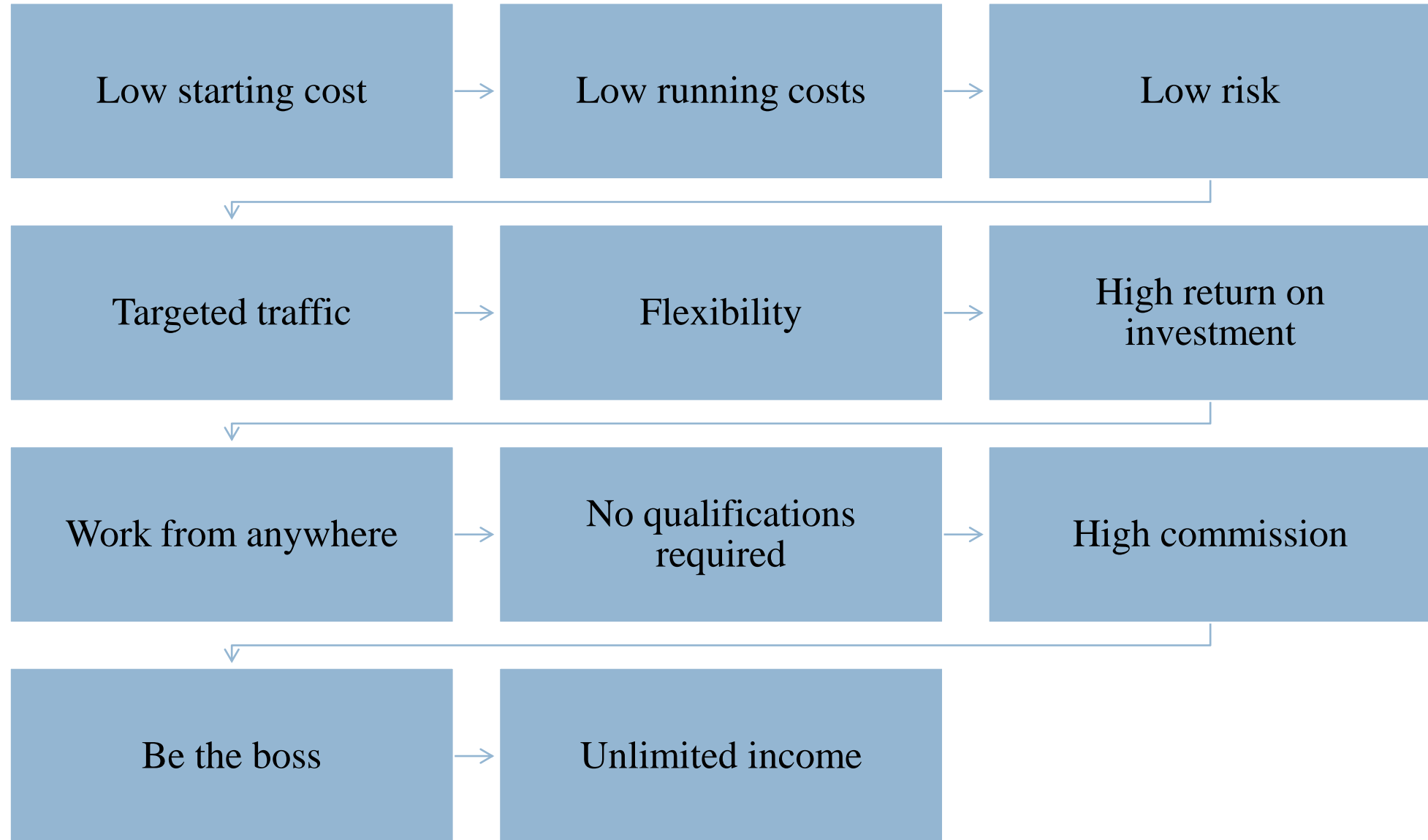
THE BASICS OF AFFILIATE MARKETING



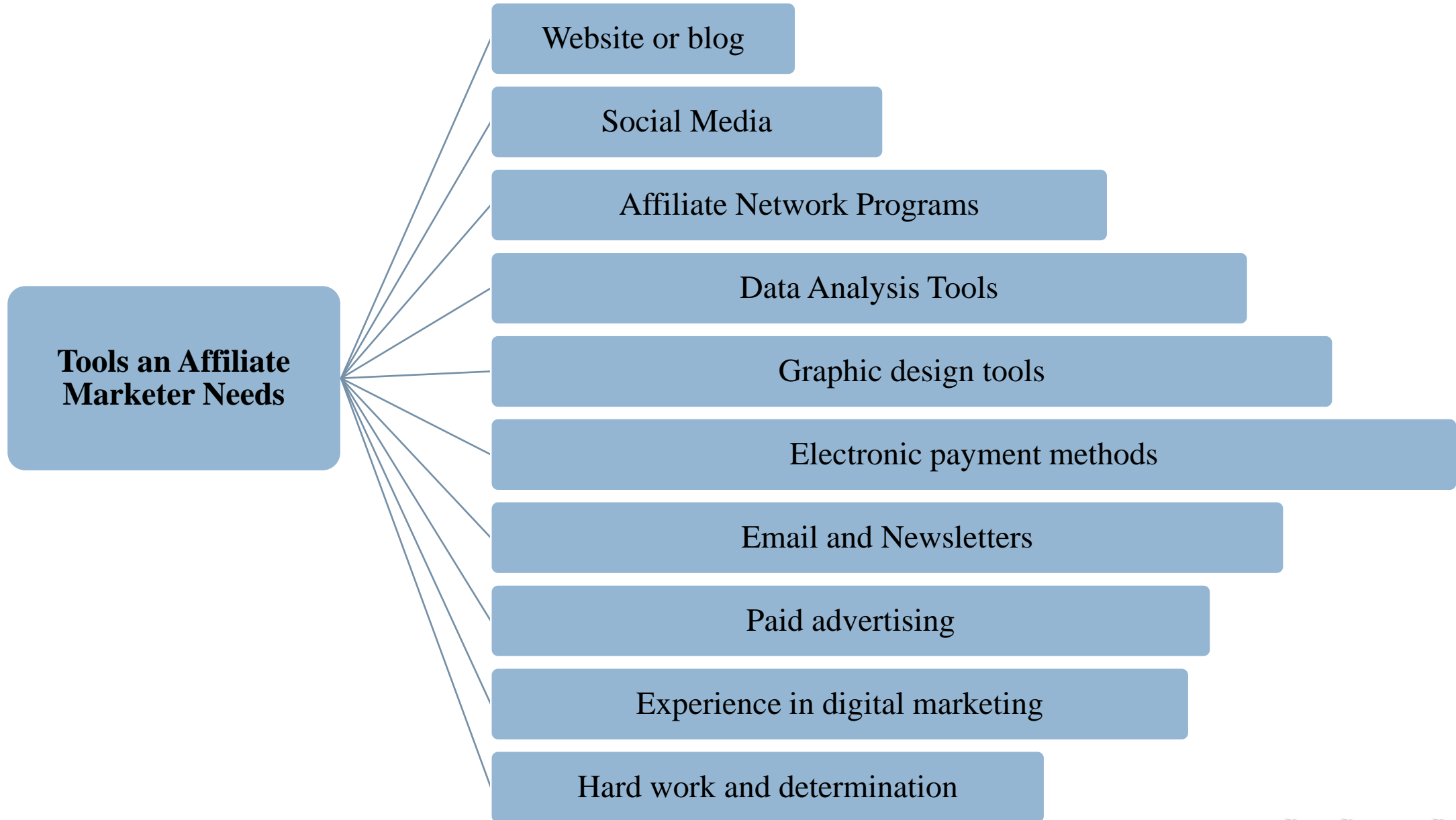
TYPES OF AFFILIATE MARKETING



BENEFITS OF AFFILIATE MARKETING



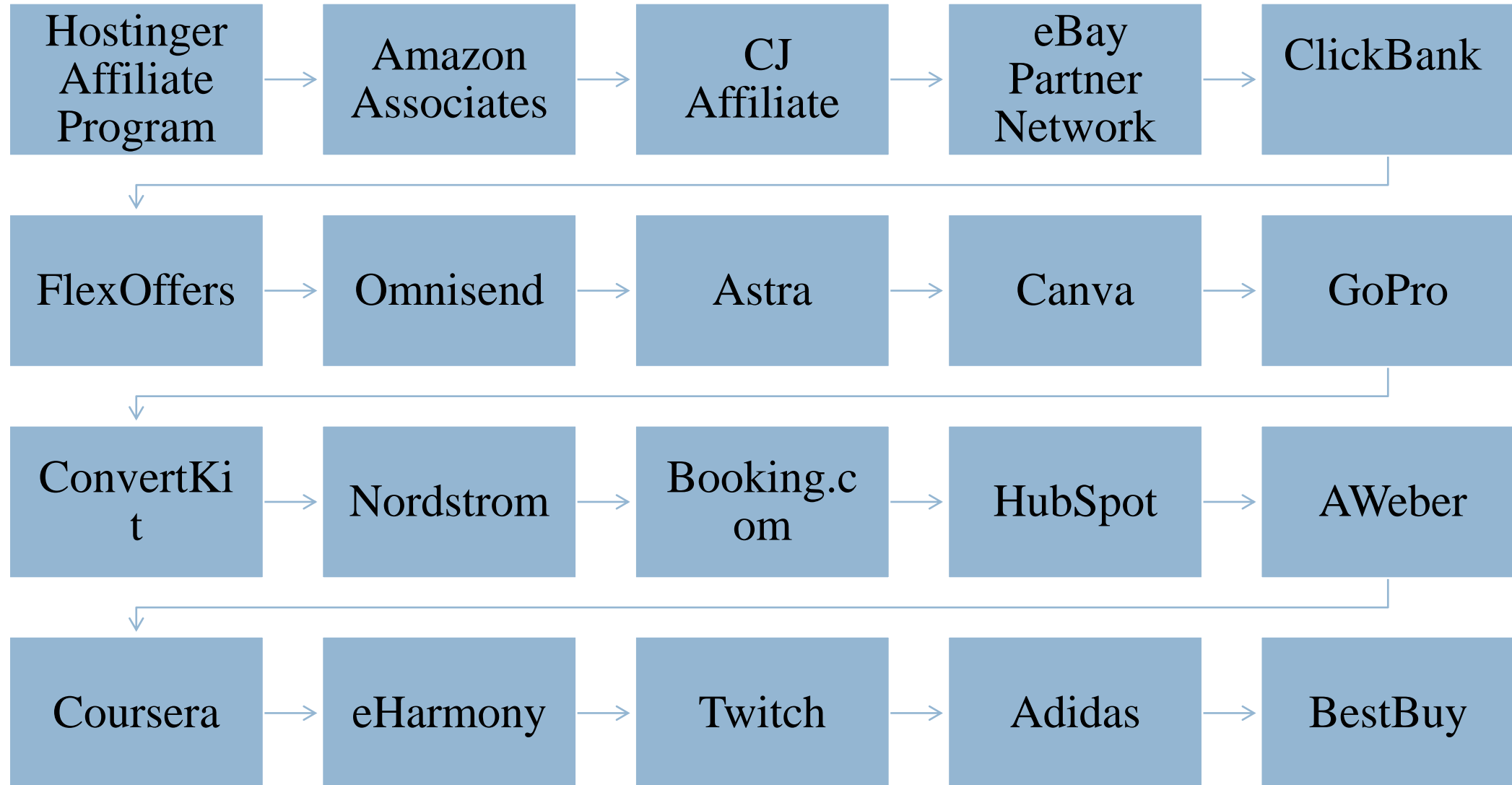
AFFILIATE MARKETING TOOLS



WAYS TO EARN MONEY WITH COMMISSION

Payment per sale	This is the most common payment method used in affiliate marketing, where the affiliate receives a commission for every sale made by the merchant.
Pay per click	The affiliate receives a commission every time a user clicks on their affiliate link, regardless of whether they make a purchase or not.
Pay per lead	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.
Income distribution	The affiliate receives a percentage of the revenue generated from the sale, rather than a flat fee for each sale.
Cost of the procedure	The affiliate gets paid when a consumer takes a specific action, such as filling out a form, subscribing to a service, or downloading software.
Graduation committee	Affiliates receive a higher commission rate once they reach a certain level of sales or referrals.

AFFILIATE MARKETING PROGRAMS



ADVANTAGES AND DISADVANTAGES OF AFFILIATE MARKETING

Benefits of Affiliate Marketing	
Low income level	Anyone with an internet connection and a platform can promote products.
Passive Income Potential	Once set up, affiliate marketing can generate income even if you are not actively working on it.
Do not create products	You don't need to create your own products, you can promote existing ones.
Scalability	You can scale your affiliate marketing business as your audience grows and your skills improve.
Disadvantages of affiliate marketing	
Contest	This is a competitive field and success often depends on finding a niche and offering unique value.
Income volatility	Profits can be unpredictable, especially when you're just starting out.
Count on the success of the trader	Your income depends on the success of the products you promote.
Regulatory issues	Different countries may have different rules and regulations that affect affiliate marketing practices.

**THANK YOU FOR
YOUR ATTENTION**

