Dissertation Submitted in Partial Fulfillment of the Requirements for a Master's Degree

Specialty : E-Business

Subject :

THE IMPACT OF SOCIAL MEDIA CHANNELS ON TRAFFIC CONVERSION.

CASE STUDY : BIMO INDUSTRY

Elaborated by:

Miss. Chiboune Dalia.

Miss. Dahnoun Chaima.

Supervised by:

Mrs. Khodja Nour El Hana

Assistant Master B at HSMDE

3rd Promotion

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Contents

Dedications

I dedicate my assertation work, the fruit of perseverance and sustained efforts, to the following individuals :

❖ To my pricey parents, for their unconditional love, limitless encouragement, and infinite sacrifices. Your unwavering guide has been the inexhaustible source of my motivation and achievement.

❖ To my thesis supervisor, for her beneficial steering, staying power, and enlightened mentorship that guided every step of this academic journey.

❖ To my thesis companion, for our fruitful collaboration, mutual support, and the moments shared in the pursuit of excellence.

❖ To my brothers, and their families, for their love, consistent encouragement, and pleasure in me.

❖ To my friends, colleagues, and all folks who esteem me, for their comforting presence.

❖ May this success be a source of pride and proposal for all of you.

Dalia.

Dedications

I humbly dedicate this thesis, a culmination of resilience and unwavering dedication, to the following esteemed individuals :

- ❖ To my beloved parents, whose boundless love, steadfast support, and immeasurable sacrifices have paved the way for my accomplishments. Your guidance has been the beacon that illuminated my path to success.

- ❖ To my esteemed thesis supervisor, whose invaluable mentorship, profound wisdom, and profound insights have been the compass that steered me through this academic odyssey.

- ❖ To my cherished thesis partner, with whom I have shared a fruitful collaboration, mutual encouragement, and the pursuit of excellence that has fortified our bond.

- ❖ To my siblings, whose love, unwavering belief, and profound pride in my endeavors have been a constante source of inspiration.

Chaima

Acknowledgements

List of Graphs

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List of abbreviations

ADS: Advertisements

AR: Augmented Reality

CA: Chiffre d'Affaires (Turnover)

CLV: Customer Lifetime Value

CTA: Call To Action

FOMO: Fear Of Missing Out

GIF: Graphics Interchange Format

IGTV: Instagram TV

MOFU: Middle Of Funnel

RSS: Really Simple Syndication

SARL: Limited Liability Company

SIG - Geographic Information System

SMART - Specific, Measurable, Achievable, Relevant, Time-bound

SMM - Social Media Marketing

SPSS - Statistical Package for the Social Sciences

SWOT - Strengths, Weaknesses, Opportunities, Threats

TOFU - Top of Funnel

UX - User Experience

VR - Virtual Reality

Abstract

In the contemporary digital landscape, the usage of social media channels has grown to become a pivotal element in driving traffic conversion and reworking interactions into great purchaser actions.

For example, BIMO INDUSTRY has effectively integrated social media into its marketing strategy to not only stay connected with its target audience but also to enhance its market presence and improve its products.

A focused study on BIMO INDUSTRIY's use of social media channels revealed that these platforms play a crucial role in traffic conversion. Social media tools, such as targeted ads, sponsored content, and interactive posts, allow BIMO INDUSTRY to capture the attention of potential customers, engage them with compelling content, and guide them towards taking specific actions. The strategic use of social media not only increases brand visibility but also significantly boosts the traffic conversion rates by turning engaged followers into loyal customers.

Key words : Social media channels, Traffic conversion, Strategic engagement, Captivating Content, Customer interactions.

Résumé

Dans le contexte numérique actuel, l'utilisation des réseaux sociaux joue un rôle essentiel dans la conversion client et la transformation des interactions en actions concrètes.

À titre d'exemple, BIMO INDUSTRIE a intégré de manière efficace les réseaux sociaux dans sa stratégie marketing afin de maintenir une connexion avec son public cible, tout en améliorant sa présence sur le marché et en améliorant ses produits.

Une étude approfondie sur l'utilisation des réseaux sociaux par BIMO INDUSTRIE a révélé que ces plateformes jouent un rôle essentiel dans la conversion des clients. BIMO INDUSTRIE utilise des outils de médias sociaux tels que des publicités ciblées, du contenu sponsorisé et des publications interactives pour capter l'attention de potentiels clients et essayer de les orienter vers des actions spécifiques. L'utilisation stratégique des réseaux sociaux n'augmente pas seulement la visibilité de la marque, mais elle augmente considérablement les taux de conversion des clients en transformant les followers engagés en clients fidèles.

Mots clés: Les réseaux sociaux, La conversion client, L'engagement stratégique, Le contenu captivant, Les interactions avec les clients.

ملخص.

في المشهد الرقمي المعاصر، نما استخدام قنوات التواصل الاجتماعي ليصبح عنصراً محورياً في زيادة تحويل حركة المرور وإعادة صياغة التفاعلات إلى إجراءات رائعة للمشترين. توفر شبكات التواصل الاجتماعي أدوات حديثة تتيح للشركات تعزيز علاقاتها مع العملاء من خلال تقديم تحديثات في الوقت المناسب، ومحتوى جذاب، وتواصل تفاعلي.

على سبيل المثال، قامت شركة بيمو بدمج وسائل التواصل الاجتماعي بفعالية في استراتيجيتها التسويقية ليس فقط للبقاء على اتصال مع جمهورها المستهدف، بل أيضًا لتعزيز وجودها في السوق وتحسين منتجاتها. ومن خلال اعتماد منصات مثل فيسبوك وإنستغرام ولينكد إن، تمكنت شركة بيمو من تحقيق تحويلات كبيرة من خلال المشاركة الاستراتيجية.

كشفت دراسة مركزة على استخدام شركة بيمو لقنوات التواصل الاجتماعي أن هذه المنصات تلعب دورًا حاسمًا في تحويل حركة المرور. فالتفاعل المستمر على وسائل التواصل الاجتماعي يخلق علاقة أكثر ديناميكية واستجابة مع العملاء. وهذا يؤدي إلى معدلات تفاعل أعلى واحتمالية أكبر لتحويل هذه التفاعلات إلى مبيعات أو إجراءات أخرى مرغوبة. تسمح أدوات وسائل التواصل الاجتماعي، مثل الإعلانات المستهدفة والمحتوى المدعوم والمنشورات التفاعلية، لشركة بيمو بجذب انتباه العملاء المحتملين وإشراكهم بمحتوى مقنع وتوجيههم نحو اتخاذ إجراءات محددة. لا يؤدي الاستخدام الاستراتيجي لوسائل التواصل الاجتماعي إلى زيادة ظهور العلامة التجارية فحسب، بل يعزز أيضًا بشكل كبير من معدلات تحويل حركة المرور من خلال تحويل المتابعين المتفاعلين إلى عملاء مخلصين.

الكلمات الرئيسية: قنوات التواصل الاجتماعي، وتحويل حركة المرور، والمشاركة الاستراتيجية، والمحتوى الآسر، وتفاعلات العملاء.

General Introduction

General Introduction

The meteoric rise of Internet technologies has completely revolutionised the way businesses and individuals operate as well as their habits; in fact, thanks to digital communication tools, particularly social media. This is a real challenge for businesses, which now need to come up with more creative and inventive ways to communicate about their products and services in an effort to turn these encounters into real actions.

Social Media, with its content and transparency, has created a new paradigm where interactive communication and information exchange reign supreme. Previously, Internet users had less impact on a company's overall image. Today, thanks to Web 2.0, the opinions of Internet users have become a powerful lobby, a pressure group that companies can no longer ignore.

Today's successful companies are those that have taken the step towards digitalisation and have integrated the opportunities offered by the web into their marketing approaches. Among other things, digital communication is now a de facto essential form of communication for any customer-focused company. It not only makes it possible to maintain an ongoing, interactive relationship with target customers, but also to turn those conversations into tangible acts like sales. Thus, the new challenge for businesses is to identify the most lucrative customers and cultivate a relationship with them through effective digital communication, thereby optimising the conversion rate of encounters into profitable activities.

With their strong communication potential, including in terms of audience, ease of use, speed at disseminating information, and opportunity for interaction and communication, social media platforms are currently among the most effective means of managing a company's brand image. They are able to maintain their reputation because of the direct relationship they have with customers, which may increase their loyalty to the company's goods and/or services.

Digital communication is no longer on the decline in Algeria; businesses of all stripes are increasingly using it, regardless of their industry or legal structure. These more recent ones show steadily rising rates of penetration on social media.

This study highlights the significance of digital communication through social media channels and its direct influence on traffic conversion for BIMO Industry. One of the Algerian businesses that has successfully adapted to this new digital communication paradigm is the

organization BIMO Industry. They have also taken the initiative to adopt a digital strategy in order to fully utilize their potential for optimizing traffic conversion.

Based on the observation that Algeria is seeing an increase in the percentage of its population using social media, as well as the fact that BIMO is a well-known company on these platforms.

Throughout our work, we will try to identify the components of an answer to our main question, which is: "**To what extent can social media channels optimize traffic conversion for BIMO industry?"**

This problem raises several related concerns, including:

- Which social media platform is best for optimizing traffic conversion for BIMO's business?
- Does marketing via social media channels have a positive impact on traffic conversion?
- What impact does social media content have on traffic conversion for BIMO?

In an attempt to solve the above-posed problem and related concerns, we will base our response on the following hypotheses:

Hypothesis 01: Instagram is the most effective social media channel and has the greatest impact on traffic conversion.

Hypothesis 02: Social media channels marketing has a positive effect on traffic conversion.

Hypothesis 03: A well-executed content on social media significantly improves traffic conversion.

These hypotheses will serve as our guide during the whole investigation to determine how BIMO INDUSTRY may use social media to maximize conversions, whether they be sales, inscriptions, or other significant actions from its customers and prospects.

Study goal: The study's goal is to ascertain the effect that using social media channels has a positive impact on traffic conversion for BIMO Industry.

Reasons for selecting the theme:

The theme was chosen in a strange way, as it corresponds perfectly to: Our training in

communication and marketing; The topic is current and presents opportunities for businesses, given that digital marketing is now more important than ever in the forefront of these latter's concerns.

Customers are increasingly likely to be connected on various social media platforms and the internet. This leads us to the conclusion that businesses require this digital growth in order to capture new market share and maximize conversions.

The method that followed was:

In order to address our research goal, we have chosen a methodological approach that is both descriptive and analytical and includes:

A descriptive methodology to investigate the theoretical framework of our research. Our research focused on BIMO Industry's marketing approach and communication policy, while we also reviewed publications, books, and online and offline research projects.
a methodical approach to analyzing the application of theoretical principles in a real-world setting. This includes a field investigation with 381 clients who will be questioned using a questionnaire. Data analysis will be carried out using SPSS version 21 software, enabling data processing and in-depth statistical analysis.

Previous studies:

To address our theme of 'The impact of Social Media Channels on Traffic Conversion", we will use the following previous study:

> ➢ A master's thesis 'Essai d'analyse de l'efficacité de la communication via social networks", BENHADDAD Amira, EHEC D'Alger 2017.The result of this research found that integrating social networks into companies marketing strategy is very important, if not essential, because it enables effectively achieve the company's objectives, as well as choosing the audience and reach the heart of the target quickly and cost-effectively

The structure of research:

In order to identify our research subject and respond to our problem, we have structured our work along the following lines we have structured our work along the following lines of research.

The first, entitled 'Literature Review', will deal with the core of our research subject, covering in the first section the social media channels and the second section Traffic Conversion.

In chapter two, we will present the BIMO Group and its various activities, then analyse the various components of its environment, then present the research methodology followed, and finally we will summarise the results of the survey in order to confirm or refute the research hypotheses.

Chapter 01: Literature Review

Introduction :

Faced with an ever-changing technological environment, companies are obliged to adapt to this environment by using new marketing techniques to communicate, build customer loyalty, increase brand awareness, promote and distribute their products and services.

The advent of Web 2.0 and the proliferation of social media platforms, such as Facebook, Twitter, and Instagram, have ushered in a paradigmatic shift in the dynamics of communication and information dissemination. This transition has empowered customers to go beyond their traditional roles as passive recipients of information, transforming them into active members and content creators, seamlessly sharing their perspectives, experiences, and multimedia content with expansive virtual communities.

In this milieu, companies can no longer have the funds for to push aside the vast potential of social media as a strong marketing channel. These platforms offer unprecedented opportunities to reach and engage with target audiences, nurture customer relationships, and ultimately funnel relevant traffic to their online presence, thereby augmenting the likelihood of desired conversions, whether in the form of sales, lead generation, or other measurable results.

We begin this chapter with a first section on social media marketing Channels, elucidating their specific characteristics, strengths, and capability applications inside the broader advertising and marketing method. In the second section, we will look at the intricate concept of traffic conversion, dissecting the multifaceted strategies and best practices employed to optimize the conversion. Finally, the third section will critically analyse the profound impact that social media marketing channels can exert on traffic conversion rates when leveraged judiciously. This analysis will encompass a multitude of factors, including effective content marketing strategies, targeted advertising campaigns

Section 1 : social media marketing channels

In today's business world, social media is becoming more and more crucial. A number of examples show how social media has a big influence on multinational businesses.

Additionally, social media marketing (SMM) is a huge business potential with exciting business opportunities because it uses social media in a way that creates valuable long-term relationships with customers. Although it has many advantages for marketers, not everyone is aware of all of its facets.

In this section, we will provide a complete overview of social media advertising and marketing, studying its primary components, strategies, and the way it supports employer growth. We start by defining social media advertising and marketing and discussing its history, advantages, and downsides. Next, we look at distinct platforms used in social media advertising and their roles. Finally, we discuss diverse targets and strategies to assist managers navigate and prevail within the area of social media advertising and marketing.

1.1. Definition of social media marketing :

With the emergence of social media, corporations are proactively adopting new advertising strategies, in particular that specialize in social media advertising, to enhance their effectiveness and stay competitive. According to renowned authors Philip Kotler and Gary Armstrong, Social media marketing involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as paid social media advertising.[1]

In his book " Social Media Marketing : An Hour a Day," Dave Evans presents SMM as the use of social media channels and platforms to Promote a Product or service, with the goal of generating brand awareness, driving website traffic, and increasing sales. It involves creating and sharing content on social media networks, engaging with followers, and analysing data to measure the effectiveness of marketing efforts.[2]

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[1] *Armstrong(G), Kotler(P), Principles of Marketing, Pearson, New York ,2019, P.483.*
[2] *Evans (D), Social Media Marketing An Hour A Day, John Wiley & Sons, Canada, 2012, P.276*

Social Media Marketing is defined also by Stephen Wilson as a kind of promotional activity which is aimed at reaching the target customer group by means of using social media with purpose of improving sales performance, strengthening brand loyalty or similar business goals.[3]

1.2 History of social media marketing :

Have you ever wondered where social media marketing started ? In contrast to what most people think Facebook and Mark Zuckerberg were not the pioneers of the concept of social media. The concept began in the early 1970's, when technology began to advance rapidly. Platforms, now known as social media, emerged in the late 1990s, eventually leading to the rise of social media marketing. What were the earliest strategies for social media marketing ? How well did they work ? And how has it changed over time ? Now let's explore the past of social media marketing :

1.2.1 The evolution of the web :

The main goal of Web 1.0 was to allow people to upload information onto a portal accessible anywhere. Web 1.0 had static information, was updated infrequently and served as a tool to push information to users. The majority of the content creators on this version of the web were companies controlling news, trends, and conversation topics and then force them upon users. The fact that web 1.0 operated very slowly and had a limited selection of content contributed significantly to its downfall. Web 2.0 came after Web 1.0 and moved even further away from pushing content and changed to allow users to pull content, which raised interaction.

The electronic boom was exemplified by the introduction of the Web 2.0, which developed in the wake of the dot.com crash in 2001. The World Wide Web 2.0 is an improved version of the original Web, which was essentially a new set of tools that allow people to build social and business connections, share information and collaborate. As the web transitioned from a read-only environment to an interactive community, the demand for the Internet surged. With this growing dependency on electronic media, Internet users have started demanding rapid, accurate, and interactive information, which has brought about the ubiquitous phase of social media. The success of web 2.0 can be largely attributed to the increase in content variety and high levels of interactivity.

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[3] *Wilson(S), Social Media and Small Business Marketing, Create Space Independent Publishing Platform,2010, P.17*

1.2.2 The orgins of social media :

The idea of building networks between computers first surfaced in 1940s, following the development of computer systems. The past due Sixties saw the founding of early internet access systems like CompuServe, an online information service that provides access to the Internet, email, instant messaging and an integrated contact list. Founded in 1969 as a timesharing service, CompuServe is one of the oldest online services, being the first to offer email in 1979 and online chat a year later. The GIF graphics format was developed by CompuServe in 1987 to transfer compressed images over the very low-speed, dial-up lines in common use at that time. [4]

The late 1970s witnessed an increase in personal computer usage and a rise in technological sophistication.

SixDegrees, the first widely known social networking site, was introduced in 1997 by Andrew Weinreich.Customers could make profiles, upload buddies, and read friend lists of different users. SixDegrees changed into the primary to mix these capabilities to create the primary social networking web site, even though a number of those capabilities were already present in some form earlier.

Around the same time, a number of web sites, together with MySpace, commenced to come to be well-known, giving the rise to the current net phenomenon that we are all know today. MySpace started in 2003 and expanded fast. It differentiated itself by means of frequently including functions primarily based on person call for and by way of allowing customers to customise their pages. It won plenty of its reputation in 2004 while young adults commenced to sign up in massive numbers.

1.2.3 The early history of social media marketing:

Shortly after social media gained widespread use, social media marketing's early history officially started.

Thefacebook was founded in 2004 by a young Harvard student. Later on, it changed its name and evolved into the massive company that is now known as Facebook. It was the second attempt at a social media platform by Mark Zuckerberg. He founded Smashface the

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[4] Michael kan, Pcmag, [Site Web], 22 February 2024 < Definition of CompuServe | Pcmag>

previous year, a website where students' photos were uploaded without consent for attractiveness ratings. After a few days, Harvard University forced Zuckerberg to issue a public apology, and the website was removed.

However, Facebook was not the same. It quickly gained popularity among college students and received a $500,000 investment from PayPal founder Peter Thiel the same year it launched. The social media platform opened up membership to people outside of universities in 2006. That year, by October, there were 50 million users on it. Facebook Ads would launch a month later. Zuckerberg declared at the time that Facebook Ads were: " A completely new way of advertising online. For the last hundred years media has been pushed out to people, but now marketers are going to be part of the conversation. And they're going to do this by using the social graph in the same way our users do[5]". Companies and brands all over the world started setting up brand pages to interact with their customers. The era of social media marketing was born.

Social media marketing was revolutionized by Facebook. Around the same time, new platforms like Instagram (founded in 2010) and Twitter (founded in 2006) started to appear. After seeing these platforms' remarkable growth statistics, marketers also flocked to them. However, LinkedIn (established in 2002) stands out because of its distinct business-to-business offering. The two main goals of the professional social network are career advancement and business networking. Even with 810 million users globally, B2B marketers continue to find it to be a reliable choice.

The figure below (Figure1.1) illustrates the Evolution of Social Media :

[5] *Christianna Silva, How facebook changed the internet as we know it [Web], February 4, 2024, 20 February 2024, <Facebook launched 20 years ago. It changed the internet forever. | Mashable>*

Figure 1.1 : Evolution of social media over the years
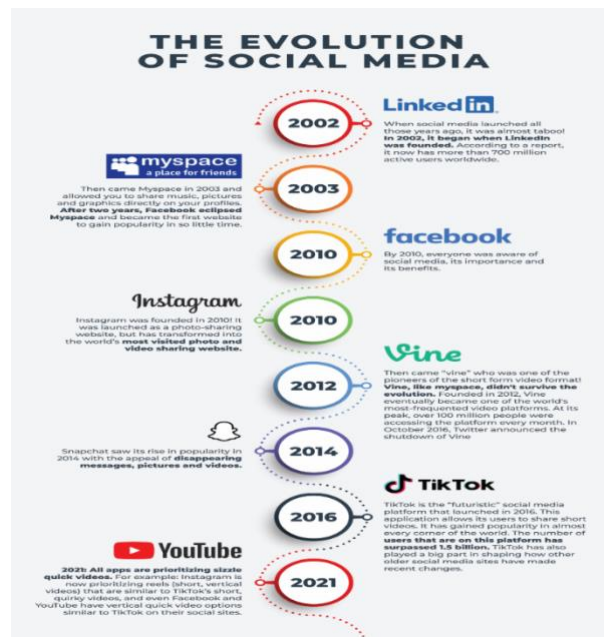
Source : htttps://Social Media's Evolution : What It Means for Brands - MHP/Team SI (mhpteamsi.com) (accessed on 17/03/2024 at 08 :45 AM).

Share a Coke, a Coca-Cola campaign, was among the first well-known instances of social media marketing. A Facebook advertisement was part of the 2012 campaign. Facebook users were encouraged by the advertisement to design their own personalized Coke cans and to share virtual Coke cans with their friends. The Coca-Cola Facebook page saw a 39% increase in fans and the Facebook website saw an 87% increase in traffic as a result of the campaign.

In Australia, 378,000 personalized Coke cans were printed, and about 76,000 virtual cans were shared online.

Figure1.2: Coca Cola "Share a coke "Campaign:

Source: https//:Share A Coke- A look back into one of the most engaging campaigns of the world RRATIONAL/ (accessed on 17/03/2024 at 08 :45 AM).

Comment :   This image depicts a promotional marketing campaign by means of Coca-Cola Australia on Facebook, called "Share a Coke." The marketing campaign permits users to create and percentage virtual Coke cans with customized names. The significant a part of the image showcases a custom Coke can with the name "Anna" and offers options to percentage a digital can, discover one hundred fifty names and songs, or create a custom can. This interactive and customized marketing approach aims to interact users via letting them see their names on a Coke can, improving client revel in and fostering emblem loyalty. The campaign leverages social media to boom emblem visibility and purchaser interaction by encouraging customers to share their custom cans with pals, thereby broadening the campaign's reach.

1.3 social media marketing advantages :

All businesses, regardless of size, can benefit from social media marketing, according to Schaffer. The study asserts that small and medium-sized businesses can benefit the most from social media use and make a huge profit from it[6].

These days, customers use social media not best to research all of the facts they want approximately a service or product, however additionally to speak with the producer, different customers, and percentage their personal reviews. Thus, social media marketing can present excellent chances for increasing awareness. Social media sites like Instagram,

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[6] *Schaffer (N), Maximize Your Social : A One-Stop Guide to Building a Social Media Strategy for Marketing and Business Success, Wiley, 2013, P11.*

Facebook, and Twitter are being used by an increasing number of people, so creating an account there is a smart move for any business looking to promote itself and build brand recognition[7].

A company can reach a huge variety of capacity customers in a quick quantity of time, for instance, thanks to social media advertising. Social media also makes it simple and direct to communicate with clients and engage with them. By inquiring for remarks from customers and attending to their needs, social media advertising offers the hazard to create lengthy - lasting relationships with them.

Furthermore, social media is cost-effective with the target audience compared to traditional media such as TV or newspapers. Advertising requires a company to invest heavily in traditional media, but using social media for the same purpose is free. Smaller businesses may find it difficult to contribute significant financial resources to advertising, which is why social media marketing is beneficial in those situations.[8]

The Research and Development departments can accumulate treasured client feedback on services and products thru Social Media Marketing, that could assist them make essential corrections and improve purchaser satisfaction. Additionally, small businesses can increase brand attention and foster goodwill by way of using social media for advertising. According to a 2015 Ohio State University record, groups that actively use social media systems have extra devoted clients.

The figure below (Figure 1.3) illustrates the benefits of Social Media Marketing :

[7] Armstrong (G), Kotler (P), Op.cit., P 485.
[8] Barefoot (D), Szabo (J), Friends with benefits : A social media marketing handbook, CA : No Starch Press, San Francisco, 2010, P.47

Figure 1.3 : Social media marketing advantages

1.4 social media marketing disadvantages :

It is likewise essential to take into account the fact that Social Media Marketing has both blessings and downsides. One of the drawbacks is that commercial enterprise owners find it difficult to overcome over several new difficulties and flaws in a social media advertising campaign. Most enterprise proprietors lack a described strategy or are blind to how to use social media advertising and marketing effectively. To be clean, social media advertising is greater than simply putting in a profile on Facebook, Instagram, or Twitter ; alternatively, it is a drawn-out, every now and then complicated manner that calls for effort and time. It's vital to manage social media accounts day by day and publish thrilling content and thoughts in case you need to execute social media advertising and marketing correctly. Furthermore, Drury asserts in 2008 that Social Media Marketing necessitates a completely new method of consumer communication. Social media marketing is more about interacting with the customer and exchanging ideas than traditional media, which focused primarily on providing the client with the information they needed about the business.[9]

Another issue with social media marketing is that users occasionally share both positive and negative experiences on these platforms. As a result, it is crucial to respond to unfavorable user

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[9] *Drury (G), Opinion piece : Social media : Should marketers engage and how can it be done effectively, Journal of Direct Data and Digital Marketing Practice, 2008 P.180*

comments as soon as possible and take appropriate action to avoid any negative effects, such as harm to the company's reputation[10].

Even though social media advertising and marketing has drawbacks, small businesses can advantage from it and use it to improve business overall performance. However, with the intention to be triumphant, experts should be organized to install time and effort into developing a dependent social media plan.

1.5 social media marketing platforms

Social media platforms have transformed how users communicate, share, create, and consume content from companies as well as from other users. It has influenced the marketing efforts of companies as they recognize the changing role and scale of consumers and the way in which marketing communication is shared and evaluated.

The emergence of social media platforms together with Facebook, Instagram, Pinterest, LinkedIn, Twitter, and others has completely changed the manner businesses interact with their purchasers by allowing them to supply interactive and custom designed opinions that appeal to their target audience. A huge range of advertising and marketing methods, from influencer partnerships and content material advertising to social listening and network engagement, have benefited from the dynamic nature of social media structures.

This section will give a general review of social media platforms, outlining their importance, features, and effects on marketing and communication strategies.

1.5.1 Facebook :

Mark Zuckerberg attended Harvard University to study computer science, as is well known. Facebook was created by him and his three classmates Chris Hughes, Dustin Moskovitz, and Eduardo Saverin. The concept of encouraging internet users to rate each other's photos served as the inspiration for Facebook.

Social media use is very common in today's business world. Among all Facebook is the most popular social media platforms, used. Facebook was primarily used for sharing content, learning about news, and exchanging pictures with friends and family in the past. These days,

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[10] *Schaffer (N), Op.cit., P100_101*

the marketing team also uses it to start advertising campaigns, communicate with users around the world, and gather feedback regarding the paid marketing and product and service.

Graph 1.1: Social media platforms ranked by the number of active users (Statista, 2024)
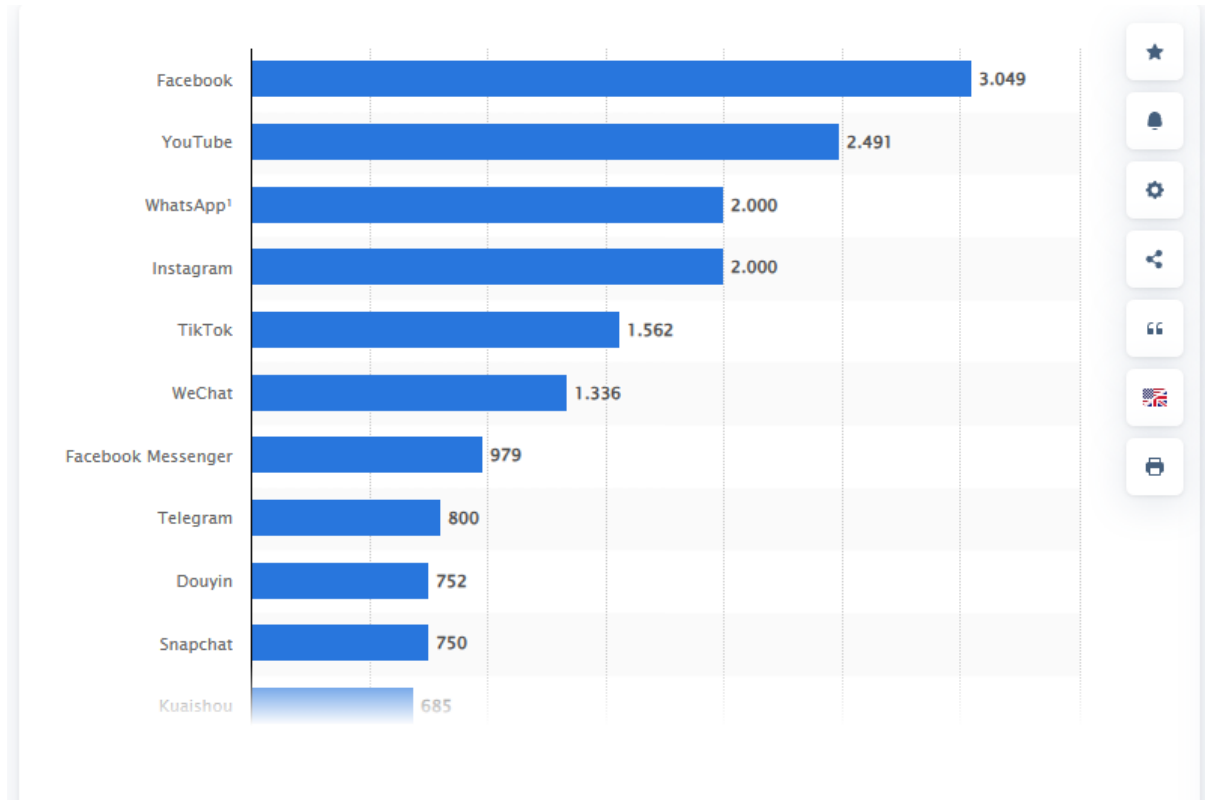
Source : https// Réseaux sociaux les plus utilisés dans le monde 2024 | Statista/ (accessed on 20/03/2024 at 09.00 PM)

Comment : This bar graph illustrates the number of active users (in billions) on various social media platforms, with Facebook leading at 3.049 billions users, followed by YouTube at 2.491 billions. Other significant platforms include WhatsApp and Instagram, each with 2 billion users.

Facebook is one of the most used social media platforms in today's business world, with approximately 3 billion monthly users worldwide. Since Facebook is the most dominant platform among active users, marketing teams in most industries use it extensively.

The marketing team can gain the desired exposure in front of their major clients through the Facebook channel when their engaging content, produced in various formats, is appreciated by users worldwide. Facebook gives teams access to the same target market and multiple marketing channels, specifically targeted ads based entirely on customer demographics, interests, and behaviors. The platform's algorithmic intelligence helps deliver personalized

content, brand-customer relationships, and improve customer loyalty. Moreover, Facebook's facts analytics system offers valuable insights into consumer advertising and marketing campaign performance, empowering marketers to optimize their strategies for max effectiveness.

A report from The Nielsen Company in 2014 found that internet users spend around 7 hours each month on Facebook. This is greater than the time spent on other websites such as Google, Yahoo, YouTube, and Wikipédia. In light of this, it is crucial for advertisers to engage on Facebook. Moreover, Facebook enables marketers to enter into a two-way relationship with consumers and can accelerate the sharing of information about a brand and thus foster the performance of a brand.[11] Marsden in 2011 claims that Facebook primarily acts as a conduit for support between the retailer and the customer during the sales procedure. Facebook marketing can be used for a variety of things, such as pressuring a customer to buy, earning their trust so they will buy from you again, and using word-of-mouth advertising to promote your business. [12]

Graph 1.2: : Number of Facebook users (Statista, 2024)
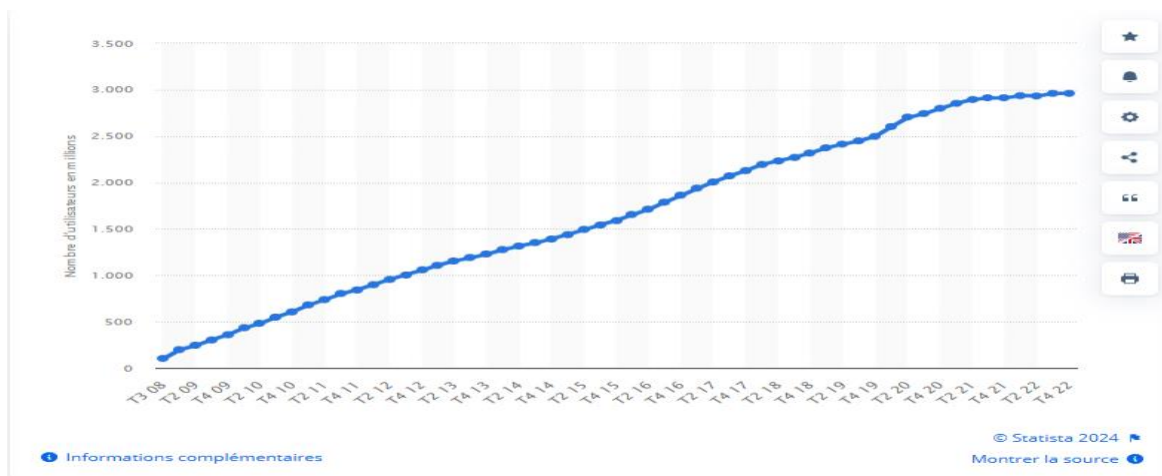
Source : https// Facebook : nombre d'utilisateurs actifs 2008-2022 | Statista/ (accessed on 20/03/2024 at 09.00 PM)

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[11] *Fulgoni (G.M), In the Digital World : Not Everything That Can Be Measured Matters, Journal of Advertising Research, Vol. 56(1), 2016, P 2-9.*
[12] *Marsden (P), F-commerce helps you facilitate and execute sales transactions using Facebook, Retrieved from Digital Intelligence Today, 2014, at March 05 2024, <https://digitalintelligencetoday.com/f-commerce-faq all-you-ever-wanted-to-know-about-facebookcommerce-but-were-afraid-to-ask/>*

Comment : This line graph shows the steady increase in the number of Facebook users from 2008 to 2022, reaching over 3 billion users by the end of the period. The growth reflects the platform's expanding global reach and popularity.

1.5.2 YouTube :

YouTube was created in 2005 by Steven Chen. Thanks to YouTube, billionaires across the globe can discover, view, and share videos. Additionally, there is a large international community of people who communicate, connect, and motivate one another. It has become the second largest search engine, following Google, Marketers widely acknowledge its effectiveness, where on average, 8 out of 10 marketers say it is the most efficient video marketing platform.

Around 2,725 million people use YouTube around the world at the present time. By 2025, there will be over 2,854.1 million YouTube users across the globe. It is very easy to explain anything with the support of video marketing and marketing companies use this to demonstrate their product. People can also think of YouTube as a resource channel to find answers to their questions and can treat it as an entertainment center.[13]

While there are multiple ways to advertise on YouTube, the most obvious is through the ads before and during the video but there are also display ads for example. While all of this works well, online influencers play a huge part on advertising on YouTube. The audience trust more YouTube creators, 60% of YouTube subscribers would follow the advice given by a YouTube influencer. On top, after seeing sponsored content, 40% of viewers visited the website and 28% made a purchase. YouTube keeps growing, there is more watch time, more likes and more subscribers.[14]

YouTube is extremely popular since it gives the marketing team the chance to create a video, gives them exposure, and has millions of views from people all over the world. A good video's worth is determined by how well-made and engaging it is.

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[13] *Coles(L), Marketing with social media : 10 easy steps to success for business, John Wiley & Sons, Brisbane, 2015, P.127.*
[14] *O 'Neil-Hart, C., and H. Blumenstein. Why YouTube stars are more influential than traditional celebrities, Retrieved from ThinkwithGoogle, July 2016, at March 05 2024, < https://www.thinkwithgoogle.com/consumer-insights/youtube-stars-influence/>*

Graph 1.3 : Number of YouTube users (Statista, 2024)
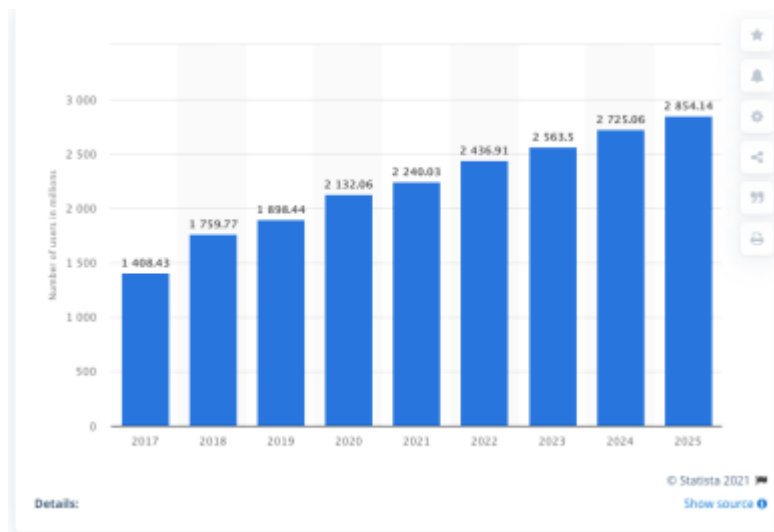
Source : https// YouTube : nombre d'utilisateurs actifs 2017-2025 | Statista/ (Accessed on 20/03/2024 at 09.00 PM)

1.5.3 Instagram :

Instagram is an online photo and video sharing service that was launched in 2010 by Mike Krieger and Kevin Systrom. After it gained some traction, Facebook adopted it in 2012, and it currently has about 2,5 billion active members.

Instagram's all-visual design makes it a highly effective social media channel and service for any marketing brand. Customers respond far better to visual materials since people prefer to remember visual information more readily than written stuff. For this reason, it's a useful marketing tool. Since its inception, Instagram has cultivated a space where users can share images and videos, fostering a culture of creative expression and storytelling through visuals. The platform's array of features, including Stories, IGTV, and Reels. Its been modified and became a great choice for companies. On top, it shows how important it is for a brand to first be present on the platform because 90% of accounts follow at least one business on it. As we can see, Instagram is developing the platform to be more accessible to brands and companies wanting to do marketing strategies with it. They offer multiple possibilities, from getting real-time metrics to adding information about their company and getting insights on how followers interact with their posts. They allow brands to do advertising once they've got a business account : it could be sponsored stories, pictures and videos and in multiple tabs of the platform.

It's even possible to personalize very precisely your target through Instagram from location to behaviours and interests.

Instagram is becoming well-known to be the most popular platform for influencer marketing, worldwide. A study by Mediakix shows that 89% of people surveyed think it is the most strategically important social platform to run an influencer campaign[15].

Graph 1.4 : Number of Instagram users (Statista, 2024)
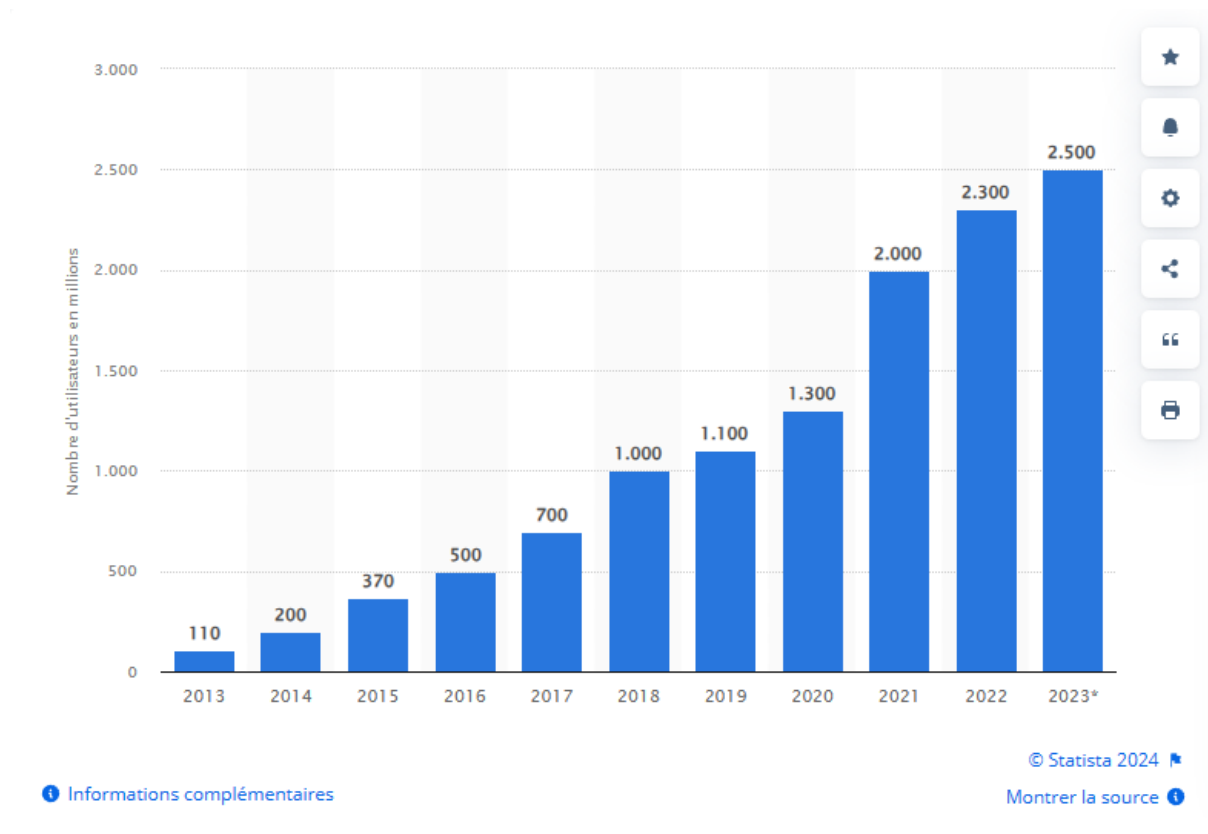
Source : https// Instagram : nombre d'utilisateurs Monde 2023 | Statista/ **(20/03/2024 at 09.00 PM)**

1.5.4 Twitter (X) :

In 2006, Jack Dorsey, Biz Stone, Evan Williams, and Noah Glass founded Twitter. Twitter is an effective tool for publishing, networking, listening, and research.

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[15]*Mediakix, Influencer Marketing : Key statistics from our influencer Marketing survey, 2019, Retrieved March 05 2024 from < https://www.mediakix.com/influencer-marketing-resources/influencer-marketing-industry-statistics-survey-benchmarks />*

A lot of businesses use Twitter to greet and prime the ground for networking and engagement. Every day, there are around 300 million active users. [16]

Tweeting about their goods and services is a common practice for businesses. When it's necessary to set up unwanted news conferences or handle certain hot topics immediately, Twitter is a popular technique to use. People from a variety of backgrounds and organizations use Twitter extensively because of its brief messages, which are simple to read and reply to, and they save time. Twitter users typically read the "tweet" message, take it to heart, and then scroll on.[17]

Early studies on Twitter utilization highlighted customers energetic engagement with branded content material, as they often retweet such content material throughout their networks. The myriad of conversations and reviews exchanged among corporations and customers on Twitter firmly set up it as a powerful communique device. Customers regularly switch to Twitter for set off decision of product or service-associated issues, who prefer it over conventional channels because of its consumer-pleasant interface, speed, and perceived shortcomings of traditional customer support avenues.[18]

1,5.5 LinkedIn :

LinkedIn is an American platform centered on professional networking and employment. Launched in 2003, it has come to be the most important professional network worldwide. LinkedIn pursuits to offer opportunities for workers globally by way of allowing connections amongst professionals around the world. These days, LinkedIn is such a strong and well-liked network that all job seekers need to have a profile there. It is a social networking site designed to help employers and job seekers. For users who have registered, it serves as an online resume and has additional features.[19]

Unlike platforms focused on product promotion, LinkedIn mainly serves as a hub for recruitment and organizational promotion, facilitating verbal exchange with cutting-edge personnel and ability candidates. Companies can create committed pages corresponding to

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[16] *Coles (L), Op.cit., P81.*
[17] *Coles (L), Op.cit., P82.*
[18] *Pozza Dalla, et al. "Tweeting for Service : Twitter as a Communication Channel for Customer Service." Maximizing Commerce and Marketing Strategies through Micro-Blogging, edited by Janée N. Burkhalter and Natalie T. Wood, IGI Global, 2015, pp. 111-129.*
[19] *Bradford, (L). (2020, February 24), 8 Tips for Optimizing LinkedIn in Your Job Search. Retrieved in March 06 2024, from <https://www.thebalancecareers.com/job-searching-with-linkedin-2072054>*

Facebook profiles on LinkedIn, showcasing enterprise details, process opportunities, and skills discovery. The platform's expert orientation is clear in its established organization description fields that permit complete product/carrier lists, characteristic specifications.

1.5.6 Pinterest :

Founded in 2009, Pinterest operates as a bookmarking web website online wherein customers can 'pin' web sites and content material, subsequently 'repining' it to their customized boards. This platform enables the importing of content material from diverse gadgets or immediately saving objects from web sites, fostering a various variety of consumer-generated content material. Notably, Pinterest boasts a predominantly woman consumer base, with over eighty-one percentage of registered customers being women.[20]

From a marketer's perspective, Pinterest serves as a useful vacation spot for customers to discover and compare distinctive brands. It may be described as "a social networking website online wherein any internet picture or non-public virtual picture may be posted ('pinned') to a virtual scrapbook, wherein it may then be considered with the aid of using the public. What distinguishes Pinterest is its emphasis on visible content material sharing, contrasting with text-centric systems. Users have interaction with Pinterest as a digital pinboard, sharing visually fascinating images, bookmarking ideas, and fostering conversations. The platform's specific function of 'repining' allows customers to reshare content material, similar to retweeting on Twitter or sharing posts on Facebook. This characteristic, coupled with the prolonged lifespan of content material on Pinterest, makes it an appealing hub for emblem advertisers, on line retailers, bloggers, and internet site owners. Images and content material shared on Pinterest generally tend to have an extended shelf life, riding sustained visitors to related merchandise or web sites till they're removed.

1.5.7 Tiktok :

Although TikTok is young as a social platform, it is quickly gaining ground on its competitors such as Facebook, Instagram and Snapchat particularly resonating with Gen Z users. Central to TikTok is its music-centric nature that has allowed artists to launch their career outside the traditional path. The songs go viral and are used for multiple challenges before being skyrocketed to the top of the charts. On top of this, the social platform is the new platform

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[20] *Salman (A), (January 10, 2024), Pinterest by the numbers : Stats, Demographics & Fun Facts, Retrieved in March 06 2024, from < https://www.51 Pinterest Statistics You Need to Know in 2024 - Omnicore Agency />*

creating influencers, turning regular users into successful and viral influencers. Moreover, different insights on TikTok show how important it can be as a marketing tool, especially to reach the younger generations, which, as said before, are more difficult to reach in terms of marketing, they also are more critical of the content, they are looking for authenticity more than any generation. The social platform is particularly interesting for marketers because it attracts younger consumers, and those younger consumers are more receptive to a specific type of marketing communication: influencer marketing.[21]Concerning the authenticity, TikTok has been known for this, brands have to let the influencer the complete control over the content because TikTokers, as they are called, know their audience and know how to reach them in a way that stays in line with their typical content.

1.6 social media marketing Strategy :

Social media has transformed everything in the fast-paced world of digital marketing from client interactions to the attitude of business toward consumer communication. Businesses must use social networking services to communicate, network, and build relationships with clients. Social media marketing channels provide numerous possibilities to interact with customers, strengthen relationships and manufacture brand loyalty.

Businesses may promote their brand and interact with customers using a variety of channels, including Facebook, Instagram, Pinterest, LinkedIn, Twitter, and many more. A strategic approach to social media marketing (SMM), wherein companies leverage the power of digital platforms to build brand recognition, create consumer loyalty, and ultimately achieve their marketing objectives, has become necessary due to this changing landscape.

1.6.1 Situation analysis :

The initial phase of the social media marketing strategy is situation analysis. It will respond to the question, "Where are we now ?" The firm can specify its goals and direction by examining the current state of circumstances. Situation analysis is an essential foundational task as it will help in determining what has to be done. Defining strategies and actions becomes easier when a business is conscious about its resources, competitors, and customers.

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[21] *Michael Haenlein, "Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co, California Management Review 63(1), 2020, P 07.*

Analysis of a situation includes into account both external and internal aspects. SWOT, competitor, and customers analyses are additionally included in the situation analysis.[22]

Customer analysis is a method to discover more about customer needs and decision-making through using pertinent data, such as their demographics or buying habits. Finding the basis for your client profile and learning how the company may use it in marketing campaigns are the main objectives. Businesses may improve marketing campaigns, increase customer retention, and produce more individualized content by using customer analysis. Customer analysis is more detailed on social media. Who stands to target the audience, for instance? The answer to the why question refers to the format and content and what the viewers desire to see. Instead, how applies to the platform, as well as when and how frequently.[23]

The company can determine the strengths and weaknesses of its competitors by identifying and analysing them. Additionally, by benchmarking competitors, the company can keep the business station and improve its strategy. Companies need to be informed of their competitors. Analyses of competitor companies' social media platforms, content, customer base, services, and tactics are all possible. Benchmarking is a part of competitor analysis that involves analyzing the positive and negative aspects of both the company and the competitor in question.[24]

A SWOT analysis assesses the general strengths (S), opportunities (O), threats (T), and weaknesses (W) of the business. The goal is to pinpoint the essential components of marketing. Grouping internal and external aspects helps a business identify opportunities and get ready for risks. One of the most important phases of planning is SWOT analysis, which serves as the foundation for developing goals and tactics.[25]

McDonald claims that a lot of businesses include unimportant information in their SWOT analyses. He advises businesses to schedule time for appropriate analysis using the right processes to guarantee positive results.[26]

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[22] *Chaffey (D), Smith (P.R), Digital Marketing Excellence : Planning, Optimizing and Integrating Online Marketing, Fifth edition. London : Taylor & Francis Group, 2016, P 562-563.*
[23] *Chaffey (D), Smith (P.R), Op.cit., P287.*
[24] *Chaffey (D), Smith (P.R), Op.cit., P566.*
[25] *Payne(A), et al, Marketing Plans for Services : A Complete Guide. Third edition, John Wiley & Sons, Incorporated, United Kingdom, 2011, P 48-171-174.*
[26] *McDonald(M), Malcolm McDonald on Marketing Planning : Understanding Marketing Plans and Strategy, Kogan Page Limited, London, 2016, P105-107.*

Figure1.4 Guidelines for better SWOT analysis

Strengths

- It can create value for the organization
- It is unique
- It is inimitable
- It is lasting

Weaknesses

- It is meaningful to the customer
- It is unique
- It is difficult to fix

Opportunities

- It is large
- It is accessible
- It is lasting

Threats

- It is significant
- It is lasting

Source : McDonald(M), Malcolm McDonald on Marketing Planning : Understanding Marketing Plans and Strategy, Kogan Page Limited, London, 2016, P107.

Comment : The image presents a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, which is a strategic planning technique used to evaluate an organization's competitive position and develop appropriate strategies. The four quadrants list potential internal strengths and weaknesses, as well as external opportunities and threats facing the organization or its offerings.

1.6.2 Social Media Marketing Goals :

Setting specific goals for the company to pursue is a crucial step that businesses should take into consideration before starting the Social Media Marketing process. Without a doubt, these goals vary from company to company, and every company has a unique strategy for utilizing social media for marketing. Marketers should keep in mind that while creating goals, digital objectives should represent the acronym SMART. This acronym stands for Smart, Measurable, Achievable, Realistic and Timely. [27]

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[27] Weinberg (T), The new community rules : Marketing on the social web. Beijing : O'Reilly, 2009, P 54.

First, we have brand awareness which is about making the brand relevant to potential customers. This involves regularly publishing material that responds to requests from customers and develops a relationship between the seller and the buyer.[28]

Then, According to Social Media Today, companies that interact with and answer customer service concerns on social media see an increase in consumer spending of 20% to 40%. Online customer communication is essential since it makes it possible to learn what customers think of the company and quickly reply to comments. Businesses that engage in active communication with their customers build brand loyalty and establish lasting relationships with them. Also, social media gives businesses the chance to instantly communicate brand loyalty to a large audience, which could boost their reputation. In the past, the groups relied on word of mouth. These days, one may receive a discount or a free coffee at their favorite restaurant by sharing a photo of the food there. As a result, the consumer feels connected and the brand's reputation rises.

Finally, the common goal of businesses is to use social media to create leads and sales. But it's important to set aside time for the first four goals in order to accomplish this one. Social Networks allows businesses to interact with customers on a personal and professional level and create engagement.

1.6.3 Determination of marketing strategies and tactics :

Once the best strategy for achieving goals has been selected, it's time to consider how to get there. Choosing a strategy requires thinking through how to achieve the goals. Although the strategy is the smallest section of the plan, it is the most crucial as it leads the tactics. Detailed strategies are called tactics.

One in five small company companies do not have a social media strategy. That is a negative tendency as businesses without a social media marketing plan are less competitive in the world of social media. As a result, developing a social media marketing plan is an important and crucial start.

It is beneficial to discuss the strategy's small components since it represents the bigger picture. Nine strategic elements should thus be taken into account. TOPPP SEED is the name of the strategic component, which is a tool for developing a strategy for marketing on social

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[28] *Levinson (J.C), Levinson(J), Guerrilla marketing remix. Irvine, CA : Entrepreneur Press, 2011, P213.*

media. Target markets, objectives, positioning, process, partnerships, sequencing or stages, experience, engagement, and data are the nine components of TOPPP SEED. Not using them all, or even using them in the same order, is the goal. Rather, it assists a marketer in creating a transparent marketing strategy.

Choosing the main goal or purpose and the platform to focus on is the social media strategy. Consider how social media supports the target customer's journey through the buying process while developing your tactics. Finally, determine if the approach will involve any partners or influencers.

After the company has decided on its Social Media Strategy, which matches its objectives, it is vital to plan carefully what needs to be done in order to meet the goals. In order to achieve its full marketing potential, an organization has to fulfill the basic marketing requirements.[29]

When selecting their strategies, small business owners should base their decisions on the hierarchy shown below (Figure 3.2):

Figure 1.5 : Hierarchy of Social Media Marketing tool viewpoint.

Source : Jantsch(J), Duct tape marketing : The world's most practical small business marketing guide. Nashville, 2011, P08.

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[29] *Zarrella(D), The Social Media Marketing Book, O'Reilly Media, 2010, P78*

Blogging is the pyramid's base. When a company initially starts using social media marketing, they should read, comment on, and create blogs. Content may be developed, repurposed, and reproduced with the help of RSS, which refers to content filtering and aggregation. The model's second section, Social Search, is crucial for small businesses these days as it focuses on fostering and maintaining a positive reputation via engagement. Engaging in social bookmarking and content tagging promotes the opening of new channels for the business. It also has the potential to generate more search traffic, but it requires effort.

Social networks are a key component of the system. Social media platforms are helpful for small businesses that aim to make money from potential clients on Facebook, Instagram, and other platforms. To benefit from those networks, businesses must invest a lot of time and energy into understanding them and exchanging material on a regular basis. The final section of the model concerns micro-social networks, which include Twitter and other real-time communication platforms. This component, which is at the summit of a pyramid, is crucial to today's corporate environment. [30]

According to Jantsch, different instance companies require different ways for achieving Social Media Marketing objectives, even though the process is universal. For example, some firms have to begin with a Facebook page, while others initially require a Twitter account. According to the study, small businesses must understand precisely how to respond at every stage of the social marketing process. Only in that circumstance would the process succeed.

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[30]*Jantsch(J), Duct tape marketing : The world's most practical small business marketing guide. Nashville, 201P23-26..*

Figure 1.6. Hierarchy of Social Media Marketing Objectives viewpoint.
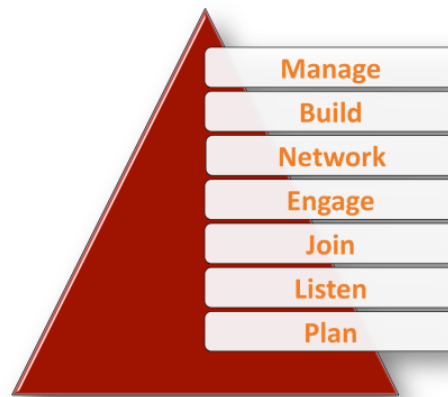
Source : Jantsch(J), Duct tape marketing : The world's most practical small business marketing guide. Nashville, 2011, P57.

Section 2 : Traffic conversion.

Nowadays digital channels have opened opportunities for many companies globally to reach more audiences and make benefits out of barely anything. Although, many organizations still struggle within this digital limits to make the most of this availibility.

In this booming digital market, organizations of all areas have to show the precision is marketing their product to an online audience. Hence, they not only need to employ every means possible to convert their clicks into sales but also focus on the customer's demands and desires to increase the return laid on investment in digital marketing. Traffic on its alone is insufficient. The main objective is not to increase internet traffic for the organization. The secret is to turn traffic into sales or signups.

In this section, we shall discuss about digital marketing and traffic conversion. What do we mean when there's a discourse about traffic conversion? Why is traffic conversion of utmost importance to business, particularly online? What factors contribute to successful or unsuccessful conversion, beyond social media, and what are its interpretations? What can businesses practically do to enhance conversion rates?

2.1 Traffic conversion in the digital landscape:

Today, in the digital age, companies need to meet high levels of traffic conversion efficiency in order to convert as many website visitors as possible into desired activities, be it leads or purchases, or most frequently, both. However, achieving high conversion is extremely challenging due to the continuing transformation of the digital market, bold customer journey maps, constantly diversifying traffic sources and a relatively stable shift in consumer behavior. [31]In this regard, the prospect of creating strategies that bypass the importance factors of the current environment affects the business on a limited-term scale.

2.1.1 Definition of traffic conversion :

Transforming "traffic," or potential customers, into real purchases is known as traffic conversion. It includes convincing customers who visit a store, internet, or other commercial location to make a purchase. To maximize user conversion rates, corporations use a variety of procedures, which includes appealing merchandise, a success advertising and marketing, and a seamless user experience. In order to optimize client interactions, increase income, and increase earnings, businesses need to constantly monitor and improve these rates. This will subsequently make contributions to the general success of the retail business.

In simpler terms, traffic conversion is the art of turning curious window-shoppers into loyal customers. It's about understanding your audience, optimizing your retail space (physical or digital), and guiding them seamlessly towards the "Buy Now" button.[32]

2.1.2 The difference between macro-conversions and micro-conversions :

The major aim as a business is to get clients to perform an activity that is known as a macro-conversion. A sale is often a macro-conversion in e-commerce. But depending on how the firm is set up, it may also be an event sign up or a new community registration. It is the part where clients either pay now or commit to use the service and make payments later. To explain it

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[31] *Saleh (KH), Shukairy(A), Conversion Optimization : The art and science of converting prospects to consumers, O'Reilly, USA, 2011, P02.*

[32] *IndianRetailer, What's traffic conversion in retail : Explained, 2019, Retrieved April 15 2024 from < What is Traffic Conversion? Explained - Indian Retailer*

simply Macro conversions are the ultimate conversion goals that directly impact the bottom line, such as making a purchase, submitting a lead form, or signing up for a paid subscription.[33]

Micro conversions are smaller, intermediate steps that a visitor takes towards the ultimate macro conversion, such as downloading a whitepaper, watching a video, or signing up for a newsletter.[34] The main difference is that micro conversions are small initiatives that signify engagement and progress toward the macro conversion objective, while macro conversions are the main desired actions that instantly result in income or lead creation.

Micro-conversions are the tiny wins for business that indicate a user has the potential to convert to a macro-conversion in the future. It's time to get a user to start doing business by nurturing them once they accomplish a micro-conversion.

The following are typical KPIs that companies regularly track for both micro- and macro-conversions:

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[33] *Ash(T), Ginty(M), Page(R), Landing page optimization: the definitive guide to testing turning for conversions, John Wiley & Sons, Indiana, 2012, P33-34.*
[34] *Saleh (KH), Shukairy(A), Op.cit., P 27.*

Figure1.7 Macro Vs Micro conversion

Macro-conversions	Micro-conversions
Making a purchase	Interacting with a TikTok video
	Downloading product information
	Entering card information
Completing a registration or sign-up process	Landing on the registration page
	Starting to fill out the form
	Verifying contact information
Subscribing to a service	Taking a free trial
	Reading terms and conditions
	Requesting more information

Source : htttps:// www.hotjar.com/ecommerce/glossary/micro-macro-conversions/ (1/05/2024 at 11 :30 AM).

For all of these reasons, it's essential for companies to track and enhance both macro and micro conversions in order to understand the entire client experience and identify points where they can improve across the conversion funnel.

2.2 Factors influencing traffic conversion:

The knowledge of the factors that affect conversion rates is critical in today's digital age, because businesses strive to maximize their marketing investments. Conversion rates are impacted by a wide range of interrelated internal and external factors.

2.2.1 Internal factors :

Internal factors are those that a company can control; they include trust signals, content quality, website design and user experience. These elements when not optimized can lead to

potential target customers dropping out of the process at various stages resulting in a conversion funnel leakage[35].

a. **Design and user experience (UX):**

The success of a digital platform is greatly influenced by the design and of its user experience (UX), and it is one of the most important metrics that captures this influence is the conversion rate. The conversion rates can have a big impact through a well-designed design that allows smooth and engaging user experience that would move clients to act.

The moment a user lands to a website or app, their first impact is shaped with the aid of the design and format. A clean, visually attractive layout instills trust and credibility in customers. A properly-designed website or app communicates professionalism, which could cause higher agree with ranges and, consequently, increased conversion. Clear branding, intuitive navigation, and extraordinary visuals create a high quality preliminary enjoy that encourages customers to discover further and interact with the content.

In modern-day digital age, user experience is greater crucial than ever. With such a lot of web sites and products vying for client's attention, it is essential for companies to create a fine and seamless experience for their customers if it want to stick out from the crowd. A poor user experience can speedy flip customers away, ensuing in misplaced possibilities for conversions and income.[36] Furthermore, user experience has turn out to be even extra important with the proliferation of mobile devices. It may be tougher to provide a fulfilling user experience on account that humans are utilizing smaller screens and much less bandwidth to access websites and products. In addition, clients now demand a high trendy of user experience from websites and products because of the fierce competition for their online attention. Increased loyalty and ordinary enterprise can result from a high quality and easy user experience that fosters agree with and forges a sturdy bond with the consumer.

In conclusion, for companies hoping to prosper online in the present day virtual era, consumer enjoy in is vital. Through handing over a clean and fun user experience, companies might also increase conversion rates, build trust, and establish a strong relationship with their customers.

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[35] *Ash(T), Ginty(M), Page(R), Op.cit., P 22.*
[36] *Abmatic AI, The impact of user experience on conversion rate, November 18 2023, Retrieved April 15 2024 from < The impact of user experience on conversion rate (abmatic.ai)>*

b. **Content Quality and Relevance :**

According to Bryan Eisenberg and Jeffrey Eisenberg Content is king, it's quality and relevance are critical in establishing trust, addressing customer desires, and guiding traffic via the conversion funnel. high-excellent, informative, and engaging content material can effectively talk the communicate proposition, alleviate concerns, and convince traffic to take the desired action.[37] Visitors are more likely to trust the brand and become consumers if the business offers useful, accurate, and reliable information. On the other side, users are likely to rapidly lose interest and visit another website if their content is full of out-of-date or wrong information, or if it looks spammy or unreliable. As Guo et al. (2012) highlight in their study on consumer satisfaction towards online shopping, "Content quality and relevance are crucial factors in building trust and influencing purchase intentions among online consumers"[38]

Companies need a content that's concise and clear, This implies that it ought to communicate its information in a clear, understandable way. Instead of digging through pages of long content, customers should be able to rapidly understand what the company offers and what makes it unique. Another powerful method for getting people's interest is visual content. Visual material, which ranges from attractive images and graphics to captivating videos and animations, can convey thoughts in a manner that words alone simply can not. This can be in particular important in sectors like fashion, and home décor in which goods and services are difficult to describe or recognise in words alone. Businesses can also eventually enhance the probability of turning users into customers via along with visually attractive and relevant content.

In the other hand, Content is not king when it exists simply for its own sake, or when it attracts unqualified traffic that isn't interested in making a purchase, or when it undermines sales process, or when it adds distracting layers that impede prospect's momentum toward becoming a buyer. [39]

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[37] *Eisenberg (B), Eisenberg (J), Call to Action: Secret Formulas to Improve Online Results, Thomas Nelson Inc, Nashville, 2005, P75*

[38] *Guo (X), Ling (K.C), Liu(M), Evaluating factors influencing consumer satisfaction towards online shopping in China. Asian Social Science, 8(13), P 41.*

[39] *Eisenberg (B), Eisenberg (J), Op.cit., P 76.*

c. **Usability and Friction Reduction :**

Friction is defined as any obstacle or delay that restricts a potential client from appearing a wanted action, consisting of registering, initiating a purchase, or subscribing to a e-newsletter. The percent of visitors who complete the supposed interest is known as the conversion rate, and friction could have a negative effect on it. There are numerous matters that could purpose friction, which include poor design, unclear navigation, and lack of trust.

Reducing friction and optimizing the consumer experience via stepped forward usability can have a huge effect on traffic conversion. Usability encompasses elements including ease of navigation, clean call to action (CTA) placement, and streamlined checkout approaches.

By figuring out and addressing usability troubles and decreasing friction factors, companies can create a seamless and exciting user enjoy, growing the probability of visitors completing the favored actions.

2.2.2 External factors :

External factors beyond company's manage can drastically have an effect on traffic conversion charges. From psychological and behavioral insights to marketplace dynamics and technological advancements, these outside factors shape purchaser behavior, alternatives, and expectancies. Failure to account for these factors can undermine conversion optimization efforts, while leveraging their potential can liberate new opportunities for riding conversions.

a. **Psychological and Behavioural Insights :**

In today's fast-paced digital landscape, organizations are continuously in search of modern techniques to reinforce conversions and drive income. Amidst this pursuit, the mixing of behavioural economics has emerged as a powerful tool. Understanding the psychology in the back of consumer behaviour can drastically impact the manner groups market their products or services.

Unlike traditional economic theory, which assumes humans always make rational decisions, behavioural economics recognises that emotions, cognitive biases, and social influences play a significant role in shaping our choices.[40]

One of the key principles in behavioural economics is anchoring, in which clients depend closely on the primary piece of statistics encountered while making choices. Businesses can strategically set higher initial prices and offer discounts to anchor the perception of value, increasing customer likelihood to make a purchase.

There is also the principle of scarcity which can create a feel of urgency and compel customers to behave by highlighting restrained availability or time-sensitive offers. It's one of the most potent motivators in client decision-making. the fear of missing out (FOMO), an anxiety that is tapped into by restrained-time offers and low-stock indicators, which intensify the experience of urgency. Businesses can encourage reluctant customers to behave quick by means of emphasizing a service or product's scarcity, which could increase conversions. As Cialdini, explains in his book "Influence : The Psychology of Persuasion," scarcity is a powerful psychological trigger that can increase the perceived value of an offering and drive action.[41]

Another psychological phenomenon which is social proof wherein humans conform to the moves of others below the assumption that the ones moves are reflective of the precise behaviour. Businesses can leverage social proof through patron testimonials, evaluations, and consumer-generated content material. Positive comments from satisfied customers creates consider and encourages capability shoppers to comply with in shape.

b. **Market and Industry factors :**

External factors including marketplace tendencies, industry dynamics, and competitive landscapes can also impact conversion prices. Understanding the competitive landscape and positioning your offering effectively is crucial for capturing the attention of potential customers and driving conversions[42].

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[40] *Reflectdigital, Leveraging behavioral economics to drive conversions and sales, , Retrieved April 15 2024 from < Leveraging Behavioral Economics to Drive Conversions and Sales | Reflect Digital>*

[41] *Cialdini (R.B), Influence: The psychology of persuasion, Harper Business, 2009, P238*

[42] *Kingsnorth (S), Digital Marketing Strategy : An Integrated Approach to Online Marketing, Kogan page limited, USA, 2016, P97.*

Additionally, industry-unique guidelines, compliance necessities, or client attitudes can affect the conversion manner.

c. <u>Technological advancements :</u>

The rapid pace of technological improvements can also influence conversion rates. The upward push of mobile gadgets, voice assistants, and rising technologies like augmented truth (AR) and virtual reality (VR) can also necessitate adaptations in user reviews and conversion funnels. As highlighted by Ash et al, in "Landing Page Optimization : The Definitive Guide," optimizing for mobile experiences is critical, as mobile traffic continues to grow, and poor mobile experiences can lead to significant conversion rate drops.[43] Additionally, emerging technology like AR and VR offer new possibilities for immersive and interactive reviews that would probably improve conversion rates.

Businesses may create more compelling conversion strategies that connect with their target audience, keep ahead of industry trends, and use technology innovations to improve the conversion process by comprehending and addressing these external elements

2.3 <u>Traffic conversion funnel:</u>

2.3.1 <u>Definition :</u>

The traffic conversion funnel, often referred to as the marketing funnel or conversion funnel, is a conceptual model that illustrates the steps a prospective client must take from first awareness to final conversion while interacting with a business. [44]

An evaluate of the customer's journey is provided via a conversion funnel. The visitor's adventure starts offevolved after they come upon the brand or a specific product, and it concludes when they give up or "convert" right into a buyer.[45]

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[43] Ash(T), Ginty(M), Page(R), Op.cit., P 178.
[44] Eisenberg (B), Eisenberg (J), Op.cit., P 46.
[45] What is the conversion funnel the complete guide, May 10 2024 from < What is a Conversion Funnel ? The Guide to Every Stage | Fullstory >

Figure 1.8 Conversion Funnel.
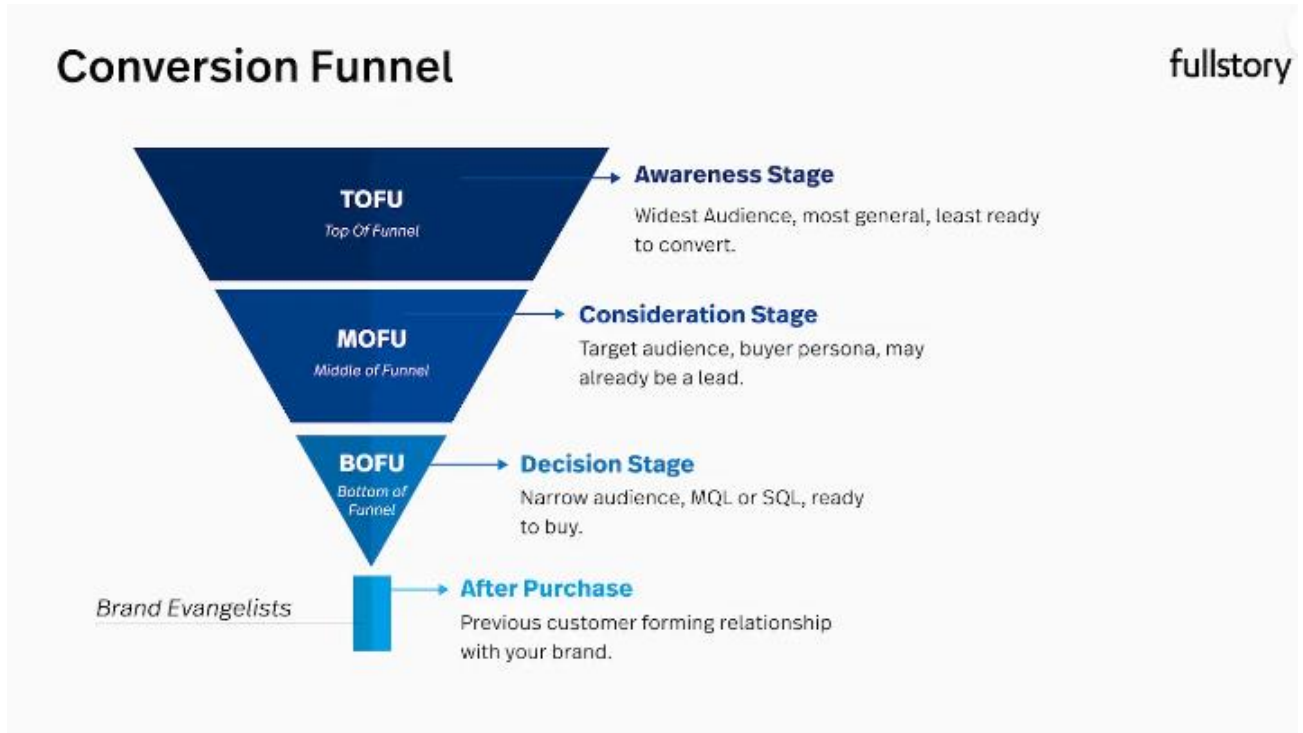
Source : htttps:// [What is a Conversion Funnel ? The Guide to Every Stage | Fullstory](#) /
(10/05/2024 at 10 :00 AM).

The "top-of-funnel" (or "TOFU") is the broadest area of the funnel. Every company, as for instance, should anticipate receiving a higher number of website visitors than real, paying consumers through its internet conversion funnel. The majority of the stages of the consumer experience are included in the "middle-of-funnel," or "MOFU." The point at which a visitor to the funnel transforms into a paying client is known as the "bottom-of-the-funnel" (or "BOFU"). Because the fewest people (for a number of reasons) reach this portion of the funnel, it is the narrowest.

Users start looking for brands or items at the top of the funnel. They may not know what they require or if a company is a good fit for their needs. A user or visitor examines whether to buy anything in the middle of the funnel. A customer either completes a transaction or, for whatever reason, exits the funnel at the bottom.

Figure 1.9 Funnel stages.
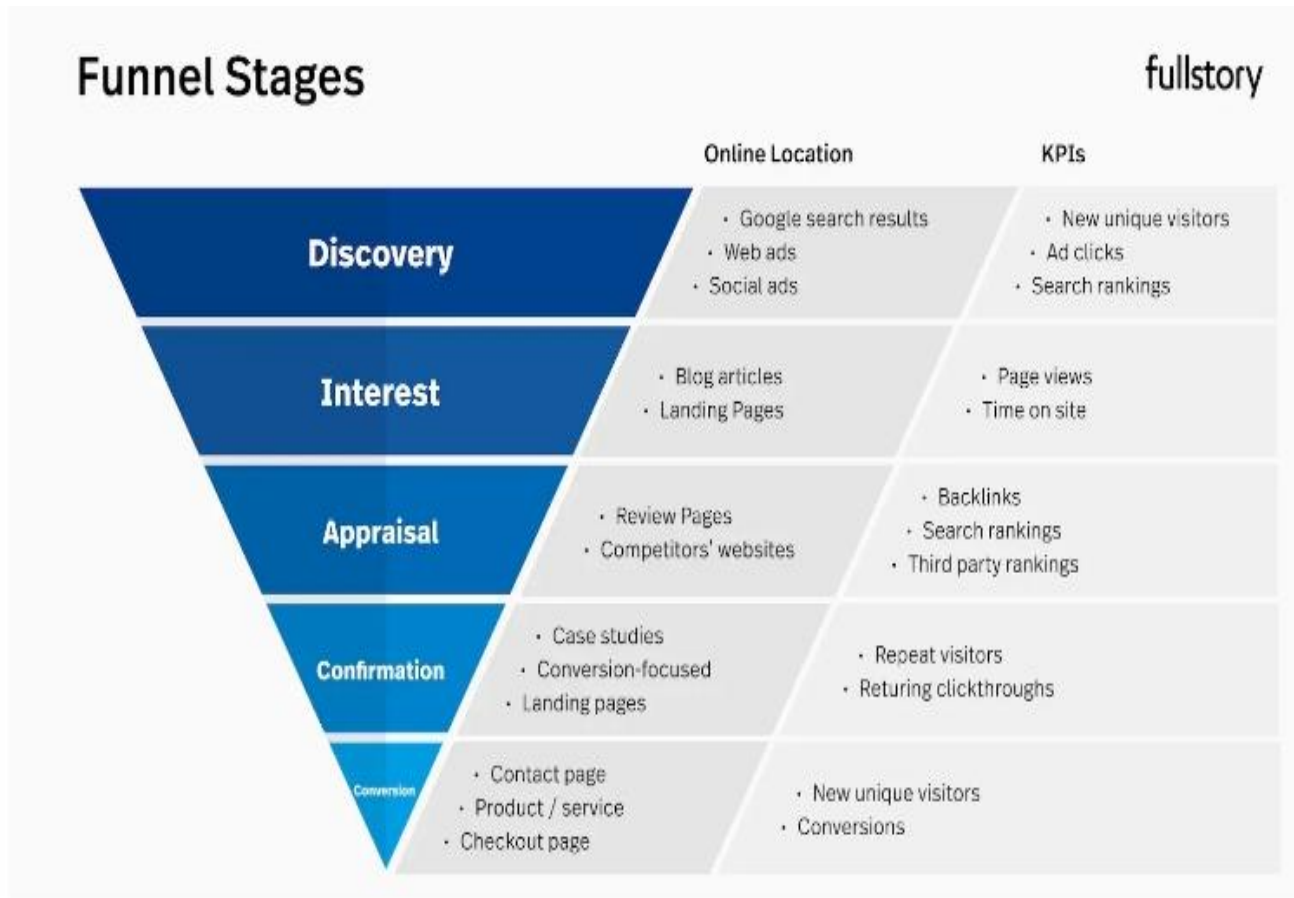
Source : htttps:// What is a Conversion Funnel ? The Guide to Every Stage | Fullstory **/**
(10/05/2024 at 10 :00 AM).

2.3.2 Importance of conversion funnel :

For several reasons, the conversion funnel is a crucial idea in conversion optimization and digital marketing. The first reason is Mapping customer journey, The conversion funnel provides a visual representation of the different stages a potential customer goes through, from initial awareness to eventual conversion[46], Businesses may use this mapping to higher apprehend the customer journey and find out touchpoints wherein they could have an effect on and direct potential clients along the sales funnel.

In addition, businesses can identify stages where they are losing a significant number of prospects, also known as "leaks" or bottlenecks, [47] This information allows them to concentrate their optimization efforts on the particular parts that are preventing conversions, boosting the

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[46] *Eisenberg (B), Eisenberg (J), Op.cit., P 47*
[47] *The Unbounce Conversion Benchmark Report, Unbounce, 2018, P 14.*

chances of success. Finally, motivations, and pain points of prospects at each stage of the funnel allows businesses to tailor their marketing messages, content, and strategies accordingly[48]. The target market may additionally reply more favorably to this tailor-made approach, so as to raise engagement and conversion rates.

2.3.3 The fundamental five elements of a conversion funnel:

Conversion funnels typically include five primary components. However, the number of phases in company's conversion funnel may vary based on the company. Nevertheless, in order to represent the entire buyer's journey, conversion funnels need to contain the following phases.

a. Awareness :

This is the top of the funnel, Awareness includes drawing customers to the brand or making your target audience members aware of the company. A company's marketing initiatives, reputational enhancements, or other strategies to increase brand recognition are used to draw in customers at the awareness stage.[49]

Figure 1.10 The awareness stage of the conversion funnel.
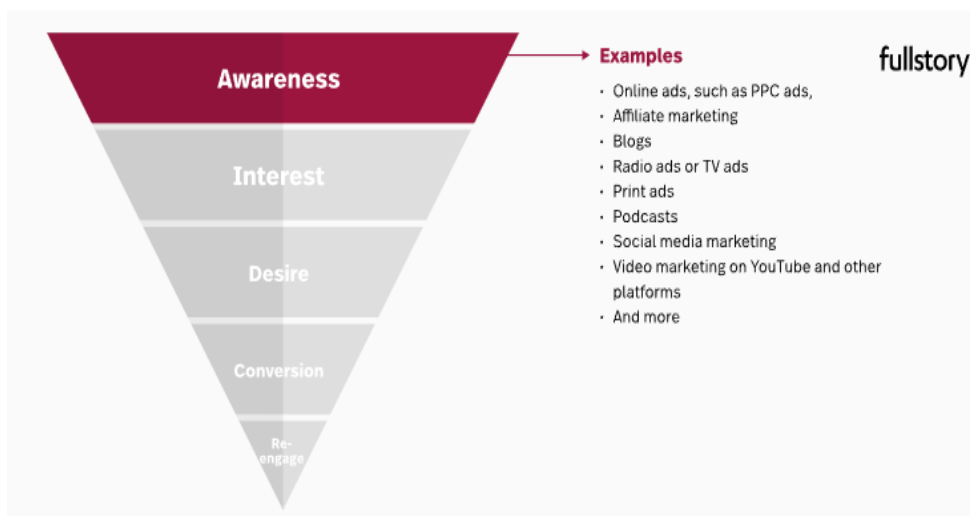
Source : htttps:// What is a Conversion Funnel ? The Guide to Every Stage | Fullstory /
(10/05/2024 at 10 :00 AM).

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[48] *Ash(T), Ginty(M), Page(R), Op.cit., P 29*
[49] *What is the conversion funnel the complete guide, May 10 2024 from < What is a Conversion Funnel ? The Guide to Every Stage | Fullstory >*

The effective execution of this step indicates that a visitor approaches the primary conversion touchpoint and enters the conversion funnel, regardless of the company's marketing strategy. It's crucial to remember, though, that potential clients may easily join the business's conversion funnel. If they determine they require a good or service, they can take this action.

b. <u>Interest :</u>

The next stage is considerably more crucial. Known as the "interest" or "consideration" phase, the company attempts to develop a relationship of trust and desire with prospects or leads at this time. For potential buyers, knowing that the company produces useful items is insufficient. They must select a brand from among all the rival businesses or brands in the industry in question.

Figure 1.11 The Interest stage of the conversion funnel.
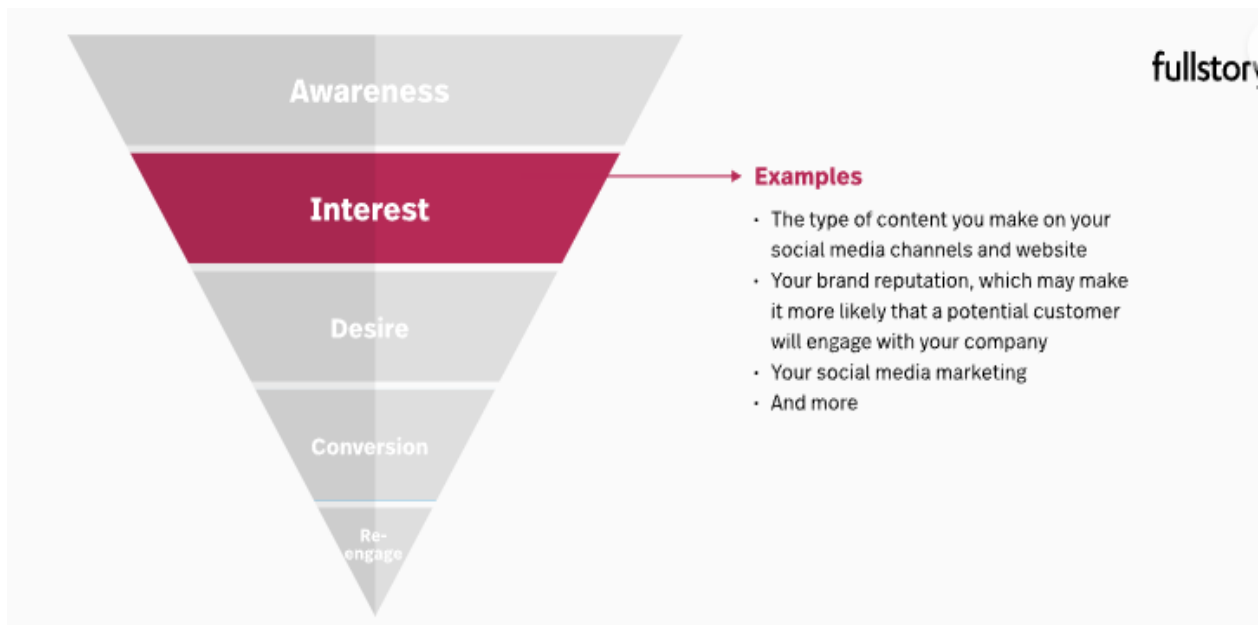
Source : htttps:// [What is a Conversion Funnel ? The Guide to Every Stage | Fullstory](#) / **(10/05/2024 at 10 :00 AM).**

Once more, anything related to the brand and its promotion may be involved. There shouldn't be any lead loss if the marketing is effective in attracting potential customers and moves them from the awareness stage to the interest stage.

c. <u>Desire :</u>

The company has to pique potential customers' curiosity and convince them to choose its product over that of competitors during the "desire" phase.

Figure 1.12 The Desire stage of the conversion funnel.
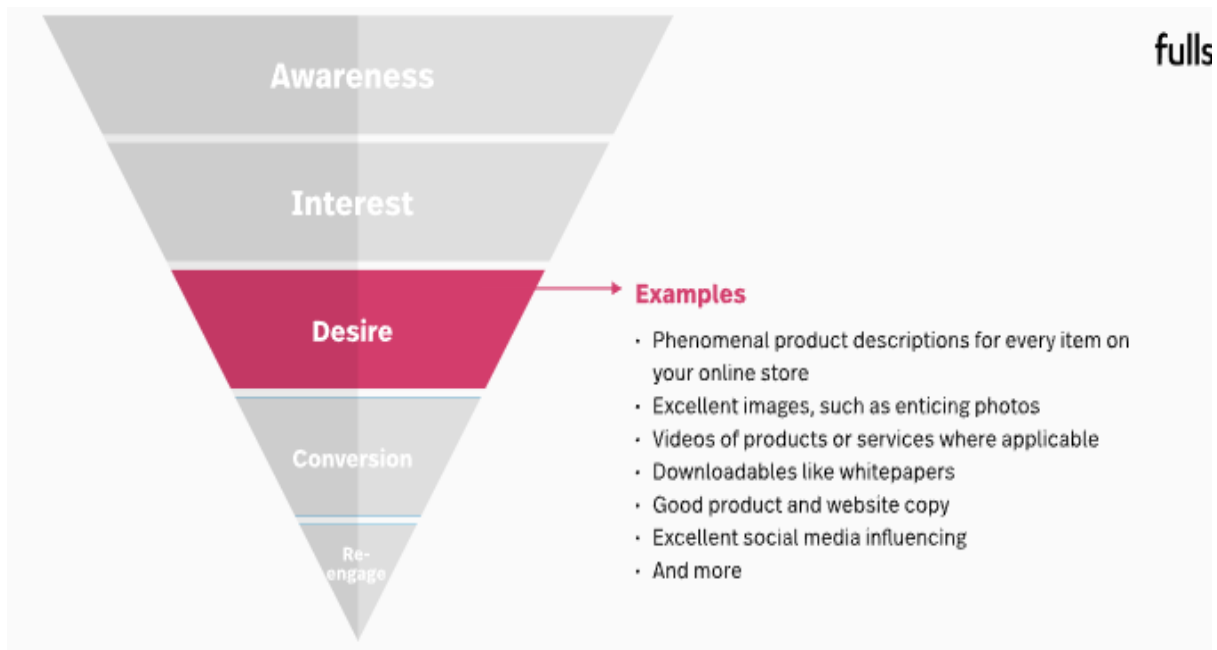
d. <u>Conversion :</u>

Action This is the conversion stage, where prospects complete the intended goal, such as making a purchase, submitting a lead form, or signing up for a service,[50] An offer to buy something, close a deal, or take any other action that will benefit the lead or visitor should be placed at the bottom of the sales funnel.

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[50] *Saleh (KH), Shukairy(A), Op.cit., P 40.*

Figure 1.13 The conversion stage of the conversion funnel.
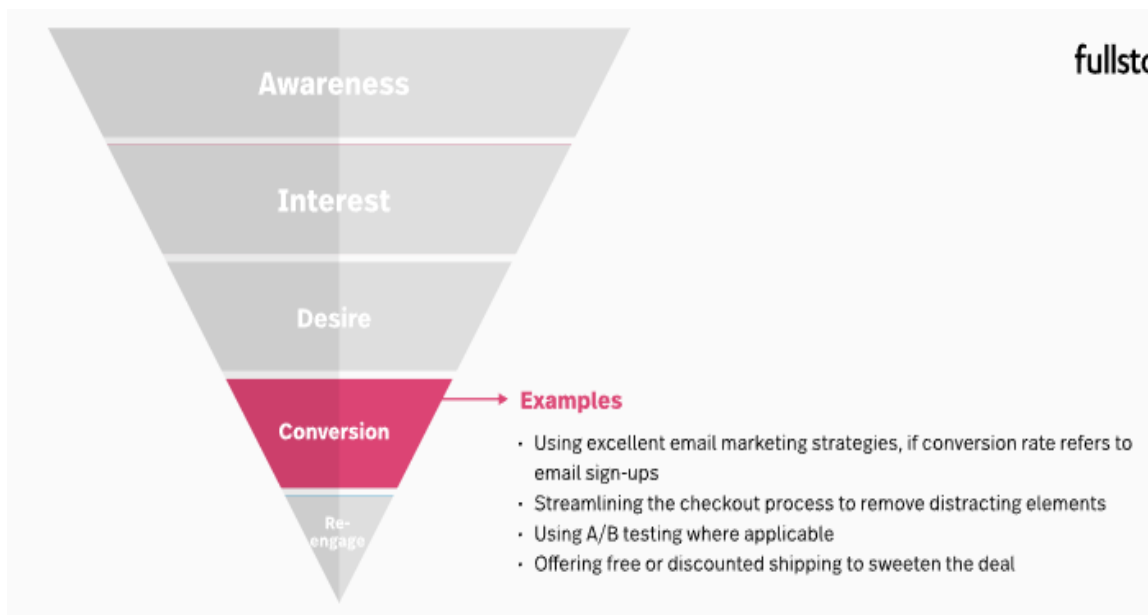
    e. <u>Re-engage :</u>

Re-engagement is the fifth and last step in a good conversion funnel, also known as loyalty stage, it's the stage where satisfied customers become loyal to the brand and potentially advocate for it, leading to further awareness and conversions.

However, keeping present clients is nearly always preferable than continuously seeking for new ones. Companies want their present clients to come back, stay subscribers, and purchase more goods. This raises each customer's customer lifetime value, or CLV, for the brand.

Better still, a consumer doesn't reenter at the top as they move farther down the conversion funnel. Rather, they skip ahead to the third or fourth stage of the buyer's journey as they are already familiar with and confident in the brand. A shorter time in the funnel increases the chance that each visitor will make another purchase.

Section 3 : Leveraging social media channels for traffic conversion.

Social media has end up into an vital device for corporations trying to engage with clients, increase internet site visitors, and enhance conversions. But so that it will clearly utilize these structures, brands need to take an organized approach as opposed to simply being present. This section explores techniques for the use of paid advertising and marketing, generating compelling content material, integrating social media with the conversion funnel, optimizing for conversions, and tracking effects. In contemporary converting surroundings, brands may additionally capture possibilities for customer loyalty, engagement, and conversion by using incorporating social media into their digital strategies.

3.1 Social Media channels as Traffic driver :

Social media channels have become an integral a part of cutting-edge virtual marketing techniques. With billions of lively users, those structures provide brands a sizeable playground to drive traffic, growth brand cognizance, and engage with their goal audiences.

3.1.1 The role of social media channels on traffic conversion :

Social media channels play a multifaceted role, offering various strategies and opportunities to reach, engage, and influence target audiences, ultimately guiding them towards desired actions.

a. Content promotion and distribution :

Distribution of content is the process of getting material in front of a target audience through owned, earned, and paid media, among other channels. Well-executed content distribution builds a strong online presence, generates leads and sales, and raises awareness of the company.

Figure 1.14 Content distribution channels.
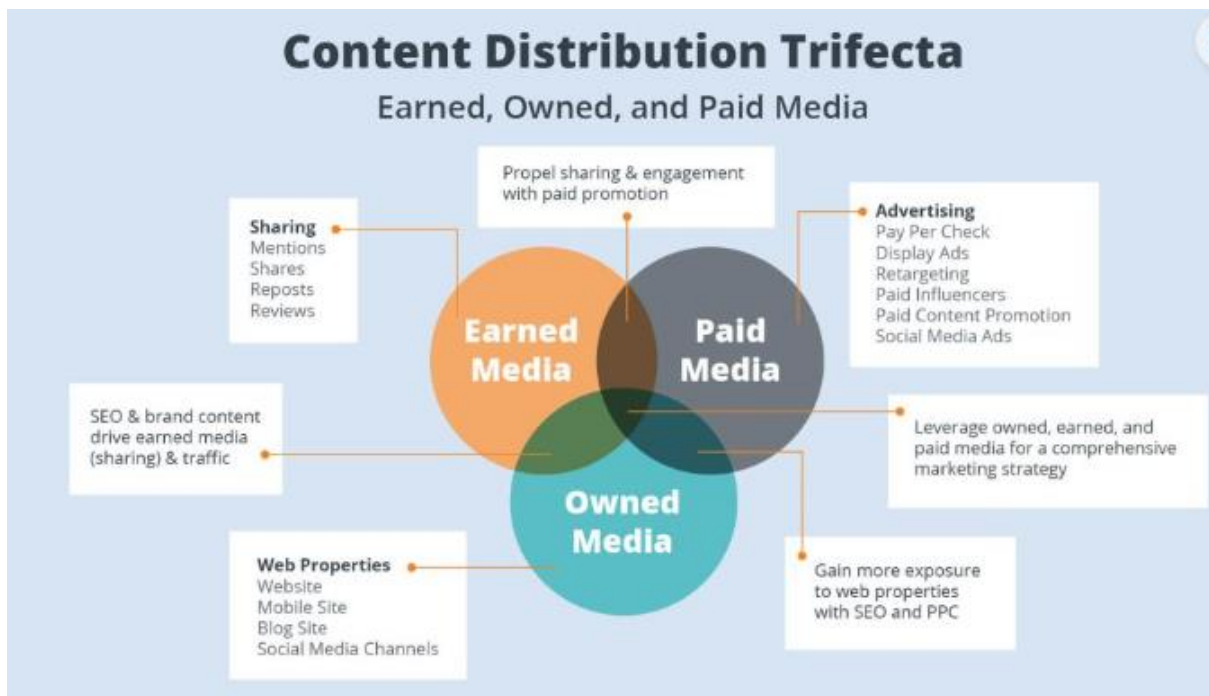
Social media platforms serve as powerful channels for businesses to promote and distribute compelling content to their target audiences[51], Businesses may also increase the opportunity of conversions via capturing attention, building brand recognition, and using visitors to their web sites or landing pages through the distribution of relevant and unique content that is customized to the pastimes of their audience.

b. Targeted advertising :

One of the key roles of social media channels is facilitating targeted advertising,[52] Platforms like Facebook, Instagram, and Twitter offer advanced advertising capabilities that allow organizations to precisely goal particular demographics, pursuits, and behaviors, making sure that their advertising efforts attain the most applicable audiences and maximize the capability for visitors conversion.

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[51] *Vaynerchuk (G), Jab, Jab, Jab, Right Hook : How to Tell Your Story in a Noisy Social World, HarperCollins Publishers, 2013, P 93-117.*
[52] *Stelzner, (M. A). Launch : How to Quickly Propel Your Business Beyond the Competition, John Wiley & Sons, 2011, P 149-173.*

c. Influencer marketing :

Social media channels have revolutionized influencer marketing, enabling businesses to collaborate with influencers who possess a strong following and credibility within their niche. By leveraging the power of social proof and endorsements, businesses can tap into new audiences and drive traffic and conversions through sponsored content and influencer recommendations.

d. Community building and engagement :

Social media systems play a crucial position in community building and fostering engagement. By nurturing lively communities and inspiring two-manner communication, organizations can construct brand loyalty, strengthen relationships with their audiences, and in the long run force conversions thru Believe and familiarity.

3.1.2 Tools offered by major social media platforms for driving traffic:

Social media channels are actually important traffic drivers for corporations. These channels encompass a wide variety of tools and functions which are specially made to assist brands in efficaciously accomplishing and interacting with their potential clients. Each platform has distinct to attract users in, encourage interaction, and ultimately direct site visitors to favored internet locations. These talents variety from influencer advertising and centered advertising to interactive content formats and network development. Businesses might also obtain their visitors and conversion objectives with the aid of carefully utilizing these technologies to amplify their attain, improve brand recognition, and easily guide traffic via the consumer enjoy.

a. Facebook : A powerful traffic driver

Facebook, with its substantial consumer base of three billion users, it stands out as a effective platform for driving users. A widespread 54.6% of these users interact with brands, making it an brilliant channel for connecting along with the target audience and fostering relationships. By actively interacting with fans and sharing engaging content material, groups can construct increased loyalty.[53] Facebook additionally offers excellent tools for traffic conversion, together with focused ads, insights and analytics, and publish-boosting options. This energetic engagement, coupled with those powerful tools, frequently leads to better conversions,

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[53] Social media conversion : Guide for beginners to experts, Aishwarya Suresh, May 18 2024 from < Social Media Conversion : A Guide for Beginners to Experts | Sprinklr>

inclusive of extended internet site visits, lead generation, and sales, showcasing Facebook's effectiveness in visitors conversion.

➢ Facebook ads manager : Facebook Ads Manager is a powerful advertising platform that allows businesses to create and manage highly targeted ad campaigns across Facebook, Instagram, Messenger, and the Facebook Audience Network.[54] Facebook advertising and marketing Manager is a fundamental yet characteristic-wealthy software that offers all the important assets to efficiently set up and control advertising. Businesses can also use this device to increase marketing campaigns by means of uploading creative property, choosing standards, and crafting persuasive ad content material that appeals to their target marketplace. Additionally, it permits the evaluation of ad overall performance, allowing for changes and improvements to get higher results. [55]In order to optimize overall performance, Facebook advertisements Manager additionally permits customers to adjust already-present classified ads through changing the price range, scheduling, and different settings. Additionally, agencies can create and tune advertising and marketing the usage of the Facebook advertising Manager app from any area, giving them instantaneous get right of entry to actual-time statistics on ad effectiveness. Facebook Ads Manager is a essential device for green traffic conversion because of these capabilities.

➢ Facebook Pixel : The Facebook pixel, which was formerly known as the Meta pixel, is a little JavaScript code that they may add to a website. This effective tool delivers vital information on how Facebook users behave on website after clicking on an advertisement, as well as critical insights into how audience engages with Facebook advertisements.[56] Once implemented, the Meta pixel tracks what people do after interacting with advertising, giving marketers with insights on the impact of Facebook ads on conversions. This may be creating a purchase, subscribing to a newsletter, or completing any other desired action. Through data analysis, groups might also have a greater comprehensive understanding of the efficace in their marketing initiatives and make well-informed decisions to enhance their performance.Furthermore, by focusing on the most responsive audiences, the Meta pixel aids in optimizing the distribution of

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[54] *Vaynerchuk (G). Op.cit. P 93-117.*

[55] *Facebook Ad Management Tools: 6 Tools for FB Advertising, Macy Storm, May 18 2024 from < Facebook Ad Management Tools: 6 Tools for FB Advertising (webfx.com)>*

[56] *Facebook Pixel : a complete guide for digital marketing ; Nader Nekvasil, May 18 2024 from < Facebook Pixel: A Complete Guide for Digital Marketers | Sprout Social >*

ads. The pixel gives you the ability to determine the kinds of users who are most likely to interact with your adverts and make a purchase on your website by gathering data. By fine-tuning your audience targeting, you can make sure that those who are more likely to respond favorably to your advertising see them, which will boost your conversion rates. One further important advantage of the Meta pixel is remarketing. The pixel lets you retarget people who have visited your site with adverts that are specifically meant to entice them back on your site. This can work especially well for converting visitors who came but did not finish a desired activity because they are already familiar with your brand and might only want a little more encouragement to convert.

b. Instagram : Visual Appeal for Effective Traffic Conversion

With 2.35 billion monthly active users, Instagram is an effective channel for brands looking to connect to a big and interested target audience. With almost 130 million customers tapping on shopping posts every month, its buying ability may be very brilliant. [57]With the assist of this feature, groups can also efficaciously market their goods and offerings to a wider target audience, growing internet site visitors and revenue. Instagram's feature-wealthy design encourages purchases through along with shopping for opportunities into consumer feeds through functions like Stories and shoppable posts.

Moreover, Instagram is a top notch platform for brands aiming to attain younger consumers, in particular Gen Z, due to its vast appeal. Businesses may additionally use Instagram Ads, which provide alternatives for focused advertising and marketing. Furthermore, direct buying is made simpler by tools like Instagram Shopping and product tags, which streamline the technique from discovery to purchase. Businesses may use those gear to boom visitors conversion prices and accomplish their advertising desires in this dynamic platform.

➢ Instagram Ads : Instagram Ads are a part of the Facebook Ads Manager platform, allowing businesses to create and run ad campaigns specifically targeted to Instagram users. Instagram advertisements are pictures, videos, and stories that a business sponsors with the goal of achieving a larger target audience than they might through natural means. Advertising on Instagram allows firms to reach even more potential

[57] *Social media conversion : Guide for beginners to experts, Aishwarya Suresh, May 18 2024 from < Social Media Conversion : A Guide for Beginners to Experts | Sprinklr>*

purchasers, as natural content handiest reaches round 9% of following. These classified ads include an clean-to-comply with structure with an eye-catching picture, compelling content material, and a link to similarly informations.[58] Here's a great example of what this could look like :

Figure 1.15 Kencko's instagram ads.
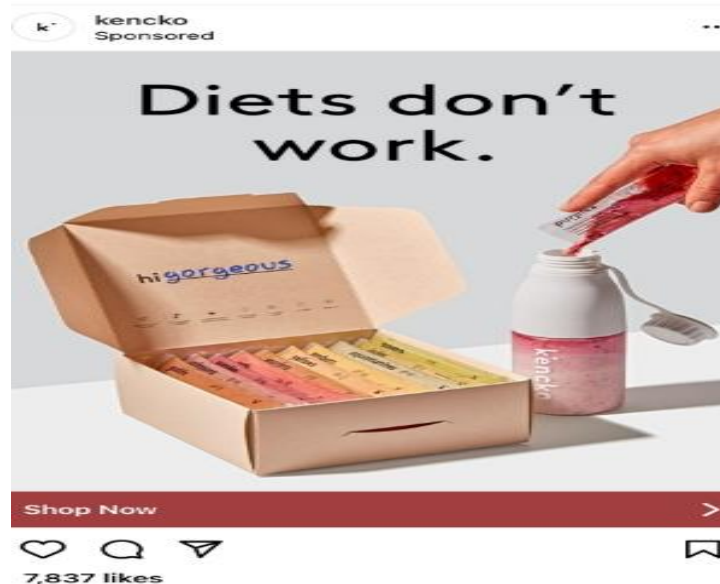
Source : htttps:// How to Create Instagram Ads That Convert in 2022 (visme.co)> / (19/05/2024 at 01 :22 AM).

For a number of reasons, Instagram advertisements are an vital marketing device and must be funded through the corporation. First, with the aid of focusing on the top of the funnel (ToFu) with commercials that most effective introduce the brand to a new audience, they aid inside the improvement of brand reputation. These commercials encourage visitors to find out extra approximately the company, product, or service by means of certainly letting them know it exists—regularly without a clear name to movement. This method can advantage increasing the efficiency of organic content. Second, by means of blending in with the consumer's feed and stories, Instagram advertising increase engagement via encouraging likes, feedback, and followers. Posts with excessive interaction fees can move up the set of rules and grow to be more visible. Finally, conversions may be boosted via Instagram advertisements from within the app.

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[58] How to Create Instagram Ads That Convert in 2022, Chloé West , May 18 2024 from < How to Create Instagram Ads That Convert in 2022 (visme.co)>

➤ -Instagram shopping : Instagram Shopping allows businesses to tag products in their Instagram posts and stories, making it easy for users to view product details, pricing, and descriptions without leaving the app.[59] For brands trying to turn followers into consumers, Instagram shopping has a lot to offer. Business owners and customers alike will find the Shops platform easy to set up. Using Instagram shopping is a smooth method of directing followers to product pages. New fans may quickly transition from being brand-aware to product-aware by using Shops, which allows them to begin perusing things as soon as they appear on their profile. Features that motivate social consumers to act, like the chance to win email opt-ins and redeem discounts valid only on Instagram, improve this transition.   Moreover, social shopping on Instagram provides a unique experience compared to traditional ecommerce. Personalized shopping experiences are made possible through user-generated content and influencers, giving products a human touch and a sense of social proof. Brands can tap into followers' sense of FOMO with time-sensitive live stream sales and exclusive Instagram drops, and customize interactions by engaging with consumers through DMs, tags, and comments.[60]

Figure 1.16 Instagram shopping.
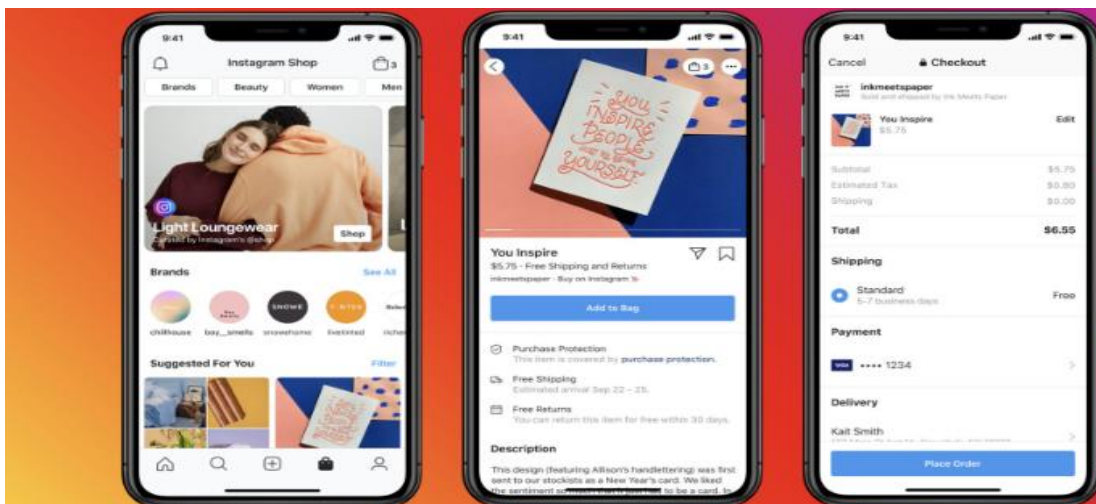
Source : htttps:// *How To Set Up Instagram Shopping Ads | Get Plus Followers> /*
(21/05/2024 at 06 :32 PM).

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[59] *Miles (J), Instagram Power, Second Edition : Build Your Brand and Reach More Customers with Visual Influence, McGraw-Hill Education, 2019, P 123-147.*
[60] *Instagram shopping : How to set up a store that attracts more customers, Brent Barnhart, May 18 2024 from < How to Set Up Instagram Shopping to Get More Sales | Sprout Social>*

c. <u>X : Real-time engagement for traffic conversion :</u>

X (previously Twitter) is a potent platform for real-time promotions and client involvement, with 237.8 million daily active users. It has a considerable influence on traffic conversion. Because of its real-time nature, businesses may take advantage of hot topics and instantaneous conversations, as well as timely marketing and speedy updates. Due to the platform's large user base and high level of interaction, postings that are both educational and entertaining may effectively promote goods and services.

With a conversion rate of 2.17%, X is good at converting interactions into results that can be used. With $4.73 billion in ad revenue in 2022, X proved to have a significant influence on the advertising industry. Companies may take advantage of this degree of engagement by writing pieces that increase conversions in addition to drawing readers' attention.[61] Through using the platform's distinctive capacity to facilitate instantaneous dialogues, marketers may augment consumer connections and advertise their products more efficiently.

➢ <u>Twitter (X) ads :</u> Businesses might also produce and marketplace their content material to a selected target audience on Twitter with the help of Twitter Ads, a paid advertising platform. These commercials are placed cautiously in customers' timelines and seek results, and they may take many distinctive forms, along with promoted tweets, promoted money owed, and promoted traits. Businesses may additionally enlarge their reach, engage with potential customers, and sooner or later boom internet site visitors by utilising Twitter classified ads.[62] Businesses trying to boost traffic might gain a lot from using Twitter Ads. First off, it makes it possible to connect with a very specific audience by using information about their hobbies, demographics, and even interactions with prior tweets. By ensuring that advertisements are displayed to the most relevant individuals, this targeting feature increases the likelihood of generating high-quality traffic. Second, Twitter Ads include strong tracking and analytics capabilities that let you gauge a campaign's efficacy. Brands are able to optimize advertisements and make data-driven decisions to increase traffic by keeping an eye on metrics like impressions, clicks, conversions, and engagement rates.

[61] *Social media conversion : Guide for beginners to experts, Aishwarya Suresh, May 18 2024 from < Social Media Conversion : A Guide for Beginners to Experts | Sprinklr>*
[62] *How to use twitter ads to drive traffic, May 20 2024 from < How to use twitter ads to drive website traffic - Faste Capital>*

Finally, Twitter Ads help businesses raise their brand's profile and recognition. Promoting content to a larger audience may help your company become more visible and draw in new followers who could eventually turn into customers. Further boosting traffic, this enhanced visibility also contributes to the brand's establishment as an expert in the sector.

d. <u>LinkedIn : Leveraging Professional Networks for Traffic Conversion :</u>

With 774 million users global, LinkedIn stands proud as a choicest platform for B2B companies aiming to generate leads and pressure treasured conversions. Primarily constituted of professionals and organizations, LinkedIn gives a completely unique opportunity to connect with choice-makers and industry friends. Its sturdy advertising and marketing revenue, projected to surpass $10.35 billions by using 2027, underscores its effectiveness as a advertising and marketing tool[63]. Sponsored Content is pivotal for traffic conversion, permitting corporations to capture leads without delay from the platform and promote their products or services to a incredibly targeted expert target market. By using those tools, organizations can correctly interact with ability customers and power meaningful interactions that convert into treasured enterprise possibilities.

➢ <u>LinkedIn Sponsored Content :</u> Sponsored Content, also referred to as native advertisements, appears at once for target audience's LinkedIn feed, seamlessly integrating with the everyday content they come across while scrolling on each cell devices and computer systems. These ads are marked as "promoted" to distinguish them from natural posts. [64]When utilizing Sponsored Content, advertisers have several layout alternatives to select from, inclusive of single photograph ads, video ads, carousel ads, event ads, file commercials, and idea chief ads. Each format serves a unique cause, from showcasing person products to sharing in-depth files or highlighting idea management within an enterprise, making it a versatile tool for enticing LinkedIn's professional user base and using conversions.

[63] *Social media conversion : Guide for beginners to experts, Aishwarya Suresh, May 18 2024 from < Social Media Conversion : A Guide for Beginners to Experts | Sprinklr>*

[64] *The complete guide to LinkedIn ads in 2024, Golob (L), Lauron (S), May 20 2024 from < The Complete Guide to LinkedIn Ads in 2024 (hootsuite.com)>*

Figure 1.17 single-image sponsored content ad.
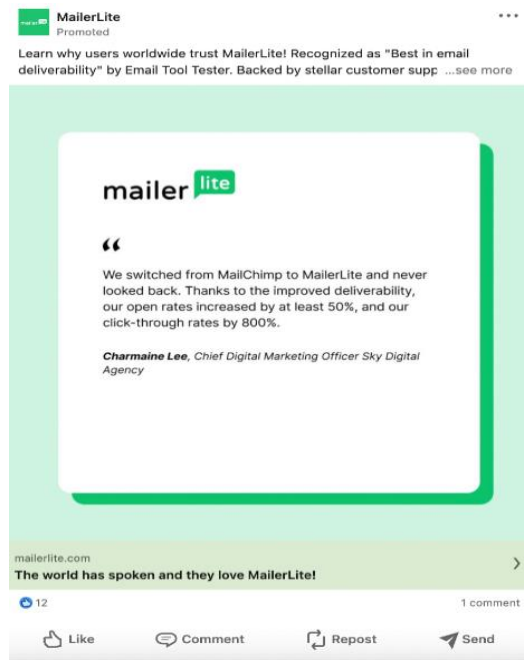
Source : htttps:// <u>The Complete Guide to LinkedIn Ads in 2024 (hootsuite.com)</u>> /
(21/05/2024 at 06 :32 PM).

➤ <u>LinkedIn Sponsored messaging :</u>Sponsored Messaging (formerly referred to as Sponsored InMail) permits advertisers to reach LinkedIn individuals immediately in their inboxes. While 89% of purchasers pick groups to speak thru messaging, best 48% of businesses currently accomplish that, making this an untapped possibility. Recent changes to Sponsored Messaging include the creation of a two-tabbed inbox for users, with "Focused" and "Other" tabs to organize conversations. Additionally, LinkedIn is transitioning all message commercials to communique commercials, enhancing engagement through permitting a couple of CTA buttons within a unmarried message. This evolution in messaging advertisements goals to improve interaction costs and force greater meaningful conversions at the platform.

Figure 1.18 sponsored conversation ad.

Chapter 02: Case Study

Introduction :

The BIMO brand has become the generic term for biscuits in Algeria. Since its creation the company has managed to maintain its leading position, with a 40%[65] market share in 2014, despite the presence of numerous national and international companies operating in the same sector.

BIMO enjoys a high level of brand awareness throughout Algeria, and has succeeded in weaving a company-consumer relationship, an emotional bond through the use of various marketing tools.

In this chapter, we'll take a look at the industry, its evolution and its different product ranges, then we'll present the field survey we carried out with a conducted sample of customers, and finally we'll analyze the results of the questionnaire.

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[65] *BIMO Marketing Department.*

Section 01: Presentation of the host organisation BIMO INDUSTRY.

1.1The history of BIMO INDUSTRY:

The BIMO INDUSTRY group 'Biscuiterie Moderne', specialising in the food industry BIMO INDUSTRY was established in 1984 in the Baba Ali industrial estate in the state of Algiers. Within the framework of its policy of diversification and integration of its productive activities, BIMO INDUSTRY has created:

- A chocolate and vegécao manufacturing unit, in 1986; and became the national leader for these products.
- A cocoa bean processing unit, In 1997.
- A 'GAUFRETTERIE' unit, In 1999.

At present, the BIMO INDUSTRY Group has 06 specialised production units all in the food industry sector. These units are divided into (SARL), on 2 industrial estates:

a. Baba Ali industrial zone:
- A BISCUITERIE.
- A CHOCOLATERY.
- A "GAUFRETTERIE".
- A cocoa bean processing unit.

b. The Boghni industrial estate in the state of Tizi-Ouzou
- A biscuit factory.
- A 'Bulle d'or' confectionery shop

When it was founded, BIMO had just 30 employees, that number has risen to almost 2,200 employees.[66]

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[66] *BIMO Marketing Department.*

1.2 BIMO INDUSTRY Presentation and Organisation.
1.2.1 Presentation of BIMO INDUSTRY:
- **Juridical status:**

As mentioned above, the BIMO group is organised into four separate limited companies. Each SARL is completely autonomous, with a director at its head, a production manager, a quality manager, a sales manager and a technical team, leaders and operational staff.

- **BIMO INDUSTRY's share capital :**

The Group has capital of 6,180,000,000 DA spread over its various units as follows :

Table 2.1 : Share capital of BIMO INDUSTRY 2018.

The SARL	Capital
SARL BISCUITERIE MODERNE BIMO	**2 020 000 000 DA**
SARL CHOCOLATERIE BIMO	**1 638 000 000 DA**
SARL GAUFRETTERIE BIMO	**1 268 000 000 DA**
SARL CACAO BIMO	**1 254 000 000 DA**

Source: BIMO internal document 2019

Comment: We note that SARL BISCUITERIE MODERNE BIMO has the most interesting share of turnover compared to the other SARLs in the BIMO group because the main activity of the BIMO group is based on biscuits more than other products.

- **Changes in the company's turnover:**

We analyse the turnover of the before the introduction of digital marketing and after the use of social networks.

The company's turnover in 2015 by SARL:

Table 2.2 : BIMO INDUSTRY'S 2015 turnover.

SARL	Turnover	Percentage
SARLBISCUITERIE MODERNE BIMO	4 889 985 497.50 DA	45.65 %
SARL CHOCOLATERIE BIMO	2 131 183 336DA	19.90 %
SARL GAUFRETTERIE BIMO	1 987 404 411DA	18.55 %
SARL CACAO BIMO	1 703 352 143DA	15.90 %
Total	10 711 925 387.50 DA	100 %

Source: BIMO internal document 2019Comment: This table shows that BISCUITERIE

MODERNE BIMO is the one that provides the most turnover for the company with a rate of more than 45%, followed by BIMO CHOCOLATERIE, BIMO GAUFRETTERIE and CACAO BIMO, with rates of 19%, 18% and 15% respectively.

. The company's turnover in 2018 by SARL: The Group's consolidated sales amounted to 11,563,966,526 DA in 2018, broken down as follows:

SARL	Turnover	Percentage
SARLBISCUITERIE MODERNE BIMO	**4 675 585 184 DA**	**40,43 %**
SARL CHOCOLATERIE BIMO	**2 351 286 199 DA**	**20,33 %**
SARL GAUFRETTERIE BIMO	**2 059 907 991 DA**	**17.82 %**
SARL CACAO BIMO	**2 477 187 152 DA**	**21.42 %**
Total	**11 563 966 526 DA**	**100 %**

Table 2.3: BIMO INDUSTRY'S 2018 turnover.

Comment: From this table, we can say that the BISCUITERIE MODERNE BIMO is the one that provides the most turnover for the company with a rate of over 40%, followed by CACAO BIMO 40%, followed by CACAO BIMO, the CHOCOLATERIE BIMO, and with the GAUFRETTERIE BIMO with rates of 21%, 20% and 17% respectively.

Sales growth between 2015 and 2018 :

Table 2.4 : BIMO INDUSTRY sales growth between 2015 and 2018

	CA 2015 in DA	CA 2018 in DA	Change in CA in DA	Change in CA in %
Total	10 711 925 387.50	11 563 966 526	852 041 140 DA	7.95 %

Source: Compiled by us from BIMO 2019 internal documents.

Comment: According to the table above, which shows BIMO INDUSTRIE before the implementation of social networks in 2015 and after the latter in 2018.We can see a 7.95% increase in turnover between 2015 and 2018 in only three years and thanks to the use of social networks by BIMO INDUSTRY.

Exporting BIMO INDUSTRY products:

BIMO Industry has been exporting its products indirectly to a number of countries since the 1990s.WESTERN EUROPE, EASTERN EUROPE, CANADA, LIBYA, SENEGAL. LIBYA AND SENEGAL.

1.2.2 Organisation of BIMO INDUSTRY.

a. BIMO INDUSTRY values and missions:

The main tasks:

➢ . Offering Algerian consumers quality products at reasonable prices
➢ . To meet growing demand.
➢ . Satisfy customers and build loyalty.
➢ . Seek further market share, especially by developing exports.
➢ . Strengthen its brand image BIMO.

b. **BIMO INDUSTRY objectives and strategy:**

As with any ambitious company, the BIMO Group has set itself the following strategic concrete objectives, in order to develop a dynamic of continuous adaptation of its product range and anticipate market trends in order to expand its market share and face up to national competition and imports in the best possible conditions. The objectives pursued are therefore

On one hand:

> **.** To meet market needs in terms of quality and quantity.
> **.** Anticipate changes in consumer preferences and continuously satisfy consumer requirements by diversifying and improving existing products.
> And on the other hand:
> **.** Increase its production capacity by acquiring new production lines.
> **.** Expanding the cocoa industry
> **.** Increasing market share both inside and outside the country
> **.** Maintaining and building on leading positions in our strategic areas of activity

c.Description of BIMO INDUSTRIE's general organisation chart and reception service:

BIMO INDUSTRY opts for a hierarchical organisational structure to determine the functional links between the various business lines in the company's structure. The Chief Executive Officer is responsible for directing, managing and planning BIMO INDUSTRY's activities. the CEO is followed by a Board of Directors that actively participates in the management of BIMO INDUSTRY; as well as an Import/Export unit responsible for the management of imported or exported quantities; and the purchase and transit of imported raw materials.

Above the CEO there are two deputy general managers in charge of sharing the management of the four departments of BIMO INDUSTRY has three laboratories that have been in existence for more than 10 years:

- MICROBIOLOGICAL LABORATORY which analyses (the degree of total germs, faecal coliforms and staphylococcus aureus) of raw materials, creams and finished products.
- PHYSICO-CHEMICAL laboratory, which checks product humidity, pH, weight and acidity of the product
- WATER TREATMENT Laboratory, which treats water internally at the plant and externally with the state.

(See the organisation chart in the appendix).

The reception service organisation chart is as follows:

Figure 2.1: Reception service organisation chart

```
                    ┌─────────────────────────────┐
                    │   Commercial Department     │
                    └──────────────┬──────────────┘
                                   │
             ┌─────────────────────┴─────────────────────┐
   ┌─────────────────────┐                   ┌─────────────────────┐
   │   Sales Service     │                   │  Marketing Service  │
   ├─────────────────────┤                   ├─────────────────────┤
   │ Billing             │                   │ Communication       │
   │ Delivery            │                   │ Studies             │
   └─────────────────────┘                   └─────────────────────┘
```
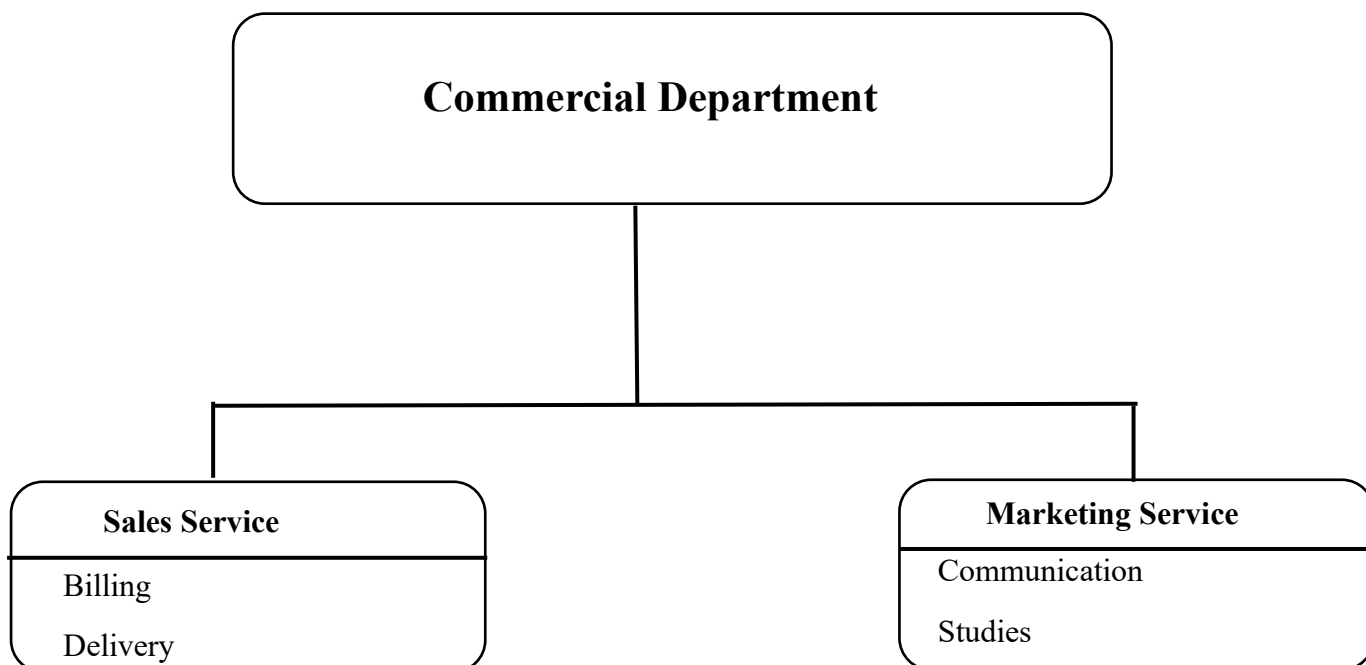
Source: Internal document from BIMO 2019.

Sales department: This department consists of two services:

- **Sales service:** who is responsible for:
    - Receiving and studying customer files.
    - Drawing up invoices.
    - Receiving and fulfilling orders.
    - Ensure customer relations.

The BIMO industry group has a quality department equipped with modern equipment which is responsible for

- Analysis of the material during storage. (There is no storage area)

- Verification and control of raw materials, finished products and packaging.

- Quality control and assurance throughout the manufacturing process.

. Marketing Service: whose mission is to:

- Preparing trade fairs, shows and events.

-Ensuring that events run smoothly.

- Monitoring the design and production of exhibition stands.

- Production of advertising materials.

- Production of sales aids.

-Ensuring relations with suppliers (printers, communication boxes, etc.).

- Ensuring that deadlines and quantities ordered are met.

- Proposing actions to boost a new product.

- Managing the marketing campaign.

- Conducting interviews with customers.

- Interpretation of results

d. The workforce:

In order to achieve the Group's objectives, each unit has a workforce that is employed by socio-professional category (executives, supervisors operatives). This workforce is summarised in the table below:

Table 2.5 The workforce at BIMO INDUSTRIE 2018.

SARL	Workforce	Percentage
SARL BISCUITERIE MODERNE BIMO	1334	59.34
SARL CHOCOLATERIE BIMO	212	9.43
SARL GAUFRETTERIE BIMO	503	22.38
SARL CACAO BIMO	199	8.85
Total	2248	100

Source : BIMO 2018 internal documents.

Comment : The above table clearly shows the importance of the labour-intensive BISCUITERIE unit, which is highly labour-intensive and which alone accounts for more than

59% of human resources the GAUFRETTERIE unit with over 22%, followed by the CHOCOLATE the CHOCOLATE unit with over 9% of staff and finally the CACAO unit with over of 8%.

e. Production capacity : BIMO INDUSTRY's production capacity for 2018 is detailed as follows :

Table 2.6 BIMO INDUSTRY 2018 production capacity

SARL	Production capacity	Percentage
SARL BISCUITERIE MODERNE BIMO	**43 000 Tons**	**52.96 %**
SARL CHOCOLATERIE BIMO	**23000 Tons**	**28.32 %**
SARL GAUFRETTERIE BIMO	**7400 Tons**	**9.11 %**
SARL CACAO BIMO	**7800 Tons**	**9.61 %**
Total	**81200 Tons**	**100 %**

Source : BIMO 2018 internal documents.

Comment : The table above clearly shows the importance of the BISCUITY unit, which has a high production capacity, which alone accounts for more than 52% of the quantity produced, followed by the CHOCOLATE unit with more than 28%, then the CACAO unit and the GAUFRETTERIE unit, each with more than 9%.

1.3 BIMO INDUSTRY's commercial policy :

1.3.1. SWOT analysis :

SWOT analysis, (strengths), (weaknesses), (opportunities), (threats) : is a tool for strategic analysis tool. It combines the study of an organisation's strengths and weaknesses with that of the opportunities and threats in its environment in order to help define a strategic plan.

As far as the BIMO INDUSTRIE Group is concerned, documentary studies and market studies are often carried out in order to decide on the strategies to be adopted to accentuate strengths and, if possible, take advantage of opportunities. But also to remedy weaknesses and counter market threats.

Table 2.7 SWOT analysis of BIMO INDUSTRIE 2018

Strengths	Weaknesses
- National recognition.	- Communication and absence from the Media landscape.
- BIMO's brand image in the market.	- Lack of communication with customers and interested parties.
- Market leader.	Unfavorable balance of power for Bimo in the negotiation and acquisition of spare parts (single-source suppliers).
- Production strength.	
- Wide range of products.	
- Continuously growing customer portfolio.	- Unstable distribution prices (Fluctuations).
- Investment in quality equipment (European origin).	- Lack of control over the distribution channel
- Knowledge of the performance of its Competitors.	- Lack of medium and long-term strategic
- Best value for money.	
- Excellent frequency of supply and consumption.	
Opportunities	**Threats**
- The import restrictions introduced by the by the government represent a favorable opportunity to win new market share.	- La présence médiatique de ses concurrents.
- The Algerian government's encouragement of consumption of local products.	- Ouverture de l'Algérie à l'importation (nouveaux entrants étrangers).
- Non-seasonal products.	- Des prix modifiés à cause des marges prises par les différents acteurs du réseau de distribution.
- Market expansion.	- La restriction du pouvoir d'achat des algériens.
	- Instabilité du marché algérien.

Source : Compiled by us from BIMO 2018 internal documents.

Comment : This SWOT analysis highlights BIMO's strong market position and brand recognition as key strengths, counterbalanced by weaknesses in communication and distribution control. Opportunities lie in government support and import restrictions, while threats include competitor marketing presence, market instability, and changing consumer

65

purchasing power. An effective strategy should capitalize on strengths, mitigate weaknesses, seize opportunities, and address potential threats.

1.3.2 BIMO INDUSTRY'S marketing mix :

a. Product policy : The BIMO INDUSTRY group has a wide range of products which it sells on the local market, but also for export, which has now been facilitated by the fact that it has obtained ISO 9001 version 2008. This certification is valid for a period of 3 years, with a quality audit by the label. Innovation is also a priority, with BIMO investing in the creation of new products, enabling it to satisfy its customers and keep up with the competition in all its activities.

BIMO's products are distributed across its four (4) limited companies as follows :- Biscuits : The BIMO biscuit factory has 14 different product ranges.

- Wafers : the BIMO 'waffle factory' offers its customers 4 different products.

- Chocolate : The BIMO chocolate factory produces and markets its range of 4 products.

_ Cacao : The cacao bean processing plant has 4 products which it markets export market (50% of production).

B. Price Policy :

The pricing policy for all BIMO Group products is simple : the price of each product is decided in advance by the sales department, taking into account the cost price and the desired margin. This means that every customer who comes to the company is offered standard prices.

However, once the products are the property of the wholesalers and retailers, the percentage of the margins on each product is different according to the distributor different points of sale. With the aim of reducing this process, or even eliminating it, so that its products are sold at the same price so that its products are sold at the same price throughout the national territory.

To preserve its image in the eyes of its customers, BIMO's managers are planning to determine a public price that will be displayed on the packaging, which will no longer allow Distributors to do as they please.

c. Distribution policy :

The BIMO INDUSTRIE group distributes its various products through an indirect distribution network. In other words, BIMO does not have an exclusive shop, but uses one or more intermediaries to get its products to the end consumer.

BIMO's distribution network is based on its two distribution channels :

- The long channel : recently introduced and still little used. This channel consists of supplying such as UNO or ARDIS directly from the factory using BIMO's own fleet of lorries.
- The very long circuit : this is the most common circuit, consisting of several intermediaries. The BIMO group makes its products available to wholesalers from the factory. These wholesalers will then distribute the group's products throughout the second intermediary, the retailer. This is how BIMO products arrive on the shelves of supermarkets and convenience stores, ready for consumers.

d. Communication policy :

As BIMO INDUSTRY's marketing department had only been operational for a short time, their media communication policy during the first 30 years of business was virtually non-existent. The advertisements were in the press, with the exception of two of their biscuits, which were advertised on television.

As far as non-media advertising is concerned, BIMO INDUSTRY takes part in events such as national and international fairs and exhibitions organised in Algeria. The main objective of these objective is to promote institutional communication through the media covering this type of event covering this type of event :

-Press articles about the show.

-On-site reports by local television and radio stations.

This helps to build loyalty among existing customers, as well as improving the image and reputation of the image and brand awareness.

As part of its online strategy, BIMO uses a range of digital communication channels such as social networks, sharing platforms and the website, which we will develop in the following section below :

- BIMO's website : BIMO industry has responded to the needs of these Internet users and has renewed its website, given that the company's old website was not active, and with a great lack of information.

BIMO is therefore preparing to launch a new, more useful site with good visibility and, above all an attractive design that catches the eye of the web user. The new website contains four sections for each of the SARLs in the BIMO Group, each section features the different products in the BIMO range.

The website is currently being launched under the name 'Groupe Bimo' at the following link : https://www.grouprbimo.com/

the website is illustrated in the figure below :

Figure 2.2 The home page of the new BIMO website

Source : https://www.grouprbimo.com/

- YouTube : BIMO's Youtube channel has only 7 videos, and a total number of views corresponds to 45 Views which has the following name : BIMO. BIMO has a weak presence on Youtube due to due to the absence of an infographer within the company.

The account is illustrated in the figure below :

Figure 2.3 : The home page of the BIMO Youtube channel.
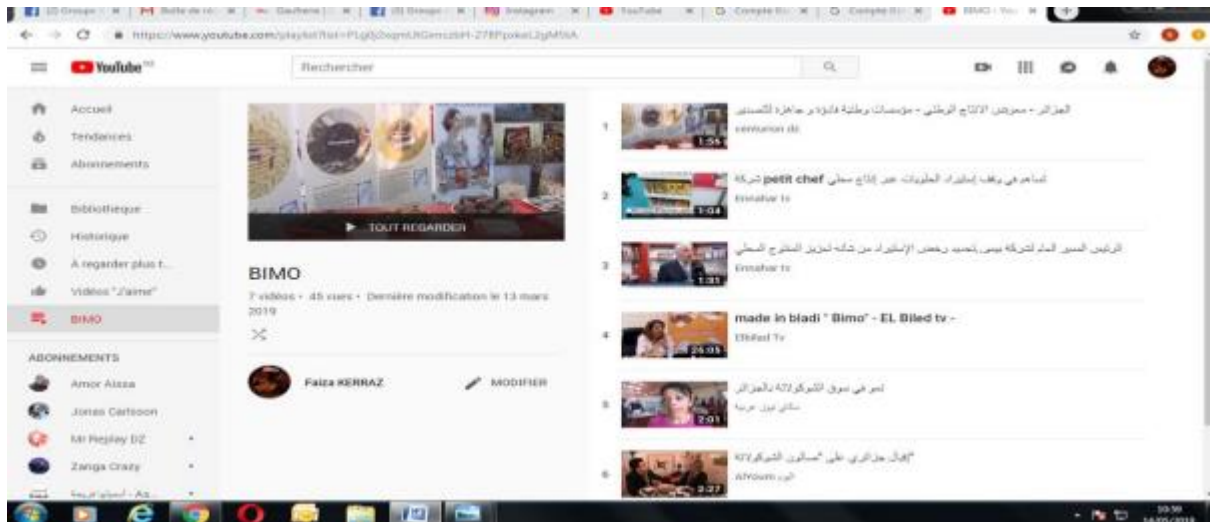
- Instagram :

With 928 publications and 30.1K subscribers, the BIMO INSTAGRAM account exists under the name Bimo Algeria' on the following link : https://www.instagram.com/bimoalgerie/

The account was created on 16 April 2019 with the aim of getting closer to BIMO customers. BIMO CUSTOMERS. The publications on this account are mainly advertising images of products BIMO products as well as publications of social events and contests organized by the company, The account is illustrated in the figure below :

Figure 2.4 : BIMO's Instagram account
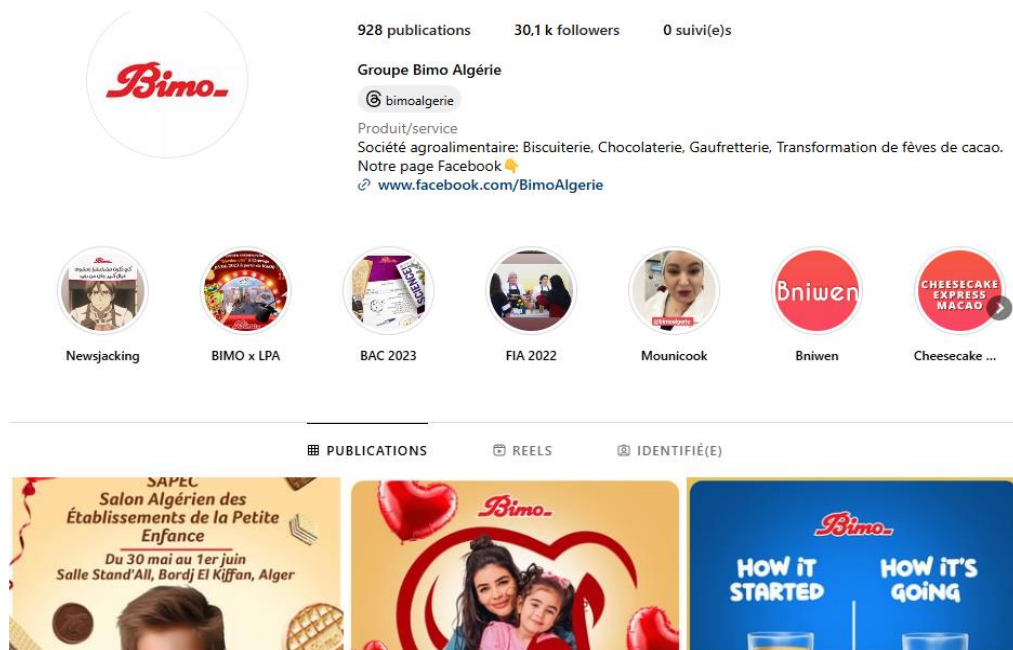
Source :

- Facebook :

BIMO's Facebook page is a place for exchanging ideas and a way of listening to the expectations and opinions of its customers and prospects. of its customers and prospects, the BIMO Facebook account exists under the name of 'Groupe Bimo Algérie' at the following address: https://www.facebook.com/BimoAlgerie/

With 200K likes and 213K followers, BIMO's publications range from images and videos to news and competitions. Here's an overview of the page's interface

Figure 2.5 BIMOS Facebook
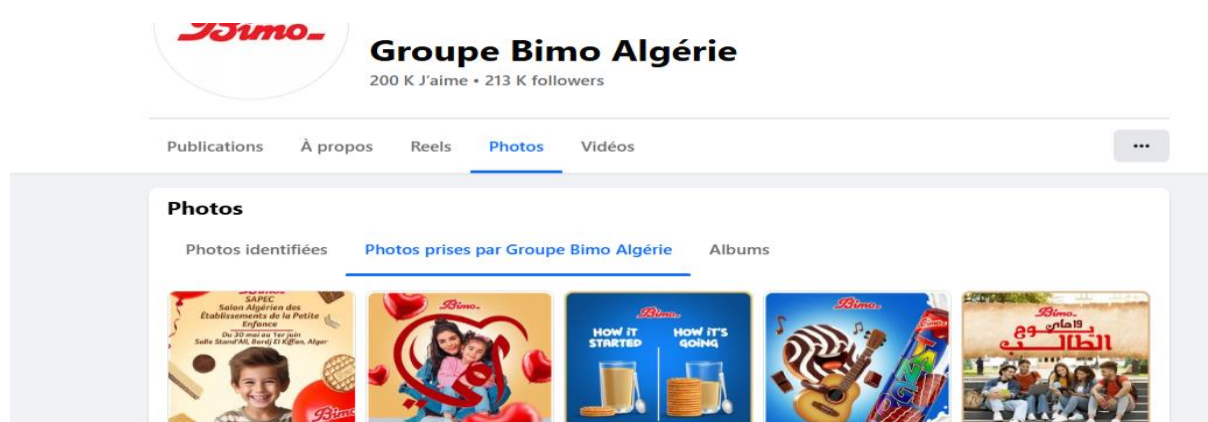
Section 02 : Research methodology

In this section, we will demonstrate and discuss the techniques we used to complete our case study. The main objective of our case study is to explore the selection criteria required. Before we proceed further with our practical case, it is important to provide an overview of market research methodology. This will be followed by establishing the research's objectives and presenting the research tools employed.

2.1 Market research :

Here we will learn about the market research in detail.

2.1.1 Definition of market research :

In the context of marketing, market research refers to the preparation, collection, analysis, and utilization of data and information relevant to a product, service, or situation.

The goal of market research is to gain insight into individuals or organizations by systematically gathering and interpreting information using statistical and analytical techniques and methods from the social sciences.[67]

In market research, the process begins with identifying and formulating the problem, then determining the research design, collecting the data, analyzing the data, interpreting, discussing, and presenting the results.

First, It is necessary to first identify the marketing symptoms or marketing opportunities in order to identify the "right" research problem, in this stage we will be defining the research objectives.

Second, we will be elaborating and designing a research plan which consists on determining :

- **Information sources :** This aspect involves delineating the nature of information required, encompassing primary and secondary sources. Primary sources constitute direct and uninterpreted information about phenomena, individuals, objects, or artistic works. Conversely, secondary sources analyze, interpret, or discuss primary information sources retrospectively.[68]This aspect involves delineating the nature of information required, encompassing

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[67] SARSTEDT.M, MOOI.E. A, « Concise Guide To Market Research », Springer Texts in Business and Economics, 2014 P.3

[68] MALHOTRA, N. K and NUNAN.D, BIRKS.D. F, « Marketing Research : An Applied Approach » (4th edition). Pearson Education Limited, 2012 P.134 & P.141

- **Methodological approaches :** There are several possible research methodologies. Observational studies facilitate the collection of information without intervention, proving beneficial when examining consumer behavior. Experimental research manipulates variables to explore cause-and-effect relationships. Qualitative research, through techniques like interviews and focus groups, provides insights into individuals' subjective interpretations and experiences by analyzing non-numerical data[69]. In addition to the documentary research that allowed us to gather the literature review related to our topic as well as the documentation on the company, our choice focused on the quantitative survey. This method was most appropriate because it allowed us to collect measurable data that could be statistically analyzed to test our research hypotheses and obtain quantifiable results on the impact of social media on traffic conversion.

- **Sampling Plan :** Determining the target population is a prerequisite for constructing a representative sample. The target population typically comprises individuals exhibiting desired characteristics to ensure generalizability. Sample construction can employ probability sampling techniques, such as simple random, stratified, or cluster sampling, or non-probability methods like convenience, purposive, or quota sampling.

- **Research tools :**

➢ **Qualitative tools :** These instruments are employed to explore perceptions, uncover unconscious connections, and gain insights into individuals' subjective interpretations and experiences through the analysis of non-numerical data. Qualitative tools encompass techniques such as word associations, projective methods, visualization exercises, personification techniques, progressive questioning, and recording devices like audio/video recorders.

➢ **Quantitative tools :** In contrast, quantitative tools are designed to collect and analyze numerical data, facilitating the quantification and statistical analysis of information. These tools include structured questionnaires, which can be administered through

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[69] *MALHOTRA, N. K and NUNAN.D, BIRKS.D.F, « Marketing Research :An Applied Approach »(4th edition).Pearson Education Limited, 2012 P.82 to P.97*

various modes such as face-to-face interviews, telephone interviews, online surveys, or mail surveys. Additionally, quantitative tools may involve observational techniques, such as personal observation, mechanical observation (e.g., eye-tracking, pupillometry), or audits and trace measure.

Due to the need for a questionnaire in our quantitative applied study, which we will gradually progress to later, it is important for us to understand the questionnaire and familiarize ourselves with the method of its construction.

- **Définition of a Questionnaire :** A questionnaire can be defined as "a structured technique for data collection that consists of a series of questions, written or verbal, that a respondent answers". It is a formalized set of questions designed to elicit specific information from respondents, allowing for systematic collection and analysis of data.
- **Definition of an online survey :** Online surveys, also known as web-based surveys or internet surveys, are a particular mode of administering questionnaires. They are defined as questionnaires that are administered over the internet, either through email or by posting them on a website. Online surveys have gained significant popularity due to their cost-effectiveness, convenience, and ability to reach a geographically dispersed population[70].
- **Elaboration of Questionnaire : First,** Clearly define the purpose and objectives of the questionnaire to ensure it gathers the desired information. Then, Identify the characteristics of the target audience who will be answering the questionnaire, as this will inform the language, tone, and content. Finally, Determine the types of questions to include, such as multiple-choice, rating scales, open-ended, as different question types serve different purposes.

2.1.2 Market research steps :

After the following the steps mentioned before where we identify the research objectives and elaborate the right research plan with all details, we will continue to :

- Organize the questionnaire in a logical flow, starting with simple questions and progressing to more complex ones, while grouping related questions together.

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[70] MALHOTRA, NARESH. K. "Basic Marketing Research: Integration of Social Media." Review of Marketing Research, vol. 9, Emerald Group Publishing Limited, 2013, P. 155-192

- Ensure that questions are clear, concise, and unambiguous, avoiding leading questions, double-barreled questions, and technical jargon.
- Consider the order and flow of questions, as the sequence can influence how respondents answer.
- Conduct a pilot test with a small sample of the target audience to identify and address any issues or confusions before finalizing the questionnaire.
- Determine the mode of administration (online, paper-based, in-person, or telephone) and account for its advantages and considerations.
- Respect privacy and confidentiality, obtain informed consent if necessary, and avoid biased or offensive language.
- Plan for data analysis by considering how open-ended responses will be coded and what statistical analyses will be conducted on the collected data.

2.2 Presentation of the methodological approach for the empirical research :

This part will be devoted to presenting the object of our research, the different methods used to construct our sample and conduct our survey, as well as presenting the population among which we carried out this study.

In this segment we preformed an in depth quantitative study using a complete questionnaire disbursed to the organization's clients and social media followers. We will be explaining how we constructed our research model via insights from quantitative findings. These initial quantitative insights have been gathered through pilot surveys, which provided a strong foundation for our foremost quantitative analysis. By combining these factors, we evolved a strong and unique conceptual version. The next big-scale quantitative study allowed us to validate and refine this version.

2.2.1 Objective of our study :

The objective of this empirical study is to examine the effect social media channels have on website visitor acquisition and client conversion, with a particular emphasis on the case of Bimo Algerie. By administering a comprehensive survey, this research endeavors to garner profound insights into Bimo Algerie's prevalence and engagement techniques across various social media platforms. The survey has been organized to discover distinct components, together with the character and type of content created, the social media platforms that resonate

most with the target audience for following the brand, and the overall impact of those factors on customer engagement and conversion metrics. Through a detailed analysis of the survey data, this study seeks to identify the most effective social media approaches for driving heightened visitor conversion, ultimately providing actionable recommendations to optimize Bimo Algerie's online presence and marketing strategy.

To guide this investigation, the following research hypotheses have been formulated:

Hypothesis 01: Instagram is the most effective social media channel and has the greatest impact on traffic conversion.

Hypothesis 02: Social media channels marketing has a positive effect on traffic conversion.

Hypothesis 03: A well-executed content on social media significantly improves traffic conversion.

2.2.2 Sampling method and sample size :

In the context of our study, the sample was formed using the convenience sampling method, we opted for the self-administration method. We distributed the questionnaire online by sharing it on the Facebook and Instagram page of the brand " Bimo ". We targeted the users of this platform, but it should be noted that the company's database only includes contact of wholesale customers and associates.

Our sample consists exclusively of 381 internet users who use social networks and follow " bimo ", since we will be studying the impact of social networks on customer and traffic conversion.

2.2.3 Questionnaire design :

The structure of our questionnaire is presented as follows :

❖ **Topics covered :**

Part 1 : Introductory Questions : The reason of these questions is to construct rapport with the respondent. These are simple and brief questions that do not require lots of idea, aimed closer to amassing information approximately the respondent's use of social media.

Part 2 : This section groups collectively questions revolving around BIMO's virtual communication with the respondent. It goals to understand the respondent's familiarity with the BIMO brand, how they observed it, whether or not they agree to the emblem on social media, and in the event that they had been inspired via BIMO's social media content material to look at more about their merchandise. It additionally asks approximately which precise social media channels influenced them the maximum.

Part 3 : These questions put light on the respondent's perceptions and behaviors associated with BIMO's social media presence. It explore whether or not they think social media has a powerful or terrible effect on their buying behavior, what sorts of content from BIMO they find out most interesting (product photos/videos, precise offers, contests...), and what factors of BIMO's social media presence they appreciate the most (attractive content material, attractive promotions, customer interaction, visibility).

Part 4 : This part assesses the respondent's common experience with BIMO's internet site, together with whether or not they have visited it, and how they will rate their experience on it. It additionally gathers demographic information about the respondent, which incorporates age, gender, and profession.

The final question asks if the respondent has any suggestions for reinforcing BIMO's social media presence and its effect on website traffic conversion.

❖ **Types of questions :**
a) Closed-ended questions.
b) Closed-ended multiple choice questions.
c) The five-point Rating Scale questions.
d) The ten-point Rating Scale questions.

2.2.4 Administration method and survey duration :

Due to the characteristics required for the sample, the chosen administration method was to conduct it online through "Google Forms." The questionnaire was available online from May 13 to May 18, 2024.

2.2.5 Advantages of this administration method :

We found the advantages of the internet administration method to be low cost, very rapid data collection, great ease of processing, and respondent anonymity, which allows freedom to answer the various questions.

2.2.6 Questionnaire administration :

Testing the questionnaire with a small number of individuals belonging to the population (reference of the study) in order to identify errors made. Regarding our questionnaire, it was tested on about ten people who are consumers of BIMO products and follow their social media in order to verify :

- The coherence of the questions.
- The duration and quality of the questionnaire.
- If the terms used are not ambiguous.
- If all questions provide the desired results of our survey were asked.

Section 03 : DATA ANALYSIS

Here, we will analyze the safety data sheet questions, as well as questions on the perceived importance and perceived differences of attributes. We will process our data using Excel and IBM SPSS Statistics 22.

3.1 Analysis of the Reliability of the questionnaire :

Table 2.8 : Reliability statistics.

Alpha de Cronbach	Nombre d'éléments
0,724	21

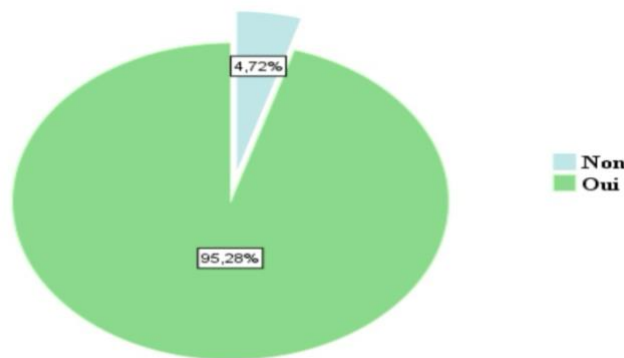**Source:** our survey data, Results obtained with SPSS software.

The survey instrument demonstrated acceptable internal consistency with a Cronbach's alpha of 0.724 for the 21 items. Virtually all respondents (95.3%) indicated using social media for researching products and brands, underscoring its significance as a marketing channel. Since it

surpasses the theoretical standard aligned with 0.6. This implies that our questionnaire is reliable for conducting a proper study.

3.2 Descriptive analysis : Univariate analysis

Q1 : utilisation of Social Media for researching products and brand information.

Graph 2.1: The distribution of respondents according to their utilisation.

Source: Made by us on the basis of the results of the questionnaire" using SPSS"

Table 2.9: The distribution of respondents according to their utilisation.

Response	Frequency	Percentage
No	18	4,7
Yes	363	95,3
Total	381	100,0

Source: Our survey data," Results obtained with SPSS software".

Comment: The results show that an overwhelming majority of respondents (95.3%) use social media to research products or information about brands, while only 4.7% do not. This highlights the crucial role of social media in the consumer decision-making process and the need for businesses to have a strong social media presence.

Q2 : The choice of social media platforms.

Graph 2.2 : the respondents choice of social media platforms used.
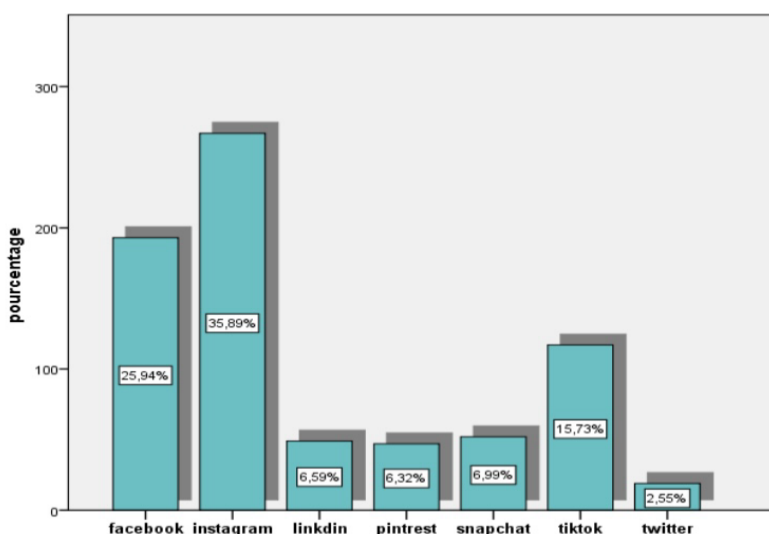
Source: Made by us on the basis of the results of the questionnaire" using SPSS"

Table 2.10 The respondents choice of social media platforms used.

		Answers		Overall Percentage
		N :	Percent :	
	Facebook	193	25,9%	72,3%
	Twitter	19	2,6%	7,1%
	Instagram	267	35,9%	100,0%
	LinkedIn	49	6,6%	18,4%
	Snapchat	52	7,0%	19,5%
	Pinterest	47	6,3%	17,6%
	Tiktok	117	15,7%	43,8%
Total		744	100,0%	278,7%

Source: Our survey data," Results obtained with SPSS software".

Comment : The dominance of visual-based social networks like Instagram and TikTok among the respondents reflects the growing preference for visually appealing and engaging content. These platforms have become essential for businesses to showcase their products, services, and brand personality through captivating visuals, videos, and storytelling. However, the presence on other networks like Facebook, LinkedIn, and Twitter should not be overlooked, as different platforms cater to diverse target audiences and marketing objectives. A well-rounded social

media strategy that leverages the strengths of multiple platforms is crucial for businesses to effectively reach and connect with their desired audience segments.

Q3 : Time spent on social media spent on social media plateforms.

Graph 2.3: Distribution of respondents according to the time spent on social media platforms.
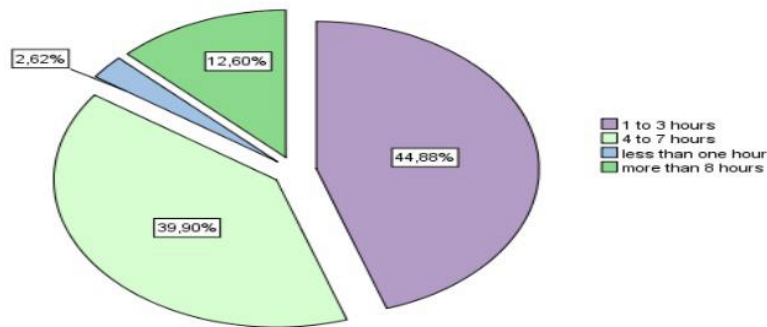
Source: Made by us on the basis of the results of the questionnaire" SPSS

Table 2.11 : Distribution of respondents according to the time spent on social media platforms.

|	Frequency	Percentage
1 to 3 hours	171	44,9
4 to 7 hours	152	39,9
Less than one hour	10	2,6
More than 8 hours	48	12,6
Total	381	100,0

Source: Our survey data," Results obtained with SPSS software".

The significant amount of time respondents spend on social media daily, with a large portion dedicating more than 4 hours, underscores the immense potential for businesses to capture consumer attention and engagement through social media marketing initiatives. This extended

exposure presents opportunities for businesses to build brand awareness, foster relationships, and influence purchasing decisions. However, it also highlights the need for businesses to craft compelling and relevant content that resonates with their target audience amidst the constant influx of information on social media platforms.

Q4 : The social media networks used the most to access brand content

Figure2.4 : Daily time spent by respondents on social media.
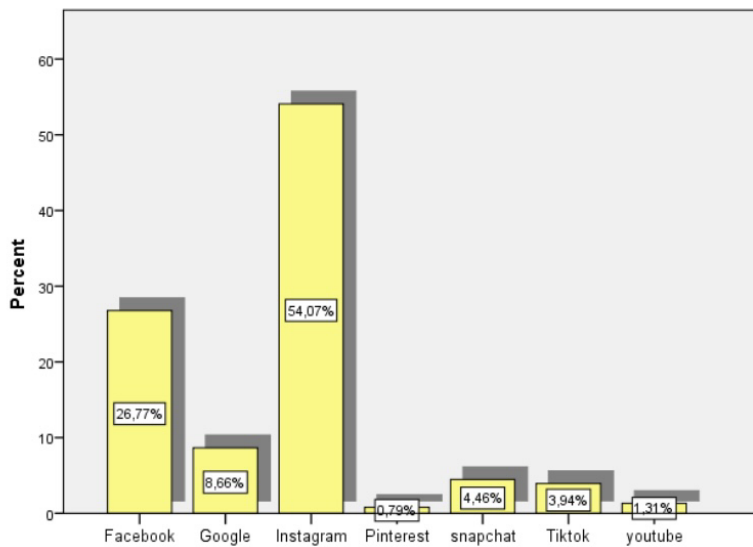
Source: Made by us on the basis of the results of the questionnaire" SPSS"

Table 2.12 : Daily time spent by respondents on social media.

	Percentage		
Facebook		102	26,8
Google		33	8,7
Instagram		206	54,1
Pinterest		3	,8
Snapchat		17	4,5
Tiktok		15	3,9
YouTube		5	1,3
Total		381	100,0

Source: Our survey data," Results obtained with SPSS software".

Comment : The preference for Instagram and Facebook as the most frequently used social networks for accessing brand content reinforces the importance of these platforms in businesses' social media strategies. However, the presence of Google, Snapchat, TikTok, Pinterest, and YouTube in the results also indicates the need for a diversified approach. Businesses should carefully evaluate their target audience's preferences and adapt their content strategies accordingly, leveraging the unique strengths and features of each platform to effectively communicate their brand messaging and engage with potential customers.

Q5 : Recognition of the brand "Bimo".

Figure 2.5 : Awareness of the Bimo Brand Among Respondents.
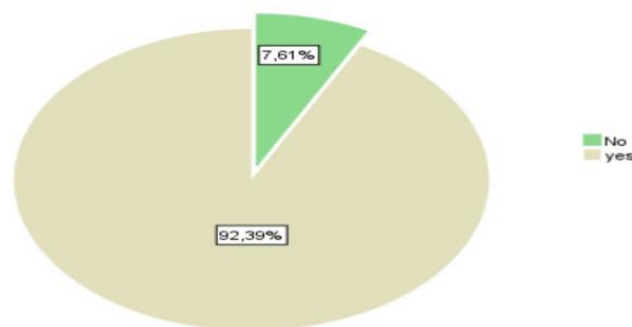
Source: Made by us on the basis of the results of the questionnaire" using SPSS"

Table 2.13 : Awareness of the Bimo Brand Among Respondents.

		Frequency	Percentage
	No	29	7,6
	Yes	352	92,4
	Total	381	100,0

Source: Our survey data," Results obtained with SPSS software".

Comment: The high level of brand awareness for BIMO among the respondents (92.4%) is a positive indicator of the brand's successful marketing efforts and recognition within its target market. However, the remaining 7.6% who are not familiar with the brand presents an opportunity for BIMO to expand its reach and strengthen its brand recognition further. Continuous efforts in building brand awareness through targeted marketing campaigns,

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influencer collaborations, and engaging social media content can help BIMO solidify its position and attract new potential customers.

Q6 : Discovering the brand "Bimo".

Table 2.14: Channels Through Which Respondents Discovered the Bimo Brand.

		Frequency	Percentage
	Through social media	90	23,6
	Since my childhood	80	21,0
	Departement store	18	4,7
	By word of mouth	154	40,4
	Through online advertising	38	10,0
	TV advertisement	1	3
	Total	381	100

Source: Our survey data," Results obtained with SPSS software".

Comment :

The prominence of "word of mouth" as the most common way for respondents to reach brand content underscores the enduring power of personal recommendations and social proof in influencing consumer behavior. Businesses should prioritize creating exceptional customer experiences that foster positive word-of-mouth and encourage customers to share their experiences with their social circles. Additionally, the role of social media in reaching brand content highlights the need for businesses to cultivate a strong and engaging social media presence, leveraging user-generated content, influencer partnerships, and targeted advertising to amplify their brand's reach and credibility.

Q7 : Following the Bimo Brand on Social Media.

Figure 2.8: Frequency of Respondents Following the Bimo Brand on Social Media.
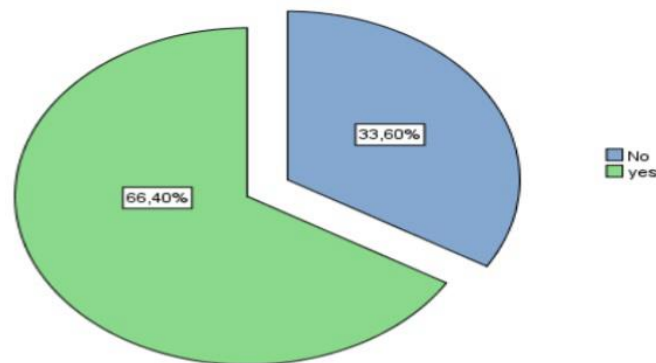
Source: Made by us on the basis of the results of the questionnaire" using SPSS"

Table 2.14 : Frequency of Respondents Following the Bimo Brand on Social Media.

	Frequency	**Percentage**
No	128	33,6
Yes	253	66,4
Total	381	100,0

Source: Our survey data," Results obtained with SPSS software".

Comment : While the majority of respondents (66.4%) follow the BIMO brand on social networks, the remaining 33.6% who do not follow the brand represent a significant opportunity for BIMO to expand its social media following and engagement. Strategies such as targeted social media advertising, influencer collaborations, and incentivizing existing followers to share and invite their connections could help BIMO increase its social media presence and reach potential customers more effectively.

Q8 : Influence of Bimo's Social Media content and Prefered Channels.

Figure 2.8 : Frequency of respondents that have been influenced by Bimo's content.
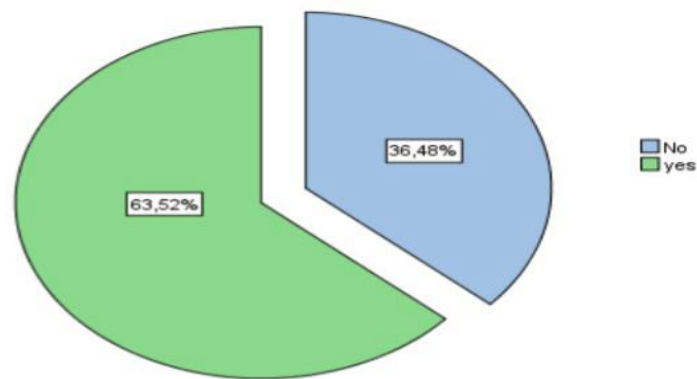
Source: Made by us on the basis of the results of the questionnaire" using SPSS"

Table 2.15: Frequency of respondents that have been influenced by Bimo's content.

			Frequency	Percentage
No		**127**	**33,3**	
Yes	**Tiktok**	**3**	**8**	
	Pinterest	**1**	**3**	
	Facebook	**101**	**26,5**	
	Instagram	**147**	**38,6**	
	Twitter	**2**	**5**	
	Total	**381**	**100,0**	

Source: Our survey data," Results obtained with SPSS software".

Comment : The finding that 63.5% of respondents have been influenced by BIMO's social media posts to learn more about their products highlights the effectiveness of the brand's social media marketing efforts. Instagram (38.6%) and Facebook (26.5%) emerge as the most influential social media channels, aligning with the overall preference for these platforms among the respondents. This data reinforces the importance of maintaining a strong and engaging presence on these platforms while also exploring opportunities to leverage emerging

channels like TikTok to reach new audiences and remain relevant in the ever-evolving social media landscape.

Q9 : Positive Impact of social media on purchasing behavior.

2.9: Frequency of the effected respondents .

Source: Made by us on the basis of the results of the questionnaire" using SPSS"

Table 2.16 Frequency of the effected respondents.

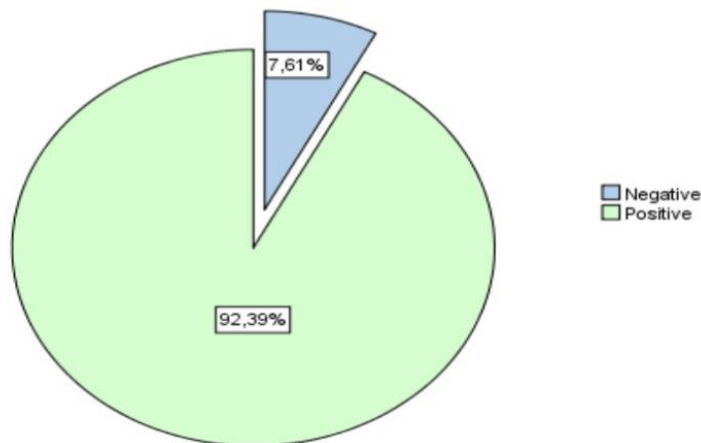|	Frequency	Percentage
Negative	29	7,6
Positive	352	92,4
Total	381	100,0

Source: Our survey data," Results obtained with SPSS software"

Comment : The finding that 63.5% of respondents have been influenced by BIMO's social media posts to learn more about their products highlights the effectiveness of the brand's social media marketing efforts. Instagram (38.6%) and Facebook (26.5%) emerge as the most influential social media channels, aligning with the overall preference for these platforms among the respondents. This data reinforces the importance of maintaining a strong and engaging presence on these platforms while also exploring opportunities to leverage emerging channels like TikTok to reach new audiences and remain relevant in the ever-evolving social media landscape.

Q10 : Type of content posted by Bimo to be found most interesting.

2.10 : Type of content prefered by respondents.

Source: Made by us on the basis of the results of the questionnaire" using SPSS"

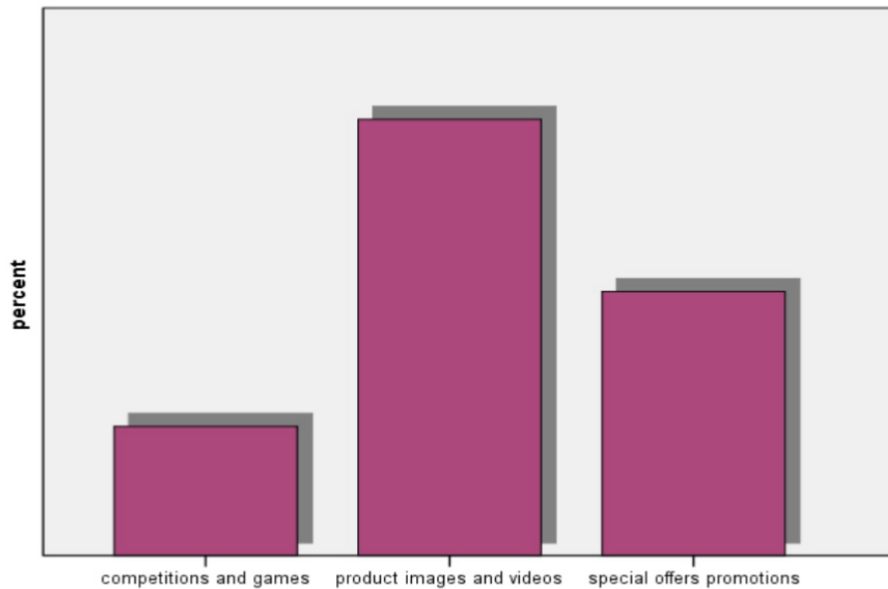Table 2.17 Type of content prefered by respondents.

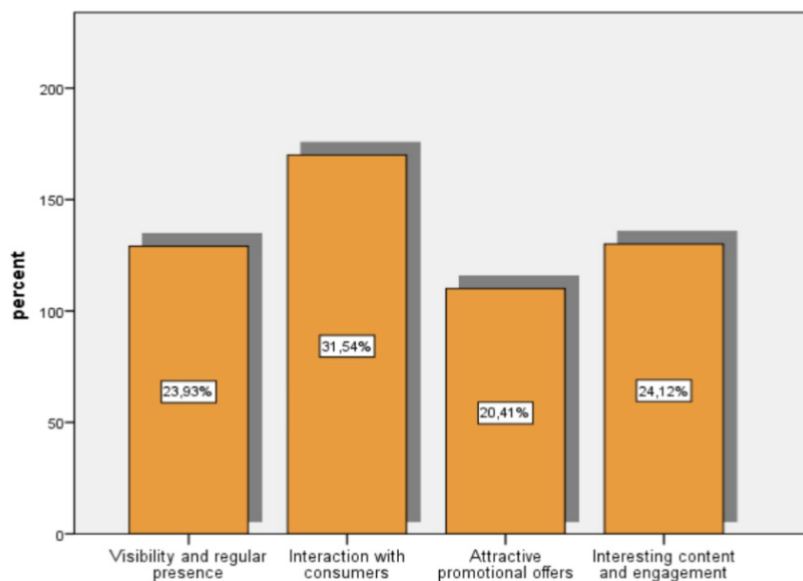|	Answers		Overall Percentage
	N :	Percent :	
Product images and video s	233	52,6%	100,0%
Special offers promotions	141	31,8%	60,5%
Competitions and games	69	15,6%	29,6%
Total	443	100,0%	190,1%

Source: Our survey data," Results obtained with SPSS software".

Comment: The respondent's primary interest in "product images and videos" (100%) followed by "special offers/promotions" (60.5%) and "competitions and games" (29.6%) provides valuable insights for BIMO's content strategy on social media. Businesses should prioritize

creating visually appealing and informative content that showcases their products, services, and brand personality. Additionally, offering exclusive promotions, discounts, and engaging contests can help captivate the audience and foster deeper engagement with the brand on social media platforms.

Q11: Most appreciated aspect about Bimo's presence on social media.

Graph 2.11: The respondent's favourite aspects about the brand Bimo's presence on social media"

Source: Made by us on the basis of the results of the questionnaire" using SPSS"

Table 2.18 The respondent's favourite aspects about the brand Bimo's presence on social media .

|	Answers		Overall pourcentage
	N :	Percentage :	
Interesting content and engagement	130	24,1%	76,5%
Attractive promotional offers	110	20,4%	64,7%
Interaction with consumers	170	31,5%	100,0%

Visibility and regular presence	129	23,9%	75,9%
Total	539	100,0%	317,1%

 Source: Our survey data," Results obtained with SPSS software".

Comment: Comment: The respondents' primary interest in "product images and videos" (100%) followed by "special offers/promotions" (60.5%) and "competitions and games" (29.6%) provides valuable insights for BIMO's content strategy on social media. Businesses should prioritize creating visually appealing and informative content that showcases their products, services, and brand personality. Additionally, offering exclusive promotions, discounts, and engaging contests can help captivate the audience and foster deeper engagement with the brand on social media platforms.

Q13: Traffic on Bimo's website.

Figure2.13 : Frequency of respondents that have visited Bimo's website.
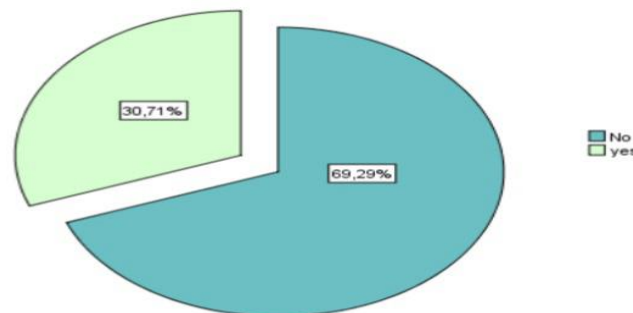
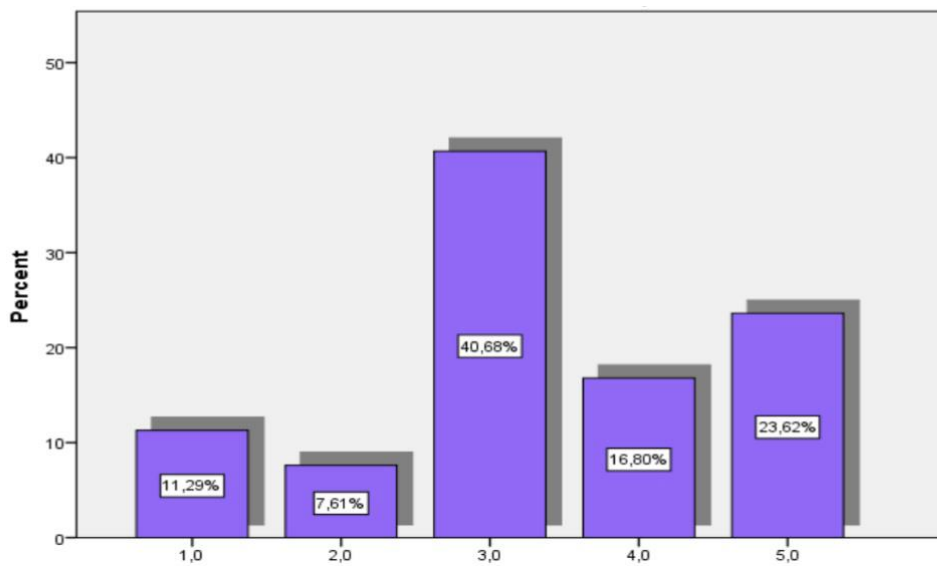**Source:** Made by us on the basis of the results of the questionnaire" using SPSS"

Table 2.18: Frequency of respondents that have visited Bimo's website.

	Frequency	Percentage
No	264	69,3
Yes	117	30,7
Total	381	100,0

Comment : The finding that 69.3% of respondents have not visited the BIMO website suggests a potential disconnect between the brand's social media presence and website traffic. Businesses should explore strategies to bridge this gap, such as incorporating compelling calls-to-action, exclusive website-only offers, or seamless integration between social media platforms and the website to drive more traffic and engagement.

Q14 : Rating the overall website experience.

Graph 2.14 : respondents rates about their experience on Bimo's website.

Source: Made by us on the basis of the results of the questionnaire" using SPSS"

Table 2.19 : respondents rates about their experience on Bimo's website.

|		**Frequency**	**Percentage**
	1,0	43	11,3
	2,0	29	7,6
	3,0	155	40,7
	4,0	64	16,8
	5,0	90	23,6
	Total	381	100,0

Source: Our survey data," Results obtained with SPSS software".

Comment : The diverse range of ratings for the overall website experience, with the most common rating being 3 (40.7%), indicates areas for improvement in BIMO's website design,

user experience, and overall online presence. Bimo should analyze user feedback, identify pain points, and continuously optimize their website to provide a seamless and engaging experience for visitors, ultimately enhancing customer satisfaction and driving conversions.

Q15 : Sample's age.

Graph 2.15 : Respondents age.
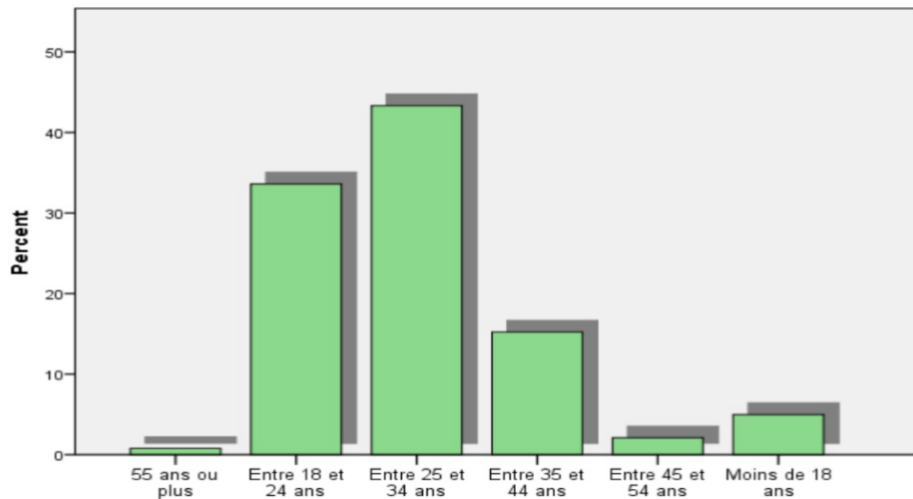
Source: Made by us on the basis of the results of the questionnaire" using SPSS"

Table 2.20 : Respondents age.

		Count	Percent
	Under 18	19	5,0
	Between 18 and 24 years	128	33,6
	Between 25 and 34 years	165	43,3
	Between 35 and 44 years	58	15,2
	Between 45 and 54 years	8	2,1
	55 years or older	3	,8
	Total	381	100,0

Comment : The age distribution of respondents, with the majority falling into the "between 25 and 34 years" (43.3%) and "between 18 and 24 years" (33.6%) age groups, provides valuable

demographic insights for BIMO. This information can tailor their marketing strategies, content creation, and messaging to resonate with their primary target audience effectively.

Q16 : Sample's gender.

Graph 2.16: Respondents gender.

Source: Made by us on the basis of the results of the questionnaire" using SPSS"
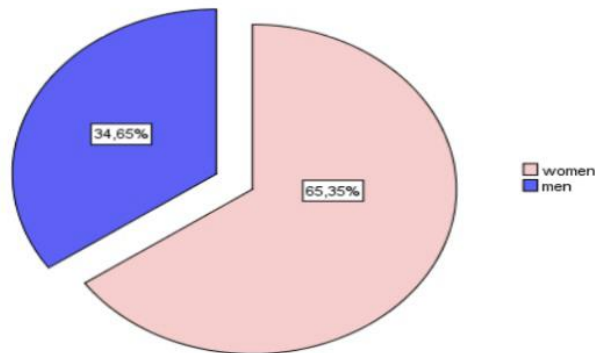
Table : Respondents gender.

		Frequency	**Percentage**
	Woman	**249**	**65,4**
	Man	**132**	**34,6**
	Total	**381**	**100,0**

Source: Our survey data," Results obtained with SPSS software".

Comment :   The gender distribution of respondents, with 65.4% being women and 34.6% being men, offers valuable insights into BIMO's target audience demographics. This information can be used to develop gender-specific marketing strategies, product offerings, and messaging that cater to the preferences and needs of their core consumer segments.

3.3 Analysis of cross-tabulation

Hypothesis Test :

- ✓ **Hypothesis 1 :** Marketing via social media has a positive impact on traffic conversion.

Cross-tabulation 1 : The relationship between the use of social media to look for products or brands and being influenced by Bimo's social media posts to learn more about their products.

Row variable : Use of social media for product or brand information (Yes/No).

Column variable : Influenced by Bimo's social media posts (Yes/No).

Chi-Square Test of Independence :

- Null hypothesis «H0 » : There is no relationship between using social media to research products or brands and being influenced by Bimo's social media posts to learn more about their products.

- Alternative hypothesis «H1 » : There is a relationship between using social media to research products or brands and being influenced by Bimo's social media posts to learn more about their products.

\Table : Cross-Tabulation and Chi-Square Test for Social Media Usage for Product Information and Influence by Bimo's Social Media Posts.

Chi-square Tests					
	Value	**ddl**	**asymptoticSignificance (2-sided)**	**Exact sig. (2-sided)**	**Exact sig. (2-sided)**
Pearson Chi-square	29,007^a	1	,000		
Continuity Correction	26,886	1	,000		
Likelihood Ratio	28,520	1	,000		
Test exact de Fisher				,000	,000

Linear-by-linear Association	28,931	1	,000		
N of Valid Cases	381				
a. 0 cells (0,0%) have expected count less than 5.the minimum excpected count is 10,58.					
b. Computed only for a 2x2 table					

Results1 :

- Chi-Square value: 29.007
- Degrees of freedom: 1
- Asymptotic significance (p-value) : 0.000

Interpretation :

Since the p-value (0.000) is less than the significance level ($\alpha = 0.05$), we reject the null hypothesis. This indicates a statistically significant relationship between using social media to research products or brands and being influenced by Bimo's social media posts. Most respondents who use social media for product information have been influenced by Bimo's posts. This suggests that marketing via social media positively impacts traffic conversion, as Bimo's social media presence effectively encourages users to engage with their products.

✓ **Hypothesis 2 :** Instagram is the most effective social media network and has the greatest impact on traffic conversion.

Cross-tabulation 2 : The relationship between the prefered social media platform for following brands and being influenced by Bimo's social media posts.

Rowvariable : Prefered social media platform (Instagram/Facebook/Twitter/LinkedIn/TikTok/Snapchat/Pintrest).

Column variable : Influenced by Bimo's social media posts (Yes/No)

Chi-Square Test of Independence 2 :

- Null hypothesis «H0 » : There is no significant relationship between the prefered social media platform for following brands and being influenced by Bimo's social media posts to learn more about their products.
- Alternative Hypothesis «H1 » : There is a significant relationship between the prefered social media platform for following brands and being influenced by Bimo's social media posts to learn more about their products.

Table 2 : Cross-Tabulation and Chi-Square Test for Preferred Social Media Platform and Influence by Bimo's Social Media Posts.

Chi-square Tests			
	Value	Ddl	AsymptoticSignificance (2-sided)
Pearson Chi-square	58,218[a]	6	,000
Likelihood Ratio	58,922	6	,000
Linear-by-linear Association	34,467	1	,000
N of Valid Cases	381		
a. 4 cells (28,6%) have expected count less than 5. The minimum expected count is 1,09.			

Results :
- Chi-Square value : 58.218
- Degrees of freedom : 6
- Asymptotic significance (p-value) : 0.000

Interpretation :

Since the p-value (0.000) is less than the significance level ($\alpha = 0.05$), we reject the null hypothesis. This indicates a significant relationship between the Preferred social media platform and being influenced by Bimo's social media posts. The data shows that Instagram users are more likely to be influenced by Bimo's social media posts compared to other platforms. This supports the hypothesis that Instagram is the most effective social media network for impacting traffic conversion. Bimo should consider focusing more on Instagram for their marketing efforts.

✓ **Hypothesis 3 :** A well-executed content strategy on social media significantly improves traffic conversion.

<u>Cross-tabulation 3 :</u> the relationship between the type of content found most interesting and the impact of social media on purchasing behavior.

<u>Row Variable :</u> Type of content found most interesting (Images and videos of products/Special offers and promotions/Contests and games).

<u>Column Variable</u> : Impact of social media on purchasing behavior (Positive/Negative).

<u>Chi-Square Test of Independence 3 :</u>

- Null Hypothesis «H0 »: There is no relationship between the type of content found most interesting and the impact of social media on purchasing behavior.

- Alternative Hypothesis «H1 » : There is a relationship between the type of content found most interesting and the impact of social media on purchasing behavior.

Table : Cross-Tabulation and Chi-Square Test for Type of Social Media Content and Impact on Purchasing Behavior.

Pearson Chi-square tests	
	Do you think social media has a positive or negative impact on your purchasing behavior
Chi-square	23,395
Ddl	3
Sig.	,000*
*. Chi square statistics are significant at the ,05.	

Results 3:

Chi-square value: 23.395

Degrees of freedom: 3

Asymptotic significance (p-value): 0.000

Interpretation:

  Since the p-value (0.000) is less than the significance level ($\alpha = 0.05$), we reject the null hypothesis. This indicates a significant relationship between the type of content and the impact on purchasing behavior. The analysis reveals that users who find images and videos of products or special offers most interesting are more likely to report a positive impact on their purchasing behavior from social media. This supports the hypothesis that a well-executed content strategy, including engaging and visually appealing content, significantly enhances traffic conversion. Bimo should focus on creating high-quality images and videos, as well as attractive promotional content to maximize the positive impact on purchasing behavior

3.3 Summary of results:

3.3.1 Analysis of Results and Discussion of Research Hypotheses*:*

  Based on our detailed analysis of the impact of social media channels on traffic conversion for Bimo Algeria, we have obtained several key findings and interesting observations that are worth recalling.
These insights highlight the effectiveness of various aspects of social media marketing and provide a foundation for strategic recommendations.
The obtained results are summarized as follows:
  -The results affirm the notion that a well-executed social media marketing strategy, grounded in theoretical principles and attuned to audience preferences, can significantly enhance traffic conversion and support brand growth. By leveraging engaging content and interactive platforms, brands can create a compelling online presence that drives consumer engagement and action. Our analysis shows that there is a strong relationship between using social media to research products or brands and being influenced by Bimo's social media posts to learn more about their products. This indicates that social media marketing effectively drives traffic conversion, emphasizing the importance of maintaining an active and engaging social media presence.

-Instagram has emerged as the most effective social media network for Bimo in terms of driving traffic conversion. Respondents who preferred Instagram were more likely to be influenced by Bimo's social media presence compared to other platforms like Facebook, Twitter, and LinkedIn. This suggests that Bimo should prioritize Instagram in their social media marketing efforts to maximize engagement and conversion.

-The analysis also highlights the importance of a well-executed content strategy on social media. There is a significant relationship between the type of content found interesting by users and the positive impact of social media on their purchasing behavior. Respondents showed a strong preference for visually appealing and promotional content such as product images, videos, and special offers. These types of content significantly improve traffic conversion for Bimo, demonstrating the effectiveness of strategic content planning.

Overall, the study's findings do not only validate the theoretical underpinnings concerning our subject but also provide practical insights for brands looking to harness the power of social media to drive traffic conversion and foster growth. The strategic use of visually appealing and promotional content on platforms like Instagram has proven to be highly effective, underscoring the importance of a targeted and well-planned social media strategy.

3.3.2 Recommendations for Strategic Enhancements:

➢ Visually appealing content, such as high-quality images and videos, significantly influences consumer engagement and purchasing behavior. Bimo should invest in professional photography and videography to create visually captivating product showcases

➢ Since Instagram is to be found the most effective platform for influencing traffic conversion. Bimo should prioritize Instagram in their social media strategy by frequently posting engaging stories, reels, and posts. Utilizing Instagram's various features such as IGTV for longer videos, Stories for daily updates, and Reels for short, engaging content can help maintain a consistent presence and maximize reach.

➢ Encouraging and sharing user-generated content can significantly enhance brand credibility and trust. Bimo should run campaigns that motivate customers to share their experiences and childhood stories with Bimo's products, on social media, using branded hashtags. Highlighting this content on Bimo's official pages not only provides

authentic testimonials but also fosters a sense of community and involvement among customers.

➢ Partnering with influencers who align with Bimo's brand values and have a substantial following can amplify reach and credibility and more precisely help promote for Bimo's new products other than their classic already known ones. Influencers can create authentic content that resonates with their audience, driving traffic and conversions for Bimo.

Conclusion:

In this chapter we undertook an external study, which was illustrated by conducting a questionnaire. To validate our research hypotheses, we opted for cross-tabulation and the use of appropriate statistical tools. The principal findings indicate that Bimo's use of social media channels significantly impacts traffic conversion. However, the analysis reveals that Bimo's digital strategy does not adequately emphasize the importance of sharing photos and videos of their products. This content type has been identified as essential for driving traffic conversion. Therefore, it is imperative for Bimo to prioritize visual content in their social media marketing efforts to enhance engagement and drive higher traffic conversion rates.

The analysis demonstrated a significant relationship between the preferred social media platform and traffic conversion, with Instagram users showing the highest conversion rates. Furthermore, a well-executed content strategy, particularly one featuring engaging and visually appealing content, significantly boosts traffic conversion. These results underscore the importance of focusing marketing efforts on Instagram and enhancing the quality of content to maximize the positive impacts on traffic conversion and overall business growth.

General Conclusion

General Conclusion

This study has focused on exploring the significant impact of social media channels on traffic conversion, with a specific focus on Bimo's strategic use of these platforms. Through an in-depth analysis, we have identified key factors that influence traffic conversion and demonstrated how effectively leveraging social media can enhance marketing outcomes. This research underscores the pivotal role of well-crafted social media strategies in driving traffic, engaging customers, and ultimately fostering business growth.

In the first part of the literature review, we explored the theoretical foundations of social media marketing, emphasizing its role in shaping consumer behavior and engagement. Various factors influencing traffic conversion were examined, including the effectiveness of different social media platforms and content strategies. We also assessed the broader implications of social media marketing on brand visibility and consumer interaction.

To achieve our research goals, we employed a quantitative approach, developing an online questionnaire to gather comprehensive data on user preferences and behaviors related to social media usage and its impact on traffic conversion. This robust data collection method provided a solid foundation for our subsequent analysis, enabling us to identify key trends and insights pertinent to our research questions.

Based on a review of prior studies and our theoretical framework, we formulated several hypotheses. Our analysis confirmed the following determinant attributes: the use of social media for product research, the influence of specific social media platforms, and the type of content that drives traffic conversion. These attributes were instrumental in shaping our hypotheses and guiding our research focus.

Hypothesis 01: Marketing via social media has a positive impact on traffic conversion. Our analysis demonstrated that social media marketing significantly influences traffic conversion. Users who engage with social media for product research are more likely to be influenced by Bimo's social media posts, leading to increased traffic conversion.

Hypothesis 02: Instagram is the most effective social media network for driving traffic conversion. The findings revealed that Instagram is particularly effective in influencing users. Individuals who prefer Instagram exhibited a higher propensity to engage with Bimo's social media content, thereby enhancing traffic conversion.

Hypothesis 03: A well-executed content strategy on social media improves traffic conversion. Our study confirmed that visually appealing and promotional content significantly boosts traffic conversion. Users responded positively to engaging product showcases and exclusive offers, indicating the importance of strategic content planning.

The identification of these key attributes allowed us to propose targeted recommendations for Bimo's social media strategy. By focusing on the most influential platforms and optimizing content strategies, Bimo can enhance its traffic conversion rates and overall marketing effectiveness.

The utilization of our research approach provided several benefits:

- The quantitative approach allowed us to evaluate the impact of social media marketing comprehensively, considering multiple factors and attributes. This holistic assessment provided a clearer understanding of the drivers of traffic conversion.

- The research enabled the identification of specific social media platforms and content types that are most effective in driving traffic conversion. This customization ensures that marketing efforts are aligned with user preferences and behaviors, providing actionable insights for strategic planning.

- The insights gained from this research facilitate data-driven decision-making, allowing Bimo to implement targeted interventions and optimize its social media marketing strategies for better performance and customer engagement.

Ultimately, this dissertation has provided valuable insights into the role of social media in driving traffic conversion. It has highlighted the importance of strategic social media marketing and the potential for leveraging platform-specific strengths to enhance marketing outcomes.

However, we must acknowledge the limitations of this research. The primary limitation is the exclusive reliance on quantitative methods, which may lack the depth and context provided by qualitative approaches. Additionally, the scope of our data collection was limited to a specific time frame, potentially overlooking dynamic changes in consumer behavior over time.

Despite these limitations, this dissertation underscores the significance of social media marketing for companies like Bimo. It sheds light on the practical implications of leveraging social media channels for traffic conversion and offers a framework for optimizing marketing strategies.

Finally, we hope that this research, while modest, can draw attention to the critical role of social media marketing and inspire further exploration and adoption of these strategies by companies seeking to enhance their digital presence and performance.

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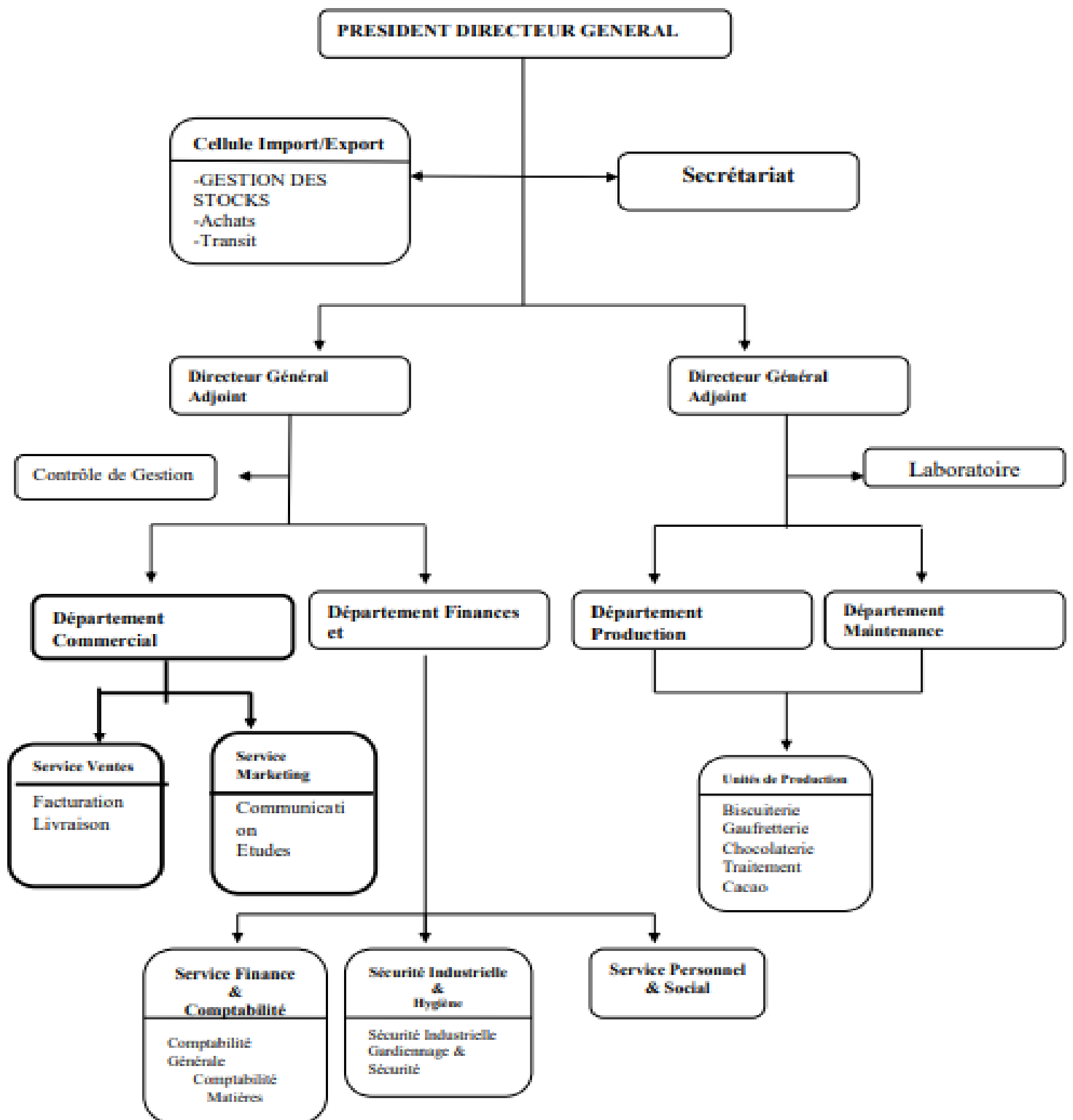
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APPENDICES:

Appendix NO.1: BIMO's organisation chart

PRESIDENT DIRECTEUR GENERAL

Cellule Import/Export
- GESTION DES STOCKS
- Achats
- Transit

Secrétariat

Directeur Général Adjoint

Directeur Général Adjoint

Contrôle de Gestion

Laboratoire

Département Commercial

Département Finances et

Département Production

Département Maintenance

Service Ventes
Facturation
Livraison

Service Marketing
Communication
Etudes

Unités de Production
Biscuiterie
Gaufretterie
Chocolaterie
Traitement
Cacao

Service Finance & Comptabilité
Comptabilité Générale
Comptabilité Matières

Sécurité Industrielle & Hygiène
Sécurité Industrielle
Gardiennage & Sécurité

Service Personnel & Social

Appendix NO.02 : The survey

L'impact des canaux de médias sociaux sur la conversion du trafic.

Dans le cadre de la préparation d'un mémoire de fin de cycle ,en vue de l'obtention d'un master en E-Business à l'école supérieure de gestion et d'économie numérique (ESGEN), portant sur «L'impact des canaux de médias sociaux sur la conversion du trafic », votre collaboration est essentielle pour la réalisation et la poursuite de cette recherche.
Avant de commencer, nous tenons à souligner que toutes les réponses seront anonymes et confidentielles. Elles ne seront utilisées que dans le cadre de notre recherche.
Nous vous remercions par avance pour votre précieuse collaboration à la réalisation de cette étude.

كجزء من إعداد أطروحة نهاية التخرج ، بهدف الحصول على درجة الماستر في الأعمال الإلكترونية في المدرسة العليا لتسيير والاقتصاد الرقمي ، حول "تأثير قنوات وسائل التواصل الاجتماعي على تحويل حركة الويب" ، فإن تعاونك ضروري لتحقيق هذا البحث واستمراره.

قبل أن نبدأ ، نود أن نشير إلى أن جميع الردود ستكون مجهولة وسرية. سيتم استخدامها فقط كجزء من بحثنا

نشكرك مقدما على تعاونك القيم

* Indique une question obligatoire

1. **Veuillez indiquer la langue de votre préférence : ***
    يرجى تحديد لغتك المفضلة :

    Une seule réponse possible.

    ◯ Français   *Passer à la question 2*

    ◯ العربية   *Passer à la question 22*

Bienvenus !
Nous vous remercions sincèrement de prendre le temps de participer à cette étude. Votre contribution est d'une valeur inestimable pour notre recherche. Veuillez répondre avec confiance et sans hésitation, votre expérience et votre opinion sont essentielles pour nous aider à mieux comprendre le sujet. Nous sommes reconnaissants pour votre précieuse collaboration.

2. **Utilisez-vous les réseaux sociaux pour rechercher des produits ou des informations sur des marques ?** *

Une seule réponse possible.

◯ Oui

◯ Non

3. **Sur quels réseaux sociaux êtes-vous actif/ve ? (Cochez tout ce qui s'applique)** *

Plusieurs réponses possibles.

☐ Facebook
☐ Twitter (X)
☐ Instagram
☐ LinkedIn
☐ TikTok
☐ Snapchat
☐ Pintrest
☐ Autre : _____

4. **Combien de temps en moyenne passez-vous sur les réseaux sociaux chaque jour ?** *

Une seule réponse possible.

◯ Moins d'une heure

◯ 1 à 3 heures

◯ 4 à 7 heures

◯ Plus de 8 heures

5. **Quels réseaux sociaux utilisez-vous le plus fréquemment pour accéder aux contenus des marques**

_____

6. **Êtes-vous familier/ère avec la marque Bimo ?** *

Une seule réponse possible.

◯ Oui

◯ Non

7. **Comment avez-vous découvert la société Bimo ?** *

Plusieurs réponses possibles.

☐ À travers les médias sociaux

☐ Par le bouche-à-oreille

☐ En effectuant une recherche en ligne

☐ Par une publicité en ligne

☐ Autre : _____

8. **Suiviez-vous la marque Bimo sur les réseaux sociaux ?** *

Une seule réponse possible.

◯ Oui

◯ Non

9. **Avez-vous déjà été influencé/e par une publication de Bimo sur les réseaux** *
   sociaux pour en savoir plus sur leurs produits ?

Une seule réponse possible.

◯ Oui

◯ Non

10. **Si vous avez répondu "Oui" à la question précédente, quel canal de médias sociaux vous a le plus influencé ?**

   Plusieurs réponses possibles.

   ☐ Facebook
   ☐ Instagram
   ☐ Twitter
   ☐ Tiktok
   ☐ LinkedIn
   ☐ Pintrest
   ☐ Snapchat

   ☐ Autre : _____

11. **Pensez-vous que les réseaux sociaux ont un impact positif ou négatif sur votre comportement d'achat ?**   *

   Une seule réponse possible.

   ◯ Positif
   ◯ Négatif

12. **Quels types de contenus publiés par Bimo sur les réseaux sociaux trouvez-vous les plus intéressants ?**   *

   Plusieurs réponses possibles.

   ☐ Images et vidéos des produits
   ☐ Offres spéciales/promotions
   ☐ Concours et jeux

   ☐ Autre : _____

13. **Quels sont les aspects que vous appréciez le plus dans la présence de la** *
    société Bimo sur les médias sociaux ?

    Plusieurs réponses possibles.

    ☐ Contenu intéressant et engagement

    ☐ Offres promotionnelles attractives

    ☐ Interaction avec les clients (réponses aux commentaires , messages, etc..)

    ☐ Visibilité et présence régulière

    ☐ Autre : _____

14. **Dans quelle mesure les offres spéciales ou les promotions sur les réseaux** *
    sociaux influencent-elles votre décision d'achat ?

    Une seule réponse possible.

1	2	3	4	5	6	7	8	9	10
○	○	○	○	○	○	○	○	○	○

15. **Avez-vous déjà visité le site web de Bimo ?** *

    Une seule réponse possible.

    ○ Oui

    ○ Non

16. **Globalement, comment évalueriez-vous votre expérience sur le site web de la** *
    société Bimo ?

    Une seule réponse possible.

	1	2	3	4	5	
Très	○	○	○	○	○	Très satisfaisante

17. **Quel est votre âge ?** *

Une seule réponse possible.

- ◯ Moins de 18 ans
- ◯ Entre 18 et 24 ans
- ◯ Entre 25 et 34 ans
- ◯ Entre 35 et 44 ans
- ◯ Entre 45 et 54 ans
- ◯ 55 ans ou plus

18. **Vous êtes ?** *

Une seule réponse possible.

- ◯ Homme
- ◯ Femme

19. **Quelle est votre occupation ?** *

Une seule réponse possible.

- ◯ Étudiant
- ◯ Employé à temps plein
- ◯ Employé à temps partiel
- ◯ Retraité
- ◯ Indépendant
- ◯ Au chômage
- ◯ Autre : _____

20. **Avez-vous des suggestions pour améliorer la présence de la société Bimo sur** *
    les médias sociaux et son impact sur la conversion du traffic ?

    Une seule réponse possible.

    ⬭ oui

    ⬭ Non

21. **Si oui, veuillez indiquer vos suggestions :**

    _____

    _____

    _____

    _____

    _____

Content Table