

**Thesis Submitted In Partial Fulfillment Of The Requirements  
For The Master's Degree In**

**Major: E-Business**

**Theme:**

**The Integration Of Automation Tools In  
A Digital Marketing Campaign For  
An Agri-Food Product  
Case Study: LA LAITERIE SOUMMAM**

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## **SUMMARY**

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## **Abbreviation List**

|                |                                                      |
|----------------|------------------------------------------------------|
| <b>Ads</b>     | Advertisement                                        |
| <b>AI</b>      | Artificial intelligence                              |
| <b>Apps</b>    | Applications                                         |
| <b>B2B</b>     | Business to Business                                 |
| <b>B2C</b>     | Business to Consumer                                 |
| <b>CAC</b>     | Customer Acquisition Cost                            |
| <b>CBO</b>     | Campaign Budget Optimization                         |
| <b>CLV</b>     | Customer Lifetime Value                              |
| <b>CPC</b>     | Cost Per Click                                       |
| <b>CPL</b>     | Cost Per Lead                                        |
| <b>CRM</b>     | Customer Relationship Management                     |
| <b>CRO</b>     | Conversion Rate Optimization                         |
| <b>CTA</b>     | Call To Action                                       |
| <b>CTR</b>     | Click-Through Rate                                   |
| <b>DOOH</b>    | Digital Out-of-Home                                  |
| <b>EFSA</b>    | European Food Safety Authority                       |
| <b>EU</b>      | European Union                                       |
| <b>FAO</b>     | Food and Agriculture Organization                    |
| <b>FDA</b>     | Food and Drug Administration                         |
| <b>GDP</b>     | Gross Domestic Product                               |
| <b>GIF</b>     | Graphic Interchange Format                           |
| <b>IOT</b>     | Internet Of Things                                   |
| <b>ISO</b>     | International Organization for Standardization       |
| <b>KPIs</b>    | Key Performance Indicators                           |
| <b>ML</b>      | Machine Learning                                     |
| <b>NLP</b>     | Natural Language Processing                          |
| <b>POEM</b>    | Paid Owned Earned Media                              |
| <b>QR Code</b> | Quick Response Code                                  |
| <b>ROI</b>     | Return on Investment                                 |
| <b>SARL</b>    | Société à Responsabilité Limitée                     |
| <b>SEA</b>     | Search Engine Advertising                            |
| <b>SEO</b>     | Search Engine Optimisation                           |
| <b>SEM</b>     | Search Engine Marketing                              |
| <b>SERP</b>    | Search Engine Results Page                           |
| <b>SMART</b>   | Specific , Measurable, Achievable, Realistic, Timely |
| <b>SMS</b>     | Short Message Service                                |
| <b>SWOT</b>    | Strengths, Weaknesses, Opportunities, Threats        |

|            |                            |
|------------|----------------------------|
| <b>TV</b>  | Television                 |
| <b>UHT</b> | Ultra-High Temperature     |
| <b>US</b>  | United States              |
| <b>USP</b> | Unique Selling Proposition |
| <b>VTR</b> | View Through Rate          |
| <b>WHO</b> | World Health Organization  |

## Abstract

In the face of accelerating digital transformation, agri-food companies must rethink their marketing strategies to meet evolving consumer expectations. This shift raises a central question: **“How does the integration of marketing automation contribute to the performance of digital campaigns in the Agri-food industry?”** This question forms the core of our study, which aims to explore the strategic implications of marketing automation on campaign performance within this traditionally less digitized sector.

Our research involved the progressive automation of a digital campaign for a product launch at Laiterie Soummam, covering all phases from pre-launch to post-launch. By integrating both the company's existing automation tools and additional advanced solutions and innovative tools we integrated ourselves, we assessed campaign performance through a comprehensive set of KPIs, surveys, interview, SWOT analyses, and comparative studies. This multi-faceted approach enabled us to evaluate not only the campaign's effectiveness, efficacy, and efficiency, but also the tangible impact of marketing automation on operational workflows and customer engagement.

**Keywords:** Digital Marketing Campaign, Agri-food Sector, Automation, Automated tools's Integration, KPIs, La Laiterie Soummam.

## ملخص

في ظل التسارع المتزايد للتحويل الرقمي، يتعين على الشركات العاملة في قطاع الصناعات الغذائية إعادة التفكير في استراتيجياتها التسويقية لمواكبة تطور توقعات المستهلكين. هذا التحول يثير سؤالاً محورياً: "كيف تساهم عملية دمج أتمتة التسويق في أداء الحملات الرقمية في قطاع الصناعات الغذائية؟" يشكل هذا السؤال صلب دراستنا التي تهدف إلى استكشاف الآثار الاستراتيجية لأتمتة التسويق على أداء الحملات داخل هذا القطاع الذي كان تقليدياً و أقل توجهاً نحو الرقمنة.

شملت دراستنا المشاركة في تنفيذ حملة رقمية مؤتمتة تدريجياً لإطلاق منتج لدى شركة ملبنة الصومام، حيث غطت الحملة جميع المراحل من ما قبل الإطلاق إلى ما بعده. ومن خلال دمج أدوات الأتمتة الحالية لدى الشركة مع حلول وأدوات مبتكرة (KPIs) ، ومتقدمة قمنا بإدراجها بأنفسنا، قمنا بتقييم أداء الحملة باستخدام مجموعة شاملة من مؤشرات الأداء الرئيسية ، والدراسات المقارنة. مكننا هذا النهج المتعدد الأبعاد من تقييم ليس فقط فعالية SWOT والاستبيانات، والمقابلات، وتحليل وكفاءة الحملة، بل أيضاً التأثير الملموس لأتمتة التسويق على سير العمل التشغيلي وتفاعل العملاء.

**الكلمات المفتاحية:** الحملة الرقمية التسويقية، قطاع الصناعات الغذائية، الأتمتة، دمج الأدوات المؤتمتة، مؤشرات الأداء، ملبنة الصومام(KPIs)

## Résumé

Dans un contexte de transformation numérique accélérée, les entreprises du secteur agroalimentaire doivent repenser leurs stratégies marketing afin de répondre aux attentes changeantes des consommateurs. Cette évolution soulève une question centrale : « **Comment l'intégration de l'automatisation marketing contribue-t-elle à la performance des campagnes numériques dans le secteur agroalimentaire ?** » Cette interrogation est au cœur de notre étude, qui vise à analyser les impacts stratégiques de l'automatisation marketing sur les performances des campagnes numériques dans ce secteur encore peu digitalisé.

Notre recherche s'est concentrée sur l'automatisation progressive d'une campagne numérique de lancement de produit menée chez la Laiterie Soummam, en couvrant toutes les phases : pré-lancement, lancement et post-lancement. En associant les outils d'automatisation existants de l'entreprise à des solutions avancées et innovantes que nous avons intégrées nous-mêmes, nous avons évalué les performances de la campagne à travers une analyse complète reposant sur des indicateurs de performance clés (KPI), des enquêtes, un entretien, des analyses SWOT et des études comparatives.

**Mots-clés :** Campagne marketing digitale, secteur agroalimentaire, automatisation, intégration d'outils automatisés, KPI, Laiterie Soummam.

## **General Introduction**

The global business landscape has undergone a profound transformation in the recent decades with the rapid evolution of digital technologies. Marketing, a function traditionally based on direct communication, printed media, and in-store promotions, has found itself revolutionized by the rise of the Internet and social networks. Initially, digital marketing was limited to simple websites or newsletters, but it has since evolved into a sophisticated and data-driven practice. What was once manual and static has become dynamic, real-time, and increasingly automated.

Today, automation has become one of the most disruptive innovations within the marketing field. Thanks to artificial intelligence (AI) and machine learning, automation tools can now analyze large amounts of data, personalize messages, and optimize campaigns almost instantly. This shift has brought significant improvements in how businesses engage with their audiences, offering speed, precision, and scale that were unimaginable a few years ago. As a result, digital marketing has not only become more efficient but also more aligned with the increasingly demanding behavior of modern consumers.

In the industrial sector, AI and automation have long been associated with production and logistics. However, their growing integration into marketing operations especially in sectors like Agri-food has opened new opportunities for strategic decision-making and consumer engagement. In a highly competitive and fast-paced environment, automation enables companies to better understand, target, and retain their customers by leveraging real-time data and behavior patterns.

Algeria, like many other countries, has witnessed a steady increase in internet penetration and the use of digital platforms. This digital shift has forced companies, even those in traditional sectors like Agri-food, to rethink their communication and customer acquisition strategies. As consumers become more connected and aware, the challenge lies in delivering personalized, consistent, and high-performing campaigns across multiple digital touchpoints.

Within this context, two main factors highlight the importance of this research:

**Objective Motivation:** Automation tools are becoming an essential part of digital marketing strategies across many industries, yet their adoption in the Agri-food sector is still limited. Exploring this topic helps fill a gap in existing research and shows how traditional industries

can benefit from digital transformation. We were motivated to choose this topic because it addresses a real need in the Agri-food sector, where digital tools are still underused. Its innovative nature, combined with the possibility of making a concrete contribution to a traditional industry, made it both relevant and meaningful to us.

**Personal Motivation:** This topic is also new and unexplored within our school (Ecole Supérieure De Gestion et D'Economie Numérique, ESGEN), which adds academic value and originality to our work. It also is an innovative work; in fact, being the first to address the integration of automation tools in a digital marketing campaign for an agri-food product, opens new perspectives for future student research and applied projects. It can inspire others to explore related aspects such as customer journey automation.

Given this context, the purpose of our work is to understand the impact of marketing automation on the performance of digital campaigns, specifically within the Agri-food industry. Our central research question is therefore:

***"How does the integration of marketing automation contribute to the performance of digital campaigns in the Agri-food industry?"***

To answer this question, we developed three sub-questions, each sub-question includes multiple hypothesis because the topic is broad and complex and cannot be explained by just one possible answer. Using multiple hypothesis helps explore different angles and makes the analysis more complete and reliable.

- **Sub-question 1:** How can the performance of a digital marketing campaign be assessed throughout its stages?

- **Hypothesis:**

**Hypothesis 1:** Analyzing each campaign phase helps identify strengths and areas for improvement.(benchmarks, surveys...)

**Hypothesis 2:** KPIs specific to each stage are essential for performance analysis.

**Hypothesis 3:** Relying solely on **Meta Business Suite** provides a limited view of performance.

.

- **Sub-question 2:** How do automation tools enhance the overall performance of a digital marketing campaign?

○ **Hypothesis:**

**Hypothesis 1:** Automation reduces manual workload and supports real-time tracking.

**Hypothesis 2:** Automated campaigns lead to better ROI.

**Hypothesis 3:** Automation improves customer engagement and brand connection.

- **Sub-question 3:** What KPIs can be used to evaluate the Performance of the automation process within a marketing campaign?

○ **Hypothesis:**

**Hypothesis 1:** Automation progress rate reflects how advanced the automation is.

**Hypothesis 2:** Success rate and defect rate help evaluate automation performance.

**Hypothesis 3:** The percentage of automatable tasks and task coverage rate help assess the impact of automation within the campaign.

**Objectives:**

- Innovate by introducing digital marketing automation into a traditional sector such as the Agri-food industry.
- Develop a real-world case study based on a professional internship experience to connect theoretical concepts with practical applications.
- Implement the new digital campaign for "Jnina Fruits et Graines" step by step and Analyze its performance at each stage using digital automated tools and performance metrics (KPIs).
- Identify and incorporate new digital tools
- Discover and apply new KPIs for evaluating both the performance of the campaign and automation.
- Provide actionable recommendations for future digital marketing campaigns in the Agri-food sector, emphasizing automation and innovative tools.
- Strengthen the brand's digital presence through innovative campaign strategies, including automated customer engagement and content delivery.
- Inspire future students and companies to explore digital transformation and automation in traditional industries.

**Our methodology** is structured in two complementary parts. The **first chapter**, theoretical in nature, explores key concepts including, digital marketing, its tools, especially those involving

automation. This chapter is based on a descriptive approach, drawing on books, academic articles, and relevant documentation to establish a solid conceptual framework.

The **second chapter**, practical in nature, is based on a case study conducted during our internship. This study includes the following **research tools**:

- A qualitative interview with the community manager of our host company,
- Two quantitative questionnaires (**a degustation survey and a feedback survey**) distributed to **a sample of 183 for the degustation survey**, reflecting the total available participants during the Algerian Production Fair who participated in our study, ensuring a diverse and spontaneous sample of potential consumers.

And **a sample of 109 for the feedback survey**, including individuals who interacted with the campaign, then participated in our e-mail and social media feedback campaign, providing relevant and direct feedback on its impact and effectiveness.

- Data analysis using a traditional tool (**Google Forms**) and two AI-driven automated tools (**Glide and ExcelDashboard**).

We specifically focused on the digital campaign for "**Jnina Fruits et Graines**", an Agri-food product. Our analysis covered every phase of the campaign, from planning to post-launch evaluation, while integrating automation tools at each stage. This second part serves as a concretization of the theoretical elements discussed in the first, allowing us to observe the real-world application and impact of marketing automation in a professional setting. Afterwards, recommendations on the integration of automation in a digital marketing campaign's process will be provided.

This research **aims** not only to understand how automation enhances digital marketing performance but also to offer practical insights for companies navigating digital transformation in the Agri-food sector.

## **Chapter 1: Digital Marketing and Automation in the Agri-Food Sector**

This chapter provides the theoretical framework necessary to understand the role and evolution of digital marketing. It begins by presenting its foundations and current challenges, then examines the specificities, constraints, and practical applications of digital marketing in the agri-food sector. Finally, it focuses on automation in digital marketing, highlighting its key domains as well as the main tools used to optimize and enhance digital campaigns.

### **Section1: Digital Marketing : Foundations And Challenges**

#### **1.1.1 Definition And Scope Of Digital Marketing**

Digital marketing can be defined as the process of achieving marketing goals through the utilization of digital media, data, and technology. It involves the integration of digital tools with traditional communication methods to meet marketing objectives. This clear definition emphasizes that the effectiveness of technology should guide investments in digital marketing, rather than merely adopting new technologies for their own sake.

In practice, digital marketing encompasses the management of various online presences for a company, including websites, mobile applications, and social media profiles. It also incorporates online communication strategies such as search engine marketing, social media marketing, online advertising, email marketing, and collaborations with other websites. These strategies aim to attract new customers and enhance services for existing ones, thereby fostering stronger customer relationships through customer relationship management (CRM).

Nonetheless, for digital marketing to achieve optimal success, it is essential to integrate these digital techniques with traditional media channels, such as print, television, direct mail, and personal sales and support, as part of a comprehensive multichannel marketing communication strategy.<sup>1</sup>

Many people oppose traditional marketing to digital marketing, whereas both can perfectly work together. The key point is to find interesting synergies with traditional marketing actions to achieve the initial objectives. In recent marketing developments, concepts have been

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<sup>1</sup> Chaffey Dave (2019), *Digital Marketing: Strategy, Implementation and Practice*, Pearson Education, Harlow.

introduced that successfully merge the four Ps of traditional marketing (product, place, promotion, price) with the four Es of digital marketing (emotion, experience, exclusivity, and engagement)<sup>2</sup>.

Indeed, digital marketing can help traditional marketing identify potential customers interested in a product or service while also gaining a better understanding of their needs. This information helps optimize traditional marketing strategies by enabling more personalized customer interactions. Digital marketing implements digital techniques and distributes content that follows a customer's decision-making or purchasing process. It has the advantage of being a flexible and agile approach, accessible to everyone. By gradually integrating it into traditional marketing strategies, businesses can better adapt to an evolving environment while maintaining close communication with customers. Additionally, digital marketing effectively measures return on investment through reporting tools that track the efficiency of marketing actions.

Now that we've seen how digital and traditional marketing can work hand in hand, let's take a closer look at what actually makes them different.

### **1.1.2 Digital Marketing VS Traditional Marketing: What's The Difference?**

The main difference between digital and traditional marketing is the medium through which an audience encounters a marketing message. While traditional marketing uses traditional media like magazines and newspapers, digital marketing uses digital media, such as social media or websites<sup>3</sup>.

Although traditional marketing has always been successful, studies have shown that traditional methods have taken a severe hit in the last decade<sup>4</sup>. And thanks to the convenience of technology, digital marketing has evolved rapidly. Philip Kotler highlights that the shift from traditional to digital marketing represents a significant transformation, incorporating digital technologies into established marketing structures. This integration necessitates the combination of traditional channels with digital platforms to foster a unified and tailored customer experience<sup>5</sup>. He points out the necessity of utilizing tools such as artificial intelligence

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<sup>2</sup> Lanseur Kila et Kherbach Hamid (2019), *Le marketing devient digital*, Management & Sciences Sociales, n° 26, vol. 2019/1, pp. 51-59.

<sup>3</sup> Kumar K. R., Sudhakar S., Vani G. (2023), *Digital Marketing*, Archers & Elevators Publishing House, Bangalore, p. 5.

<sup>4</sup> Idem p.6

<sup>5</sup> Kotler Philip, Kartajaya Hermawan, and Setiawan Iwan (2017), *Marketing 4.0: Moving from Traditional to Digital*, Wiley, Hoboken, p.46.

and blockchain to enhance marketing effectiveness and address the changing demands of consumers.

In the current digital landscape, customers desire more customized interactions, prompting businesses to merge technological advancements with a personal touch. Following Tech technologies play a crucial role in this reconciliation, These technologies include:

**Artificial Intelligence (AI):** AI empowers machines to execute tasks that usually necessitate human cognitive abilities, including learning, reasoning, and making decisions. In the realm of marketing, AI is employed to analyze extensive datasets, enabling the prediction of trends and the customization of customer interactions.

**Natural Language Processing (NLP):** NLP is a subset of AI that equips computers with the capability to comprehend, interpret, and produce human language. This technology is crucial for applications such as chatbots, virtual assistants, and sentiment analysis on social media, promoting more intuitive communication between businesses and their clientele.

- **Internet of Things (IoT):** The IoT refers to a network of interconnected physical devices that can collect and share data via the internet. In marketing, IoT provides insights into consumer behavior and creates opportunities for targeted and contextually relevant communications.
- **Blockchain:** Blockchain is a decentralized ledger technology that guarantees the transparency and security of transactions. In marketing, it can enhance consumer trust by ensuring product authenticity and safeguarding digital transactions.

These innovations not only automate processes but also enable large-scale personalization while maintaining a human dimension<sup>6</sup>. They have emerged in response to the shifts in consumer behavior toward more digital, personalized, and immediate experiences, making the limitations of traditional marketing become more visible and highlighting the key differences between traditional and digital approaches which we can identify as follows:

#### **1.1.2.1 Channels Used**

Traditional marketing uses offline channels like television, radio, newspapers, magazines, billboards, and direct mail. Digital marketing, on the other hand, make use of online channels such as social media, websites, email, mobile apps, search engines, and online ads. These

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<sup>6</sup>,Idem p. 107.

channels make digital marketing more flexible and engaging by giving companies additional chances to interact with their audience in real time and across several touchpoints.

#### **1.1.2.2 Increased Visibility And Global Reach<sup>7</sup>**

One of the most significant advantages of digital marketing is the increased visibility it delivers, both locally and globally. Without the geographical restrictions that come with traditional media, like print, radio, or television, digital platforms enable companies to connect with consumers throughout the world. A brand's visibility is greatly increased by strategies like social media, search engine optimization (SEO), and online advertising, which allow it to reach a far larger audience of potential buyers. The internet makes it easy to scale marketing initiatives, increasing awareness in current markets and opening up new ones.

#### **1.1.2.3 Interactivity And Engagement<sup>8</sup>**

Unlike traditional marketing tends to be one-directional, where messages are pushed to consumers through channels like TV or print ads, digital marketing relies on reciprocal contact. For instance, social media platforms enable users to interact, share, and comment on company content, encouraging greater brand engagement and establishing a brand community. Active online engagement increases consumer loyalty and boosts conversion rates since brands can provide targeted and responsive interactions based on direct feedback and online behavior.

#### **1.1.2.4 Personalization**

Traditional marketing frequently depends on broad, generic messaging directed at large audiences, whereas digital marketing allows for a high degree of personalization. Businesses can use data analytics to target specific customers with offers and messages based on their online behavior, previous purchases, and brand interactions. This level of personalizing improves the customer experience and strengthens brand loyalty by providing consumers with more relevant, timely, and personalized content that fits to their individual interests and behaviors.

#### **1.1.2.5 Cost**

Traditional marketing often requires more production and distribution expenses for media such as television commercials, print materials, and physical advertising. Digital marketing, on the other hand, is typically more flexible and affordable, providing a range of choices for companies

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<sup>7</sup> Kumari Lavanya (2023), *Digital Marketing Essentials*, Magestic Technology Solutions (P) Ltd., Chennai, p. 10.

<sup>8</sup> Idem.

with varying spending limits. Businesses can expand their reach without making a big financial commitment by using digital advertisements, social media campaigns, and organic content marketing, which can be produced and shared at a fraction of the price of traditional advertising.<sup>9</sup>

#### 1.1.2.6 Adaptability And Flexibility

Traditional marketing strategies usually have long preparation periods and are hard to modify once they are executed. Digital marketing initiatives, on the other hand, are very adaptable and can be swiftly modified in response to current market trends and data. In order to boost performance, marketers can instantly modify campaigns, content, or targeting tactics. Because of its flexibility, digital marketing is particularly useful in sectors that move quickly, where success can be greatly impacted by one's capacity to react to opportunities or changes.<sup>10</sup>

#### 1.1.2.7 Data-Driven Analysis And Real-Time Tracking

The capacity to monitor and optimize results in real-time using Key Performance Indicators (KPIs) is one of the main benefits of digital marketing over traditional marketing<sup>11</sup>. These KPIs are crucial measurements that assist marketers measure the success or failure of their campaigns when compared to their SMART goals, which stand for Specific, Measurable, Achievable, Relevant, and Time-bound. The SMART framework guarantees that objectives are not only quantifiable and achievable but also clear and actionable, which is essential for making decisions based on facts.

Since KPIs are often used to judge how well actions align with strategic goals, they are directly connected to the broader idea of performance. Performance is the ability of a company to generate profits and benefits for its different stakeholders by offering products or services that meet customer needs. It is often confused with the concepts of efficacy, efficiency, and effectiveness, which are actually components of performance.

- Efficacy means reaching the objectives that were set, (**Efficacy = Results achieved / Objectives**)
- Efficiency is about achieving these objectives while using the least possible resources, (**Efficiency = Results achieved / Means implemented**)

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<sup>9</sup> Ibid.

<sup>10</sup> Hylewski Marcin, *Traditional Marketing vs Digital Marketing: A Detailed Comparison*, <https://landingi.com/digital-marketing/traditional-marketing-comparison/> [Consulted on 04/07/2025 10:17 PM]

<sup>11</sup> Idem.

-Effectiveness checks whether the results really match the company's initial purpose and bring satisfaction, (**Effectiveness = Level of satisfaction obtained / Results obtained**).

Together, these three concepts help define and measure a company's overall level of performance.<sup>12</sup>

Figure 1: Key factors to consider when setting KPI



Source: Clevinger Amanda, *Key Performance Indicator (KPI)*, <https://snov.io/glossary/key-performance-indicator-kpi/> [05/20/2025 06:21 PM]:

KPIs in digital marketing can be particularly useful for measuring the success of social media campaigns, allowing firms to evaluate metrics such as:

- Website Traffic: Measures the number of visitors to your website, indicating the effectiveness of your marketing channels.
- Conversion Rate: The percentage of visitors who complete a desired action, such as making a purchase or signing up.
- Customer Acquisition Cost (CAC): The total cost spent to acquire a new customer, reflecting marketing efficiency.  
$$CAC = (\text{Total Marketing and Sales Costs} / \text{Number of New Customers Acquired}).$$
- Customer Lifetime Value (CLV): The total revenue expected from a customer over the duration of their relationship with your business.

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<sup>12</sup> Zeguerrou Rania (2022), *Impact of Digital Marketing Tools on Company Performance*, Master's thesis, Higher School of Management and Digital Economy, (Ecole Supérieure de Gestion et D'Economie Numérique ESGEN), p.26.

- Click-Through Rate (CTR): The rate at which users click on links in your ads or content, showing interest and engagement.

$$\text{CTR (\%)} = (\text{Number of Clicks} \div \text{Number of Impressions}) \times 100^{13}.$$

- Bounce Rate: The percentage of visitors who leave your site after viewing only one page, indicating site relevance and user experience.
- Lead Generation: The number or quality of leads generated through marketing efforts.
- Time on Site: The average duration visitors spend on your website, indicates engagement level.
- Traffic Source: Breakdown of where visitors come from (e.g., organic search, paid ads, social media).
- Engagement Rate: Measures how actively your audience interacts with your content through likes, comments, shares, and clicks, and a good engagement rate typically starts at 1% for platforms like Facebook and LinkedIn, and 3–6% for Instagram or TikTok.  
$$\text{ER(\%)} = (\text{Total Interactions} / \text{Total Reach}) \times 100^{14}$$
- Reach: The total number of unique users who have seen your content.
- Impressions: measure how many times your content is displayed on users' screens, regardless of whether it is clicked or engaged with
- Email Open Rate: tracks the percentage of recipients who open an email in a campaign<sup>15</sup>
- Cost Per Click (CPC): Indicates the price of one click on your advertisement. It allows you to figure out how well your paid ads are attracting traffic without spending too much money.<sup>16</sup>

$$\text{CPC} = (\text{Total Advertising Spend} / \text{Number of Clicks})^{17}.$$

After setting SMART goals and KPIs, A/B testing turns into a powerful instrument for digital campaign optimization. Marketers can compare two versions of an asset<sup>18</sup>, like a landing page or a social media ad, using A/B testing to see which one performs better in terms of engagement,

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<sup>13</sup> Smith Lucy, *Click-Through Rate (CTR)*, <https://snov.io/glossary/click-through-rate-ctr/>, [05/20/2025 06:26 PM].

<sup>14</sup> Keyhole, *How to Calculate Engagement Rate*, <https://keyhole.co/blog/calculate-engagement-rate/>, [05/20/2025 06:36 PM].

<sup>15</sup> Zeguerrou Rania (2022), op.cit, p 6-7.

<sup>16</sup> Gibson Kate, *7 Marketing KPIs You Should Know & How to Measure Them*, <https://online.hbs.edu/blog/post/marketing-kpis>, [05/03/2025 11:51 PM].

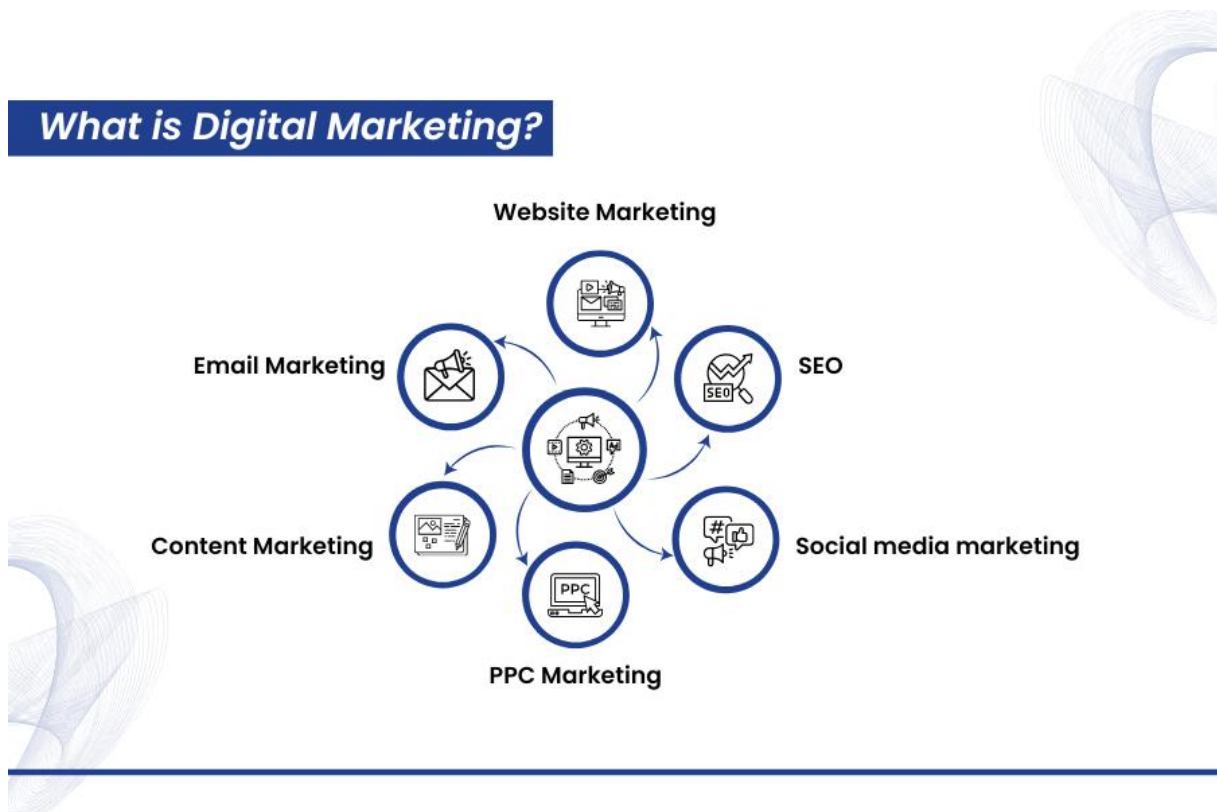
<sup>17</sup> Smith Lucy, op.cit [consulted on 05/20/2025 06:31 PM].

<sup>18</sup> Gibson Kate, op.cit, [Consulted on 05/03/2025 11:51 PM].

conversion rates, or other pertinent KPIs. Digital marketing efforts are regularly improved based on real-time data thanks to this testing procedure.

Now that we've identified the key differences between traditional and digital marketing, the next step is to explore how digital marketing operates in practice. This leads us to the various channels of digital marketing, through which businesses connect with their audiences, deliver content, and achieve their strategic goals in a dynamic and data-driven environment.

Figure 2: what is digital marketing?



Source: Soluzione IT Services, *Traditional Marketing Vs Digital Marketing: Key Differences Explained*, <https://www.solzit.com/traditional-marketing-vs-digital-marketing/>, [05/03/2025 08:07 PM].

### 1.1.3 Digital Marketing Channels

A marketing channel is a medium used to promote your business. Digital marketing channels include methods such as digital advertising, SEO, influencer marketing, email marketing, and many more, each channel has its own advantages and objectives. To better organise and manage these efforts, the POEM framework, which stands for Paid, Owned, and Earned Media, provides a strategic classification:

### **1.1.3.1 Paid Media**

Paid media is the first element of the POEM framework. It is actually the marketing medium that is used the most. This covers any avenue or area that requires funding. In the context of digital marketing, paid media offers a variety of channels that you can use to expand your reach. It is one of the quickest and most efficient ways to connect with your target audience.

Examples of promoting your brand through paid media channels include television, radio, print, pay-per-click (PPC) advertising, advertising platforms (e.g. Google Ads), and search engine marketing (SEM). Even specific aspects of social media, mainly sponsored ads for Facebook and Instagram, are a part of paid media<sup>19</sup>.

### **1.1.3.2 Owned Media**

The second pillar of POEM architecture appears to be owned media, which includes anything that is owned by a business, or brand. They can use both the assets and the possessions for marketing when it comes to owned media. A website, blog, and other promotional materials are examples of assets that are under their control and are included in owned media. They can use these resources to advertise goods and services<sup>20</sup>.

### **1.1.3.3 Earned Media**

The term "earned media" is by far the most recent addition to the POEM framework. It is related with the exposure and recognition that a business gains from organic publicity and awareness. It is possible to engage, connect, and communicate with the audience via earned media through third-party channels including social media, public relations, and recommendations. Most marketers classify earned media under the category of inbound marketing. It is a strategy for generating leads by sharing useful and high quality content that resonates with the target audience<sup>21</sup>.

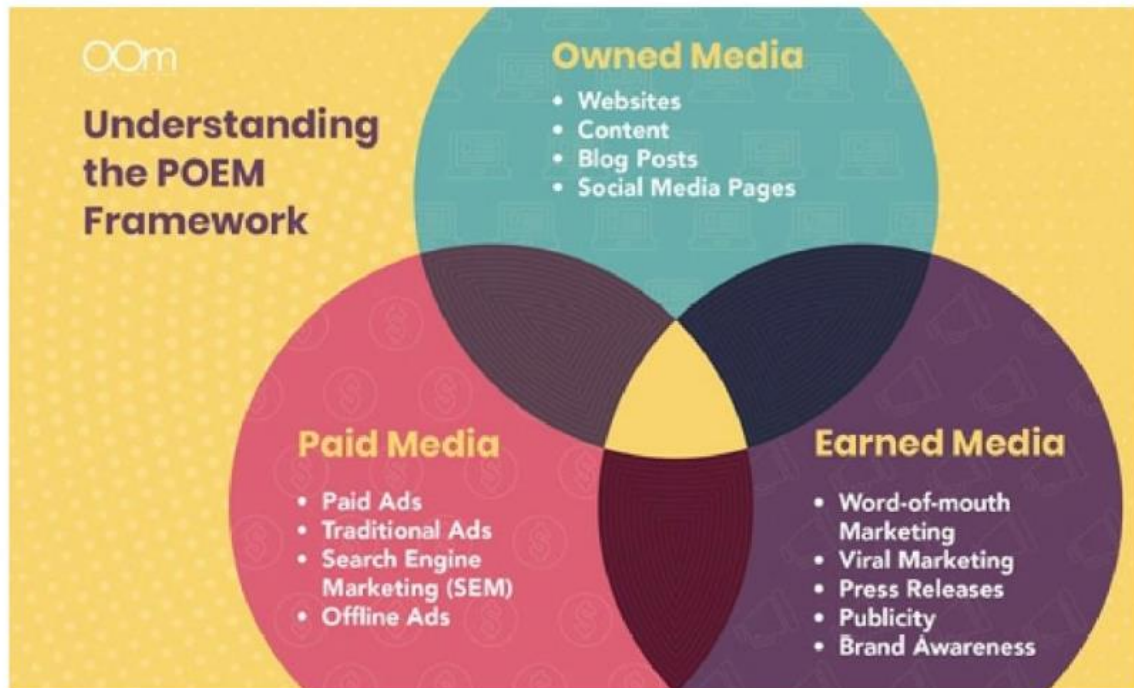
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<sup>19</sup> Gupta Rajan, Madan Supriya (2024), *Digital Marketing: The Science and Magic of Digital Marketing Can Help You Become a Successful Marketing Professional*, BPB Publications, India.p.31.

<sup>20</sup> Idem.

<sup>21</sup> Idem.

Figure 3: Understanding the POEM framework



Source: Kumar K. R., Sudhakar S., Vani G. (2023), *Digital Marketing*, Archers & Elevators Publishing House, Bangalore, p.10.

After introducing the POEM concept, which divides Paid, Owned, and Earned Media, we can now move on to the practical application of this approach across multiple digital marketing channels. which are mainly as follows:

- **Digital Ads:** Digital advertising is a paid marketing approach that promotes brands across online platforms like search engines, social media, and websites. These ads appear in various formats including banners, videos, and sponsored listings and can be precisely targeted to specific audiences based on demographics, interests, and online behavior. The channel offers measurable results through performance metrics and provides businesses with immediate visibility and control over their marketing spend.<sup>22</sup>
- **Social Media Marketing :** it is an important category of digital marketing that involves encouraging customer communications on a company’s own site, or social presences<sup>23</sup> like Facebook, Instagram, TikTok, YouTube, LinkedIn, Twitter (X), and Pinterest

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<sup>22</sup> Mailchimp, What Are Marketing Channels?, <https://mailchimp.com/fr/resources/what-are-marketing-channels/>, [04/08/2025 09:02 PM]

<sup>23</sup> Chaffey Dave, op.cit., p. 97.

provide businesses with dynamic areas to interact with their audience in real time. Through polls, reels, live videos, tales, and direct chat, these platforms facilitate participatory engagement. Influencer collaborations and community building allow companies to reach a wider audience, personalize their brand, and produce viral content. In addition to offering performance tracking and accurate targeting, social media marketing is an effective tool for increasing visibility, building client loyalty and directing visitors to other digital assets.

- **Content Marketing:** This strategy focuses on creating high-quality, valuable content to attract, engage, and retain customers. By aligning content with audience search intent through naturally integrated keywords and informative writing, it enhances search engine rankings and strengthens brand engagement. To maximize effectiveness, readability, and user experience should be prioritized via clear headings, concise formatting, and strategic use of multimedia. Additionally, continuous performance analysis tracking key metrics such as organic traffic, bounce rates, and conversions enables data-driven optimizations, ensuring long-term success and measurable ROI<sup>24</sup>.
- **Blogs And Websites:** Websites and blogs<sup>25</sup> are essential components of any digital marketing plan. A blog acts as a content hub that improves SEO and generates organic traffic, while a website acts as the brand's digital storefront and offers vital information about goods or services. Together, they provide important educational content to enhance lead generation, educate consumers, and highlight company values. Well-optimized websites and blogs that are updated on a regular basis also help to develop authority and trust by leading visitors through the buying process from awareness to conversion.
- **Email Marketing :** is a direct digital marketing channel that involves sending targeted messages to a subscriber list to promote products, share information, or nurture customer relationships. It leverages personalization, segmentation, and automation to deliver relevant content that drives engagement and conversions. With measurable metrics like open rates and click-through rates, businesses can optimize campaigns for

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<sup>24</sup> Kumari Lavanya, op. cit., p. 19.

<sup>25</sup> Alexander Lindley, 7 *Digital Marketing Channels: What Works for Your Users?*, <https://www.springboard.com/blog/business-and-marketing/digital-marketing-channels/>, [Consulted on 04/08/2025 10:07 PM]

better performance, making it a cost-effective tool for customer acquisition, retention, and revenue growth.

- **Event Marketing:** To truly set your brand apart, face-to-face interactions are essential. Events such as product launches, trade shows, and fairs allow direct engagement with your audience and can significantly boost brand recognition.<sup>26</sup>
- **Influencer Marketing:** This method leverages social media influencers to promote products. Influencer marketing focuses on building relationships rather than driving direct sales. Over time, it helps you reach new customers through authentic recommendations.
- **Search Engine Optimization (SEO):** is a fundamental digital marketing strategy that enhances website visibility by aligning content with search engine algorithms. It combines keyword research, quality content creation, and technical optimizations like mobile responsiveness, fast loading speeds, and proper metadata structure. Off-page factors like backlinks and local SEO further boost rankings. Regular performance analysis refines strategies, driving sustainable organic traffic and improving conversion opportunities while establishing domain authority over time<sup>27</sup>.

#### 1.1.4 Digital Marketing Components

##### 1.1.4.1 Search and Advertising

- Natural Reference Building (SEO): is a long-term strategy that enhances the visibility and ranking of a website in organic search engine results. It involves optimizing individual web pages for specific keywords, building backlinks from reputable sites, and ensuring technical aspects like site speed and mobile-friendliness are optimized. Effective SEO drives cost-effective traffic and builds long-term brand visibility. By using relevant keywords in content, producing high-quality engaging content, optimizing website structure and speed, and building backlinks from authoritative sites, businesses can increase organic traffic and credibility.
- Search Engine Marketing (SEM) : is a digital marketing strategy that involves using paid advertising to increase the visibility of a website or product on search engine results pages (SERPs). Through Pay-Per-Click (PPC) advertising, businesses bid on specific

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<sup>26</sup> Mailchimp, *Canaux marketing : communiquez avec votre audience cible*, <https://mailchimp.com/fr/resources/what-are-marketing-channels/>, [Consulted on 08/04/2025 09:02 PM]

<sup>27</sup> Kumari Lavanya, op. cit., p.18-21;

keywords that users might enter when searching for products or services. This strategy provides immediate visibility and targeted reach, allowing businesses to connect with their audience when they are most likely to convert. By integrating SEM with other strategies like SEO and content marketing, businesses can enhance their online presence and drive qualified leads and sales<sup>28</sup>.

- **Online Advertising:** includes two key components: Search Engine Advertising (SEA) and Display Advertising. SEA involves creating paid advertising campaigns on search engines like Google Ads. These ads are displayed when users search for specific keywords, allowing businesses to reach potential customers actively looking for related products or services. This strategy provides immediate visibility and targeted reach. On the other hand, Display Advertising involves showing ads on various partner websites, helping increase brand awareness by reaching a broader audience beyond search engines. It is effective for building brand recognition and driving traffic to websites. Display ads are often purchased and optimized through programmatic advertising, which is an automated process that uses technology to buy and sell ad space quickly. This process helps ensure that ads are shown to the right people at the right time by using data to make decisions about where and when to display ads.

#### **1.1.4.2 Content And Engagement**

- **Information Marketing (Content Marketing):** focuses on creating and sharing high-value content to engage online users. This includes blog posts, videos, infographics, whitepapers, and more. By providing useful information, businesses establish themselves as authorities in their industry, foster engagement, and drive conversions. Content marketing often pairs with other strategies like SEO and social media to maximize reach. The benefits include establishing brand authority, fostering engagement, and driving conversions.<sup>29</sup>
- **Social Media Marketing:** involves using social platforms like Facebook, Instagram, LinkedIn, and TikTok to interact with the target audience, strengthen brand image, and promote offerings. Businesses can leverage these platforms to share content, engage in conversations, and build communities around their brand. This strategy enhances brand

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<sup>28</sup> Amazon Ads, *Search Engine Marketing: What is SEM? Why is it Important?*, <https://advertising.amazon.com/library/guides/search-engine-marketing>, [Consulted on 04/09/2025 06:58 PM]

<sup>29</sup> Kumari Lavanya, op. cit., p. 11-12

visibility, fosters engagement, and drives traffic. By engaging with users on these platforms, businesses can enhance their brand image and foster community engagement.<sup>30</sup>

- **Inbound Marketing**: is a strategy aimed at drawing in potential customers by delivering relevant and valuable content, ultimately transforming them into leads and subsequently into clients. The primary stages of this process include attracting, where qualified traffic is generated through content optimized for search engines. The subsequent phase, converting, focuses on turning visitors into leads by providing high-value resources such as e-books or webinars. The selling phase utilizes lead nurturing to assist prospects in their decision-making journey, while the retention stage aims to cultivate a long-term relationship with clients through personalized and consistent communication.
- **Email Marketing**: is a powerful tool for retaining customers and generating sales. It involves sending targeted campaigns to subscribers, providing personalized content, promotions, or updates. This strategy allows businesses to maintain a direct line of communication with their audience, increasing conversion rates and customer loyalty. Email marketing offers personalized communication, high conversion rates, and is cost-effective.<sup>31</sup>
- **Lead Generation**: is crucial for enticing and converting prospects into potential customers. This is accomplished through various strategies, including targeted advertising, content marketing, and webinars. Important performance metrics associated with this process encompass cost per lead (CPL), which indicates the average expense incurred to generate a lead, and lead quality, which evaluates the relevance of leads based on their likelihood to convert. The lead conversion rate reflects the percentage of leads that successfully become clients, while leads generated by traffic source help monitor the number of leads originating from each marketing channel.

#### **1.1.4.3 Conversion And Partnership Strategies**

- **Conversion Rate Optimization (CRO)**: is a crucial strategy focused on enhancing the percentage of website visitors who complete a desired action, such as filling out a form or making a purchase. CRO involves analyzing user behavior on your website and making data-driven improvements to streamline navigation, ensure clear calls-to-action,

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<sup>30</sup> Idem.

<sup>31</sup> Idem.

and enhance overall user experience. This strategy helps maximize the value of existing traffic by ensuring that visitors are more likely to convert into customers. CRO can be integrated with other digital marketing strategies by using data from SEO, content marketing, and social media campaigns to understand user behavior and optimize landing pages for better conversion rates. By optimizing conversion rates, businesses can increase their return on investment (ROI) from existing marketing efforts, leading to more efficient and effective marketing campaigns.

- Influencer Marketing: involves collaborating with influencers who have a significant following in a specific niche. By partnering with these influencers, businesses can leverage their credibility and reach to promote products or services. This strategy provides authentic recommendations, increases brand credibility, and helps reach a broader audience. Influencer marketing is particularly effective for reaching younger demographics and building brand awareness through authentic endorsements.<sup>32</sup>
- Affiliate Marketing is a powerful digital marketing strategy that involves collaborating with affiliates who promote your products or services to their audience. In exchange for this promotion, affiliates earn a commission on each sale made through their unique referral link. This strategy extends your brand's reach, drives sales, and enhances your online presence without the need for an extensive marketing infrastructure. Affiliate marketing can be integrated with other digital strategies like SEO, content marketing, social media, and email marketing. For instance, affiliates can create content that includes backlinks to your site, improving SEO, or use social media platforms to promote your products. By leveraging the existing audience of affiliates, businesses can tap into new markets and increase their revenue streams.<sup>33</sup>

#### **1.1.4.4 Sales And Transaction Platforms**

- E-commerce And M-commerce: involve online transactions carried out via web or mobile platforms, often integrating elements like secure payment systems and logistics management. These platforms allow businesses to sell their products or services directly to consumers, ensuring a smooth and safe shopping experience. E-commerce plays a vital role for companies looking to expand their market reach and increase sales,

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<sup>32</sup> Ibid p. 19.

<sup>33</sup> Ibid p.19.

whereas m-commerce addresses the rising trend of mobile shopping, providing greater flexibility and convenience.<sup>34</sup>

In digital marketing, it's essential to distinguish between channels and components. Channels are the platforms used to reach the audience, such as social media, websites, or email, which answers the question "Where and how do we reach our audience?". Components, on the other hand, are the strategic tactics used across these platforms, such as SEO, content marketing, or automation, which answer the question, "What tools or techniques do we use to engage and convert them?"

### **1.1.5 Digital Marketing Challenges**

Digital marketing faces challenges like:

- **The Absence Of A Defined Strategy:** Many companies jump into digital marketing without a well-organized plan, resulting in unfocused efforts and wasted resources. A robust strategy begins with pinpointing your target audience, establishing SMART objectives (Specific, Measurable, Achievable, Relevant, Time-bound), and selecting the appropriate channels to connect with your audience. Regularly review and adjust this strategy based on performance metrics.<sup>35</sup>
- **Generating Quality Leads:** While attracting numerous leads is straightforward, drawing in relevant ones is challenging. Without audience insights, marketers risk attracting individuals who won't convert. Utilize buyer personas, keyword analysis, and customized content to reach the right demographics. Invest in lead scoring and marketing automation to effectively identify and nurture high-potential leads.
- **Standing Out In A Saturated Market:** Gaining attention is a significant challenge in crowded industries. Rather than trying to appeal to everyone, focus on your unique selling proposition (USP). Emphasize what sets your brand apart, whether it's a distinctive tone, niche focus, or customer experience. Employ compelling storytelling, high-quality visuals, and community engagement to enhance your presence.<sup>36</sup>

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<sup>34</sup> Idem p.20.

<sup>35</sup> Hutchins Mellisa, *11 Common Digital Marketing Challenges and How to Overcome Them*, <https://www.semetrical.com/11-common-digital-marketing-challenges-and-how-to-overcome-them/>, [Consulted on 04/10/2025 09:15 PM]

<sup>36</sup> Ibid.

- **Difficulty Measuring ROI:** Digital campaigns generate a lot of data, but it's often unclear which efforts are truly contributing to revenue. Implement detailed conversion tracking using tools like Google Analytics or CRM systems. Define key performance indicators (KPIs) aligned with business objectives, and accurately attribute results using models like first-click, last-click, or multi-touch attribution.
- **Adapting To Algorithm Changes:** Search engines and social media platforms frequently update their algorithms, impacting content reach and ad performance. Instead of reacting with panic, stay informed through official updates and marketing blogs. Diversify your channels to avoid overdependence on a single platform, and prioritize long-term value like user trust and high-quality content.
- **Producing High-Quality Content Consistently:** Creating great content takes time, and doing so regularly is a significant challenge. Streamline your process with a content calendar, define content pillars, and involve team members from various departments. Repurpose blog posts into videos, infographics, or social media snippets to maximize value without starting from scratch each time.<sup>37</sup>
- **Underutilization Of Data:** Businesses often gather a lot of data but fail to convert it into meaningful insights. Avoid vanity metrics (like page views or followers) and focus on what impacts your goals such as customer retention, conversion rates, or average order value. Use data visualization tools and dashboards to make analysis actionable for decision-makers.
- **Inconsistent Cross-Channel Messaging:** When messages are not aligned across different channels, it can lead to user confusion and damage your brand's image. It's essential to maintain consistency in tone, visuals, and messaging across emails, social media, paid advertisements, and your website. A cohesive content strategy helps maintain this consistency while tailoring the format to suit each platform's audience.
- **Ad Fatigue And Low Engagement:** Repeatedly displaying the same advertisement can irritate users and diminish its effectiveness. Keep an eye on how often ads are shown, switch up the creatives frequently, and experiment with various formats such as carousels, videos, or interactive ads. Implement dynamic personalization to ensure your campaigns remain engaging and pertinent to different audience segments.
- **Budget Constraints Or Misallocation:** Limited budgets can restrict campaign reach, but improper allocation often poses a more significant problem. The performance of

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<sup>37</sup> Idem.

each channel should be evaluated consistently, and funds should be reallocated to the most effective ones. Organic channels such as SEO, email marketing, and content should not be overlooked, as they can offer long-term returns on investment with lower ongoing expenses.<sup>38</sup>

- **Staying Updated With Digital Trends And Tools:** The digital environment changes quickly, from AI tools to new platforms like Threads or updated SEO practices. Plan regular learning sessions, participate in webinars or conferences, and promote knowledge-sharing within your team. Investing in professional development is beneficial for keeping your strategies competitive and current.

After setting the basis for digital marketing, attention shifts to how it might be applied in the Agri-food industry, where particular opportunities and challenges influence how these tactics are applied. This will be explored in the following section.

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<sup>38</sup> Ibid.

## **Section 2: Digital Marketing In The Agri-Food Sector: Specificities, challenges And strategies**

### **1.2.1. Definition Of The Agri-Food Sector**

The Agri-food sector includes all operations related to the production, transformation, and distribution of food products. It involves agricultural production, food processing, packaging, logistics, retail, and catering services<sup>39</sup>. This industry is critical for food security, economic development, and job creation, particularly in rural areas. It is characterized by the close connection between agriculture and industry, in which raw agricultural inputs are converted into consumable goods via a variety of technological and logistical procedures.

The Agri-food industry is experiencing significant changes due to increasing competitive pressures, more stringent regulatory requirements, and shifting consumer demands related to health, sustainability, and transparency. These changes require companies to reassess their marketing approaches and operational structures. In this context, the adoption of digital tools and technologies is essential not only for meeting compliance and traceability requirements but also for improving consumer engagement, optimizing production and distribution processes, and maintaining a competitive edge in a fast-changing and challenging marketplace.

Given the evolving market conditions, it is essential to understand the unique dynamics of the Agri-food sector and how digitalization is reshaping its competitive landscape.

### **1.2.2. Sector-Specific Dynamics Of Agri-Food In The Digital Era**

#### **1.2.2.1.Competition In The Agri-Food Sector**

The agri-food sector is characterized by fierce competition<sup>40</sup>, largely fueled by the emergence of new brands that cater to specific niches, including organic, local, and vegan offerings. Leading retail chains, which hold a significant share of the market, are competing vigorously (to attract consumers who are increasingly mindful of the quality and environmental implications of their food selections).

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<sup>39</sup> European Commission, *Agri-food Industrial Ecosystem*, <https://monitor-industrial-ecosystems.ec.europa.eu/industrial-ecosystems/agri-food/>, [Consulted on 05/14/2025 11:55 PM].

<sup>40</sup> uiban Jean-Pierre, Valceschini Egizio, *Les stratégies de concurrence dans le secteur agroalimentaire*, <https://www.universalis.fr/encyclopedie/alimentation-economie-et-politique-alimentaires-economie-agroalimentaire/2-les-strategies-de-concurrence-dans-le-secteur-agroalimentaire/>, [Consulted on 04/11/2025 05:20 PM].

To stand out in this crowded marketplace, companies must implement strategies that emphasize quality, innovation, and targeted marketing efforts. This includes the development of more sustainable products, the promotion of quality certifications, and the effective use of social media to foster direct engagement with consumers.

In this context, product innovation and enhancing the customer experience have become essential for gaining a competitive edge, particularly as competition intensifies in segments such as plant-based and organic products.

#### **1.2.2.2. Growing Demand For Innovative, Eco-Friendly, And Distinct Products**

Today's consumers are not only seeking variety and innovation in the products they purchase, but they are also increasingly mindful of the environmental and social impacts of their food choices<sup>41</sup>. This shift in expectations compels the food industry to diversify and innovate in order to remain competitive while adhering to standards of quality and sustainability. Products must be viewed as innovative, accessible, and environmentally friendly.

- **Innovation, Diversification, and the Rise of Eco-Friendly Products:**

The rise of eco-friendly products and short supply chains represents a significant trend in the food sector. Consumers are increasingly favoring products that are locally or sustainably produced, thereby reducing the carbon footprint associated with transportation and supporting local producers. Initiatives such as short supply chains and products certified as organic or fair trade have gained traction. This also encompasses environmentally conscious agricultural practices, including regenerative agriculture and permaculture.

- **Increasing Demand for Plant-Based and Healthy Products:**

The demand for plant-based and healthy products continues to grow, exemplified by pioneering brands like Beyond Meat and Oatly, which have effectively addressed the rising need for alternatives to meat and dairy products. These offerings are not only perceived as healthier but also more environmentally friendly due to their lower ecological footprint compared to animal-derived products.

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<sup>41</sup> BOUDERBALA Halima, TABET DERRAZ Imane (2022), *Les pratiques du e-marketing dans le secteur agroalimentaire : Étude qualitative au sein de BiscoRima Oran*, Higher School of Management of Tlemcen, Algeria, [05/20/2022], p. 137.

### **1.2.2.3.The Role Of Storytelling**

Storytelling is the process of communicating a brand or product's values, identity, and history via storytelling tactics. It helps businesses in the agri-food industry to highlight important aspects including the source of raw materials, their production procedures, and the environmental or ethical commitments made to their products. This storytelling strategy develops emotional connections with customers and increases brand credibility. This method is supported by digital platforms like YouTube, Instagram, and TikTok, which let businesses post visual content that illustrates the production process, who makes the products, and under what conditions they are made. This kind of open communication boosts customer confidence and satisfies the rising need for sustainability and authenticity.

Digital tools offer significant opportunities for consumer engagement and differentiation in a competitive marketplace. Nevertheless, the agri-food sector faces substantial structural and regulatory challenges that must be addressed for digital transformation to reach its maximum potential.

### **1.2.2.4.Packaging Design And Visual Appeal**

In addition to storytelling, product presentation plays a vital role in consumer perception<sup>42</sup>, especially in the Agri-food sector, where visual identity can heavily influence purchase decisions.

Packaging plays an important part in digital marketing initiatives since it influences first impressions and strengthens brand identity. An attractive packaging promotes social sharing, particularly through unboxing videos posted on YouTube and Instagram, which increases brand awareness. In addition to being in line with customer values, customized and environmentally responsible packaging options also promote a stronger emotional bond and enduring loyalty. It improves the consumer experience, reaffirms campaign messaging, and makes businesses stand out in a crowded market when carefully incorporated into a digital strategy. This leads to increased engagement and repeat business.

### **1.2.3. Challenges And Regulatory Constraints In Digital Adoption**

This sector mainly struggles with the following issues:

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<sup>42</sup> Social Bubbles, *The Significance of Packaging in Digital Marketing*, <https://www.linkedin.com/pulse/significance-packaging-digital-marketing-social-bubbles-yltzf>, [Consulted on 04/21/2025 11:06 PM].

### **1.2.3.1.The Complexity Of Industrial Production**

The process of industrial production in the Agri-food sector is highly complex, comprising numerous stages that necessitate careful oversight to guarantee the provision of high-quality products in sufficient quantities.

**Process Management:** Manufacturing operations in the Agri-food industry are typically protracted and require precise synchronization across various stages of production, which include cultivation, harvesting, processing, and distribution. Effective management of inventory, suppliers, and materials is essential to ensure a smooth production process.

**Advanced Technologies:** The adoption of digital technologies, such as the Internet of Things (IoT) and artificial intelligence (AI), is becoming increasingly prevalent for optimizing production in real-time. These technological advancements facilitate the monitoring of product quality, the forecasting of production requirements, and the reduction of waste by adjusting output in response to market demand.<sup>43</sup>

### **1.2.3.2.Supply Chain Management**

The Agri-food sector is particularly susceptible to disruptions in the supply chain, a reality underscored by the COVID-19 pandemic, which revealed significant flaws in global sourcing, labor availability, and transportation logistics. These interruptions resulted in production delays, heightened costs, and fluctuations in demand. To address potential future risks, companies are implementing strategies that include diversifying their supplier base, sourcing regionally, leveraging technologies such as IoT and AI for improved transparency, and adopting strategic stockpiling practices. These initiatives, coupled with the establishment of stronger partnerships throughout the supply chain, are designed to bolster resilience and ensure the effective delivery of products, even during crises.

**Crisis Resilience:** In response, companies must bolster the resilience of their supply chains by diversifying their sources and enhancing their logistics networks. This may involve establishing strategic partnerships with local suppliers and developing contingency plans to maintain product availability, even during significant crises.

**Digitalization And Automation:** Digitalization is pivotal in the contemporary management of supply chains. The integration of digital technologies enables the monitoring of each phase of the process, enhances product traceability, and ensures improved inventory management. Tools

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<sup>43</sup> BOUDERBALA Halima and TABET DERRAZ Imane, op.cit., p. 137.

such as blockchain are increasingly employed to provide transparency and reliability of information throughout the supply chain, thereby minimizing the risks of fraud or contamination.<sup>44</sup>

### **1.2.3.3.Regulations And Requirements For Quality And Traceability**

In the Agri-food industry, businesses face progressively stricter regulations related to product quality, food safety, and traceability. These regulatory standards are set by international organizations, aiming to guarantee the safety, transparency, and uniformity of food products across the entire supply chain.<sup>45</sup>

Among the most prominent standards are ISO 22000, which emphasizes food safety management systems, and ISO 22005, which offers guidelines for traceability in the food and feed supply chain. These standards act as global benchmarks, guaranteeing that products adhere to safety and quality standards throughout their entire lifecycle.

In addition to ISO standards, various regulatory bodies enforce stringent compliance requirements. The European Food Safety Authority (EFSA), the U.S. Food and Drug Administration (FDA), and the Codex Alimentarius, created collaboratively by the World Health Organization (WHO) and the Food and Agriculture Organization (FAO), are pivotal in establishing international guidelines and ensuring adherence to food safety and labeling regulations.

In response to these increasing demands, many organizations are now embracing advanced digital technologies, such as blockchain, to enhance traceability. These solutions enable the monitoring of every stage in a product's lifecycle, from production to distribution. This not only strengthens quality control and health risk management but also provides consumers with direct access to reliable information regarding the origin of products and the agricultural methods employed, including sustainable and environmentally friendly practices.

#### **Remark:**

- European Food Safety Authority (EFSA): EFSA is an independent European Union agency established in 2002 to provide scientific advice and risk assessments related to food safety. Its mandate includes food and feed safety, nutrition, animal health and welfare, and plant

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<sup>44</sup> Ibid.

<sup>45</sup> Ibid.

protection. EFSA supports EU decision-making by offering evidence-based insights and communicates transparently about risks in the food chain<sup>46</sup>.

- Food and Drug Administration (FDA): The FDA is a U.S. federal agency responsible for protecting public health by regulating food, drugs, medical devices, cosmetics, and tobacco products. It ensures the safety and efficacy of these products through rigorous scientific evaluation and enforcement of laws governing their production and distribution<sup>47</sup>.
- Codex Alimentarius: Codex Alimentarius is a collection of international food standards developed jointly by the World Health Organization (WHO) and the Food and Agriculture Organization (FAO). It aims to protect consumer health and ensure fair practices in the global food trade by setting guidelines for food safety, quality, and labeling<sup>48</sup>.

To effectively address challenges and maximize on the potential in the Agri-food sector, businesses must establish a comprehensive digital strategy. This can be accomplished by taking into account a number of strategic areas, such as:

- Data Utilization: Data has emerged as a vital asset for organizations. By collecting and analyzing both internal data such as sales metrics and inventory statistics and external data, which encompasses consumer behavior and market dynamics, companies can enhance their production methods, predict consumer preferences, and elevate the overall customer experience.
- Technological Innovation: Integrating digital technologies into operational processes enables agrifood companies to strengthen their competitive position. By utilizing tools such as artificial intelligence for predicting consumer trends and automation to improve production efficiency, businesses can more effectively respond to market demands while also optimizing their operational costs.

In light of these challenges, digital solutions provide Agri-food companies with tangible means to adapt. Data analysis enhances the understanding of consumer expectations, while technologies such as blockchain improve traceability and transparency. Furthermore, the digitalization of the supply chain increases responsiveness to disruptions, and social media campaigns enable direct and engaging communication with the audience. Consequently, these

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<sup>46</sup> European Food Safety Authority (EFSA), *European Food Safety Authority – EFSA*, [https://european-union.europa.eu/institutions-law-budget/institutions-and-bodies/search-all-eu-institutions-and-bodies/european-food-safety-authority-efsa\\_en](https://european-union.europa.eu/institutions-law-budget/institutions-and-bodies/search-all-eu-institutions-and-bodies/european-food-safety-authority-efsa_en), [Consulted on 05/20/2025 10:46 PM].

<sup>47</sup> U.S. Food and Drug Administration (FDA), *What We Do*, <https://www.fda.gov/about-fda/what-we-do>, [Consulted on 05/20/2025 10:53 PM].

<sup>48</sup> Ministère de l'Agriculture et de la Souveraineté alimentaire, *Qu'est-ce que le Codex Alimentarius ?*, <https://agriculture.gouv.fr/quest-ce-que-le-codex-alimentarius>, [Consulted on 05/20/2025 10:59 PM].

digital tools have become vital for meeting market demands while ensuring the competitiveness of businesses.

#### **1.2.4. Digital Strategies and Tools Adapted to the Agri-Food Sector**

In a market that is becoming increasingly competitive, with heightened demands for quality, sustainability, and transparency, Agri-food companies must utilize digital platforms to maintain their visibility, credibility, and engagement with their audience. These tools allow for more precise targeting of campaigns, customization of messages, and real-time feedback monitoring. This section highlights the essential tools employed, their benefits, and specific examples of their implementation.

##### **1.2.4.1. Social Media And Video Content Platforms**

Social media platforms serve as essential tools for storytelling<sup>49</sup>, fostering community engagement, and producing visually captivating content.

- Facebook, Instagram, and TikTok: These platforms enable the dissemination of brief, interactive content that possesses significant viral potential. They excel in illustrating the story behind a product, including its origins, production methods, and ethical considerations, thereby nurturing an emotional bond with consumers.

Examples:

- TikTok: "Behind the scenes" videos or 30-second cooking demonstrations.
- Instagram: Product showcase reels and interactive stories that incorporate polls.
- Facebook: Active communities centered around nutrition, organic products, or local sourcing initiatives.

Advantages: High visibility, swift engagement, and precise targeting based on user interests or behaviors.

- Pinterest: This platform is particularly advantageous for food brands aiming to offer usage ideas, such as recipes and dish presentations. It attracts an audience that is keenly interested in cooking and lifestyle topics.

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<sup>49</sup> uFoodin, *Food Industry: Why Use Social Networks to Find New B2B Partners?*, <https://ufoodin.com/fr/food-industry-why-use-social-networks-to-find-new-b2b-partners/>, [Consulted on 04/11/2025 12:42 AM].

Advantages: Sustained visibility, effective search engine optimization, and the ability to target an audience with strong purchasing intent.

- YouTube: This platform is well-suited for longer-form content, including tutorials, product documentaries, or collaborations with chefs and nutritionists.

Advantages: Increased credibility, an educational format, and the cultivation of community loyalty.

#### **1.2.4.2. Digital Advertising**

This refers to automated advertising delivered across digital channels, tailored according to specific targeting criteria.

- Google Ads: This service facilitates the distribution of targeted advertisements based on user search queries, making it particularly effective for engaging an audience with a clear intent to purchase.

Advantages: Keyword targeting and the ability to directly measure return on investment.

- Facebook and Instagram Ads: These platforms offer retargeting tools that allow brands to reconnect with visitors who have previously expressed interest in a product or service. They are highly effective in enhancing conversion rates.

Advantages: Segmentation based on demographics and behavior, elevated conversion rates.

- DOOH Advertising (Digital Out-of-HomeAdvertising): represents a modern approach to outdoor advertising that leverages digital technology to enhance traditional advertising methods. This innovative form of advertising is prominently displayed in high-traffic areas, including train stations, shopping centers, airports, and other public venues. By integrating digital screens and interactive content, DOOH advertising not only captures the attention of passersby but also allows for precise targeting based on various factors such as location, time of day, and audience demographics.<sup>50</sup>This combination of traditional advertising's broad reach with the advanced capabilities of digital technology enables advertisers to deliver more relevant and engaging messages to their target audiences, ultimately improving the impact of their campaigns.

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<sup>50</sup> CustUp, *DOOH – Digital Out Of Home : Vers une publicité extérieure réinventée ?*, <https://www.custup.com/dooh-digital-out-of-home-publicite-exterieure/>, [Consulted on 05/13/2025 02:33 PM].

Advantages: Extensive visibility, strong visual impact, enhancement of brand image.

#### **1.2.4.3. Segmentation And Data Collection Tools**

Segmentation and data analysis are crucial processes for customizing digital campaigns to align with the genuine needs of consumers. By leveraging web analytics tools, organizations can track their website traffic, gain insights into visitor behavior, and evaluate the effectiveness of their content. This data allows for the optimization of customer journeys, informed decision-making, and more relevant modifications to marketing messages. Tools such as Google Analytics and Adobe Analytics exemplify this data-centric methodology.

Moreover, customer relationship management (CRM) systems like HubSpot and Salesforce facilitate the integration of information from various interaction points. They enable the tracking of engagements with prospects and customers, help identify their preferences, and allow for the personalization of offers.<sup>51</sup> By merging behavioral and transactional data, companies in the Agri-food industry can enhance their targeting strategies and boost the effectiveness of their marketing and sales initiatives.

#### **1.2.4.4. Feedback And Survey Tools**

Feedback and survey tools encourage honest contact between brands and consumers. They are very effective for getting feedback, testing new ideas, determining satisfaction levels, and finding unmet expectations. This approach enables businesses to get a better understanding of audience preferences, adapt their products or services accordingly, and adjust their promotional strategies. Platforms like Google Forms are often used to construct personalized questionnaires and quickly examine replies. These tools promote responder participation while delivering crucial information for continued improvement. Surveys not only help to analyze general satisfaction, but they also reveal the emotional and sensory elements that consumers connect with, such as colors, tone of voice, visual effects, or storytelling. By examining these preferences, marketers could identify the elements that trigger the most positive reactions and boost brand loyalty.

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<sup>51</sup> Ideagency, *CRM Agroalimentaire BtoB : Comment choisir ?*, <https://www.ideagency.fr/crm-secteur-agroalimentaire>, [Consulted on 04/12/2025 01:20 PM].

#### 1.2.4.5. Connected TV And OTT Advertising

OTT advertising or Over-The-Top advertising, refers to the delivery of video content over the internet<sup>52</sup>, bypassing traditional television channels such as cable or satellite. These advertisements are presented on streaming platforms like Roku, Pluto TV, and Samsung Ads. A significant advantage of OTT advertising is its ability to target viewers with high precision, utilizing behavioral data collected from these platforms.

This form of advertising seamlessly fits into an innovative digital strategy, as it merges the expansive reach of the video format with the benefits of digital targeting. Agri-food companies can thus launch visually compelling campaigns within an immersive environment, while enjoying high visibility and measurable return on investment.

#### 1.2.4.6. Multichannel Management Tools (Email Marketing and Social Media)

Multichannel management tools facilitate the coordination and optimization of communications across various platforms. In the realm of email marketing, these solutions enable the creation of personalized and targeted messages tailored to specific customer segments. They also allow for the monitoring of campaign performance, adjustments based on feedback, and the maintenance of regular contact with clients, which enhances customer loyalty. Consequently, email marketing becomes a vital channel for delivering relevant information, such as promotions or newsletters.

For social media, dedicated management tools centralize the planning and publishing of content across multiple platforms from a single interface. This ensures consistent communication across different channels while saving time. Additionally, these tools enable tracking user engagement, analysis of responses, and prompt replies to consumer inquiries.

Popular examples of these tools include Mailchimp and Sendinblue for email marketing, as well as Hootsuite<sup>53</sup> and metricool for social media management.

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<sup>52</sup> Criterion Global, *OTT : la prochaine grande nouveauté de la télévision ?*, <https://criterionglobal.com/fr/faq/ott/>, [Consulted on 04/12/2025 12:59 AM].

<sup>53</sup> BrainStation, *What Tools Do Social Media Specialists Use?*, <https://brainstation.io/career-guides/what-tools-do-social-media-specialists-use#what-are-social-media-management-tools>, [Consulted on 04/19/2025 05:20 PM].

### 1.2.5. Digital Marketing Campaigns In The Agri-food Sector

#### 1.2.5.1. Definition

A digital marketing campaign represents a carefully planned and executed initiative that utilizes various online platforms and digital channels to promote a company's products or services. Businesses engage in these campaigns for a variety of objectives, including enhancing brand awareness, boosting website traffic, increasing user engagement, and disseminating information regarding new product offerings. By effectively implementing a digital marketing campaign, a brand can significantly enhance its visibility in the marketplace, which can subsequently result in an increase in overall revenue. The strategic use of digital tools and techniques allows companies to reach a broader audience, tailor their messaging to specific demographics, and measure the effectiveness of their marketing efforts in real-time, thereby optimizing their approach for maximum impact.

In terms of planning, digital marketing campaigns can be divided into two main categories:

- short-term campaigns: to support a particular goal such as launching a new product, promoting a sale or encouraging prospects to attend an event<sup>54</sup>, These campaigns are focused on immediate, time-sensitive goals, often related to specific events or promotions. This could include product launches, seasonal sales, limited-time offers, or event participation. Short-term campaigns tend to generate quick results and require a high level of agility, with businesses adapting their strategies rapidly to capitalize on emerging trends or consumer interests. These campaigns typically leverage tactics such as paid ads, influencer partnerships, or social media challenges to drive immediate engagement and conversions.
- longer-term always-on or continuous digital communications activities: Unlike short-term campaigns, long-term strategies aim to maintain client engagement and brand visibility over time<sup>55</sup>. These marketing campaigns are more concerned with developing connections with clients, earning their trust, and starting a continuous conversation with the audience than they are with making quick purchases. To get the best results, long-term initiatives need a more methodical and consistent approach that constantly evaluates and improves the variety of communication channels. To improve client retention, brand loyalty, and repeat traffic to the business's digital platforms, these

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<sup>54</sup> Chaffey Dave, op. cit., p. 648.

<sup>55</sup> Idem.

campaigns could involve content marketing, social media interaction, email marketing, and search engine optimization (SEO).

#### 1.2.5.2. Digital Marketing Campaign Steps

We will now explore the key steps of a digital marketing campaign, taking into account the particularities and constraints that characterize this sector. The process is generally divided into three main phases: pre-launch<sup>56</sup>, campaign launch<sup>57</sup>, and post-launch<sup>58</sup>.

##### I. Pre-Launch Phase (Before Product Launch)

###### 1. Planning And Strategy

###### ● Define Objectives And Goals

-Set SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound) to direct the campaign.

###### ● Market Research And Audience Analysis

-A deep understanding of your target audience is paramount to your campaign, and your brand. Conduct market research to gather information about your audience's preferences, behaviors, and pain points, then create personas to ensure you truly understand what makes them tick. Utilize analytics tools, surveys, and focus groups to get a crystal-clear picture of your ideal customer. This data will inform your campaign and ensure that your messaging resonates with your intended audience.

###### ● Developing A Campaign Strategy<sup>59</sup>

-Analyze your data: Once your data is clean and organized, it's time to start analyzing it. There are many different tools and techniques that you can use to analyze data, including pivot tables, statistical analysis, and data visualization.

-Outline brand positioning, key messages, and the overall value proposition.

- Determine which media channels (both online and offline) will be used.

###### ● Budgeting And Resource Allocation

-Prepare a detailed budget, assigning funds to various channels based on their projected ROI.

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<sup>56</sup> Pondell David, *What Are the 4 Stages of a Marketing Campaign?*, <https://www.streamwork.com/post/what-are-the-4-stages-of-a-marketing-campaign>, [Consulted on 04/15/2025 07:24 PM].

<sup>57</sup> Idem.

<sup>58</sup> Idem.

<sup>59</sup> Irwin Dave, *Data Analytics for Marketing Campaigns: 7 Steps for Success*, <https://www.linkedin.com/pulse/data-analytics-marketing-campaigns-7-steps-success-dave-irwin>, [Consulted on 04/15/2025 at 09:11 PM].

- Ensure the right team and tools are in place for campaign execution.

## **2. Development And Creation**

### **● Content Creation And Design**

-Develop engaging visual and written content (blog posts, infographics, videos, social media posts) in line with the brand's narrative and objectives.

### **● Message And Value Proposition**

-Craft a clear, consistent core highlighting the product's unique benefits.

### **● Channel Selection And Media Planning**

- Identify and schedule the digital channels (e.g., social media, email marketing, PPC, etc.) best suited for reaching your target audience.

-Plan a content calendar outlining when and where each piece of content will be published.

## **II. Campaign Launch Phase (During the Product Launch)**

### **Execution And Launch**

### **● Implementation Of Campaign Tactics**

-Activate the campaign by launching the pre-planned tactics (social media blitzes, email newsletters, ad placements, etc.).

### **● Coordination Across Channels**

-Ensure a unified message and visual identity are maintained across all platforms.

-Coordinate between different teams (content, social media, paid advertising) for consistent execution.

### **● Timeline and Scheduling**

-Follow a structured timeline that dictates major milestones and synchronizes smaller campaign activities.

### **● Monitoring Initial Launch Metrics**

-Track early performance indicators (engagement, click-through, impressions) to determine if the campaign is resonating with the audience.

- Use real-time data to quickly adjust tactics if necessary.

-Track competition.

## **III. Post-Launch Phase (After the Product Launch)**

### **Monitoring And Analysis**

### **● Tracking Key Performance Indicators (KPIs)**

-Continuously monitor metrics such as conversion rates, social engagement, website traffic, and ROI.

- **Analyzing Campaign Performance**

-Evaluate the effectiveness of each campaign element by identifying trends, strengths, and areas for improvement.

- **Adjusting Tactics And Strategy**

-Refine messaging, reallocate budget, or adjust targeting based on analytical insights.

- **Reporting And Insights**

-Document findings and compile reports to share with stakeholders.

-Use the insights gained for future campaign improvements and strategies.

### 1.2.5.3. Benchmarking

Benchmarking is a method of measuring business and team success by comparing one process or the entire organization to other internal processes or competitors.<sup>60</sup>

Stephan Tracy, a data scientist, says, « *Without benchmarks your data is meaningless.* » and « *Having benchmarks in place for all your core KPIs is key to understanding what success means for your marketing and communications activities* »<sup>61</sup>.

These statements point out the critical role that benchmarking plays in providing context for performance measurements. In his 2015 article, Tracy defined three sorts of marketing benchmarks: historical benchmarks, competitor benchmarks, industry benchmarks<sup>62</sup>.

However, since digital marketing has rapidly expanded over the past decade, new types of benchmarking have emerged, reflecting the rising complexity and diversity of digital channels, technologies, and customer behavior such as internal, external, performance, strategic, and practice benchmarking<sup>63</sup>.

For the purpose of our research, we decided to concentrate on two key types of benchmarking: historical and competitor benchmarking:

#### 1. Historical Benchmarks

These are benchmarks based on your own historical performance for a given channel or data set. For example, if you're looking at the performance of your email marketing activity and

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<sup>60</sup> Crewhu, *6 Types of Benchmarking Your Business Should Use*, <https://www.crewhu.com/blog/6-types-of-benchmarking-your-business-should-use>, [Consulted on 05/21/2025 04:20 PM].

<sup>61</sup> Tracy Stephen, *The 3 Types of Marketing Performance Benchmarks*, <https://www.linkedin.com/pulse/3-types-marketing-performance-benchmarks-stephen-tracy>, [Consulted on 04/17/2025 08:13 PM].

<sup>62</sup> Idem.

<sup>63</sup> Crewhu, op.cit, [Consulted on 05/21/2025 04:20 PM].

found that your latest campaign open rate was 18%, a historical benchmark could be the average open rate for all previous campaigns you've run which would tell you whether your current open rate is above, below or on par with past performance.

Historical benchmarks are usually the most accessible and the most meaningful benchmarks to use, and it's generally recommend to start with these before looking at the other types of benchmarks.

## **2. Competitor Benchmarks**

These are benchmarks based on competitor performance. Depending on the channel, competitor benchmarks generally require you to focus on metrics that are publicly available or that you can purchase (e.g. 2nd or 3rd party data) as you usually won't have access to owned competitor data sets. For example, if you want to benchmark your website performance against a competitor, you could use metrics like visits or bounce rate, as these can be pulled from competitor sites using sources like [Alexa](#) or [SimilarWeb](#). However, it's worth noting that these sources provide inferred values for these metrics, therefore you should exercise some level of caution when using benchmarks from such sources as accuracy can be a trade-off.<sup>64</sup>

### **➤ Step 1: Set clear business objectives**

-Begin by clarifying your business objectives.

-Do you want to expand your market share, boost brand visibility on social media, or improve customer satisfaction?

-Defining your goals means that your benchmarking process focuses on the key metrics that matter most, whether it's growing social media followers or optimizing for higher revenue growth.

### **➤ Step 2: Identify your direct competitors**

-Pinpoint your key rivals.

-These can be organizations offering similar products or targeting a similar target audience. By knowing exactly who your top competitors are, you can prioritize the areas where your company's performance might be lagging.

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<sup>64</sup> Tracy Stephen, op.cit, [Consulted on 04/17/2025 08:13 PM].

-This step also sets a strong foundation for further competitive research.

➤ **Step 3: Gather data from credible sources**

-You'll want to gather data from reputable outlets industry reports, market research studies, and recognized third-party platforms.

-Tools like Brand watch Consumer Research can streamline this data collection and reveal insights about market position, share of voice, and competitors' performance.

-Remember to avoid digging into private data or unethical channels. Focus on what is publicly accessible, such as social media metrics, press releases, and neutral government or academic sources.

➤ **Step 4: Analyze data carefully**

-Analyze data through charts, comparisons, and historical trends. Identify patterns in web traffic, user engagement, or performance metrics.

-Ask yourself: Which competitor consistently drives robust customer satisfaction? Why is their churn rate lower?

-By mapping out success stories, you can adapt the elements that make sense for your business models.

➤ **Step 5: Adapt your benchmarking process**

-Armed with actionable findings, refine your workflows, adjust your marketing strategies, or revamp your benchmarking process if you need to dig deeper.

-This might include adopting new channels to expand web traffic or focusing on new products in response to competitor moves.

-Even small changes, like more frequent posting on social media or new designs, can drive noticeable improvement over time.

➤ **Step 6: Maintain an ongoing process**

-A one-off snapshot of your competitive landscape won't suffice.

-Make strategic benchmarking a cycle. Revisit benchmarking metrics periodically to spot progress and new opportunities.

-This ongoing process ensures your organization remains agile, responding quickly when new industry trends or competitor shifts surface.<sup>65</sup>

As the agri-food industry continues to adjust to changes in the market and in its structure, there is a natural rise in interest in digital technologies, especially marketing automation, as a way to update and improve communication tactics.

The following section will delve into the significance of automation in digital marketing within the agri-food sector.

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<sup>65</sup> Brandwatch, *Competitive Benchmarking: What It Is and How To Do It*, <https://www.brandwatch.com/blog/competitive-benchmarking-defined-how-to-do-it/>, [Consulted on 04/17/2025 09:46 PM].

## Section 3: Automation In Digital Marketing

### 1.3.1 Definition And Objectives

#### 1.3.1.1 Definition

Digital marketing automation refers to the use of software and technology to streamline, personalize, and enhance repetitive marketing tasks<sup>66</sup>. This approach revolutionizes traditional methods by transforming them into efficient, data-driven processes while minimizing manual involvement. Key activities include email distribution, contact list segmentation, lead scoring, and the recovery of abandoned shopping carts.

By relying on predefined scenarios triggered by the behaviors, needs, or journeys of prospects and customers, automation facilitates the execution of targeted, consistent, and omnichannel campaigns (such as email, social media, and content marketing). These tools consolidate communication channels to ensure a unified strategy, maintain a consistent brand voice, and provide a tailored user experience.

Through real-time data collection and analysis, these systems enhance understanding of the target audience, strengthen customer relationships, increase conversion rates, and generate more qualified leads. As a strategic asset, marketing automation simplifies the management of complex campaigns while maximizing their performance and impact on business growth.

#### 1.3.1.2 Key Objectives And Benefits

Marketing automation serves several strategic purposes that contribute to the success of digital campaigns. Its key objectives include:<sup>67</sup>

- **Time Savings and Error Reduction:** Automating repetitive tasks allows organizations to save time and minimize human error, enabling teams to focus on strategic initiatives that enhance productivity.
- **Message Personalization:** Tailoring content to match the preferences of potential customers fosters engagement and strengthens connections, leading to increased interest in the brand.

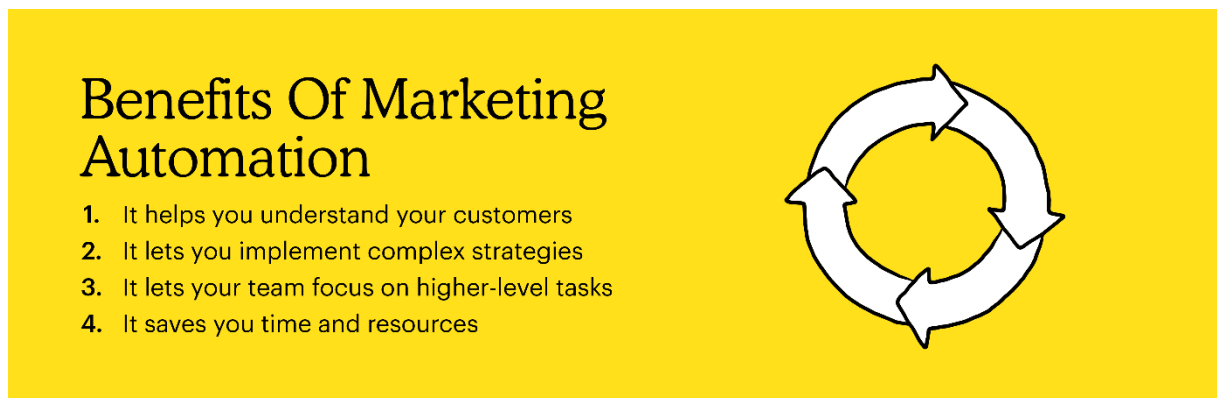
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<sup>66</sup> Cybellium Ltd (2024), *Marketing Automation: Concepts and Strategies: A Comprehensive Guide to Learn Marketing Automation*, Cybellium Ltd, Leicester., p.2.

<sup>67</sup> Idem p.,6-7.

- Real-Time Analysis: Tracking performance metrics in real-time is crucial for optimizing marketing campaigns, allowing teams to make quick adjustments and respond effectively to changes.
- Increased Conversions: Delivering targeted messages at the right moment significantly boosts the chances of converting prospects into customers by providing information when they are most receptive.
- 5. Generation of Qualified Leads: Sharing relevant content throughout the customer journey is vital for nurturing leads, helping businesses build a pool of qualified prospects more likely to become loyal customers.

*Figure 4 : Benefits of marketing automation.*



Source: Mailchimp, *Marketing Automation*, <https://mailchimp.com/fr/marketing-glossary/marketing-automation/>, [05/10/2025 09:21 PM].

### 1.3.2 Current Trends In Digital Marketing

Automation's increasing use in marketing strategies hasn't come by accident. It is part of a larger shift in actions, caused by significant changes in customer behavior, the emergence of new technology, and rising expectations for speed. Before exploring the specific domains where marketing automation is most useful it is essential to first understand the current trends affecting the digital marketing landscape. These trends help to explain why automation has become such an important tool for numerous companies looking to stay competitive and relevant.

#### 1.3.2.1 Visual And Interactive Marketing

- The Rise of Video Marketing<sup>68</sup>: Video platforms like YouTube, TikTok, Reels, and Shorts are increasingly important for marketing campaigns. These platforms allow

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<sup>68</sup> Brand24 Team, *Top 12 Digital Marketing Trends for 2025*, <https://brand24.com/blog/digital-marketing-trends/>, [Consulted on 05/14/2025 09:20 PM].

brands to create engaging and interactive visual content that captivates a wide audience. The short and dynamic format of TikTok and Reels is particularly effective in reaching younger generations.

Along with the growing popularity of video content, some advertising formats, such as non-skippable video commercials on YouTube or sponsored posts on Instagram and TikTok, have become popular methods for increasing brand visibility. Although these forms can be quite useful for drawing in viewers and conveying important messages, if they are not carefully incorporated, they could also disrupt the user experience. To guarantee that promotional content continues to be both impactful and considerate of the viewing experience, marketers are thus putting more and more effort into developing advertisements that correspond with user interests and platform dynamics.

### **1.3.2.2 The Use Of Technological Advancements**

- The use of technological Advancements like Artificial Intelligence and Machine Learning for Campaign Optimization and Personalization<sup>69</sup> became important for every company, AI and ML are revolutionizing the structure and implementation of marketing campaigns. These technologies offer detailed analysis of behavioral data, allowing marketers to predict consumer demands and deliver hyper-personalised content.

For example, chatbots facilitate real-time user interactions, while generative AI may generate pertinent and captivating content at scale. Among the most interesting AI applications are virtual assistants incorporated into instant messaging services like WhatsApp and Messenger. In addition to providing real-time, customized support, these tools help the brand and its audience develop a stronger, more natural connection. Predictive analytics is another useful AI technology that predicts customer behavior and trends using historical and real-time data. This enables companies to better target efforts, proactively modify their methods, and raise the overall efficacy of their campaigns.

### **1.3.2.3 Ethical And Sustainable Practices**

- The Importance of Sustainability and Ethical Marketing: In 2025, sustainability and ethical marketing are at the core of marketing strategies. Consumers are looking for

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<sup>69</sup> Spais George, Chryssochoidis George (2025), *Trends and future of artificial intelligence (AI), machine learning (ML) algorithms, and data analytics and their applications and implications for digital marketing and digital promotions*, Journal of Marketing Analytics, vol. 13, no. 2, pp. 123–135.

brands that adopt sustainable and transparent practices<sup>70</sup>, especially in terms of data collection and processing. Green marketing, which emphasizes eco-friendly products and services, is becoming increasingly popular. Businesses need to transparently articulate their ethical standards and ecological influence to build trust with consumers.

#### **1.3.2.4 E-commerce And Digital Interactions**

- **Social Commerce:** Social commerce, a blend of e-commerce and social networks, is experiencing rapid growth. Consumers can shop directly on Instagram, Facebook, and TikTok, streamlining the purchasing process and enhancing conversion rates for brands.
- **QR Codes<sup>71</sup>:** QR codes are increasing in popularity on digital and printed media, making it easier to connect the physical and digital environments.

### **1.3.3 Marketing Automation Applications**

Current trends clearly indicate a shift toward more personalized, responsive, data-driven, and omnichannel marketing. Tools that can manage operational complexity are necessary for putting such concepts into practice, which is where marketing automation comes into play.

In this part, we'll look at the main domains of digital marketing where automation can be applied:<sup>72</sup>

#### **1.3.3.1 Email Marketing Automation**

Email marketing automation is the practice of sending personalized and timely email messages based on user behavior, interests, or demographic information. Automated email marketing makes it possible to create intelligent communication flows that respond to the unique needs and journey of each consumer, in contrast to standard email newsletters that are sent manually and consistently to all recipients.

This strategy depends on behavioral indicators such downloading a brochure, clicking on a certain website, joining a mailing list, or leaving a shopping cart empty. Depending on the stage

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<sup>70</sup> Codeur.com, *Les 13 tendances marketing de l'année 2025*, <https://www.codeur.com/blog/tendances-marketing/>, [Consulted on 04/15/2025 02:07 PM].

<sup>71</sup> QR Code KIT, *QR Code Trends for 2025: What to Expect*, <https://qrcodekit.com/news/qr-code-trends/>, [Consulted on 05/21/2025 04:52 PM].

<sup>72</sup> Kapoor Sanjeev, *5 Popular Types of Marketing Automation Applications*, <https://www.itexchangeweb.com/blog/types-of-marketing-automation/>, [Consulted on 04/23/2025 09:43 PM].

of the client lifecycle, each of these acts can initiate a predetermined email series intended to enlighten, reassure, or promote conversion.

In the Agri-food sector, email automation represents a strategic communication tool. Companies can:

- Notify customers about the availability of limited-edition or seasonal products.
- Distribute educational materials about sustainable methods, nutritional advantages, or food safety.
- Send customized loyalty benefits or promotional offers according to customer choices or previous purchases.
- Use exclusive incentives or reminder campaigns to automatically re-engage inactive contacts.

Modern platforms like Klaviyo, ActiveCampaign, Brevo (previously Sendinblue), and Mailchimp provide a variety of functions, such as:

- Segmentation is the process of breaking up the contact base into pertinent groups according on demographic information, preferences, or behavior.
- Dynamic personalization, which involves modifying email content based on user information like name, location, previous transactions, etc.
- A/B testing, which compares various email versions to see which works best,
- Performance monitoring, which includes real-time monitoring of open rates, click-through rates, bounce rates, and conversions.

In addition to optimizing the content and delivery approach, these features enable ongoing campaign optimization based on quantifiable results.

### **1.3.3.2 Social Media Marketing Automation**

The automation of marketing on social media has become a crucial strategy for food brands that want to build stronger connections with their audiences. This automation is designed to simplify the everyday management of social media platforms while maintaining a consistent brand message across all channels. It offers several key benefits:

- First, it allows brands to schedule their content in advance, following a carefully planned editorial calendar that aligns with their marketing goals.
- Second, it facilitates the monitoring of audience interactions, enabling brands to respond to comments and inquiries quickly through semi-automated systems or user-friendly chatbots. Third, it supports competitive analysis, helping brands to keep an eye on their competitors and identify emerging trends in the market.

- Finally, it provides automated analysis of essential performance indicators, such as reach, engagement, and click-through rates, allowing brands to assess the performance of their social media efforts and make data-driven decisions.

Overall, the automation of social media marketing is not just a convenience; it is a vital component for food brands looking to enhance their engagement and grow their presence in a competitive landscape.

Platforms like Hootsuite, Buffer, Later, and Meta Business Suite enable users to manage multiple social media accounts from a single interface, allowing for streamlined operations and enhanced efficiency. These tools provide real-time analytics that help track engagement and performance metrics, which is crucial for making informed decisions. Additionally, they improve collaboration across different marketing campaigns, ensuring that messaging is consistent and timely. This centralized approach is especially advantageous during critical periods such as product launches, seasonal sales events, or initiatives focused on social causes (e.g., healthy eating, waste reduction, etc.). By utilizing these tools, businesses can effectively coordinate their efforts and maximize their impact on their target audience.

#### **1.3.3.3 CRM And Sales Automation**

Automating sales and customer relationship management (CRM) procedures is essential for organizing and optimizing business interactions, especially in B2B industries like agri-food. Businesses may improve their interactions with customers, partners, wholesalers, and distributors by including CRM technologies into their sales strategy. This will guarantee a more personalized and consistent customer experience all the way through the sales process. CRM automation is the process of using technology to track communications, automatically record, update, and manage customer data, and optimize sales-related procedures. It is possible to centralize client profiles, divide contacts according to criteria (sector, region, frequency of purchases, etc.), and create automated follow-ups like reminders, customized emails, or contract renewal notifications using tools like Zoho CRM, or Salesforce.

Closely related to CRM, sales automation makes it possible to automate repetitive processes like pipeline management, order tracking, and quote planning. This greatly lowers manual mistake rates, enhances responsiveness, and boosts output for commercial teams. CRM automation helps improve departmental coordination, guarantees that sales representatives have the most recent customer insights, and promotes the development of long-

term relationships in the agri-food sector, where sales cycles frequently involve intermediaries like central purchasing offices or specialty retailers. Additionally, automation gives businesses data-driven insight into how well sales methods are working, enabling them to respond faster to shifting customer demands and market conditions.

In the end, companies can improve their commercial efficiency, create closer bonds with business colleagues, and guarantee a smooth and purposeful follow-up throughout the client lifecycle by integrating CRM and sales automation.

#### **1.3.3.4 Lead Generation And Mangement Automation**

The automation of lead generation and management is a crucial aspect of digital marketing, particularly relevant to the Agri-food sector, where both business-to-consumer (B2C) and business-to-business (B2B) interactions are common. This field focuses on acquiring new leads, automatically qualifying them, and nurturing them until they are ready to make a purchase. It is based on two key practices: Lead scoring, which assigns points to leads based on their interest or engagement level, helps evaluate the quality and readiness of a lead by tracking activities such as website visits, email openings, clicks on product pages, or downloads of content. Lead nurturing, on the other hand, involves gradually building a relationship with leads by providing them with valuable and targeted content. This approach allows brands to maintain ongoing communication with potential customers, keeping them informed about the company's values, product benefits, or innovations through a series of automated emails or messages.

In the context of Agri-food, this strategy proves particularly beneficial for identifying new distributors, gathering leads at trade exhibitions, or transforming visitors into customers via a brand's digital presence. For instance, a wholesaler who accesses a technical document regarding a new dairy product may be automatically integrated into a workflow that dispatches follow-up emails containing case studies, certifications, or pricing details. Contemporary platforms such as HubSpot, Pardot (Salesforce), or ActiveCampaign facilitate the development of sophisticated workflows tailored to individual behavior and profile information. These systems consolidate lead data, automate the distribution of content, and allocate leads to sales representatives based on their scoring or position within the purchasing process.

#### **1.3.3.5 Analytics And Reporting Automation**

A key element of data-driven marketing strategy is now the automation of marketing analysis and reporting. It reduces the time spent on manual data processing and gives marketing teams

the ability to track the success of their initiatives in a systematic, effective, and highly dependable way.

This technique includes the automatic collection of marketing data from a variety of sources such as websites, social networking platforms (like Facebook, Instagram, and LinkedIn), email marketing tools, paid advertising platforms, and customer relationship management systems. To enable quick interpretation and well-informed decision-making, these raw data are then combined into a single database and converted into visual reports, which are simple dashboards made up of charts, graphs, and key performance indicators (KPIs).

Marketing teams benefit from reporting automation in the following ways:

- determining which channels such as social media, newsletters, organic traffic, sponsored search, etc, are best for advertising particular goods or initiatives;
- calculating return on investment (ROI) in order to maximize future investments and support the budget allotted to each campaign;
- evaluating traffic and interaction patterns over time (daily, weekly, and monthly), which is crucial for seasonal industries like agri-food;
- allowing teams to instantly reallocate resources or modify content strategy in response to declines in engagement or conversion rates.<sup>73</sup>

In the Agri-food sector, where price sensitivity, health trends, seasonality, and innovative packaging can all impact customer behavior, the capacity to evaluate data fast and precisely is essential. Monitoring user interactions during a product launch or campaign, for example, can give quick insight into the messaging that the audience responds to the most.

Additionally, automated dashboards made with tools like Looker Studio or Google Analytics provide a centralized view of performance metrics and are simple to communicate with decision-makers and management. Different departments (marketing, sales, and logistics) may access the data that is most pertinent to their tasks thanks to these dashboards, which are updated in real time and can be tailored based on strategic goals.

This automation not only monitors performance but also helps with strategic predictions. Regularly analyzing historical data helps businesses spot long-term trends, predict customer demand, and better align marketing initiatives with supply chain limitations.

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<sup>73</sup>Ibid, [Consulted on 04/23/2025 09:43 PM] .

In summary, marketing teams's operational agility is improved by automating analysis and reporting, which also helps them make better-informed, data-supported decisions that meet customer demands and corporate goals in the agri-food industry.

### 1.3.4 Key Tools For Implementing Marketing Automation

After reviewing the applications of marketing automation in the Agri-food business, it is essential to move on to the tools that allow these strategies to be implemented effectively. These tools are essential for optimizing data gathering and analysis, automating complicated processes, and customizing interactions with customers<sup>74</sup>. Here are some of the key tools that drive the automation process in digital marketing<sup>75</sup>:

Table 1: Key Automation Tools

| Domains                     | Automatin tool        | Definition                                                                                                                                                                                                                                         | Key features                                                                                                                                                                                                                                                         |
|-----------------------------|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Emailing and CRM automation | <b>Mailchimp</b>      | Mailchimp is a marketing automation solution primarily aimed at small and medium-sized businesses. It offers the ability to consolidate marketing campaign management by automating email sending, audience segmentation, and landing page design. | -Campaign Creation & Email Design.<br>-Behavioral Audience Segmentation.<br>-Create and design landing pages.<br>-Automated email sequences triggered by user actions.<br>-Analysis and reporting tools.<br>-Freemium (limited free features, paid advance options). |
|                             | <b>ActiveCampaign</b> | ActiveCampaign is a sophisticated marketing automation platform that integrates a CRM, a customer relationship                                                                                                                                     | - Marketing Automation: Create personalized, automated workflows triggered by customer actions to boost engagement and conversions.                                                                                                                                  |

<sup>74</sup> Bâti Visibilité, *Les meilleurs logiciels de marketing automation BTP*, <https://www.bati-visibilite.com/meilleurs-logiciels-marketing-automation-btp-2025/>, [Consulted on 03/05/2025 11:31 PM]

<sup>75</sup> Storylane, *The 11 Best Marketing Automation Tools You Need in 2025*, <https://www.storylane.io/blog/best-marketing-automation-tools>, [Consulted on 04/27/2025 03:12 PM]

| Domains | Automatin tool           | Definition                                                                                                                                                                                                       | Key features                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
|---------|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         |                          | management system, and email marketing tools. It was created to automate complex customer journeys through tailored scenarios.                                                                                   | <p>-Email Marketing: Design and send targeted, professional emails with templates, A/B testing, and dynamic content.</p> <p>-CRM: Manage customer data, track interactions, and prioritize leads with built-in sales and segmentation tools.</p> <p>-Premium only (free trial available).</p>                                                                                                                                                                                                            |
|         | <b>HubSpot Marketing</b> | HubSpot is an integrated solution dedicated to inbound marketing. Its marketing tool offers the ability to automate emails, develop custom workflows, and manage smart forms, all while leveraging a unified CRM | <p>-Customer relationship management</p> <p>-Email Marketing Automation.</p> <p>-Segmentation and Smart Lists: by demographics, behavior, or interests to deliver highly relevant and personalized marketing messages.</p> <p>-Ad Campaign Automation: track which ads convert prospects into customers.</p> <p>-Personalization and Smart Content based on visitor attributes or behaviors.</p> <p>-Analytics and Reporting.</p> <p>-Freemium (basic CRM and tools free, advanced automation paid).</p> |

| Domains | Automatin tool            | Definition                                                                                                                                                                                                | Key features                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|---------|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         | <b>Sendinblue (Brevo)</b> | Sendinblue, now known as Brevo, is a European marketing automation tool that offers email, SMS, CRM, and ad campaign management services.                                                                 | <ul style="list-style-type: none"> <li>-Automation of email and SMS campaigns</li> <li>-Contact Management: Organize and segment contacts and maintain a detailed customer profile to deliver personalized messages.</li> <li>-Creation of automated scenarios (workflow) triggered by customer actions</li> <li>-multi-channel messaging,</li> <li>-real-time analytics.</li> <li>-Freemium (free sending quota, paid upgrades).</li> </ul>                 |
|         | <b>GetResponse</b>        | GetResponse is a platform designed to simplify email marketing and marketing automation, particularly through conversion funnels. It's aimed at professionals looking to automate their digital strategy. | <ul style="list-style-type: none"> <li>-Automated Email Scenarios with A/B testing.</li> <li>-Creation of sales funnels</li> <li>-CRM &amp; Lead Scoring: Manage contacts, track interactions, and prioritize leads for targeted sales efforts.</li> <li>-E-commerce Tools: Abandoned cart reminders and post-purchase automation to boost sales.</li> <li>-Real-time statistics.</li> <li>-Freemium (free base plan, premium options available).</li> </ul> |

| Domains | Automatin tool        | Definition                                                                                                                                                                                                                                                                                                                                         | Key features                                                                                                                                                                                                                                                                                                                                                                                                                       |
|---------|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         | <b>Marketo Engage</b> | Marketo Engage, developed by Adobe, is a widely-used marketing automation platform tailored for B2B settings. It offers a strong foundation for overseeing marketing activities and improving customer interaction, while also aligning marketing and sales initiatives within intricate organizations.                                            | <ul style="list-style-type: none"> <li>- Multi-channel marketing automation</li> <li>-Account insights and profiling with AI</li> <li>-Email and mobile marketing</li> <li>-Social media integration</li> <li>-Dynamic website interactions</li> <li>-Advanced analytics and reporting</li> <li>-Lead and account scoring</li> <li>-CRM integration</li> <li>-Premium only.</li> </ul>                                             |
|         | <b>Zoho Marketing</b> | Zoho Marketing Automation is an integral component of the extensive Zoho ecosystem, providing a user-friendly and cohesive solution for managing digital marketing efforts. It aims to assist businesses in optimizing their marketing workflows while ensuring consistency with customer data and communication channels via a unified interface. | <ul style="list-style-type: none"> <li>- Lead capture, scoring, and nurturing.</li> <li>-Advanced audience segmentation.</li> <li>-Multi-channel campaign management (email, SMS, social, webinars).</li> <li>-Visual journey builder.</li> <li>-Behavioral targeting and web activity tracking.</li> <li>-Analytics and reporting.</li> <li>-CRM integration.</li> <li>-Freemium (basic features free, paid upgrades).</li> </ul> |
|         | <b>Salesforce</b>     | Salesforce stands as the premier CRM platform globally, aimed at assisting businesses in consolidating and utilizing customer data across various departments. It incorporates artificial intelligence (AI) and automation to enhance customer relationships, optimize workflows, and deliver a unified perspective of each customer.              | <ul style="list-style-type: none"> <li>-Contact and account management.</li> <li>-Lead and opportunity management.</li> <li>-Workflow automation.</li> <li>-Reports and dashboards.</li> <li>- AI-driven insights.</li> <li>-Mobile access.</li> <li>-Integration with other business tools.</li> <li>- Premium only (free trial possible).</li> </ul>                                                                             |

| Domains                                   | Automatin tool          | Definition                                                                                                                                                                                                                     | Key features                                                                                                                                                                                                                                                                                                                                                                                       |
|-------------------------------------------|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                           | <b>Constant Contact</b> | Constant Contact offers easy-to-use marketing automation tools, primarily focused on email marketing. It's ideal for businesses looking to automate their customer communications without requiring advanced technical skills. | <ul style="list-style-type: none"> <li>-Email Marketing &amp; Automation: Easy-to-use with mobile-friendly templates and basic automation like A/B testing.</li> <li>-Contact Management: Simple list organization and segmentation for targeted campaigns.</li> <li>-Connects with thousands of apps including e-commerce and CRM platforms.</li> <li>- Free trial, then Premium only.</li> </ul> |
|                                           | <b>Klaviyo</b>          | Klaviyo is a marketing automation solution for online stores. It offers the ability to launch campaigns based on purchasing habits and customer information.                                                                   | <ul style="list-style-type: none"> <li>-Access to 160 + customizable email templates for multi-channel marketing.</li> <li>-Deep Segmentation based on behavior and predictive analytics to target customers precisely.</li> <li>-Generative AI tools to assist with content creation and campaign optimization.</li> <li>-Freemium (free up to 250 contacts, then premium).</li> </ul>            |
| <b>Chatbots &amp; automated messaging</b> | <b>Chatfuel</b>         | Chatfuel is a chatbot building platform built for Facebook Messenger. It offers businesses the ability to automatically respond to users and collect valuable data for marketing.                                              | <ul style="list-style-type: none"> <li>-Creating Bots Without Coding.</li> <li>-Pre-built Templates.</li> <li>-Automate responses based on costumer keywords.</li> <li>-Freemium (limited features on free plan).</li> </ul>                                                                                                                                                                       |

| Domains                             | Automatin tool   | Definition                                                                                                                                                | Key features                                                                                                                                                                                                                                                                                                                                                                                                                                   |
|-------------------------------------|------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                     | <b>Manychat</b>  | Manychat is an omnichannel chatbot platform (Messenger, Instagram, WhatsApp) used to automate responses and generate leads through interactive exchanges. | <ul style="list-style-type: none"> <li>-Allows users to easily create and customize chatbot conversations.</li> <li>-Specialized tools to convert social media engagement into chatbot conversations.</li> <li>- Uses AI to create and refine chatbot flows, and improve message personalization.</li> <li>-Allows consistent chatbot experiences across various platforms.</li> <li>-Freemium (free plan with limitations).</li> </ul>        |
| <b>Social Media Manageme<br/>nt</b> | <b>Hootsuite</b> | Hootsuite is a social media management tool that lets you schedule, distribute, and evaluate content across multiple platforms from a single interface.   | <ul style="list-style-type: none"> <li>-Automatic publication scheduling.</li> <li>-Social media analytics.</li> <li>-Hootsuite's AI writer can instantly generate captions and get engaging post ideas for every network.</li> <li>-Manage and respond to comments and DMs from multiple platforms in one inbox using saved replies, auto-responders, and automated messages.</li> <li>-Freemium (free trial, limited basic plan).</li> </ul> |

| Domains | Automatin tool       | Definition                                                                                                                                                                                                            | Key features                                                                                                                                                                                                                                                                                                                                                                                                          |
|---------|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         | <b>Buffer</b>        | Buffer is an easy-to-use and intuitive social media management software designed to organize posts and evaluate results.                                                                                              | <ul style="list-style-type: none"> <li>-Schedule and publish posts across multiple social media platforms from one dashboard.</li> <li>-Includes tools to help create and optimize social media content, including an AI assistant.</li> <li>-Provides detailed analytics on engagement metrics.</li> <li>- Freemium (free for three social accounts).</li> </ul>                                                     |
|         | <b>Later</b>         | Later focuses on visual content strategy for Instagram, TikTok, and Pinterest. It offers the ability to preview how your feed will look before it goes live.                                                          | <ul style="list-style-type: none"> <li>-Publication planning</li> <li>Arranging content for maximum visual appeal.</li> <li>-Hashtag suggestions.</li> <li>-AI-powered caption writer and content idea generator to help create engaging posts.</li> <li>- Freemium (limited features on free plan).</li> </ul>                                                                                                       |
|         | <b>Sprout Social</b> | Sprout Social is a comprehensive social media management platform packed with a variety of key features designed to help businesses and social media teams optimize their social presence, engagement, and analytics. | <ul style="list-style-type: none"> <li>-Manage all social messages and customer interactions from multiple platforms in one place.</li> <li>-Social Publishing &amp; Scheduling.</li> <li>-Monitor brand and industry conversations to track sentiment and trends.</li> <li>-Connect with CRM, analytics, and marketing tools for unified data management.</li> <li>- Premium only (free trial available).</li> </ul> |

| Domains | Automatin tool             | Definition                                                                                                                                                                                                                                                                                                                                                         | Key features                                                                                                                                                                                                                                                                                                                                                                                                                        |
|---------|----------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         | <b>Meta Business Suite</b> | Meta Business Suite is Meta's integrated solution for managing Facebook and Instagram pages, advertising campaigns, and customer communications.                                                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>-Content Scheduling &amp; publishing.</li> <li>-Centralized Management, allowing easy switching between accounts.</li> <li>-AD management.</li> <li>-Insights and Results Analysis.</li> <li>-Free.</li> </ul>                                                                                                                                                                               |
|         | <b>Metricool</b>           | Metricool is an all-in-one digital marketing platform that enables businesses and content creators to manage, monitor, and optimize their online presence. It provides strong analytics and automation features that facilitate the improvement of digital strategies, save time, and increase overall performance on blogs, social media platforms, and websites. | <ul style="list-style-type: none"> <li>-Scheduling Social Posts</li> <li>-Website and Blog Analytics</li> <li>-Social Media Analytics</li> <li>-Track advertising campaigns on Facebook Ads, Google Ads, and TikTok Ads.</li> <li>-Custom Report Creation: Generate detailed social media performance reports with automation options.</li> <li>-Competitor Analysis .</li> <li>- Freemium (advanced features are paid).</li> </ul> |

| Domains | Automatin tool        | Definition                                                                                                                                                                                                                                                                                                                             | Key features                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|---------|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         | <b>Semrush</b>        | Semrush is an AI-powered digital marketing platform that supports businesses of all sizes in enhancing online visibility and brand growth. It offers a modular, scalable, all-in-one solution integrating tools for SEO, competitor research, content creation, ad optimization, social media, local marketing, and AI-based insights. | <ul style="list-style-type: none"> <li>-Social media management for planning, publishing, and performance tracking.</li> <li>-Paid advertising optimization through keyword and ad analysis.</li> <li>-Reputation monitoring across online mentions and competitor visibility.</li> <li>-Automated reporting for customized marketing performance insights.</li> <li>-Analysis of competitors' strategies, keywords, and traffic to improve positioning.</li> <li>-Freemium (limited free access and a trial period, advanced features are paid).</li> </ul> |
|         | <b>YouTube Studio</b> | YouTube Studio is the official platform for YouTube channel management, including tools for broadcasting, performance measurement, and monetization.                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>-Channel layout Customization.</li> <li>-Video Programming and management</li> <li>-Analytics and results racking.</li> <li>-Mobile and Desktop Access.</li> <li>- Free (monetized via YouTube ads).</li> </ul>                                                                                                                                                                                                                                                                                                       |

| Domains                                      | Automatin tool                                             | Definition                                                                                                                                                             | Key features                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----------------------------------------------|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Advertising &amp; Sponsored Campaigns</b> | <b>Google Ads</b>                                          | Smart Bidding is a Google Ads option that uses artificial intelligence to automatically adjust bids to optimize conversions.                                           | <ul style="list-style-type: none"> <li>-Multiple Ad Types.</li> <li>-AI-driven campaigns across all Google channels from a single setup.</li> <li>-Advanced Targeting.</li> <li>-Real-time insights and scheduled reports.</li> <li>-Smart Bidding : automatically adjusts bids in real-time to get the most conversions or highest return on ad spend based on the campaign goals.</li> <li>-Premium only (pay per campaign).</li> </ul> |
|                                              | <b>Facebook Ads Manager (now part of Meta Ads Manager)</b> | Facebook Ads Manager is Meta's advertising tool, offering the ability to design, manage, and automate advertising campaigns on Facebook and Instagram.                 | <ul style="list-style-type: none"> <li>-Automated targeting based on behavior and interests.</li> <li>-Creating dynamic ads.</li> <li>-Budget and Bidding Controls.</li> <li>-Diverse Ad Formats.</li> <li>-Real-time data, Audience Insights, and A/B testing tools.</li> <li>- Premium only.</li> </ul>                                                                                                                                 |
|                                              | <b>Smartly.io</b>                                          | Smartly.io is an AI-powered social advertising platform designed to automate and optimize ad creation and campaign management process across multiple social channels. | <ul style="list-style-type: none"> <li>-AI Powered Ad Creation.</li> <li>-Cross-channel Ad management.</li> <li>-Advanced Targeting.</li> <li>-Comprehensive reporting with real-time insights.</li> <li>-Premium only (quote-based).</li> </ul>                                                                                                                                                                                          |

| Domains                 | Automatin tool              | Definition                                                                                                                                                                                     | Key features                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Analytics and Reporting | <b>Google Analytics 4</b>   | Google Analytics 4 is a user-centric analytics tool, equipped with predictive features that facilitate a better understanding of visitor behavior and the optimization of marketing campaigns. | <ul style="list-style-type: none"> <li>-AI-powered predictive insights and real-time trend detection.</li> <li>-Combines data from both websites and mobile apps into a single view to give a complete picture of how users behavior.</li> <li>-Privacy-Friendly.</li> <li>-Improved, user-friendly interface with customizable reports.</li> <li>-Integration with Google Ads.</li> <li>-Free.</li> </ul> |
|                         | <b>Google Looker Studio</b> | Google Looker Studio (formerly known as Data Studio) enables the creation of dynamic dashboards from various marketing data sources.                                                           | <ul style="list-style-type: none"> <li>-Interactive dashboards.</li> <li>-Connect with Google Analytics, Ads, Sheets.</li> <li>-Automatic data refresh.</li> <li>-Customizable indicators.</li> <li>-Free.</li> </ul>                                                                                                                                                                                      |
|                         | <b>Power BI</b>             | Developed by Microsoft, Power BI is a data analysis tool that makes it easy to create interactive visualizations and automated reports.                                                        | <ul style="list-style-type: none"> <li>-Real-time dashboards.</li> <li>-Import of various data (CRM, Excel, SQL, etc.).</li> <li>-Visualization of marketing KPIs.</li> <li>-Integrated predictive analysis.</li> <li>-Mobile-friendly reports and team collaboration tools.</li> <li>- Freemium (desktop free, cloud premium).</li> </ul>                                                                 |

| Domains | Automatin tool           | Definition                                                                                                                                                                        | Key features                                                                                                                                                                                                                                                                                                                         |
|---------|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         | <b>Instrack</b>          | Instrack is a sophisticated analytics tool for Instagram, allowing you to monitor follower growth, engagement, and post results.                                                  | <ul style="list-style-type: none"> <li>-Comprehensive Instagram Metrics.</li> <li>-Competitor and Hashtag Tracking.</li> <li>-Media and Comments Analysis.</li> <li>-automatic scheduling, easy rescheduling, and interactive previews.</li> <li>-User-Friendly Interface.</li> <li>-Freemium.</li> </ul>                            |
|         | <b>Countik</b>           | Countik is a free web application that provides real-time TikTok analytics, allowing creators, marketers, and fans to precisely analyze and compare TikTok performance indicators | <ul style="list-style-type: none"> <li>-TikTok Analytics Tool &amp; Profile Viewer.</li> <li>-TikTok Video to MP3 Audio.</li> <li>-Compare TikTok accounts side by side in real-time.</li> <li>-Free.</li> </ul>                                                                                                                     |
|         | <b>exceldashboard.ai</b> | Exceldashboard.ai uses artificial intelligence to automatically create interactive dashboards from Excel data.                                                                    | <ul style="list-style-type: none"> <li>-Excel files can be instantly converted into dashboards.</li> <li>-Creating detailed analysis for profound understanding.</li> <li>-An intuitive user interface that facilitates navigating</li> <li>-AI-driven data visualization methods to improve clarity.</li> <li>-Freemium.</li> </ul> |

| Domains                 | Automatin tool | Definition                                                                                                                                                                                                                                                                  | Key features                                                                                                                                                                                                                                                                                                                                                                  |
|-------------------------|----------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Visual Content & Design | Canva          | Canva is a graphic design software that helps marketing teams quickly generate professional-quality visuals for digital campaigns.                                                                                                                                          | <ul style="list-style-type: none"> <li>-Extensive Template Library</li> <li>-Animation and video editing tools.</li> <li>-Automating design resizing to fit other plateforms.</li> <li>-Social media scheduling (Pro feature).</li> <li>-Accessible on web, desktop, and mobile.</li> <li>- Freemium (Pro features paid).</li> </ul>                                          |
|                         | Freepik        | Freepik is a platform primarily focused on providing high-quality graphic resources such as vectors, icons, photos, it visually enhances advertising campaigns.                                                                                                             | <ul style="list-style-type: none"> <li>-Huge library of photos, videos, and templates.</li> <li>-AI tools for generating images, videos, voices, and icons from text.</li> <li>-Advanced image editing;</li> <li>-Available on web, desktop, and mobile devices.</li> <li>- Freemium (premium subscription for full access).</li> </ul>                                       |
| No code platform        | Glide          | Glide is a no-code platform that allows users effortlessly develop web and mobile applications by turning Google Sheets data into fully working apps. Without the need for coding, it enables companies to automate processes, optimize operations, and boost productivity. | <ul style="list-style-type: none"> <li>-AI-Powered No-Code Apps</li> <li>-Synchronization with Google Sheets.</li> <li>-Customizable user interface</li> <li>-Custom Dashboards.</li> <li>-Building secure, custom portals that serve as a central hub for clients, employees, or investors.</li> <li>-CRM (Customer Relationship Management).</li> <li>-Freemium.</li> </ul> |

| Domains | Automatin tool      | Definition                                                                                                                                                       | Key features                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---------|---------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|         | <b>Google forms</b> | Google Forms is a free, easy-to-use tool for creating surveys, quizzes, and forms with customizable questions, automatic grading, and real-time collaboration.   | <ul style="list-style-type: none"> <li>-Variety of Question Types: like short answer, paragraph, multiple choice, linear scales, grids, dates, times, and file uploads...</li> <li>-Allows branching logic to show or skip questions based on previous answers.</li> <li>-Customizable Themes.</li> <li>-Convert forms into quizzes by assigning point values and answer keys.</li> <li>-Advanced Reporting &amp; Summaries.</li> <li>-Free.</li> </ul> |
|         | <b>chatgpt</b>      | ChatGPT is an AI language model designed to engage in natural conversations, provide information, and assist with various tasks through text-based interactions. | <ul style="list-style-type: none"> <li>-Deep research</li> <li>-Real time search</li> <li>-contextual memory</li> <li>-Multimodal capabilities</li> <li>-File and image uploads</li> <li>-Freemium.</li> </ul>                                                                                                                                                                                                                                          |

| Domains                  | Automatin tool | Definition                                                                                                                                                                                                                                                                                                    | Key features                                                                                                                                                                                                                                                                                                                                                                                                                           |
|--------------------------|----------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Monitoring and detection | Google Alerts  | Google Alerts is a free online news monitoring service provided by Google. It allows users to receive email notifications when new content is published on the web. The newly published content must match a specific search query in order to be delivered to the user's inbox.                              | <ul style="list-style-type: none"> <li>-Sends notifications when specified keywords or phrases appear online.</li> <li>-Allows customization of alert frequency, sources, language, region, and number of results.</li> <li>-Supports advanced search operators for more precise tracking.</li> <li>-Simple to use.</li> <li>-Free.</li> </ul>                                                                                         |
|                          | Google Trends  | Google Trends is a free tool provided by Google that analyzes the popularity of search queries in real time across different regions and languages. It allows users to measure interest in a specific topic or keyword over a selected time period by displaying graphs that compare relative search volumes. | <ul style="list-style-type: none"> <li>-Real-time analysis of search trends with frequently updated data.</li> <li>-Comparison of up to five keywords or topics to show relative popularity.</li> <li>-Geographic data visualization by country, region, city, or metro area using an interactive map.</li> <li>-Filtering by category and search type, including web, images, news, shopping, and YouTube.</li> <li>-Free.</li> </ul> |

| Domains            | Automatin tool  | Definition                                                                                                                                                                                                                                                                                                     | Key features                                                                                                                            |
|--------------------|-----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
| Comments extractor | Export comments | This tool is designed to help users export and download comments from social media posts into manageable file formats such as CSV, Excel, or JSON. It is particularly useful for social media managers, marketers, and anyone needing to analyze engagement data or manage community interactions efficiently. | -Easy export process.<br>-Multi-platform support (major social media platforms).<br>- Freemium (limited number of free comment exports) |

Source: Elaborated by us

In addition to the features available, the pricing plan is a crucial aspect when selecting a tool. It plays a major role in ensuring that the solution not only meets functional requirements but also respects the budgetary or organizational limits.

## Conclusion

This theoretical part allowed us to identify and better understand the notion of digital marketing, which is a constantly changing approach within the larger field of marketing. Digital marketing is the promotion of products or services via different digital platforms and digital media. In addition to defining this notion, we explored its key characteristics, challenges, its evolution, etc. We also looked at how these characteristics apply to the Agri-food industry, which is increasingly using digital solutions to fulfill customer expectations and market demands. Finally, we highlighted the most significant tools and strategies used in digital marketing, which include automation strategies, that are crucial for increasing the impact of digital campaigns.

## **Chapter 2 : Marketing Automation and Implementation at Laiterie Soummam: “J’nina Fruits Et Graines” Campaign**

### **Introduction**

To implement the theoretical aspects of our work’s first part concerning digital marketing, campaign management, and marketing automation, we performed an internship in Laiterie Soummam, the leader of the dairy industry in Algeria. This internship took place in the Marketing Department, where we helped to launch and analyze the performance of a digital campaign for the new product range “J’nina Fruits et Graines” by automating every step.

This chapter aims to provide and discuss the background of the study. Firstly, we will begin with the overview of Laiterie Soummam which will capture its history, main activities, and products ranges. In the second section we focus on outlining the methodology we employed during the internship including all tools, platforms, and processes of data collection and analysis for analyzing and automating the digital campaign, and that through every step of an automated digital marketing campaign. All the while discussing the competitive analysis, benchmarkings, KPIs, and user feedback analysis before providing the primary conclusions to the outlined objectives, which in this case are optimizing the digital initiatives through the provided automation content strategy recommendations.

### **Section01 : Company Presentation**

#### **2.1.1. Historical Background**

Laiterie Soummam (SARL Laiterie Soummam) was founded in Taharacht Akbou, Béjaia in 1993 by Mr. Lounis HAMMITOUCHE. Operating a single production line with about twenty employees, the company started as a family business struggling to meet 100,000 units of production per day.

A groundbreaking event occurred in 2000 when the company expanded its facilities to include a more sophisticated production site. In 2009, Laiterie Soummam spearheaded an innovative program to enhance national milk production by integrating independent farmers, collection hubs, and refrigerated transport logistics spanning the breadth of Algeria.

Now Laiterie Soummam proudly has over 30 years in the dairy industry while diversifying his impact into local employability.

### **2.1.2. Organizational Structure And Governance**

Laiterie Soummam is classified as a Limited Liability Company (SARL) and is solely owned by Hamitouche, comprising 100% Laiterie Soummam shares and is registered with a revenue of 2837943000 DA. With the company placing a high value on local hiring, it has single-handedly created nearly 2 000 direct and 10 000 indirect jobs.

Furthermore, the company supports continuous training of its employees and integrated new technologies to further enhance production efficiency.

### **2.1.3. Production Capabilities**

Laiterie Soummam manages two major production sites focusing on four product lines:

Yoghurts and dairy desserts, Flavored dairy beverages, UHT milk, Cheese.

Having over 51 production lines, Laiterie Soummam holds the record of the largest range of fresh dairy products in Algeria, with a manufacturing capacity of 1,800,000 tonnes per year and more than 183 product references to offer.

The company has hushed state of the art utilities like water treatment compressors, cold stations, power generators, and modern laboratories for microbiological and physicochemical analysis.

### **2.1.4. Product Ranges**

- **Yogurts and Specialties:** Fort, Nature, Light, Dialna, Acti+, Mamzoudj, Jnina aux Fruits, Jnina Fruits et Graines, Grec, Céréalo, Les Pâtisseries, Minceur aux fruits, Lait Fraise, Yago, l’Ben ,Raïb, Aladin, Jnina (boisson lactée), Lassi.
- **Fresh and Processed Cheese:** Délices, Dialna (fromage), Top Souma, Fromage Frais, Tartifrais, Aladin (dessert lacté).
- **Milk and Dairy Beverages:** Lait, Soumy, Dialna (boisson chocolatée), P’tit Olé, Olé, La Lmouna, Mojito Virgin, Citronnade.
- **Culinary Products:** crème légère, sauce béchamel, Dialna, Top Souma, A cuisiner.
- **Desserts:** Crème dessert, Dialna, Bnina, pot de crème, Mousse au chocolat, Le liégeois, Panna Cotta, Flan, Riz au lait, Jelo, Compote.

#### **2.1.5. Distribution And Logistics**

Laiterie Soummam has developed an efficient and extensive cold logistic distribution network all across the 58 wilayas (departments) within Algeria. Including:

- 1,500 refrigerated trucks.
- 120 cold storage units for distributors’ use.
- A central warehouse and 4 regional depots: Annaba, Algiers, Constantine and Oran.
- 13,837 m<sup>2</sup> of internal space allocated to cold storage.
- Over one hundred major authorized distributors and sixty other small-scale partners.
- Laiterie Soummam maintains the cold chain throughout the supply chain, guaranteeing product quality and freshness.

#### **2.1.6. Exportation And Market Position**

Throughout the years, the company has strived to strengthen its brand and consumer confidence in its products, which ultimately resulted in Laiterie Soummam becoming a key player on the national market with annual sales of about 700,000 tons of products. This is made possible by its innovation and quality assurance practices.

Moreover, the company has an international footprint, having exported products to Libya steadily over the last twenty years while also expanding exports to Mauritania and Qatar.

#### **2.1.7. Quality Standards And Certifications**

Its current certifications include ISO 9001:2015 for a Quality Management System and, in its pursuit of enhancing its brand, is looking to attain ISO 22000:2018 for Food Safety Management. These marks further affirm that there is plenty of effort going into proper guidance and control measures being implemented towards efficient and effective safe product delivery in Laiterie Soummam.

#### **2.1.8. Environmental Policies**

With supporting policies of Laiterie Soummam’s environmental commitment, 2.8-million-euro watershed treatment plant investment, provided by Envirochemie GmbH, aids in repurposing this company’s wastewater from lowering its environmental footprint to agricultural use.

#### **2.1.9. Agricultural Support And Milk Collection**

The company manages a national milk collection system which accounts for:

- Daily collection capability of 600,000 liters.
- Storage ability per day of 1,450,000 liters.
- Network reaches 6,500 including dairymen with more than 1,000 farm owners.
- Alongside this, the organization farms 8 pilot farms and breed heifers on a mega farm(12,000 cows), 4 farms in Mesila(1,200 cows), a farm in Batna(250 cows), a farm in constantine(250 cows) and a farm in Oum El Bouaghi(250 cows) and a Support for green fodder production and an animal feed plant in Kerdada.

Since 2009, Laiterie Soummam has implemented a comprehensive fresh milk collection program aimed at enhancing national dairy production and reducing reliance on imported milk powder. This initiative encompasses a robust ecosystem involving over 1,000 partner farmers, 36 regional collection centers, and a fleet of refrigerated tankers, enabling the daily processing of up to 1,450,000 liters of raw milk. To bolster this effort, Laiterie Soummam has distributed more than 16,000 dairy cows to local breeders and established seven model farms across Algeria, serving as benchmarks for best practices in dairy farming. Additionally, the company operates its own feed production facility to ensure high-quality nutrition for the livestock, thereby maintaining the freshness and quality of its dairy products.

#### **2.1.10. SWOT Analysis**

Through our internship at Laiterie Soummam, we were able to provide a general Swot analysis of Laiterie Soummam as a company, and a Swot analysis of Automation inside Laiterie Soummam’s digital marketing process.

##### **2.1.10.1. Laiterie Soummam’s Swot Analysis**

*Table 2 : Laiterie Soummam's Swot Analysis*

| <b>Strenghts</b>                                                                                                                                                                                                                                                                                                                                            | <b>Weaknesses</b>                                                                                                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Market leader in Algeria with 65% of the dairy market share.</li> <li>• Strong nationwide brand image, recognized for product quality.</li> <li>• ISO 9001 certified.</li> <li>• Broadest product range in Algeria’s dairy sector, with two production sites and four category-based business segments.</li> </ul> | <ul style="list-style-type: none"> <li>• Heavy reliance on manual processes; limited automation reduces efficiency and productivity.</li> <li>• Small marketing team (only four members), restricting strategic development and brand outreach.</li> <li>• Limited export reach only two countries and a narrow product range.</li> </ul> |

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| <ul style="list-style-type: none"> <li>• Multiple sub-brands benefiting from Laiterie Soummam’s brand recognition.</li> <li>• High production capacity: 51 advanced lines processing 1.8 million tons annually.</li> <li>• Strong financial independence, enabling internal investment in modern, internationally compliant equipment.</li> <li>• Rigorous quality control through advanced labs ensuring standard compliance.</li> <li>• Highly skilled workforce.</li> <li>• Strong corporate social responsibility, including active involvement during COVID-19 and environmental investments like wastewater treatment facilities.</li> </ul> | <ul style="list-style-type: none"> <li>• Weak social media presence, missing digital engagement opportunities.</li> <li>• Sub-brands lack independent recognition, unlike competitors such as Danone.</li> <li>• Avoidance of chatbots/automated customer service, which, while humanizing, limits efficiency when volume increases.</li> <li>• Large organizational size can pose internal coordination and agility challenges.</li> </ul>                                                                                                                                                                |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Opportunities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Threats                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <ul style="list-style-type: none"> <li>• Local consumers prefer Algerian brands, benefiting Laiterie Soummam’s culturally established identity.</li> <li>• Growing dairy demand driven by population growth and shifting diets.</li> <li>• Continuous development in industrial and marketing technologies.</li> <li>• Expansion of the healthy food sector, especially in dairy.</li> </ul> <p>Government support for local dairy production encourages reduced import reliance.</p> <ul style="list-style-type: none"> <li>• E-commerce is growing steadily in Algeria, expanding digital sales potential.</li> </ul>                            | <ul style="list-style-type: none"> <li>• <b>Cybersecurity Threats:</b> The company has been targeted by online scams, with fraudsters using its name to deceive consumers through fake services and offers<sup>76</sup>.</li> <li>• <b>Economic Instability:</b> Algeria's economic fluctuations, marked by high inflation rates and potential slowdowns in GDP growth, can affect consumer purchasing power and demand for dairy products.<sup>77</sup></li> <li>• <b>Supply Chain Vulnerabilities:</b> Vulnerability in supply chains due to dependency on imported milk powder.<sup>78</sup></li> </ul> |

<sup>76</sup> La Tribune Algérie, *La laiterie Soummam face à l’arnaque digitale : un cas révélateur des défis de la cybercriminalité en Algérie*, <https://www.latribune-algerie.com/une/la-laiterie-soummam-face-a-larnaque-digitale-un-cas-revelateur-des-defis-de-la-cybercriminalite-en-algerie/>, [Consulted on 01/24/2025 02:01 PM].

<sup>77</sup> The Bullvine, *Algeria’s Dairy Industry Poised for Growth: Government Initiatives and Foreign Investments Lead the Way*, <https://www.thebullvine.com/news/algerias-dairy-industry-poised-for-growth-government-initiatives-and-foreign-investments-lead-the-way/>, [Consulted on 01/24/2025 01:00 PM].

<sup>78</sup> Idem.

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <ul style="list-style-type: none"><li>• <b>Regulatory and Bureaucratic Challenges:</b> Delays in essential services, such as electricity provision, have previously forced Laiterie Soummam to incur additional expenses to maintain operations, highlighting infrastructural and administrative hurdles.<sup>79</sup></li><li>• <b>Reputation Management:</b> The spread of false information about production halts can damage brand reputation.<sup>80</sup></li><li>• <b>Foreign Competition:</b> Investments by international dairy companies in Algeria's market may intensify competition, challenging Laiterie Soummam's market share and pricing strategies.<sup>81</sup></li></ul> |
|--|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Source: Elaborated by us

2.1.10.2. Laiterie Soummam’s Digital Marketing Automation Swot Analysis

Given the multifaceted nature of our study, which encompasses both the overarching digital marketing strategy of Laiterie Soummam and the specific integration of automation tools, it was essential to conduct two distinct SWOT analyses. The first provided a comprehensive overview of Laiterie Soummam's general strengths, weaknesses, opportunities, and threats, offering a broad understanding of the company's position and its current digital marketing landscape. The second focuses specifically on the automation aspect, allowing for a more detailed examination of how automation influences Laiterie Soummam's digital marketing processes. This dual-analysis approach enables a nuanced understanding of each component's impact and interrelation within the company's strategic framework.

<sup>79</sup> SlideShare, *Analyse de l’entreprise Soummam*, <https://fr.slideshare.net/slideshow/analyse-de-lentreprise-soummam/72120524>, [Consulted on 01/26/2025 08:12 PM].

<sup>80</sup> Algérie360, *Arrêt de la laiterie Soummam : le groupe met les points sur les i*, <https://www.algerie360.com/arret-de-la-laiterie-soummam-le-groupe-met-les-points-sur-les-i/>, [Consulted on 01/25/2025 10:20 PM].

<sup>81</sup> Dairy Global, *M. bovis found on two NZ farms*, <https://www.dairyglobal.net/health-and-nutrition/health/m-bovis-found-on-two-nz-farms/>, [Consulted on 01/25/2025 01:20 PM].

*Table 3 : Laiterie Soummam’s Digital Marketing Automation Swot Analysis*

| <b>Strenghts</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>weaknesses</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Targeted ads via Google and Facebook Ads for precise market segmentation.</li> <li>• Skippable intrusive ads tailored to specific audiences.</li> <li>• Performant SEO outsourced to an external agency for strong online presence.</li> <li>• Scheduled social media posts ensure consistent engagement.</li> <li>• The use of AI tools to boost content creation and productivity.</li> <li>• Meta Business Suite provides real-time performance insights.</li> <li>• Automated welcome messages enhance social media interaction.</li> </ul> | <ul style="list-style-type: none"> <li>• Lack of automated email campaigns limits personalized customer retention.</li> <li>• No advanced tools for tracking marketing performance reduces optimization.</li> <li>• Manual website updates cause delays and inconsistent user experience.</li> <li>• No chatbot integration affects response speed and off-hours support.</li> <li>• No QR codes on packaging limits data collection and personalization.</li> <li>• No strategic monitoring tools (e.g. Google Alerts) weakens market awareness.</li> <li>• SEO outsourced externally, reducing agility and internal control.</li> <li>• Intrusive ads risk annoying users and harming brand perception.</li> <li>• No automated segmentation tools.</li> <li>• Reluctance to invest in automation tools limits innovation and scalability.</li> </ul> |
| <b>opportunities</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>threats</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <ul style="list-style-type: none"> <li>• Rapid evolution of AI and automation offers new ways to streamline marketing.</li> <li>• Low adoption of automation in Algeria gives Laiterie Soummam first-mover advantage.</li> <li>• Omnichannel marketing is gaining traction, enabling seamless brand experiences.</li> <li>• Automating repetitive tasks is becoming standard, freeing up creative resources.</li> <li>• E-commerce is growing steadily in Algeria, expanding digital sales potential.</li> </ul>                                                                         | <ul style="list-style-type: none"> <li>• Competitors like Danone may adopt AI and automation faster.</li> <li>• Rapid tech evolution requires constant adaptation to stay competitive.</li> <li>• Automation increases data collection risks under privacy regulations.</li> <li>• Internal resistance to change slows digital innovation.</li> <li>• The significant initial cost of automation tools may discourage or delay their implementation.</li> <li>• Reliance on external agencies reduces control over digital strategy.</li> </ul>                                                                                                                                                                                                                                                                                                         |

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|                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                                                                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>• Rising health awareness creates demand for informative, automated content.</li><li>• Local tech startups offer opportunities for fast, agile partnerships.</li><li>• Digital loyalty programs are expanding, driven by automated SMS/email tools.</li><li>• AI chatbots are increasingly expected for 24/7 instant customer service.</li><li>• Automated feedback tools are standardizing real-time customer insight.</li></ul> | <ul style="list-style-type: none"><li>• Reputation Risks from Automation Errors.</li></ul> |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------|

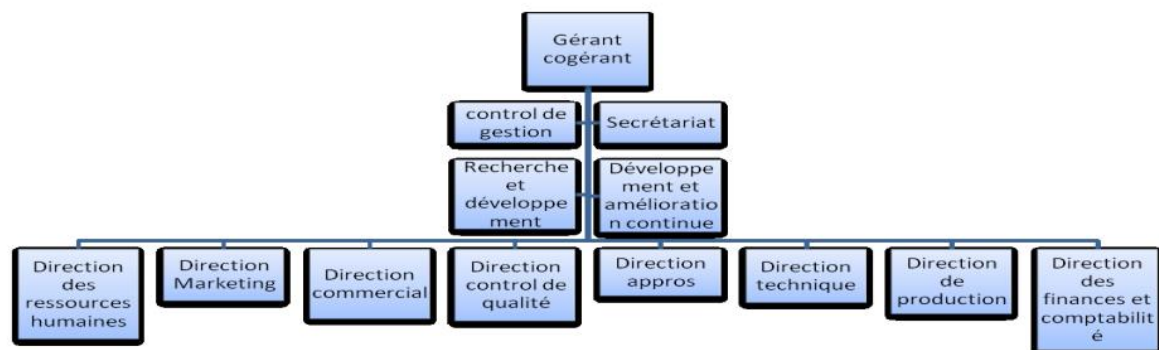
Source: Elaborated by us

The dual SWOT analyses highlight both Laiterie Soummam’s strong market position and the current limitations and opportunities within its digital marketing automation. These insights directly inform our study’s objectives ; to evaluate campaign performance and the impact of automation addressed through our sub-questions and hypothesis. By assessing key KPIs and automation progress, we aim to identify how enhanced automation can improve effectiveness, targeting, and engagement, ultimately supporting Laiterie Soummam’s strategic growth in a competitive digital landscape.

### 2.1.11. Laiterie Soummam’s Organization Chart

Here is the company’s organization chart showing all its departments, with our focus on the marketing department where we completed our internship.

Figure 5: Organization Chart



Source: Internal document

#### • The Marketing Department

The **Marketing Department** plays a pivotal role in translating both customer and sales team feedback into actionable strategies. Its core responsibilities include:

- Gathering insights from clients and the sales team to inform action plans, and conducting analyses of promotional activities in the market, particularly those of competitors.
- Planning, executing, and monitoring the company’s annual promotional campaigns.
- Collaborating with all internal departments and coordinating with external service providers.
- Contributing to the development of the annual marketing plan, ensuring alignment with the company’s strategic goals.
- Overseeing the design and implementation of packaging, from the creation of mock-ups to the final production and distribution of packaging materials.
- Organizing and participating in national and international trade fairs and exhibitions to enhance brand visibility.

***Chapter 2: Marketing Automation and Implementation at Laiterie Soummam: “J’nina Fruits Et Graines” Campaign***

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- Analyzing and monitoring sales performance against forecasts and the media plan, ensuring alignment with strategic targets.
- Ensuring timely submission of financial and accounting documents to the Finance and Accounting Department.

The department is staffed by four employees: a Marketing Department Head, two designers, and a community manager, each playing a key role in maintaining and enhancing the company’s market presence and brand image.

## **Section 2 : Methodology Of The Quantitative/Qualitative Study And Analysis Of The Results, Automation Of Laiterie Soummam’s New Digital Marketing Campaign “J’nina Fruits et Graines” .**

### **2.2.1. Sub-Section01 : The Qualitative Study**

#### **2.2.1.1 Objective Of The Interview**

The main objective of this interview was to collect first hand insights about the integration of automation tools into the company’s digital strategies. By directing questions to the digital marketing team and specifically Mr. Juba TOUATI, the Community Manager at Laiterie Soummam, the focus was on the transformation of digital campaigns at Laiterie Soummam, especially “Jnina Fruits et Graines” campaign, and how automation is perceived to add value in making marketing processes effective and efficient. This interview was meant to either confirm or disconfirm the hypothese formulated in the introduction regarding the impact of marketing automation on campaigns in the agri-food industry.

#### **2.2.1.2. Conducting The Interview**

Following a direct interview method, the interview was carried out in person. We had a comprehensive discussion with Mr. TOUATI that was structured around a particular set of questions questions aligned with our study’s purpose were aligned towards the purpose of our study. These questions included discussion around the automation tools currently being used at Laiterie Soummam, their use in past and current campaigns, expected outcomes of such automation in marketing, the significance of automation in achieving the best results in marketing efforts, and the role of automation in enhancing digital marketing. An expert view was needed to explain the role of automation in targeting, audience segmentation, content customization, and KPI tracking...etc.

#### **2.2.2. Analysis Of Interview Content**

We first proceeded to transcribe the key points of our interview with Mr.TOUATI, then we aligned the collected responses with the conceptual framework presented in the theoretical section of our thesis. And finally, we summerized the interview’s content into structered points that help answering our main sub-questions and hypothesis.

## 2.2.2 Sub-Section02 : The Quantitative Study

### 2.2.2.1 Objectives Of The Questionnaires

To complement the qualitative approach, two quantitative studies were conducted using Google Forms questionnaires aimed at collecting relevant and measurable data from consumers.

- **The First Questionnaire:** Also called a “degustation survey”, was administered during the pre-launch phase of the new digital campaign J’nina Fruits et Graines, its main objective was to gather consumers’ preferences, to help us with the segmentation, creating personas, and gathering preliminary expectations. This phase enabled the marketing team to tailor the campaign strategy according to the insights collected, which we will see in the different steps of the digital campaign’s launch.

**Sample:** It was distributed at the « Foire Nationale De production en Algérie », in December 2024, to a sample of 183 individuals.

- **The second Questionnaire:** Also called “a feedback survey”, was administered during the post-launch phase of the J’nina Fruits et Graines digital campaign, its main objective was to gather customers’ feedback on the campaign’s effectiveness, whether it was successful or not, and to determine the reason that made it either way. On the other hand, it also aimed to partially answer the sub-questions asked before, and collect recommendations about the consumer’s side of the automation process for future use in the upcoming campaigns.

**Sample:** It was distributed by e-mail, and a QR Code we created ( see appendix C) in May 2025 to a sample of 109 individuals.

**2.2.2.2 Construction of the questionnaires:** The first step in building both forms was determining the main goals that complemented the overall purpose of the study. In order to collect both quantitative and qualitative responses, we created a combination of closed questions, multiple-choice items, and a few open-ended questions, all the while keeping the questions simple and precise to gather reliable data.

**2.2.2.3 Questionnaires structure:** Each questionnaire was organized around thematic sections.

- **The first questionnaire: “degustation survey”**
  - Part 01:** Demographic and profile-related questions.
  - Part02 :** pre-degustation insights related questions.

**Part03** : Post-degustation insights related questions.

**Part04** : Brand awareness and recommendations related questions.

- **The second questionnaire: “a feedback survey”**

**Part01** : Demographic and profile-related questions.

**Part02** : Product Discovery related questions.

**Part03** : Engagement and Content Perception related questions.

**Part04** : Overall assessment of the campaign-related questions.

**Part05** : Automation tools and customer experience related questions.

#### 2.2.2.4 Data collection and analysis

Data from both questionnaires were collected through **Google Forms**.

After gathering all the responses, the data was automatically exported using **Google Sheets** into an automation dashboard and apps generator tool **Glide**, which gave us relevant, interactive and cross-variable dashboards of all our collected data, that we partially analysed with another advanced data reporting automation tool **exceldashboard.ai**, that basically generated full reports and recommendations based on the collected data from the questionnaires.

#### 2.2.3. Sub-Section 03 : Analysis and results of the interview

As mentioned before, we performed an interview with Laiterie Soummam’s digital marketing team to determine the importance of automation in this department and confirm or challenge our hypothesis. Our interpretation of the answers is as follows :

- Interview: With Mr. TOUATI Juba community manager of Laiterie Soummam.

*Table 4 : Interview with Mr Touati*

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Question 01: Could you please introduce yourself and describe your role within the company?</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| J: My name is Juba Touati, and I am the Community Manager at Laiterie Soummam. I work within the marketing department, alongside two design engineers and under the supervision of the head of the department. My main responsibilities include managing our social media presence, ensuring consistent communication with our online community, and supporting the implementation of digital marketing campaigns. I also coordinate content planning, monitor interactions with our audience, and help analyze the performance of our online communications. |
| <b>I. General questions about automation in digital marketing campaigns.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

**Question02: Could you describe how automation has been integrated into the marketing department of your company?**

J: In our social media operations, we use Meta Business Suite extensively. It allows us to schedule publications, send automatic replies on Facebook and Instagram through pre-configured responses, and insert links redirecting users to specific areas of our website such as recruitment or claims. We also conduct data analysis using Meta’s tools for sorting, processing, exporting, and interpreting results.

Internally, we use automated email responders, and for our display campaigns, our partner agency handles automated bidding via Google Display. For campaign launches, we rely on the Meta algorithm, which automates target audience segmentation and selects the appropriate campaign objective, such as engagement or traffic, with CTA buttons leading to our website or YouTube videos.

**Question03: Which marketing functions benefit the most from automation?**

J: The function that benefits the most is definitely the **tracking and monitoring of KPIs**, both internal and those of competitors. This helps us with continuous benchmarking and performance evaluation.

**Question04: What are the main tools and platforms used to automate your marketing actions?**

J: We use **Meta Business Suite, YouTube Studio, Google Trends, and Google Display** as our primary tools.

**Question05: How are these tools integrated into your daily workflow?**

- J:
- Meta is present at every phase of a campaign: it helps us monitor KPIs in real-time, conduct competitive benchmarking, schedule posts, organize tasks with an automatic planner, and set pre-defined message replies.
  - YouTube Studio is used for both content performance and paid media targeting older audiences.
  - Google Trends is crucial before launching a new campaign to identify emerging trends, while Google Display is mostly handled by the agency.

**Question06: Why don’t you use email automation or chatbots?**

J: We don’t use email automation because we don’t do B2C email marketing it's not a priority for us. As for chatbots, we intentionally avoid them because we value human interaction in our responses. We want our community to feel heard and not neglected through robotic responses.

**II. Questions about automation in Soumam’s latest Digital Campaign**

**Question07: Could you give us an overview of your most recent digital campaign?**

J: Yes, our latest campaign is for **Jnina Fruits & Graines**, a new product line. Before this, we had the **Top Souma & Délice** campaign. We had also planned a campaign for **Lben Mini-Peaux** during Ramadan, but unfortunately, it was cancelled due to underperformance.

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| <b>Question08: Which phases of the campaign were automated?</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| J: We automated several aspects: <u>data analysis</u> , <u>KPI reporting</u> , <u>scheduling</u> , and some elements of <u>content creation</u> .                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Question09: What specific tools were used during this campaign and why?</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| J: In addition to the tools I previously mentioned (Meta, Google tools), we also used <b>tools</b> like Tiktok Analyser, which were particularly helpful for creating automated dashboards.                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Question10: How did you measure the impact of automation during the campaign (in terms of KPIs, engagement rates, conversions, etc.)?</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| J: We relied heavily on automated KPI tracking to measure reach, engagement, and viewer response. The automation helped us spot performance spikes and adjust our strategy quickly.                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Question11: In your opinion, which elements worked best thanks to automation? Are there aspects that could have been improved?</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| J: The scheduling, data analysis, and benchmarking tools were most effective. However, we see room for improvement in automated sentiment analysis of comments and messages ; a more advanced tool for this would be very helpful.                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Question12: Do you plan to use more automation in future campaigns? How?</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| J: Yes, we intend to continue using current tools and invest in new ones, especially for comment and messages analysis. We are also committed to staying updated with digital and AI trends.                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>III. Feedback and Future Perspectives</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Question13: From your experience, what specific advantages have you observed with the integration of automation into your digital marketing processes? And what challenges or limitations have you encountered?</b>                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Advantages:</b><br><b>J:</b> <ul style="list-style-type: none"> <li>• it has allowed us to save a significant amount of time, especially when it comes to repetitive tasks like scheduling posts, monitoring KPIs, or managing community interactions.</li> <li>• the ability to personalize our messaging more effectively. Thanks to automation, we can now target specific audience segments with tailored content, which greatly improves the relevance and impact of our communications.</li> <li>• It also contributes to cost reduction for instance, automation has enabled us to streamline data analysis without the</li> </ul> | <b>Challenges:</b><br><b>J:</b> <ul style="list-style-type: none"> <li>• the constant evolution of trends and technologies, which requires us to stay continuously informed and adaptable.</li> <li>• Chatbots, while efficient, often provide impersonal responses that do not resonate well with our community. Our audience prefers humanized and targeted replies, which automation tools don’t always provide.</li> <li>• The high cost of many automation tools investing in them is not always easy given that campaign budgets are often allocated elsewhere.</li> </ul> |

|                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| need for a full-time data analyst, especially when tracking campaign performance indicators.                                                                                                                                              | <ul style="list-style-type: none"> <li>Some of our more senior staff remain skeptical about adopting newer technologies, especially those involving artificial intelligence, which can slow down the implementation process.</li> </ul> |
| <b>Question14 : What technological innovations or developments are you considering integrating into your automation strategy?</b>                                                                                                         |                                                                                                                                                                                                                                         |
| <b>J :</b> We’re looking into <b>APIs for monthly comment and message harvesting</b> , which would allow us to store and analyze data automatically in the cloud this would significantly improve our understanding of audience feedback. |                                                                                                                                                                                                                                         |
| <b>Question15 : How does your department plan to adapt in a constantly evolving digital environment?</b>                                                                                                                                  |                                                                                                                                                                                                                                         |
| <b>J :</b> We plan to stay <b>agile</b> and <b>informed</b> . Continuous learning and tool updates are part of our strategic vision.                                                                                                      |                                                                                                                                                                                                                                         |
| <b>Question16 : Based on your experience, what recommendations would you give to strengthen campaign automation?</b>                                                                                                                      |                                                                                                                                                                                                                                         |
| <b>J :</b> I would suggest conducting <b>training sessions</b> for staff to familiarize them with automation tools and <b>increasing the budget allocation</b> for automation within campaigns.                                           |                                                                                                                                                                                                                                         |
| <b>Question17 : Are there any practices or tools you would like to see developed to enhance your performance?</b>                                                                                                                         |                                                                                                                                                                                                                                         |
| <b>J :</b> Yes, as mentioned earlier, we need a <b>more advanced tool</b> for <b>analyzing customer feedback</b> one that stores, filters, and reports comments regularly, ideally with built-in <b>AI-based analysis</b> .               |                                                                                                                                                                                                                                         |

Source: Elaborated by us

### **Result:**

This interview partially answers our Sub-question 02 which was: « **How do automation tools enhance the overall performance of a digital marketing campaign?** ».

It clearly confirms our hypothesis 01, which stipulates that « **Automation reduces manual workload and supports real-time tracking.** »

### **2.2.4 Sub-Section 04: Implementation and automation of the new Laiterie Soummam’s digital campaign « J’nina Fruits et Graines ».**

To put into practice, the theoretical concepts studied in the first chapter; particularly the integration of automation in digital marketing campaigns, we conducted a case study on the digital campaign of the new product “**J’nina Fruits et Graines**” by Laiterie Soummam. We analyzed and monitored this campaign across all phases: pre-launch, launch, and post-launch.

Unlike previous campaigns run traditionally, this campaign was approached with a strong focus on automation at every step, using a variety of automated tools. Both those already used by Laiterie Soummam and additional ones we integrated during our study to showcase the importance of automation tools, even the ones you don’t necessarily think to use.

- This study addresses our three sub-questions: by assessing the campaign’s performance during its implementation; by demonstrating how integrated automation tools enhanced performance; and by identifying which KPIs can effectively measure the impact of automation within a marketing campaign.
- Below, we present a comparison between a standard campaign structure, that Laiterie Soummam used to follow for its previous campaigns prior the “**J’nina Fruits et Graines**” one. (Except for Meta that they started using a few years ago, some SEO automated tools and paid media that a specialized agency implements for them.) And the automated one we implemented.

#### **2.2.4.1. Traditional Marketing Campaign Structure VS Automated Marketing Campaign structure.**

*Table 5: Traditional VS Automated Campaign*

|                                                             | <b>Traditional Campaign Structure</b>                                                                                                                                                        | <b>Automated Campaign Structure (J’nina Fruits et Graines)</b>                                                                                                                                                                                                                                                                                            |
|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Pre-Launch Phase:</b><br><b>I. Planning And Strategy</b> | <ul style="list-style-type: none"> <li>• <b>Smart Objectives :</b> They are defined at the beginning of the campaign but only evaluated at the end based on social media reports.</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Smart Objectives :</b> Although SMART objectives are defined manually, their execution and performance monitoring were automated through integrated analytics tools that allowed us to track each objective in real time, using Meta, and Metricool for a throughout integration of all platforms.</li> </ul> |

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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|  | <ul style="list-style-type: none"> <li>• <b>Market Research, Audience Analysis And Developing A Campaign Strategy:</b> <ul style="list-style-type: none"> <li>-Benchmarking: is limited to historical and competitor analysis using only <b>Meta Business Suite</b>, which makes the competitors KPI visibility restricted to Facebook and Instagram, lacking insight into broader performance data (TikTok, YouTube, etc.).</li> <li>- Competitor list is based on internal knowledge, not generated by data.</li> <li>- Trend research often done informally.</li> </ul> </li> <li>Using focus groups and surveys physically distributed to collect consumers preferences, collecting the data from google forms, and analysing it manually by excel.</li> <li>Persona and segmentation : <ul style="list-style-type: none"> <li>- Segmentation done manually, based on general assumptions or past product performance and insights from Google forms graphs.</li> <li>- Manually creating personas and user profiles.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• <b>Market Research And Audience Analysis And Developing A Campain Strategy:</b> <ul style="list-style-type: none"> <li>-Benchmarking: <b>AI tool (YesChat.ai)</b> used to automatically detect Laiterie Soummam’s main competitors based on digital footprint.</li> <li>- Historical benchmark conducted using <b>Meta, YouTube Studio</b>, and <b>TikTok Studio</b> to gather platform-specific KPIs.</li> <li>- Competitor benchmark done using a combination of tools: <b>Metricool</b> (multi-platform competitor analytics), <b>Instrack</b> for Instagram KPIs, <b>Countik</b> for TikTok analytics.</li> <li>- Automated Meta Benchmarking Recommendations used to identify performance tips.</li> <li>- Trend tracking conducted via <b>Google Trends</b> and <b>Semrush</b>, to identify rising agri-food trends and trending keywords.</li> <li>-Surveys distributed both physically and by using QR codes, resorting to AI tools to make them such as Linktree. Collecting the data from google forms that is automatically gathered and visualized into real timeinteractive dashboards, using <b>Glide</b>,then analysing the data and gathering automated insights and campaign strategy by using a specialized AI tool like Excel dashboard AI.</li> <li>-Persona and segmentation: Survey results analyzed and segmented using <b>Glide</b>, allowing real-time dashboards and cross-</li> </ul> </li> </ul> |
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|                               |                                                                                                                                                                                                                                                                                                                                            | variable filtering (e.g., preferred flavor vs. age).<br><b>Hubspot Make My Persona</b> is a tool used to automatically generate detailed consumer personas, combining age, behavior, preferences, motivations, and pain points.                                                                                                  |
|                               | <ul style="list-style-type: none"> <li>• <b>Budgeting And Resource Allocation:</b><br/>Budgeting is done manually by estimating the cost per platform (Meta ads, production, printing, etc.) based on past experiences.<br/>- Allocation is fixed from the start, with little flexibility to adjust based on early performance.</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Budgeting And Resource Allocation:</b><br/>While the budgeting process remained manual, the allocation strategy was more dynamic.</li> </ul>                                                                                                                                         |
| II. Development And Creation: | <ul style="list-style-type: none"> <li>• <b>Content Creation And Design:</b><br/>Visual and written content was created entirely manually by graphic designers and copywriters.</li> </ul>                                                                                                                                                 | <ul style="list-style-type: none"> <li>• <b>Content Creation And Design:</b><br/>AI-powered tools such as <b>Canva Pro</b> (for design suggestions), <b>Freepik</b> (for assets and templates), and <b>ChatGPT</b> (for captions and idea generation) are used to support the creative process.</li> </ul>                       |
|                               | <ul style="list-style-type: none"> <li>• <b>Message And Value Proposition:</b><br/>Core messaging is chosen during product development meetings and internally validated, occasionally supported by consumer surveys during early product testing.</li> </ul>                                                                              | <ul style="list-style-type: none"> <li>• <b>Message And Value Proposition:</b><br/>-The message is confirmed through consumer surveys (degustation).<br/>- Additionally, trend monitoring tools like Google Trends and benchmark analysis help align the message with current consumer interests and industry trends.</li> </ul> |
|                               | <ul style="list-style-type: none"> <li>• <b>Channel Selection And Media Planning:</b><br/>-Social media and advertising channels are chosen based on general audience assumptions</li> </ul>                                                                                                                                               | <ul style="list-style-type: none"> <li>• <b>Channel Selection And Media Planning:</b><br/>-Social platforms (Facebook, Instagram, TikTok, YouTube) are selected based on audience</li> </ul>                                                                                                                                     |

|                                                                |                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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|                                                                | <p>and past campaign experience, next to a few competitors KPIs.</p> <ul style="list-style-type: none"> <li>- Media planning and post scheduling are entirely manual, often managed with Excel sheets.</li> </ul>                                                        | <p>analysis, very thorough benchmarks, and trend tracking tools like <b>Google Trends</b>.</p> <ul style="list-style-type: none"> <li>- Paid media automation: Meta Ads &amp; YouTube Bumpers use automated bidding, dynamic creatives, retargeting, and campaign optimization.</li> <li>- <b>Meta Business Suite</b> and <b>Metricool</b> allow automated planning and scheduling, with real-time calendars, reminders, and posting optimization suggestions.</li> </ul> |
| <p><b>Launch phase:</b></p> <p><b>Execution and Launch</b></p> | <p>• <b>Implementation Of Campaign Tactics:</b></p> <ul style="list-style-type: none"> <li>- Campaign tactics (posts, ads) are launched manually at scheduled times.</li> <li>- Teams has to monitor and post in real time.</li> </ul>                                   | <p>• <b>Implementation Of Campaign Tactics:</b></p> <ul style="list-style-type: none"> <li>- Content and ad posts were automatically launched using Meta Business Suite, which pre-scheduled posts for optimal times ensuring consistent deployment without manual posting.</li> </ul>                                                                                                                                                                                    |
|                                                                | <p>• <b>Coordination Across Channels:</b></p> <ul style="list-style-type: none"> <li>- Coordination between channels is managed manually, often leading to inconsistent posting styles or delays.</li> <li>- No unified dashboard for performance comparison.</li> </ul> | <p>• <b>Coordination Across Channels:</b></p> <ul style="list-style-type: none"> <li>- <b>Metricool</b> is used to integrate and manage all platforms (Instagram, Facebook, TikTok, Youtube), Providing a real-time interactive dashboard that centralized KPIs and messages across channels for synchronized execution.</li> </ul>                                                                                                                                       |
|                                                                | <p>• <b>Timeline and Scheduling:</b></p> <ul style="list-style-type: none"> <li>- Using Limited collaboration tools used for task management.</li> </ul>                                                                                                                 | <p>• <b>Timeline and Scheduling:</b></p> <ul style="list-style-type: none"> <li>- <b>Meta Business Suite</b> handles automated post scheduling.</li> <li>- Internal coordination is managed via tools like <b>Asana</b>.</li> </ul>                                                                                                                                                                                                                                       |
|                                                                | <p>• <b>Monitoring Initial Launch Metrics:</b></p>                                                                                                                                                                                                                       | <p>• <b>Monitoring Initial Launch Metrics:</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                        |

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|                                                                 | <ul style="list-style-type: none"> <li>- KPIs are usually reviewed at the end of the campaign.</li> <li>- Mid-campaign adjustments are rare due to limited real-time visibility.</li> <li>- A digital monitoring is conducted by manually researching tags and mentions referring to the brand.</li> </ul>                                             | <ul style="list-style-type: none"> <li>- <b>Meta Business Suite</b> and <b>Metricool</b> is used to monitor KPIs (engagement, views, CTR, etc.) in real time during the first month.</li> <li>- Insights are used to adjust strategies early and reinforce the most effective content and channels.</li> <li>- A continuous benchmark through the same automated tools and a digital monitoring is conducted using <b>Google Alerts</b>.</li> </ul>                                                                              |
| <b>Post-Launch phase:</b><br><br><b>Monitoring and Analysis</b> | <ul style="list-style-type: none"> <li>• <b>KPI Tracking &amp; Campaign Performance Analysis:</b> <ul style="list-style-type: none"> <li>- Analysis are done using traditional tools and internal expertise to evaluate overall performance.</li> <li>- Performance adjustments are considered after evaluating final outcomes.</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>• <b>KPI Tracking &amp; Campaign Performance Analysis:</b> <ul style="list-style-type: none"> <li>- <b>Meta Business Suite, Metricool, and YouTube Studio</b> are used to analyse analyze all the campaign’s KPIs during all its duration (views, reach, engagement, etc.), which enables in-depth performance analysis of each platform and content type in real time.</li> <li>- Enables a more agile and data-driven evaluation of what worked and what didn’t.</li> </ul> </li> </ul> |
|                                                                 | <ul style="list-style-type: none"> <li>• <b>Reporting, Insights &amp; Strategic Adjustments:</b> <ul style="list-style-type: none"> <li>- Final results are compiled into reports manually after the campaign.</li> <li>- Insights are limited, and strategic recommendations were rarely implemented for future improvements.</li> </ul> </li> </ul>  | <ul style="list-style-type: none"> <li>• <b>Reporting, Insights &amp; Strategic Adjustments:</b> <ul style="list-style-type: none"> <li>- Reports are generated using automated dashboards from <b>Metricool, Meta</b>, and analysed by <b>ExcelDashboardAI</b>.</li> <li>- These tools help compile insights on content performance, audience engagement, and platform effectiveness.</li> <li>- Findings are used to adjust future strategies.</li> </ul> </li> </ul>                                                          |

Source: Elaborated by us

#### 2.2.4.2. Case study : Laiterie Soummam’s new campaign « Jnina fruits et graines » implementation and automation :

##### I. Pre-Launch Phase

###### A. Planning and Strategy

###### Objectives and Goals

First, this campaign’s main goal is launching a new product and enhancing its notoriety.

###### SMART Objectives:

- **Launch a new innovative product « Jnina fruits et graines »:**
  1. **Specific:** Introduce Algeria’s first yogurt blending natural fruits and seeds by completing product development, rolling out a go-to-market strategy, and acquiring at least 1,000 new customers.
  2. **Measurable:** Track success through pre-orders, initial sales, and customer feedback from surveys and reviews.
  3. **Achievable:** Leverage cross-functional teams (product development, marketing, sales) with a budget informed by past launches.
  4. **Relevant:** Aligns with Algerian health trends and expands Laiterie Soummam’s portfolio.
  5. **Time-Bound:** Complete within four months.
  
- **Boost Brand Awareness:**
  1. **Specific:** Strengthen recognition of "Jnina Fruits et Graines" among health-conscious consumers by enhancing content marketing and establishing a presence on viral platforms like TikTok.
  2. **Measurable:** Achieve the following estimations in the first month of the campaign’s launch :

**Chapter 2: Marketing Automation and Implementation at Laiterie Soummam: “J'nina Fruits Et Graines” Campaign**

*Table 6 : "J'nina Fruits Et Graines" campaign's initial objectives*

| Social media | Total reach estimated | Total impression estimated | Total views estimated | CTR/VTR estimated | Total Engagement estimated |
|--------------|-----------------------|----------------------------|-----------------------|-------------------|----------------------------|
| Facebook     | 9 046 800             | 27 140 400                 | 725 976               | 9,41%             | 1.5%                       |
| Instagram    | 6 408 702             | 19 226 106                 | 515 712               | 9,16%             | 2.5%                       |
| Youtube      | /                     | 4 537 500                  | 1 2000 000            | 20%               | -                          |
| <b>Total</b> | <b>15 455 502</b>     | <b>50 904 006</b>          | <b>1 253 688</b>      | <b>38,57%</b>     | <b>4%</b>                  |

Source: internal document

**3. Achievable:**

- Deploy targeted campaigns using YouTube, Facebook, and Instagram ads, along with SEO strategies.
- Launch a TikTok presence to expand reach.
- Collaborate with at least 4 influencers and health-focused communities.
- Adapt content by platform and audience, setting specific goals for each content type:

*Figure 6 : Social media Post Types and Corresponding Campaign Objectives*

| Facebook Post            | Objectif   | Instagram Post           | Objectif   |
|--------------------------|------------|--------------------------|------------|
| Spot                     | Reach      | Spot                     | Reach      |
|                          | VV         |                          | VV         |
| KV 1                     | Reach      | KV 1                     | Reach      |
|                          | Engagement |                          | Engagement |
| KV 2                     | Reach      | KV 2                     | Reach      |
|                          | Engagement |                          | Engagement |
| Vidéo 1                  | Reach      | Vidéo 1                  | Reach      |
|                          | VV         |                          | VV         |
| Carrousel graines        | Reach      | Carrousel graines        | Reach      |
| Carrousel 3 étapes       | Reach      | Carrousel 3 étapes       | Reach      |
| Vidéo 2                  | Reach      | Vidéo 2                  | Reach      |
|                          | VV         |                          | VV         |
| Vidéo 3                  | Reach      | Vidéo 3                  | Reach      |
|                          | VV         |                          | VV         |
| La gamme j'nina statique | Reach      | La gamme j'nina statique | Reach      |
|                          | Engagement |                          | Engagement |
| Static 1                 | Reach      | Static 1                 | Reach      |
|                          | Engagement |                          | Engagement |
| Static 2                 | Reach      | Static 2                 | Reach      |
|                          | Engagement |                          | Engagement |
| Total Facebook           |            | Total Instagram          |            |

| YouTube               | Début | Fin | Objectif    |
|-----------------------|-------|-----|-------------|
| Bumper pot de graines |       |     | Impressions |
| Unskippable spot      |       |     | Views       |
| Total YouTube         |       |     |             |

Source: internal document

**4. Relevant:** Aligns with the goal of introducing a new health-focused product.

5. **Time-bound:** To be accomplished within two months following the product launch, mainly in the first month of the digital campaign's launch.

- **Promote Product Trial:**

1. **Specific:** Encourage first-time purchases of "J'nina Fruits et Graines" yogurt.
2. **Measurable:** Distribute at least 100 product samples at events, one month prior to the pre-launch of the campaign.
3. **Achievable:** be present in events in high-traffic areas like the national production fair.
4. **Relevant:** Provides firsthand experience of the product's taste and quality.
5. **Time-bound:** a month before the pre-launch of the digital campaign to give people a better access to interact with the product in person then gather their preferences that could help with the content creation of the upcoming campaign.

**Market research:**

- **Benchmarking:** Combining a historical benchmark, a competitors benchmark and trend tracking is the most fitting strategy for Laiterie Soummam, because it provides it with a comprehensive strategic foundation leveraging its own past campaign insights, understanding market positioning against competitors, and staying aligned with evolving consumer interests and industry technologies. This integrated approach ensures that every marketing decision is data-informed, forward-thinking, and tailored to both the brand's strengths and current industry dynamics.

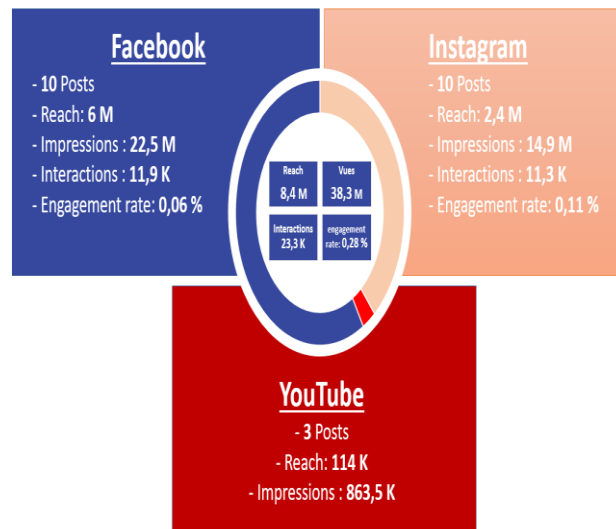
1. **Historical Benchmarks**

For this study, we decided to gather Laiterie Soummam's previous campaign's « **Délices&Top Souma campaign** » metrics, analyse them to assess what worked best and what didn't in order to adapt those insights with the new campaign.

➤ **Step one: Data gathering and analysis.**

Automation : Based on **Meta business studio**, and **Youtube Business Suite** for data collection, and **ExcelDashboard AI** for data analysis.

*Figure 7: Facebook,Instagram,Youtube Data*



Source: internal document

*Figure 8: Static vs. Video Performance*



Source: internal document

➤ **Step two: adaptation of the benchmark process.**

**-Insights & Conclusions:**

- **Instagram outperformed Facebook** in engagement rate despite lower reach and impressions. This confirms the growing importance of Instagram as a platform for younger, more engaged audiences.

- **Video content generated a higher engagement rate (0.08%)** compared to static posts (0.05%) even with fewer posts and impressions, showing that users interact more with dynamic formats.
- **Facebook had the highest number of impressions but one of the lowest engagement rates (0.06%),** which reflects the current digital shift where Facebook is becoming less effective in terms of interaction, especially among younger demographics.
- **YouTube had relatively low reach and impressions,** but this is likely due to the very small number of posts (only 3), rather than a lack of potential.

**- Recommendations for the J’nina Fruits et Graines campaign:**

- **Prioritize Instagram:** Focus on Instagram for higher engagement, especially through Reels and Stories.
- **Use More Video Content:** Boost interaction with dynamic formats, videos clearly outperform static posts.
- **Leverage Facebook for Reach:** Use Facebook mainly for visibility, not engagement. opt for sponsored content.
- **Increase YouTube Presence:** Post more consistently on YouTube to tap into its potential beyond paid ads.

## **2. Competitor Benchmarks**

➤ **Step one: clear objective.**

« **J’nina graines et fruits** » campaign’s objective is to give the new product a notoriety, enhance brand awareness and boost brand visibility and engagement on social media by creating marketing content that will trigger an important reactions rate from the audience.

➤ **Step two: Identification of key competitors.**

Automation: Competitors Finder on **YesChat.ai**.

In this step, we resorted to an AI tool, that identifies the key competitors by entering Laiterie Soummam’s domain name then returns a categorized list of competitors, including their features and development stages ; giving us the following list of direct competitors to study :

**-Danone Algeria**

- A subsidiary of the French multinational Danone, established in Algeria in 2001 after acquiring the local dairy firm Djurdjura.

- Claims approximately 40% of the dairy products market in Algeria, positioning it as a significant competitor to Laiterie Soummam.
- Has expanded its distribution network, including the opening of a fresh dairy products depot in Annaba to enhance its market reach.

**-Hodna Lait**

- Founded in 1998 in M’Sila, Hodna Lait has grown from a small enterprise to the third-largest player in Algeria's dairy industry.
- Distinguished itself by introducing a 100% raw milk yoghurt drink, diverging from the common use of milk powder, capturing a significant market share in this segment.

**-La Vache qui rit (Bel Algérie)**

- Operated by Bel Algérie, a subsidiary of the French Bel Group, which established its presence in Algeria in 2002.
- Algeria stands as the leading global market for La Vache qui rit, with over 2.5 million portions sold daily in 2020.
- Bel Algérie holds approximately 40% of the processed cheese market in the country, producing various brands including Kiri and Picon.

**-Laiterie des Aurès (Groupe Giplait)**

- A public-sector dairy producer based in Batna.
- Specializes in pasteurized milk, fermented milk, and butter.
- Supplies regions in eastern and southeastern Algeria, including Batna, Biskra, and Ouargla.

**-Tchin-Lait (Candia Algeria)**

- Operates under the French brand Candia.
- Has expanded its presence in Algeria by acquiring local competitor Ramdy.
- Aims to challenge Laiterie Soummam's dominance in the dairy sector.

**-Tassili (DBK)**

- Known for producing soft cheeses, Tassili is among the notable dairy producers in Algeria.
- Part of the broader landscape of local dairy companies contributing to the diversity of cheese products available in the market.

**-Ramy Milk Company (Rouiba, Algiers)**

- Another key competitor with annual sales around \$21 million.

**-Ramdy (Akbou, Béjaïa)**

- Previously an independent competitor, now part of Tchou-Lait/Candia Algeria.

➤ **Step03 and 04: Gather and analyse principle competitors’ data.**

Since Laiterie Soummam’s website is a showcase rather than an e-commerce platform ; similar to competitors’, a website benchmark isn’t necessary. Instead, the focus is on analyzing the social media platforms used by agri-food companies to promote their products through engaging campaigns. This analysis compares competitors’ performance to Laiterie Soummam’s, while also identifying trends, top-performing content, and optimal platforms for the « J’nina Fruits et Graines » campaign. We conducted this analysis using the following automation tools to collect and study data from Laiterie Soummam’s main competitors.

Laiterie Soummam’s Competitors to analyse for this campaign :

**-Danone Djurdjura Algérie (Danette, Oikos, Activia).**

These were the chosen brands among the list generated, because Laiterie Soummam considers Danone as its direct competitor, and these sub-brands’s products of Danone belongs to the same category as Laiterie Soummam’s new product ; which is yogurt, gourmet, healthy.

Danone’s strategy: Danone’s marketing strategy on instagram and Tiktok is different from Facebook, as they create separate accounts for each sub-brand on these two platforms (Oikos, danette and Activia) , thereby promoting the sub-brands individually rather than the main brand. While owning one general account on Facebook, to promote the main brand’s awareness « Danone ».

Which is the reason why, this benchmarking is going to be divided into two parts, Facebook analysis (for the main account), and Instagram and Tiktok analysis for each sub-brand.

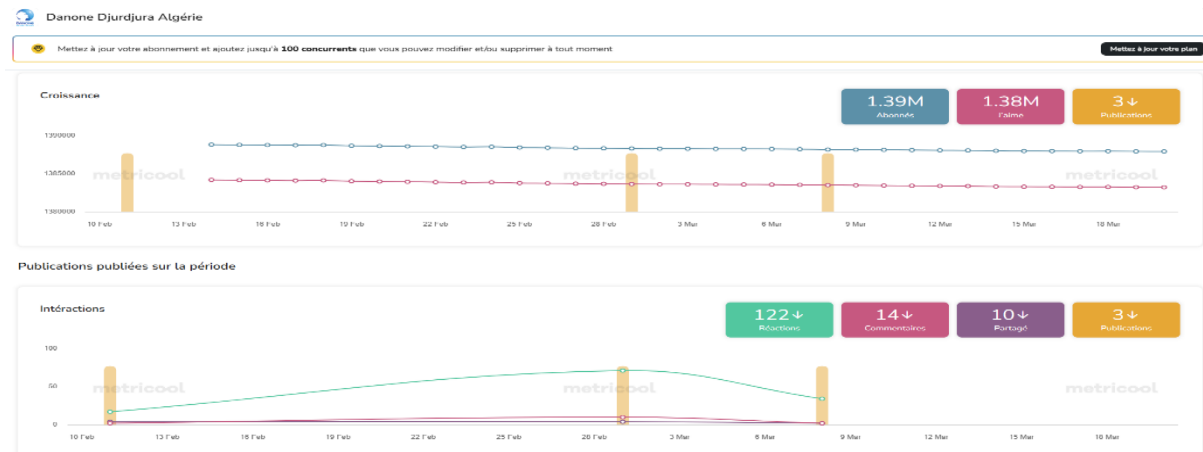
- Social media platforms to analyse: Facebook, Instagram, Tiktok.,because these are the platforms used by Laiterie Soummam’s competitors.
- Time frame: The main benchmarking occurs in the pre-launch phase of the digital campaign starting from January 2025, but it requires an ongoing tracking during all the campaign’s duration to optimize it and adjust the strategy in real time if there is an important shift in the competitors’ approach that could affect the campaign.

Chapter 2: Marketing Automation and Implementation at Laiterie Soummam: “J’nina Fruits Et Graines” Campaign

a) Facebook competitors data collection and analysis:

Automation:In this step we resorted to an automated tool that gathers and analyses Laiterie Soummam’s data and it’s competitors, giving complete dashboards of the chosen metrics and KPIS which is: **Metricool**.

Figure 9: Danone’s social media growth and engagement



Source: Metricool

Figure 10:List of Danone’s Published Posts and Engagement Metrics

| Liste des publications                                                                                                                 |                        |           |              |          |            |
|----------------------------------------------------------------------------------------------------------------------------------------|------------------------|-----------|--------------|----------|------------|
|                                                                                                                                        |                        |           |              |          |            |
|                                                                                                                                        | Date                   | Réactions | Commentaires | Partages | Engagement |
|  Danone Djurdjura Algérie, engagé aux côtés de...   | 11 févr. 2025<br>16:51 | 17        | 2            | 4        | -          |
|  ..انون جريرة الجزائر يتنقى لكم رمضان مبارك         | 1 mars 2025<br>10:35   | 71        | 10           | 4        | 0.01       |
|  En cette Journée Internationale des Droits des ... | 8 mars 2025<br>11:07   | 34        | 2            | 2        | 0          |

Source: Metricool

➤ Report based on these statistics:

Table 7: Danone's Statistics

| Value     | KPI   |
|-----------|-------|
| Followers | 1.39M |
| Likes     | 1.38M |

**Chapter 2: Marketing Automation and Implementation at Laiterie Soummam: “J’nina Fruits Et Graines” Campaign**

|                            |           |     |
|----------------------------|-----------|-----|
| Posts (during the period): | 3         |     |
| Interactions:              | Reactions | 122 |
|                            | Comments  | 14  |
|                            | Shares    | 10  |

Source: Elaborated by us

**Engagement Rate= Total Interactions/number of followers ×100 = 122+14+10/ 1 390 000 ×100 ≈ 0.0102%**

- **Conclusions:** Danone relies heavily on brand recognition but is barely active : minimal impact on audience, but it uses this platform as an informational tool to communicate with its consumers.

Laiterie Soummam should aim for a **hybrid strategy**:

- Leverage its existing brand awareness (like Danone).
- Post regularly with engaging and interactive content.

**b) Instagram and tiktok competitors data collection and analysis:**

Danone’s marketing strategy on instagram and Tiktok is different from Facebook, as they create separate accounts for each sub-brand on these two platforms (Oikos, danette and Activia), thereby promoting the sub-brands individually rather than the main brand.

Automation: As we mentionned before, Metricool doesn’t provide competitors Data and dashboards for instagram and Tiktok, so we used other automation tools that do the exact same job which are **Instrack** For Instagram’s data collection and analysis, and **Countik** for Tiktok’s.

*Table 8 : Danone's Data Collection*

|                  | <b>Danette</b>                                                                                                 | <b>Oikos</b>                                                                                                  | <b>Activia</b>                                     |
|------------------|----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------|----------------------------------------------------|
| <b>Instagram</b> | -Posts : <b>03</b><br>-Impressions : <b>9.2 M</b><br>-Interactions: <b>15.2 K</b><br>-Engagement: <b>0.17%</b> | -Posts : <b>03</b><br>-Impressions : <b>8.8 M</b><br>-Interactions: <b>6.5 K</b><br>-Engagement: <b>0.07%</b> | /                                                  |
| <b>Tiktok</b>    | -Posts : <b>11</b><br>-Impressions : <b>52 M</b>                                                               | -Posts : <b>05</b><br>-Impressions : <b>33.3 M</b>                                                            | -Posts : <b>06</b><br>-Impressions : <b>16.2 M</b> |

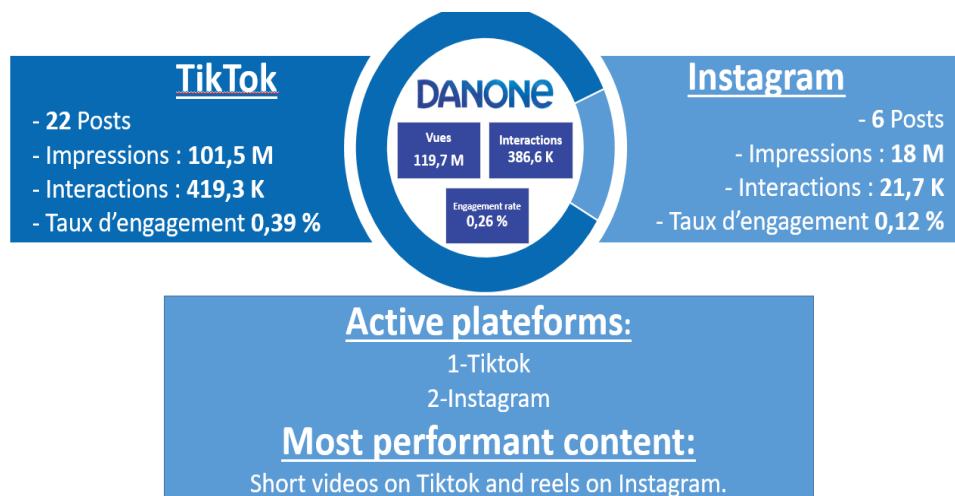
**Chapter 2: Marketing Automation and Implementation at Laiterie Soummam: “J’nina Fruits Et Graines” Campaign**

|              |                                                                                                                  |                                                                                                                  |                                                                                                                 |
|--------------|------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
|              | -Interactions: <b>236.2 K</b><br>-Engagement: <b>0.45%</b>                                                       | -Interactions: <b>128.6 K</b><br>-Engagement: <b>0.39%</b>                                                       | -Interactions: <b>54.5 K</b><br>-Engagement: <b>0.34%</b>                                                       |
| <b>Total</b> | -Posts : <b>14</b><br>-Impressions : <b>61.2 M</b><br>-Interactions: <b>251.4 K</b><br>-Engagement: <b>0.41%</b> | -Posts : <b>08</b><br>-Impressions : <b>42.1 M</b><br>-Interactions: <b>135.1 K</b><br>-Engagement: <b>0.32%</b> | -Posts : <b>06</b><br>-Impressions : <b>16.2 M</b><br>-Interactions: <b>54.5 K</b><br>-Engagement: <b>0.34%</b> |

Source: Elaborated by us

➤ Recapitulation:

*Figure 11: Danone’s TikTok and Instagram Performance Overview*



Source: Elaborated by us

➤ Insights and conclusions :

### **1. Platform Strategy**

- **Instagram & TikTok:** Danone separates its strategy by creating individual brand accounts (Danette, Oikos, Activia), allowing each to tailor its messaging and visual identity to a specific audience.
- **Facebook:** Uses a centralized strategy, consolidating all sub-brands under a single global account, possibly to reach a broader and older demographic in a cost-efficient manner.

### **2. TikTok Performance**

- Danette dominates in performance: 11 posts, 52M impressions, and 236.2K interactions and the best engagement rate among all: 0.45%.
- Oikos follows with a decent 0.39% engagement rate and 128.6K interactions.
- Activia, despite fewer impressions (16.2M) and posts (6), achieves a solid engagement rate: 0.34%.
- **Conclusion:** TikTok appears to be the most engaging platform for Danone's sub-brands, especially Danette. Video content and short-form storytelling resonate well with the audience.

### **3. Instagram Performance**

- Overall weaker performance compared to TikTok.
- Danette again leads with 9.2M impressions and 15.2K interactions.
- Engagement is relatively low across the board, with Danette at 0.17%, Oikos at 0.07%, and no data from Activia.
- **Conclusion:** Instagram is being under-leveraged. The low engagement suggests the content may lack interaction hooks or relevance, or that TikTok is simply more effective for these audiences.

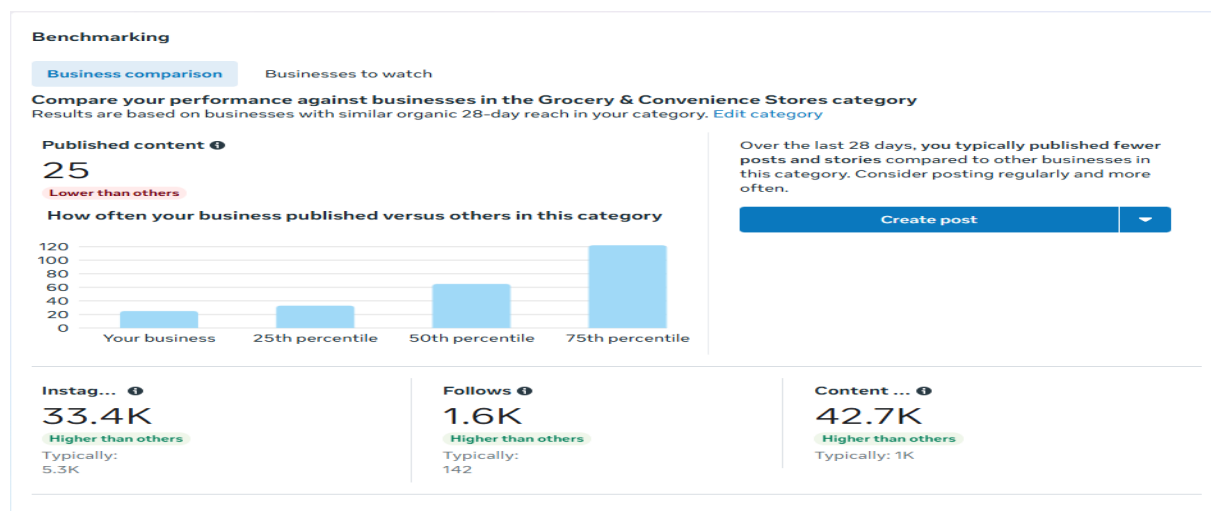
### **4. Facebook Performance (Global Page)**

- Very low engagement rate: 0.0102%.
- Only 3 posts during the period.
- Despite a large follower base (1.39M), the interactions are minimal (only 122 reactions, 14 comments, 10 shares).
- **Conclusion:** Facebook shows the lowest ROI in engagement and reach despite a large audience. Possibly used just as a corporate or support channel.

➤ **Step 5: Adapting the benchmarking process:**

Automation: Based on the conclusions drawn from the analysis of Laiterie Soummam’s direct competitors’ KPIs during the pre-launch phase of the campaign, and by using real-time automation tools such as Meta, shown in the following figure :

Figure 12: Performance Comparison with Similar Businesses



Source: Meta Business Suite

The following actions appear to be the most relevant to undertake during the campaign :

- **Prioritizing TikTok for Engagement:**

Danone’s success on TikTok shows its strength in impressions, interactions, and engagement. Laiterie Soummam should focus its paid media and content strategy on TikTok, emphasizing creative, short videos that showcase the product’s texture, flavors, and lifestyle appeal.

- **Reassessing Facebook Investment:**

Despite Danone’s large Facebook following, engagement is minimal (0.0102%). Laiterie Soummam should maintain a basic brand presence but shift budget and creative efforts to TikTok and Instagram.

- **Maximizing Instagram Impact:**

Instagram, though weaker than TikTok, remains a key visual platform. Laiterie Soummam should prioritize fewer, high-quality posts (e.g : carousels, reels, story ads) and collaborate with influencers and seasonal campaigns to increase engagement.

- **Avoiding Early Over-Segmentation:**

Danone manages multiple brand accounts, but Laiterie Soummam, in its launch phase, should focus on one dedicated account or campaign series to avoid resource strain.

- **Emphasizing Video-First Formats:**

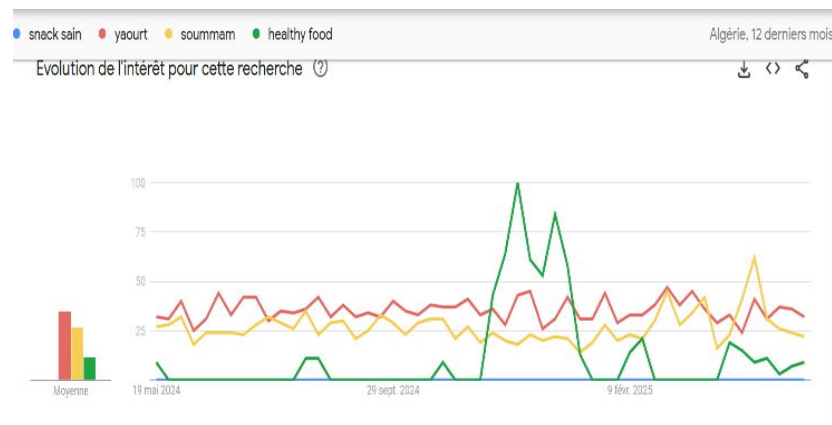
Short videos (Reels, TikToks) consistently outperform static posts. Laiterie Soummam should adopt a video-first approach to capture attention and drive engagement, particularly with product demonstrations and tasting reactions.

The two benchmarking analyses we conducted confirmed **Hypothesis 01 of Sub-question 01**, which states that "Analyzing each campaign phase helps identify strengths and areas for improvement. (benchmarks, surveys...)"

### 3. Studying tendencies

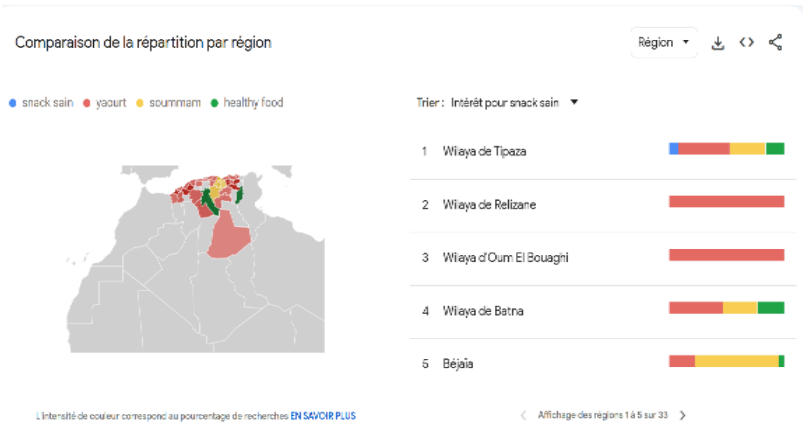
Automation : For this part, we resorted to **Google trends and Semrush** to monitor the current and previous trends and trending keywords that could be used in the campaign for the overall message and communication around the “**J’nina Fruits et Graines**” products.

*Figure 13: Search Interest Trends in Algeria (Past 12 Months)*



Source: Google Trends

Figure 14: Regional Search Trends by Keyword



Source: Google Trends

-we tracked the social media tendencies in the agri-food sector lately, the most used content...etc.

-We also used **Semrush** to track the most researched key words in the agri-food industry for the period:

Table 9:Most Searched Keywords

| Keyword                 | Global Monthly Searches | Relevance to Agri-Food Industry |
|-------------------------|-------------------------|---------------------------------|
| healthy snacks          | 60,500                  | Consumer interest in nutrition  |
| organic produce near me | 1,600                   | Local organic food sourcing     |

Source: Elaborated by us

- **Users preferences:** Like mentioned before, in order to gather consumers’ preferences, we resorted to a survey created on google forms, that we distributed at the Algerian production fair, in December 2024. To a sample of 184 person.

It was a degustation survey, before the official launch of the campaign. Each person from that sample was provided the four new flavors of the “J’nina fruits et graines” new yogurt, each chose one flavor, examined it, tasted it, then filled the survey and gave their personal opinion about it. That first choice of which flavor they wanted to taste already spoke volumes about their preferences and which one of the four new products they were the most attracted to.

The survey’s goals:

- **Identify preferred flavors:** Determine which flavor resonates most with the target audience to prioritize it in digital campaigns (social media, visuals, product focus).
- **Assess packaging and design:** Gather insights on packaging and branding to adjust the visual identity before launch, ensuring strong shelf appeal and online engagement.
- **Evaluate sensory elements:** Analyze feedback on taste, texture, and scent to align product messaging with freshness, indulgence, or healthiness.
- **Check fruit-seed balance:** Verify if the product delivers on its promise and emphasize this in campaign messaging.
- **Support segmentation and targeting:** Use demographic and preference data to tailor marketing strategies to different audience profiles.
- **Test product readiness:** Identify and address early feedback on design, recipe, or naming before the full launch.
- **Guide social media content:** Leverage insights to create posts highlighting favorite flavors, quoting consumer feedback, or launching interactive content (polls, engagement posts).
- **Data collection and analysis:**

automation:

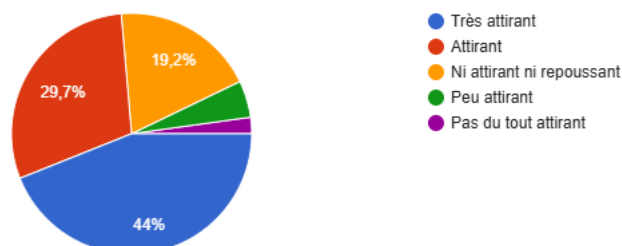
**Glide :** Google forms results not being enough to analyse all the data and in this case, each person filled the survey following the one flavor they chose to taste, which means that the results we get from Google forms are global, showed in the following figure :

Figure 15: Feedback on the overall apparence

A- L'apparence globale (packaging, présentation) ?

 Copier le graphique

182 réponses



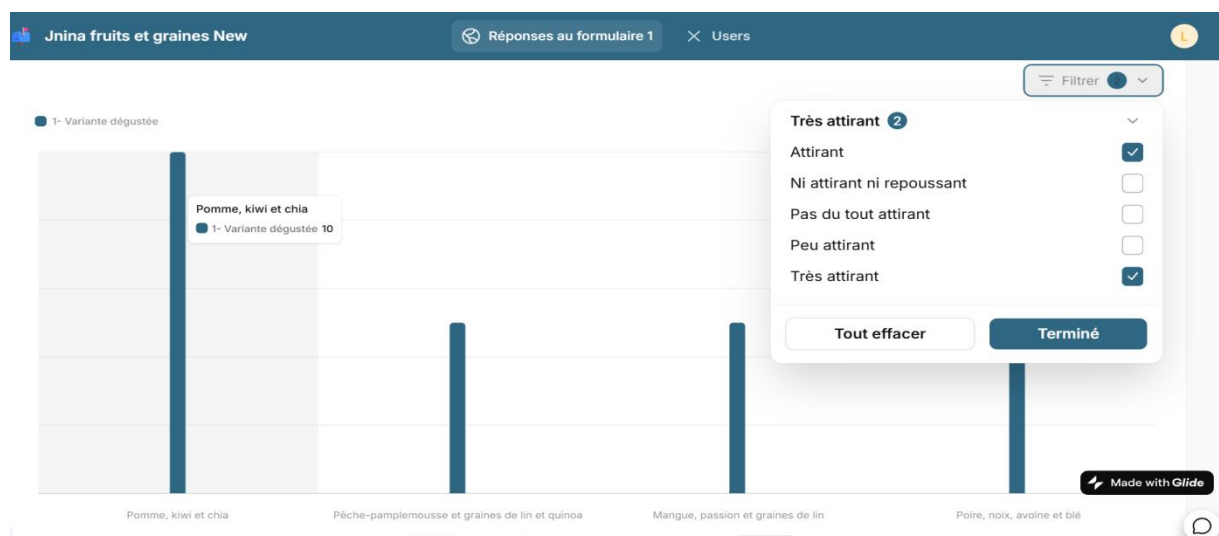
Source: Google Forms

This figure presents the overall feedback regarding the packaging of all yogurt variations combined. However, it does not provide a detailed breakdown of opinions for each individual flavor. In order to make meaningful comparisons between the different variations; for example: crossing the tasted flavor with the perceived packaging appearance; we needed a more dynamic and efficient solution than Excel, which could perform such cross-analysis but in a time-consuming and manual way. That’s why we opted for Glide, an automated tool that connects directly to our Google Forms responses, collects the data automatically, allowing us to generate interactive dashboards and quickly visualize cross-variable insights with ease.

So here is an exemple cross-variable report using Glide :

-Following the previous exemple from google forms, here is a cross analysis of each yogurt variation and packaging appearance :

*Figure 16: Cross Analysis Using Glide*



Source: Glide

Analysis of the questionnaire’s results from Glide

## 1. Participant Profile

### 1.1. Gender Distribution

Out of 183 respondents, 117 were women (63.93%) and 66 were men (36.07%). This indicates a clear majority of female respondents across all the-questionnaire’s variants.

#### ○ « Pomme-Kiwi & Chia » variant

Table 10: Variant 1 Participants’ Repartition By Gender

| Gender                                           | Answers | percentage |
|--------------------------------------------------|---------|------------|
| Female                                           | 41      | 62%        |
| Male                                             | 25      | 38%        |
| Total participants in this variant’s degustation | 66      | 35.9%      |

Figure 17: Variant 1 Participants’ Repartition By Gender

Pomme-Kiwi-Chia/ Sex



Femme Homme

Source: Elaborated by us

Source : Glide

**Comment:** Out of 183 participants, 66 chose the Apple-Kiwi & Chia variant, representing 35.90% of total responses. Among them, 62.12% were women (41 responses), and 37.88% were men (25 responses). So the majority of respondents for this variant are female.

○ « Pêche-pamplemousse et graines de lin et quinoa » variant:

Table 11: Variant 2’s Participants Repartition by gender

| Gender                                           | Answers | percentage |
|--------------------------------------------------|---------|------------|
| Female                                           | 33      | 80.5%      |
| Male                                             | 8       | 19.5%      |
| Total participants in this variant’s degustation | 41      | 22.3%      |

Figure 18: Variant 2’s Participants Repartition by gender

Pêche-pamplemousse et graines de lin et quinoa / Sex



Femme Homme

Source: Elaborated by us

Source : Glide

**Comment:** Out of 183 participants, 41 chose the Peach-Grapefruit with Flax and Quinoa variant, representing 22.40% of total responses. Among them, 80.49% were women (33 responses), and 19.51% were men (8 responses). So the majority of respondents for this variant are female.

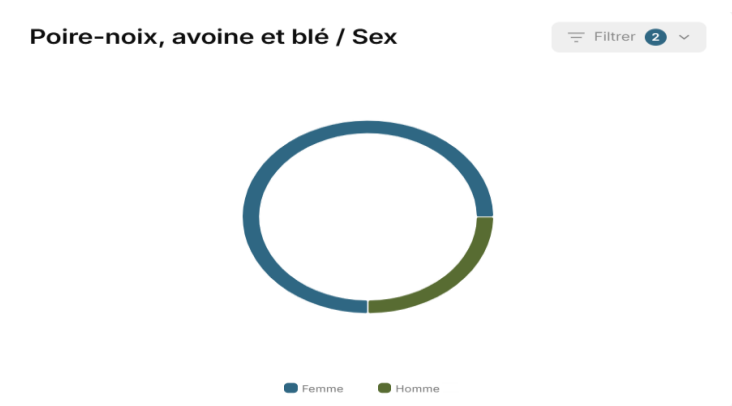
○ « **Poire, noix, avoine et blé** » variant:

Table 12: Variant 3’s Participants Repartition by gender

| Gender                                           | Answers | percentage |
|--------------------------------------------------|---------|------------|
| Female                                           | 24      | 61.6%      |
| Male                                             | 15      | 38.4%      |
| Total participants in this variant’s degustation | 39      | 21.3%      |

Source: Elaborated by us

Figure 19: Variant 3’s Participants Repartition by gender



Source : Glide

**Comment:** Out of 183 participants, 39 chose the Pear, Walnut, Oats and Wheat variant, representing 21.31% of total responses. Among them, 61.54% were women (24 responses), and 38.46% were men (15 responses). So the majority of respondents for this variant are female.

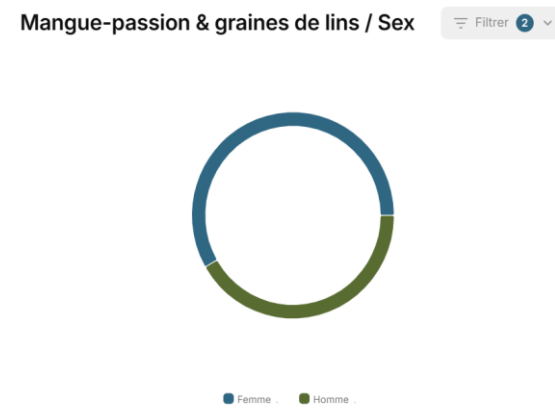
○ « **Mangue-passion & graines de lins** » variant:

Table 13: Variant 4 Participants’ Reapartition by gender

| Gender                                           | Answers | percentage |
|--------------------------------------------------|---------|------------|
| Female                                           | 19      | 51.4%      |
| Male                                             | 18      | 48.6%      |
| Total participants in this variant’s degustation | 37      | 20.22%     |

Source: Elaborated by us

Figure 20: Variant 4 Participants’ Reapartition by gender



Source : Glide

**Comment:** Out of 183 participants, 37 chose the Mango-Passionfruit & Flax Seeds variant, representing 20.22% of total responses. Among them, 51.35% were women (19 responses), and 48.65% were men (18 responses). So the responses are relatively balanced between men and women, with a slight majority of female respondents.

### 1.2 Age Distribution:

6–10 years: 2%

11–18 years: 5%

19–28 years: 43%

29–50 years: 33%

50 years and over: 16%

**Comment:** The majority of respondents are young adults (19–28 years), followed by those aged 29–50. Children and teenagers represent a small portion of the participants.

## 2. Variants Tasted:

- Pomme-Kiwi & Chia: 36% (most chosen variant)
- Pêche-pamplemousse et graines de lin et quinoa: 22%
- Poire, noix, avoine et blé: 21%
- Mangue-passion & graines de lins: 21%

**Comment:** The "Pomme, kiwi & chia" variant (36%) was the most tasted, followed closely by the "Peach-grapefruit" (22%) and "Mango, passionfruit, and flax seeds" (21%) variants.

### 3. Evaluation Before Tasting

#### 3.1. Overall Appearance (Packaging, Presentation)

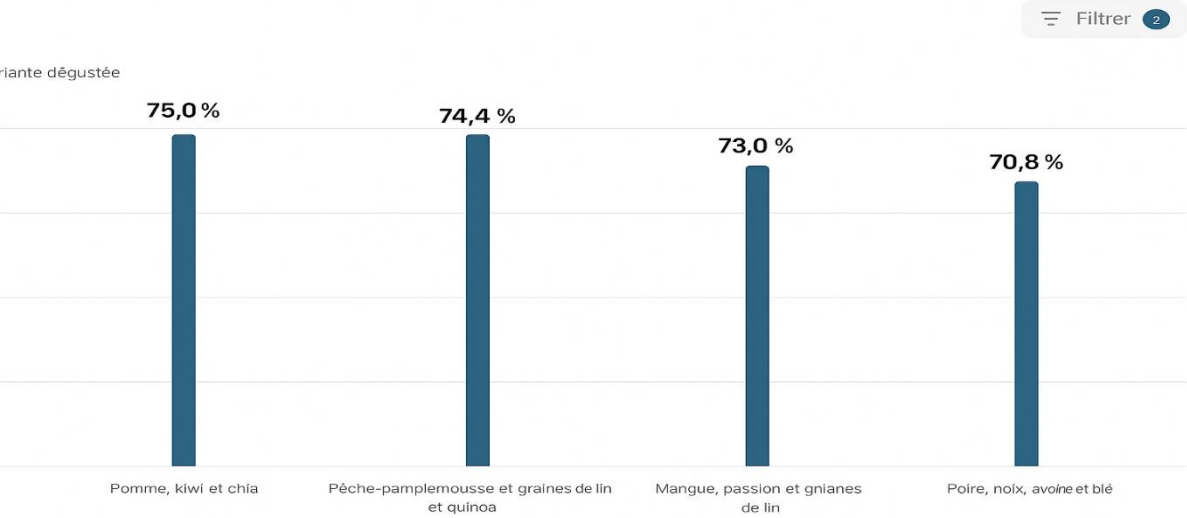
Table 14: Participants' Ranking Of Each Variant Based On Overall Appearance

| Variant                                                                         | Respon<br>dents | Very<br>Appealing<br>(%) | Appealing<br>(%) | Neutral<br>(%) | Slightly<br>Unappe<br>aling<br>(%) | Not at all<br>Appealin<br>g (%) | Total<br>Positive<br>(%) (Very<br>+<br>Appealing<br>) |
|---------------------------------------------------------------------------------|-----------------|--------------------------|------------------|----------------|------------------------------------|---------------------------------|-------------------------------------------------------|
| <b>Pomme-<br/>Kiwi &amp;<br/>Chia</b>                                           | 66              | 40.6%                    | 34.4%            | 18.8%          | 3.1%                               | 3.1%                            | <b>75.0%</b>                                          |
| <b>Pêche-<br/>pample<br/>mousse<br/>et<br/>graines<br/>de lin et<br/>quinoa</b> | 41              | 43.6%                    | 30.8%            | 23.1%          | 2.6%                               | 0%                              | <b>74.4%</b>                                          |
| <b>Poire,no<br/>ix,<br/>avoine<br/>et blé</b>                                   | 39              | 41.5%                    | 29.3%            | 19.5%          | 9.8%                               | 0%                              | <b>70.8%</b>                                          |
| <b>Mangue<br/>passion<br/>&amp;<br/>graines<br/>de lins</b>                     | 37              | 51.4%                    | 21.6%            | 16.2%          | 5.4%                               | 5.4%                            | <b>73.0%</b>                                          |

Source: Elaborated by us

Figure 21: Participants' Ranking Of Each Variant Based On Overall Appearance

Variant/ overall appearance



Source : Glide

**Comment:** Participant perception of the packaging’s visual appeal remained generally favorable, with total “Very Appealing” + “Appealing” ratings ranging from 70.8% to 75%.

- The **Pomme-Kiwi & Chia** variant achieved the highest overall appeal (75%), with only 6.2% of respondents finding it slightly or not at all appealing. Despite its strong score, minor dissatisfaction was expressed regarding design simplicity.
- The **Pêche-pamplemousse et graines de lin et quinoa** variant followed closely (74.4%) and received no “Not at all Appealing” ratings. Its consistent appeal suggests a safe but well-received design.
- The **Mangue-passion & graines de lin** variant stood out for its strongest “Very Appealing” rating (51.4%), showing high enthusiasm. However, it also received the highest level of strong negative feedback (10.8%), indicating it was more polarizing than other options.
- The **Poire, noix, avoine et blé** variant had the lowest total positive score (70.8%) and the highest “Slightly Unappealing” feedback (9.8%). While not strongly disliked, it may have lacked standout visual impact for some participants.

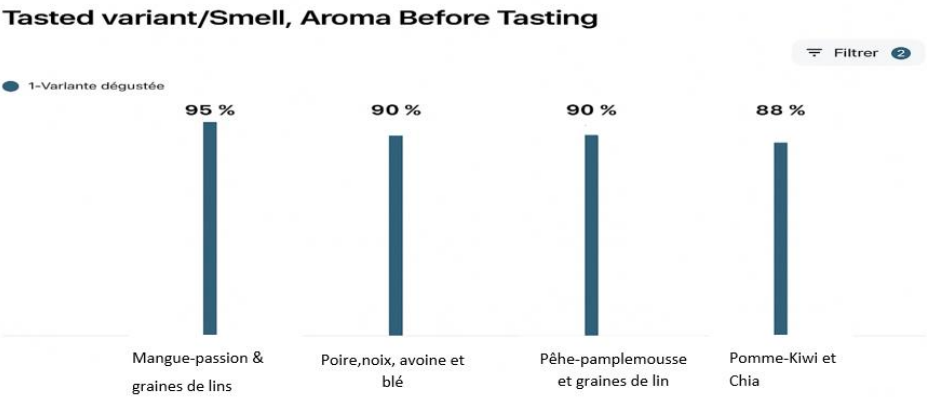
## 2.2. Smell/Aroma Before Tasting

Figure 22: Participants' Ranking Of Each Variant Based On Smell/Aroma Before Tasting

| Variant                                        | Respondents | Very Pleasant (%) | Pleasant (%) | Average (%) | Unpleasant (%) | Very Unpleasant (%) | Total Positive (%) (Very + Pleasant) |
|------------------------------------------------|-------------|-------------------|--------------|-------------|----------------|---------------------|--------------------------------------|
| Pomme-Kiwi & Chia                              | 66          | 59%               | 29%          | 11%         | 1%             | 0%                  | 88%                                  |
| Pêche-pamplemousse et graines de lin et quinoa | 41          | 49%               | 41%          | 10%         | 0%             | 0%                  | 90%                                  |
| Poire-noix-avoine-blé                          | 39          | 77%               | 13%          | 10%         | 0%             | 0%                  | 90%                                  |
| Mangue-passion& graines de lins                | 37          | 65%               | 30%          | 5%          | 0%             | 0%                  | 95%                                  |

Source: Elaborated by us

Figure 23: Participants' Ranking Of Each Variant Based On Smell/Aroma Before Tasting



Source : Glide

**Comment:** Aroma was a key strength across all variants, with 88–95% of respondents finding the scent pleasant or very pleasant.

- Mangue-passion& graines de lins stood out with 95% positive ratings and no negative responses, indicating a highly appealing aroma.
- Poire,noix, avoine et blé and Pêche-pamplemousse et graines de lin et quinoa both had 90% positive ratings, though Pear led with 77% “Very Pleasant” responses, showing strong aromatic appeal.
- Pomme-Kiwi & Chia trailed slightly at 88% and was the only variant with negative feedback (1%), along with the highest neutral ratings (11%), suggesting a need for aroma refinement.

#### 4. Opinions on Specific Product Aspects (Texture, Seeds and Fruit)

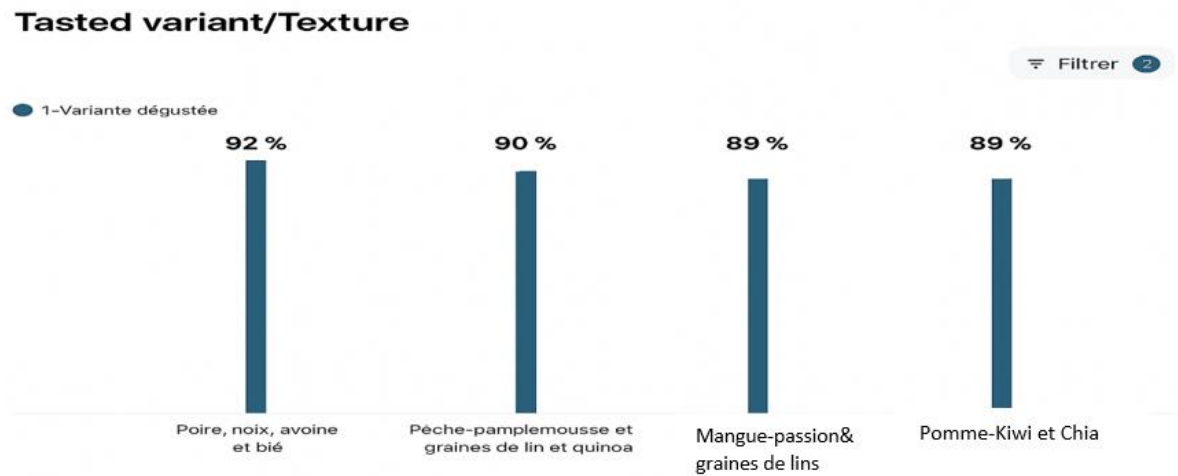
##### Texture:

Table 15: Participants' Ranking Of Each Variant Based On Texture

| Variant                                        | Very Dissatisfied (1) | Dissatisfied (2) | Neutral (3) | Satisfied (4) | Very Satisfied (5) | Satisfaction Rate |
|------------------------------------------------|-----------------------|------------------|-------------|---------------|--------------------|-------------------|
| Pomme-Kiwi & Chia                              | 0%                    | 0%               | 9%          | 32%           | 59%                | 89%               |
| Pêche-pamplemousse et graines de lin et quinoa | 0%                    | 0%               | 10%         | 22%           | 68%                | 90%               |
| Poire,noix, avoine et blé                      | 0%                    | 0%               | 8%          | 27%           | 67%                | 92%               |
| Mangue-passion& graines de lins                | 0%                    | 0%               | 11%         | 22%           | 67%                | 89%               |

Source: Elaborated by us

Figure 24: Participants' Ranking Of Each Variant Based On Texture



Source : Glide

**Comment:** All four variants had high texture satisfaction (89%-94%) with no negative ratings.

- Poire, noix, avoine et blé scored highest (94%) with fewest neutrals (8%).
- Pomme-Kiwi & Chia followed (91%, 9% neutral).
- Pêche-pamplemousse et graines de lin et quinoa had 90% satisfaction (10% neutral).
- Mangue-passion & graines de lin scored lowest (89%) with most neutrals (11%).

### Quantity and Visual Appearance of Seeds:

Table 16: Participants' Ranking Of Each Variant Based On Seeds

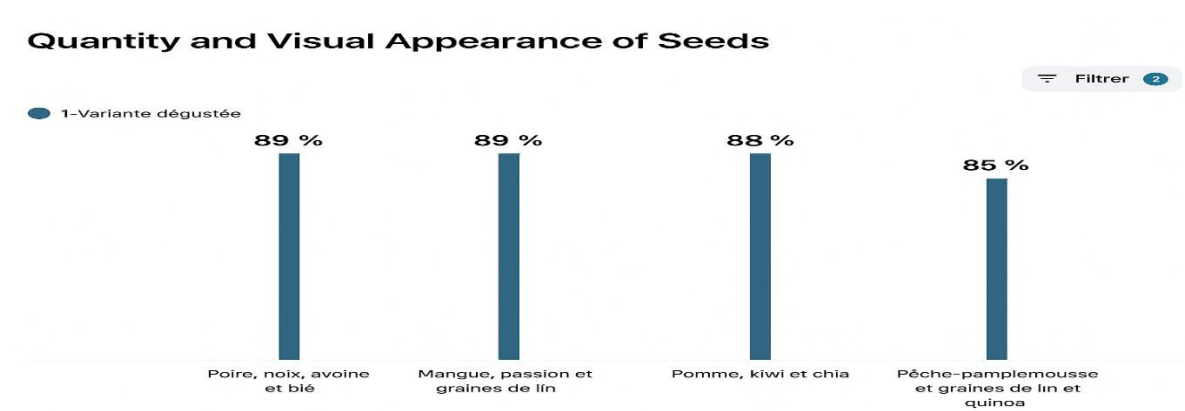
| Variant                                        | Very Dissatisfied (1) | Dissatisfied (2) | Neutral (3) | Satisfied (4) | Very Satisfied (5) | Satisfaction Rate |
|------------------------------------------------|-----------------------|------------------|-------------|---------------|--------------------|-------------------|
| Pomme-Kiwi & Chia                              | 0%                    | 4%               | 8%          | 34%           | 54%                | 88%               |
| Pêche-pamplemousse et graines de lin et quinoa | 0%                    | 0%               | 15%         | 17%           | 68%                | 85%               |
| Poire, noix, avoine et blé                     | 0%                    | 6%               | 5%          | 35%           | 54%                | 89%               |

Chapter 2: Marketing Automation and Implementation at Laiterie Soummam: “J’nina Fruits Et Graines” Campaign

|                                 |    |    |    |     |     |     |
|---------------------------------|----|----|----|-----|-----|-----|
| Mangue-passion& graines de lins | 0% | 3% | 8% | 38% | 51% | 89% |
|---------------------------------|----|----|----|-----|-----|-----|

Source: Elaborated by us

Figure 25: Participants' Ranking Of Each Variant Based On Seeds



Source: Glide

**Comment:** Satisfaction with the quantity and visual appearance of seeds was high across all variants, ranging from 85% to 89%.

- Poire,noix, avoine et blé and Mangue-passion& graines de lins had the highest satisfaction rates (89%), reflecting strong and consistent approval.
- Pomme-Kiwi-Chia followed closely at 88%, with very little negative feedback and a high rate of “Very Satisfied” responses.
- Pêche-pamplemousse et graines de lin et quinoa had the lowest score (85%) and the highest neutral responses (15%), indicating a slightly more mixed impression.
- The visual appeal and seed quantity were overall strengths, with Poire,noix, avoine et blé and Mangue-passion& graines de lins standing out slightly in consumer preference.

## Fruit Chunks:

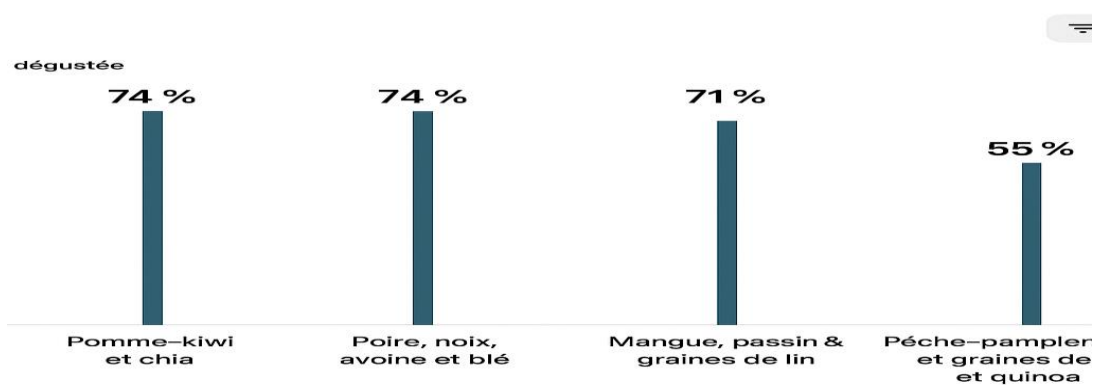
Table 17: Participants' Ranking Of Each Variant Based On Fruit Chunks

| Variant                                        | Very Dissatisfied (1) | Dissatisfied (2) | Neutral (3) | Satisfied (4) | Very Satisfied (5) | Satisfaction Rate |
|------------------------------------------------|-----------------------|------------------|-------------|---------------|--------------------|-------------------|
| Pomme-Kiwi & Chia                              | 0%                    | 9%               | 17%         | 37%           | 37%                | 74%               |
| Pêche-pamplemousse et graines de lin et quinoa | 0%                    | 12%              | 33%         | 20%           | 35%                | 55%               |
| Poire,noix, avoine et blé                      | 0%                    | 3%               | 23%         | 36%           | 38%                | 74%               |
| Mangue-passion& graines de lins                | 3%                    | 13%              | 13%         | 41%           | 30%                | 71%               |

Source: Elaborated by us

Figure 26: Participants' Ranking Of Each Variant Based On Fruit Chunks

## by and Visual Appearance of Seeds



**Comment:** Satisfaction with fruit chunks varied more than other product aspects, with scores ranging from 55% to 74%.

- Apple-Kiwi and Pear-Walnut were tied with the highest satisfaction rate (74%), indicating they struck a good balance in fruit chunk presence and size.
- Mango-Passionfruit followed with 71%, showing generally positive feedback, though it had the highest dissatisfaction rate (3% for "Very Dissatisfied").
- Peach-Grapefruit had the lowest satisfaction (55%), and the highest neutral and low satisfaction feedback (45%), suggesting that its fruit content was the least convincing among the variants.

While most variants performed reasonably well, Peach-Grapefruit stands out as the variant needing the most improvement on fruit chunk appeal. Apple-Kiwi and Pear-Walnut lead in this category.

## 5. Evaluation After Tasting

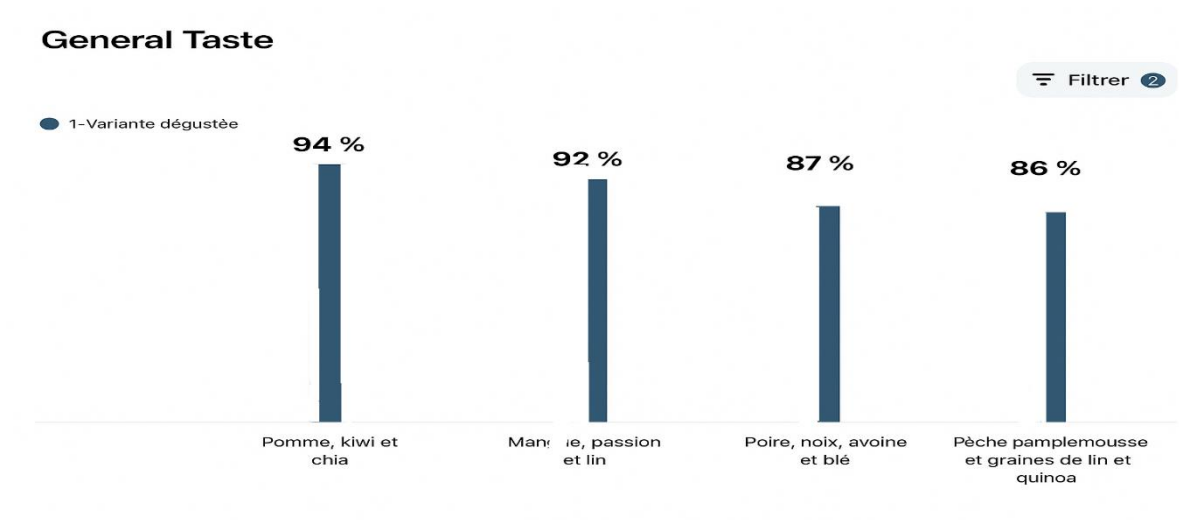
### 5.1 General Taste

*Table 18: Participants' Ranking Of Each Variant Based On General Taste After Tasting*

| Variant                                               | Very Dissatisfied (1) | Dissatisfied (2) | Neutral (3) | Satisfied (4) | Very Satisfied (5) | Satisfaction Rate |
|-------------------------------------------------------|-----------------------|------------------|-------------|---------------|--------------------|-------------------|
| <b>Pomme-Kiwi &amp; Chia</b>                          | 0%                    | 0%               | 6%          | 32%           | 62%                | 94%               |
| <b>Pêche-pamplemousse et graines de lin et quinoa</b> | 0%                    | 3%               | 13%         | 23%           | 61%                | 86%               |
| <b>Poire,noix, avoine et blé</b>                      | 0%                    | 0%               | 13%         | 15%           | 72%                | 87%               |
| <b>Mangue-passion&amp; graines de lins</b>            | 0%                    | 3%               | 5%          | 17%           | 75%                | 92%               |

Source: Elaborated by us

Figure 27: Participants' Ranking Of Each Variant Based On General Taste After Tasting



Source : Glide

**Comment:**All variants performed well in terms of general taste.

- **Pomme-Kiwi-Chia** leads with the highest satisfaction (94%), combining strong scores and no dissatisfaction.
- **Mangue-passion& graines de lins** also impressed with 92%, driven by a dominant 75% "Very Satisfied."
- **Poire,noix, avoine et blé** earned 87%, with strong approval but slightly more neutral responses.
- **Mangue-passion& graines de lins** had the lowest satisfaction (86%) and the highest combined low/neutral scores, suggesting room for improvement.

## 5.2 Fruit-Seed Balance

Table 19: Participants' Ranking Of Each Variant Based On Fruit-Seed Balance After Tasting

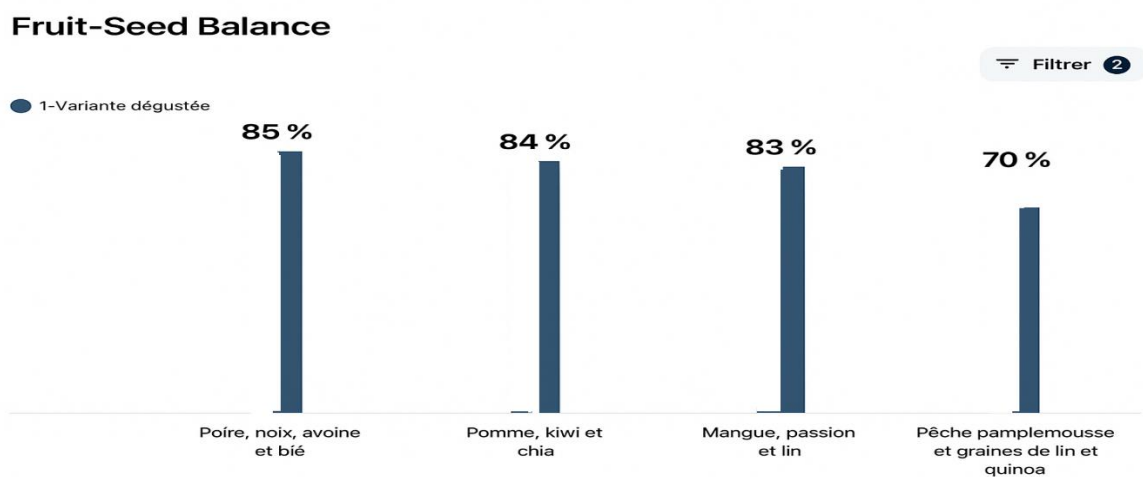
| Variant           | Very Dissatisfied (1) | Dissatisfied (2) | Neutral (3) | Satisfied (4) | Very Satisfied (5) | Satisfaction Rate |
|-------------------|-----------------------|------------------|-------------|---------------|--------------------|-------------------|
| Pomme-Kiwi & Chia | 2%                    | 3%               | 11%         | 48%           | 36%                | 84%               |

**Chapter 2: Marketing Automation and Implementation at Laiterie Soummam: “J’nina Fruits Et Graines” Campaign**

|                                                                    |    |    |     |     |     |     |
|--------------------------------------------------------------------|----|----|-----|-----|-----|-----|
| <b>Pêche-<br/>pamplemousse et<br/>graines de lin et<br/>quinoa</b> | 0% | 2% | 28% | 44% | 26% | 70% |
| <b>Poire,noix,<br/>avoine et blé</b>                               | 0% | 0% | 15% | 39% | 46% | 85% |
| <b>Mangue-<br/>passion&amp; graines<br/>de lins</b>                | 0% | 6% | 11% | 47% | 36% | 83% |

Source: Elaborated by us

*Figure 28: Participants' Ranking Of Each Variant Based On Fruit-Seed Balance After Tasting*



Source : Glide

**Comment:** Perception of fruit-seed balance was generally positive, but with greater variation between variants.

- Pear-Walnut came out on top with 85% satisfaction, showing a well-balanced composition.
- Apple-Kiwi (84%) and Mango-Passionfruit (83%) followed closely, confirming solid balance but with minor dissatisfaction (notably for Mango-Passionfruit).
- Peach-Grapefruit stood out with the lowest score (70%) and the highest neutral response (28%), indicating the mix may feel off to many.

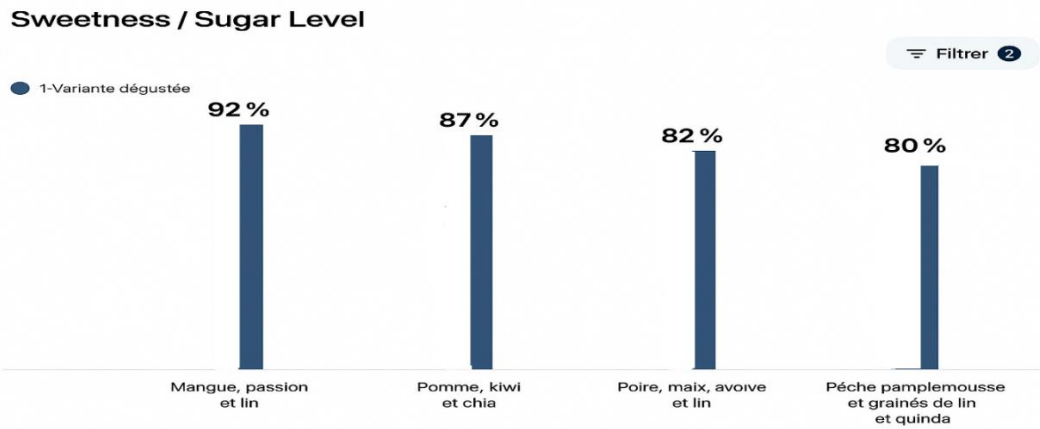
5.3 Sweetness / Sugar Level

Table 20: Participants' Ranking Of Each Variant Based On Sweetness/Sugar Level After Tasting

| Variant                                                   | Very Dissatisfie<br>d (1) | Dissatisfie<br>d (2) | Neutra<br>l (3) | Satisfie<br>d (4) | Very Satisfie<br>d (5) | Satisfacti<br>on Rate |
|-----------------------------------------------------------|---------------------------|----------------------|-----------------|-------------------|------------------------|-----------------------|
| Pomme-Kiwi<br>& Chia                                      | 0%                        | 0%                   | 13%             | 25%               | 62%                    | 87%                   |
| Pêche-<br>pamplemouss<br>e et graines de<br>lin et quinoa | 0%                        | 0%                   | 20%             | 18%               | 62%                    | 80%                   |
| Poire,noix,<br>avoine et blé                              | 0%                        | 0%                   | 18%             | 18%               | 64%                    | 82%                   |
| Mangue-<br>passion&<br>graines de<br>lins                 | 0%                        | 0%                   | 8%              | 14%               | 78%                    | 92%                   |

Source: Elaborated by us

Figure 29: Participants' Ranking Of Each Variant Based On Sweetness/Sugar Level After Tasting



Source: Glide

**Comment:** Sweetness was generally well-received, though some felt it was too high.

- Mangue-passion& graines de lins led with 92% satisfaction (78% “Very Satisfied”).
- Pomme-Kiwi & Chia followed at 87%.
- Poire,noix, avoine et blé was mid-range at 82%.
- Pêche-pamplemousse et graines de lin et quinoa was least liked (80% satisfaction, 20% neutral)..

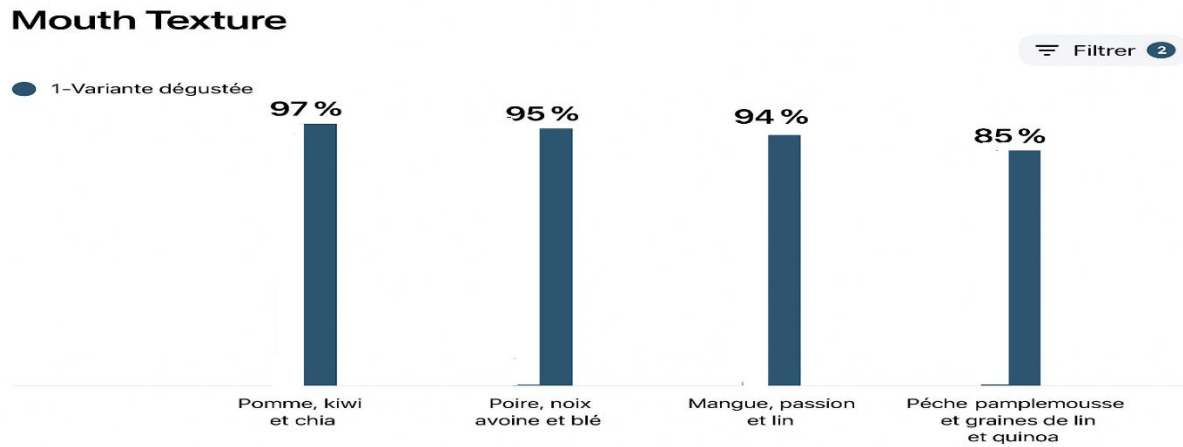
#### 5.4 Mouth Texture

*Table 21: Participants' Ranking Of Each Variant Based On Mouth Texture Level After Tasting*

| Variant                                        | Very Dissatisfied (1) | Dissatisfied (2) | Neutral (3) | Satisfied (4) | Very Satisfied (5) | Satisfaction Rate |
|------------------------------------------------|-----------------------|------------------|-------------|---------------|--------------------|-------------------|
| Pomme-Kiwi & Chia                              | 0%                    | 0%               | 3%          | 37%           | 60%                | 97%               |
| Pêche-pamplemousse et graines de lin et quinoa | 0%                    | 0%               | 15%         | 31%           | 54%                | 85%               |
| Poire,noix, avoine et blé                      | 0%                    | 0%               | 5%          | 15%           | 80%                | 95%               |
| Mangue-passion& graines de lins                | 0%                    | 0%               | 6%          | 19%           | 75%                | 94%               |

Source: Elaborated by us

Figure 30: Participants' Ranking Of Each Variant Based On Mouth Texture Level After Tasting



Source : Glide

**Comment:** Mouth texture got the highest satisfaction.

- Pomme-Kiwi & Chia led with 97%.
- Poire, noix, avoine et blé (95%) and Mangue-passion & graines de lin (94%) followed.
- Pêche-pamplemousse et graines de lin et quinoa trailed at 85%, with 15% neutral.
- 54% of respondents lack awareness of seed benefits.

### 5.5 Comments Received

- Pomme-Kiwi & Chia (66 Comments): Fruit content: 13.6%, Sugar content: 16.6%, Other: 48.6%
- Pêche-pamplemousse et graines de lin et quinoa (41 Comments): Fruit content: 17%, Sugar content: 2%, Other: 64%
- Poire, noix, avoine et blé (39 Comments): Packaging: 23%, Fruit content: 30%, Sugar content: 7%, Other: 40%
- Mangue-passion & graines de lins (37 Comments): Packaging: 13.5%, Fruit content: 13.5%, Sugar content: 2%, Other: 71%
- Majority of participants want to buy the product.

**Exceldashboard.ai:** After creating clear interactive dashboards with **Glide** and analysing the cross-variable results, we used an AI tool that offers insights and recommendations based on the data gathered from the survey. (google sheets form)

## **General conclusions**

### ○ **Pomme-Kiwi & Chia**

#### **Strengths**

- Appearance: 75.0% appealing or very appealing
- Smell: 89% pleasant
- Texture: 89% satisfaction before tasting, 97% after
- General taste: 94% satisfaction
- Fruit-seed balance: 84% satisfaction

#### **Criticisms**

- Packaging (cluttered): 6.2%
- Too sweet: 16.6%
- Not enough fruit: 13.6%

### ○ **Pêche-pamplemousse et graines de lin et quinoa**

#### **Strengths**

- Appearance: 74.4% positive
- Smell: 89% pleasant
- Texture: 90% satisfaction

#### **Criticisms**

- Fruit-seed balance: Lowest score (2.6%)
- Not enough fruit: 17%
- Cluttered packaging: 17%

### ○ **Poire,noix, avoine et blé**

#### **Strengths**

Appearance: 70.8% positive, Smell: 89% pleasant, Texture: 92% before tasting, 95% after, Fruit-seed balance: 85%

#### **Criticisms**

Not enough fruit: 30%, Cluttered packaging: 9.8%, Too sweet: 7%.

○ **Mangue-passion& graines de lins**

**Strengths**

Appearance: 73.0% appealing or very appealing, Smell: 89% pleasant, General taste: 92% satisfaction, Sweetness: Highest score, 92%.

**Criticisms**

Not enough fruit: 13.5%, Cluttered packaging: 10.8%, Fruit chunks: Mixed feedback, 71% satisfied.

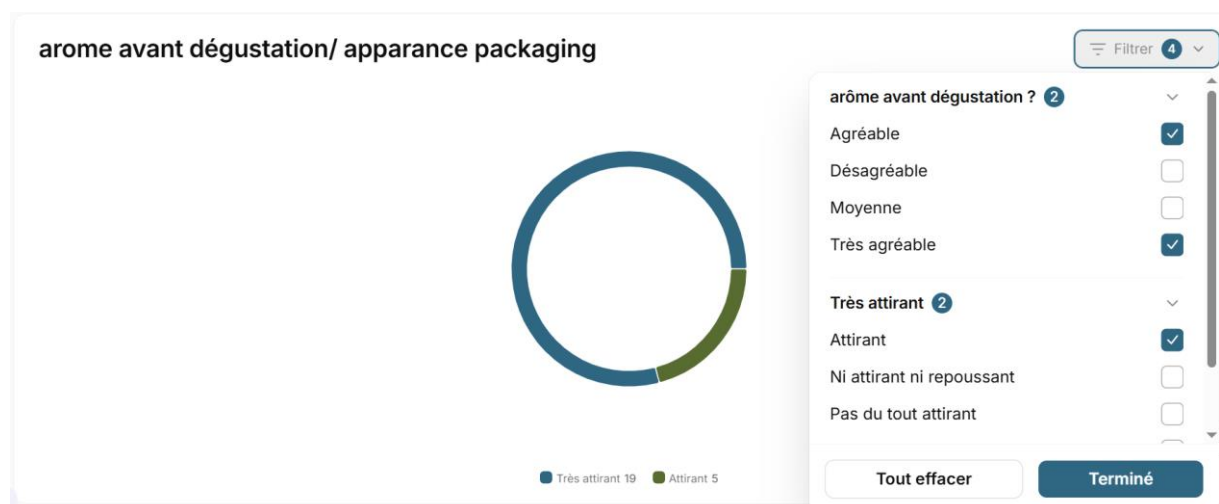
Here are the recommendations given by the AI tool, that we took in consideration for the rest of the campaign:

**Data Summary**

- The dataset reveals a significant gender disparity with females comprising 64% of the population.
- Young to middle-aged adults dominate, with the largest age group being 18-28.
- Wilaya d'Alger shows a preference for 'Pomme, kiwi et chia', indicating urban taste trends.
- 54% of respondents lack awareness of seed benefits, highlighting an educational gap.
- The 'Très agréable' aroma is most frequent, linked to 'Très attirant' packaging.

As it show in the following analysis from Glide:

*Figure 31: Cross Analysis of The ‘agréable aroma’ and ‘attirant packaging’ using Glide*



Source : Glide

- Texture and visual appeal scores are high, indicating overall satisfaction.
- Overall taste is rated highly by the majority, with minimal dissatisfaction.
- A strong preference for a balance level of 4 between fruits and seeds is observed.
- A significant majority express a strong willingness to purchase the product.

#### **Data advice**

- Enhance packaging design to further improve aroma perception.
- Address data entry issues to ensure complete satisfaction level records.
- Consider product adjustments regarding fruit quantity and sugar content.
- Develop pricing strategies to address consumer price concerns.
- Focus on maintaining high texture and visual appeal to sustain satisfaction.
- Develop targeted marketing strategies focusing on the predominant female demographic.
- Leverage the popularity of 'Pomme, kiwi et chia' in urban areas to boost sales.
- Implement educational campaigns to increase awareness of seed benefits.
- Enhance packaging design to improve aroma perception: "poire, noix, avoine et blé" and "Pêche-pamplemousse et graines de lin et quinoa"

From these recommendations, the ones that are in direct contact with the marketing departement are the following, and have all been taken into consideration:

- Enhance packaging design to improve aroma perception: "poire, noix, avoine et blé".

**Before:**

Figure 32: The Packaging before the recommendations



Source: Internal Document

**After:**

Figure 33: The Packaging After The recommendations



Source: Internal Document

- Focus marketing on the main female audience with influencers Baraka Merzaia, Nessrine Feliachi (healthy.nes), Narimane Messadi (Demoiselle\_dz), and Lilia Bouaziz.
- Include educational content explaining each seed's benefits, highlighting the message “petite graines, grand bien-être.”

### Segmentation and persona:

#### a. Segmentation:

Based on our analysis of the automated dashboard reports, AI recommendations, and consumers recommendations from the previous degustation survey; we deduced that our targeted segment would be:

#### ➤ Demographic Segmentation

- **Gender:** The majority of the population is female (63.6%), followed by male (36.4%).
- **Age:** Primarily 18–28 years old (largest segment), followed by 28–50.
- **Key Insight:** Target health-conscious young adults and middle-aged consumers.
- **Location:** Most respondents are from urban areas (e.g., Algiers), suggesting a focus on cities with higher health-food demand.

➤ **Behavioral Segmentation**

- **Yogurt Preferences:** 91.3% have a favorite yogurt brand (top mentions: Djenina, Fort, Nature).
- **Health Focus:** 53.8% know the benefits of seeds (e.g., chia, linseed), aligning with the product’s “graines & bien-être” promise

➤ **Consumption Drivers:**

- **Texture & Taste:** High ratings for texture (4.55/5) and general taste (4.55/5).
- **Sugar Sensitivity:** Some requests for “less sugar” and “healthy options.”
- **Visual Appeal:** Packaging and seed visibility scored well (4.43/5).

➤ **Psychographic Segmentation**

- **Health-Conscious:** Seek functional foods (seeds, fruits, low sugar).
- **Aesthetic-Driven:** Value attractive packaging and natural ingredients.

Which makes us position our campaign and direct it more towards consumers with the following profile:

**b. Target Audience Profile**

**Primary Segment:**

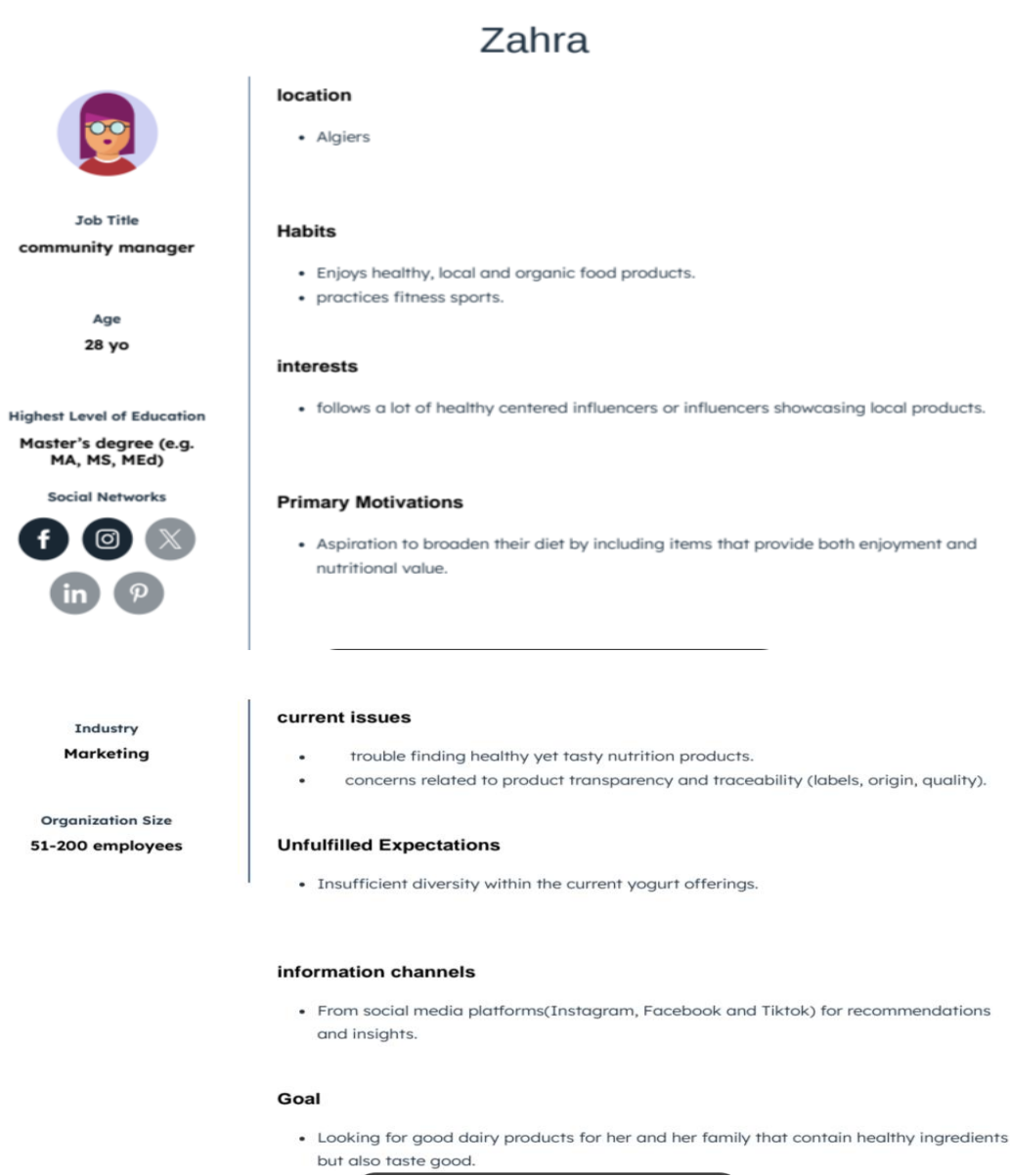
- **Who:** Women aged 18–35, urban, health-aware.
- **Preferences:**
  - High-protein, seed-enriched yogurts.
  - Low-sugar or “healthy” variants.
  - Visually appealing packaging.
  - Appealing texture and aroma.
- **Brand Alignment:** “J’nina fruits & graines” resonates with their wellness goals (53.8% agree it matches the “grand bien-être” promise).
- **Communication :** Use modern platforms such as Tiktok and Instagram that align with our primary segment's preferences, collaborations with either wellness or lifestyle influencers

who could attract our segments attention, focus the campaign’s main message on the beneficts of the seeds, post attractive and aesthetic content.

Persona

Automation: Based on our segmentation, we used an automated tool which is **hubspot make-my-persona**, to create a fitting persona that collides with our analyses of the survey, and according to our compaing’s message and goals:

Figure 34:Persona Aligned With The Campaign’s goals



shopping patterns

- Regularity of buying dairy and nutritious food items.

Source : hubspot make-my-persona

- **Budgeting and Resource Allocation:**

- While the budgeting process remained manual, the allocation strategy was more dynamic.
- Real-time KPI tracking (via Meta and Metricool) allowed the team to evaluate early performance and reallocate content emphasis accordingly (e.g., favoring Reels over static posts).
- Decisions on platform-specific budget efficiency were supported by automated **dashboards** and performance insights.

**B. Development And Creation**

- **Content Creation and Design**

The type of content planned for the campaign was carefully chosen based on a combination of strategic benchmarking and creative trend analysis. On one hand, we drew insights from our **historical benchmark**, identifying which formats and visuals had previously performed well during past campaigns. On the other hand, we conducted a **competitive benchmark**, studying what types of content were most frequently and effectively used by competitors in similar product launches. Additionally, current **content trends** on platforms like Instagram, TikTok, and Facebook were taken into consideration to ensure the brand messaging remained fresh and engaging; which is why this is the content created :

Figure 35: The Various Types Of Content Published During The Campaign



Source: Internal Document

Automation: To support the creative process and improve efficiency, our marketing team also made limited use of automation tools. Platforms such as **Canva Pro** (with AI-powered design suggestions), **Free pick**(for inspiration, creation, and modification), and **ChatGPT** (for brainstorming caption ideas and variations).

- **Message and Value Proposition**

The campaign main message was already chosen while creating the product with the R&D meetings, agreed with by the marketing team and finally confirmed through the degustation/consumer’s preferences survey, trends monitoring conducted by **Google trends** and the different benchmarks. Which led to the following message « **Petites graines ; Grand bien-etre.** »

- **Channel Selection and Media Planning**

**a. Channels selection**

**-Social media channels :** The social media platforms are chosen based on the campaign’s goals set in the beginning, on the analysis of our targeted audience preferences, on the different benchmarks and on the current tendencies which is why the chosen platforms are: **Facebook**, **Instagram** and **Youtube** (Based on the historical/competitive benchmark, and on the targeted audience’s age range preferences), and **Tiktok** (Based on the current tendencies, the competitive benchmark and the targeted audience’s age range preferences.)

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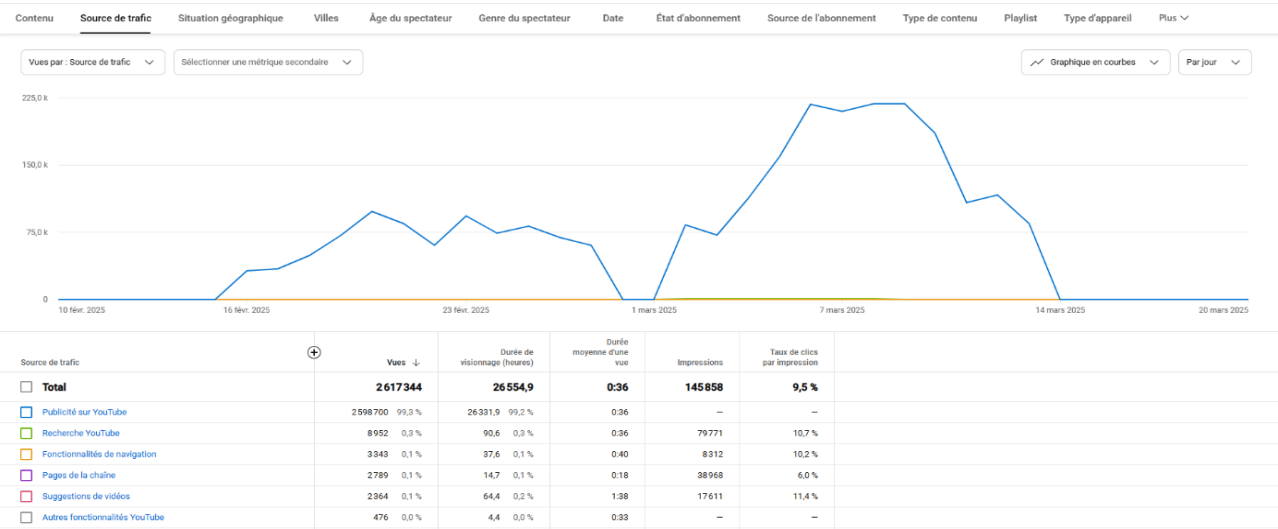
**-Paid media:** In this campaign, paid media posts and ads are necessary to reach the audience we are targeting, the same agency that works on the company’s SEO provides it. the specific ones that are used are the following:

Automation:YouTube ads ( Unskippable ads or bumpers): Since these ads are not organic and are distributed via a payment-based model.

The automation here lies in the fact that:

-They use automated bidding to optimize who sees the ad at what cost, it is Laiterie Soummam’s first source of viewing attraction on YouTube:

Figure 36:Automated Bidding as Laiterie Soummam’s YouTube Strategy



Source: Youtube Studio

-They apply audience targeting automation (e.g., Google’s machine learning shows your ad to users who are more likely to engage or convert).

-They integrate the campaign into a larger automated marketing funnel, where users who saw the ad might later receive remarketing emails, or see follow-up content.

**Instagram, Facebook(Meta) and tiktok Sponsored Ads:** which include:

- Sponsored posts (in-feed or Stories/Reels).
- Carousel ads.
- Collection ads.
- Video ads.

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The automation here lies in the fact that:

**-Automated audience targeting:** Meta’s algorithms use user behavior to automatically show your ad to people more likely to be interested or take action (likes, clicks, purchases).

You can use Lookalike Audiences, which are automatically generated based on your existing customers or followers.

**-Dynamic creatives:** Meta automatically tests different combinations of images, headlines, and calls-to-action to find the best-performing versions.

**-Automated placement:** Meta chooses where your ad will perform best (e.g., Facebook feed, Instagram Stories, Reels, etc.) without you manually selecting each placement.

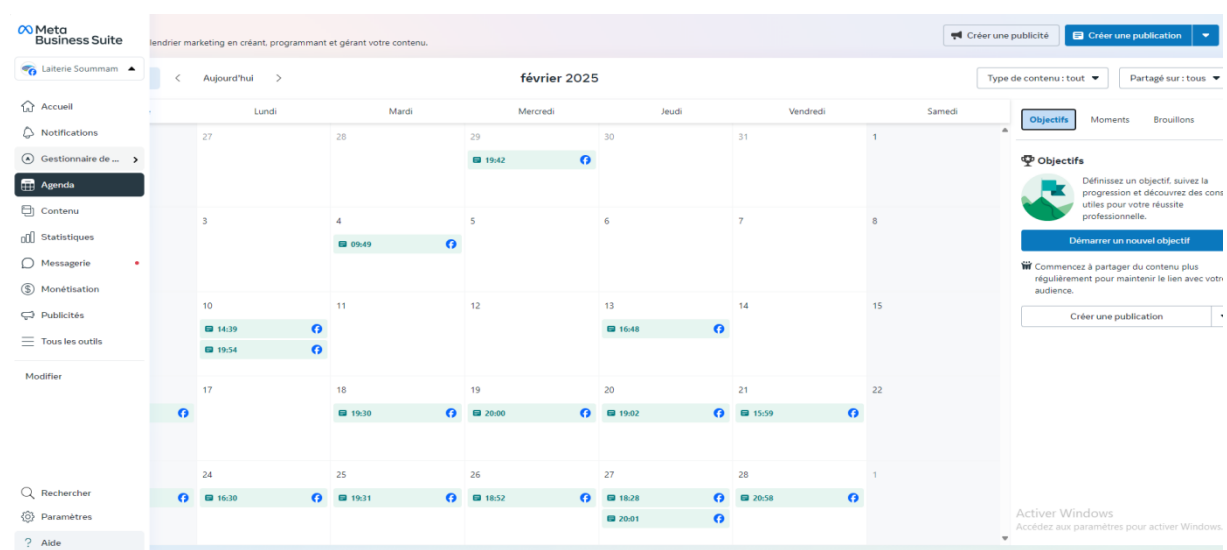
**-Campaign budget optimization (CBO):** You set a total budget, and Meta distributes it across ad sets where it's getting the best results.

**-Retargeting (automated follow-up):** People who saw your ad or visited your website can automatically be shown new ads tailored to where they are in the buying journey.

### b. Media planning:

Automation: For each social media, an automated planning tool has been used. For Facebook, Meta Business Suite was used to automate content posting. It provided an interactive calendar to schedule and auto-post content, plus posting tips and recommendations. Then suggests advices and recommendations through the posting phase, following the figure bellow:

Figure 37: Meta Business Suite Calendar



Source: Meta Business Suite

## **II. Campaign Launch Phase**

### **Execution and Launch of the Jnina Fruits et Graines Digital Campaign**

- **Implementation of Pre-Planned Tactics**

The launch of the campaign began with the activation of all pre-defined strategies. This included publishing content across social media platforms, initiating paid advertisements, and launching influencer videos. This phase marked the transition from planning to action, ensuring immediate and impactful visibility for the "Jnina Fruits et Graines" product.

Automation: For this step, **Meta Business Suite** was used to schedule all content in advance. This tool allowed posts to be automatically published at optimal times and dates without the need for manual intervention, ensuring consistent and strategic communication.

- **Coordination Across Channels**

A major focus during the launch was maintaining message consistency and visual identity across all platforms. While the exact content wasn't always duplicated across platforms, the message and branding were unified. Each post was adapted to the specific platform's preferred format for instance, **Instagram and Facebook** featured static visuals and stories, while **TikTok** focused on short-form, dynamic video content.

Automation: To manage all social channels in one place, we used **Metricool**. Unlike Meta Business Suite, which only supports Facebook and Instagram, Metricool provides integration with **Instagram, Facebook, TikTok, and YouTube**. It offered a real-time interactive dashboard that centralized all key performance metrics, messages, and engagement data, simplifying cross-platform coordination.

- **Timeline and Scheduling**

All campaign activities followed a structured timeline, coordinating team efforts and aligning with key milestones such as influencer content drops, engagement boosts, and seasonal peaks.

Automation: The automated scheduling feature in **Meta** continued to be used for post timing and consistency. For internal task management and collaboration across the marketing team

(content creators, designers, community managers), a tool like **Asana** was used to track progress, deadlines, and responsibilities.

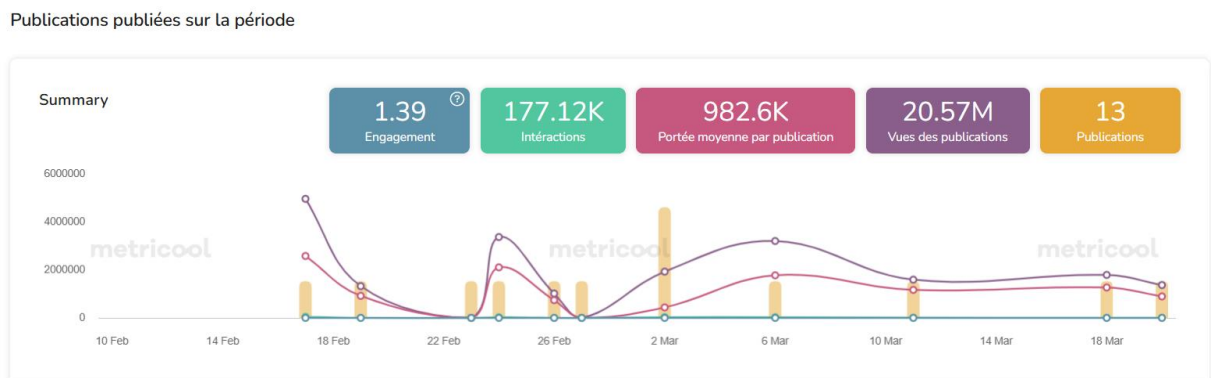
- **Monitoring Initial Launch Metrics**
- **Methodology :** This section analyzes the performance metrics tracked during the campaign’s launch phase (the first month following the launch) to evaluate how each platform performed over that period. The analysis includes all content published within the campaign timeline; both campaign-related and unrelated; to identify what strategies were effective or ineffective and what was resonating with the audience allowing for real-time adjustments during the campaign.
- **Key metrics:** included engagement rate, click-through rate, impressions, video views, interactions: shares, likes, and comments. These insights guided early adjustments to strategy and helped fine-tune messaging.
- **Time frame:** From February 10<sup>th</sup> , to March 17<sup>th</sup>
- **Automation tools for data collection and analysis**

**Meta Business Suite** and **Metricool** were the two key tools used for KPI tracking. These platforms provided real-time access to campaign data and allowed for quick analysis and decision-making.

- **Note :** For Facebook, Tiktok and Youtube kpis monitoring, Metricool was used. But due to Metricool’s lack of analysis of the Instagram initial metrics concerning its impressions, we required to Meta Business Suite for this specific platform.
- **KPIs analysis of each platform :**
  - **Tiktok analysis :**

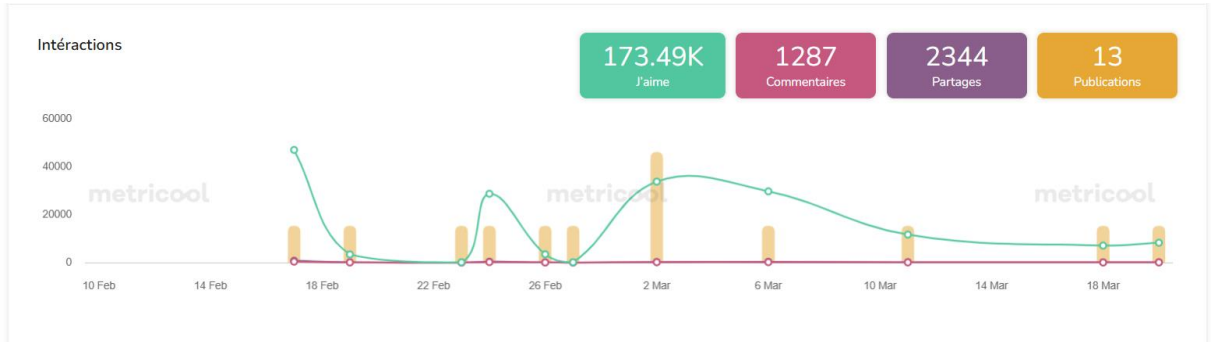
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Figure 38: Tiktok Engagement Metrics for The Content Published During the Campaign



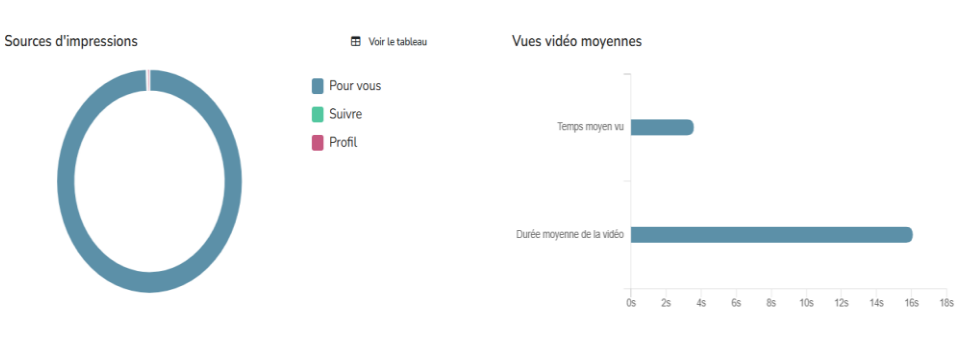
Source: Metricool

Figure 39: Tiktok Interactions Metrics for The Content Published During the Campaign



Source: Metricool

Figure 40: TikTok Average Video Views and Impression Sources



Source: Metricool

*Table 22: Tiktok KPIs*

| KPI                   | Value                      | Notes                                              |
|-----------------------|----------------------------|----------------------------------------------------|
| Engagement Rate       | 1.39                       | Average, could be improved.                        |
| Total Interactions    | 177.12K                    | Shows decent interaction.                          |
| Views                 | 20.57M                     | High reach – great visibility.                     |
| Avg. Reach per Post   | 982.6K                     | High, strong exposure.                             |
| Likes                 | 173.49K                    | Strong positive reception.                         |
| Comments              | 1287                       | Moderate level of engagement.                      |
| Shares                | 2344                       | Indicates virality potential.                      |
| Number of Posts       | 13                         | Consistent content push.                           |
| Video Views Source    | 90 % + from "for you page" | TikTok’s algorithm pushed the content efficiently. |
| Avg. Video Watch Time | ~4s vs ~16s total          | Viewer retention needs improvement.                |

Source: Elaborated by us

### **Conclusions:**

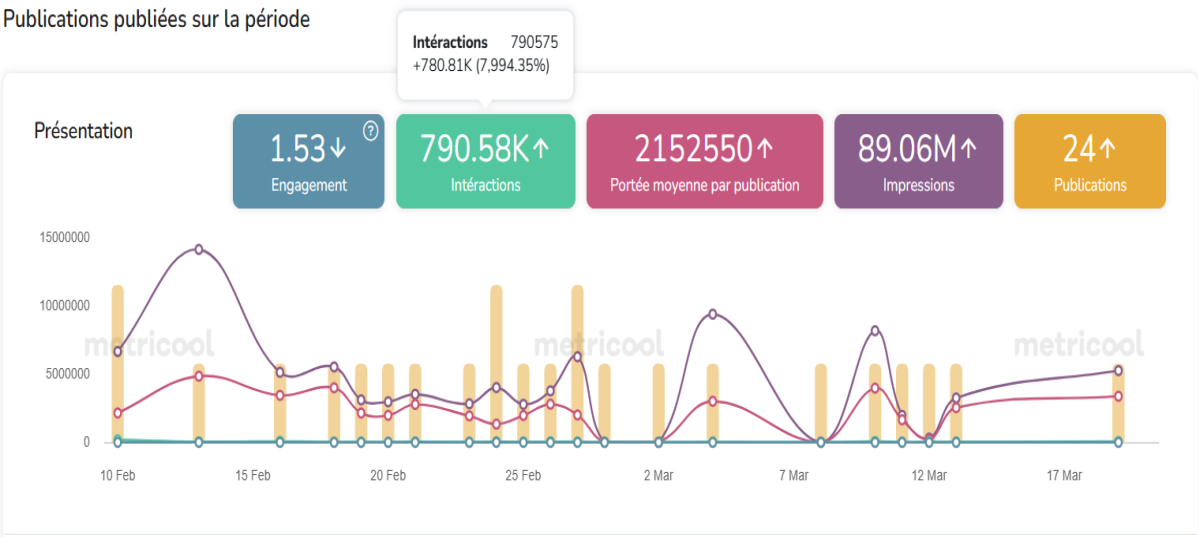
- TikTok launch was successful for reach, leveraging the For You algorithm.
- Engagement was decent but needs improvement with more calls to action.
- Short watch time shows a need for better hooks.
- Overall, joining TikTok was a smart, effective move.

### ▪ **Facebook analysis:**

- **Regular Posts:** Regular posts are traditional content formats shared on a brand’s social media feed. They typically include static images, short animations (GIFs or motion graphics), or carousel posts (multiple images or videos that users can swipe through). These posts are ideal for product visuals, announcements, and storytelling in a structured, scrollable format.

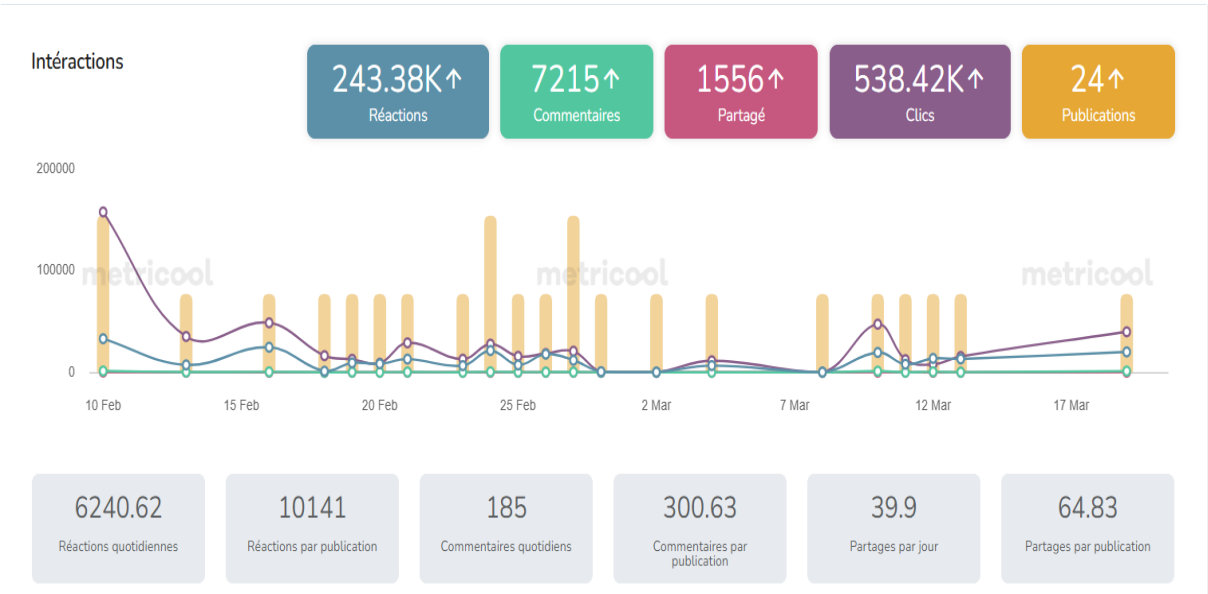
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Figure 41: Facebook Posts Engagement Metrics During the Campaign



Source: Metricool

Figure 42: Facebook Posts Interaction Metrics During the Campaign



Source: Metricool

Table 23: Facebook Posts KPIs

| KPI             | Value   |
|-----------------|---------|
| Engagement Rate | 1.53    |
| Interactions    | 790.58K |

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|                     |           |
|---------------------|-----------|
| Impressions         | 89.06M    |
| Avg. Reach per Post | 2 152 550 |
| Likes               | 190.46K   |
| Comments            | 7215      |
| Shares              | 1 556     |
| Clicks              | 538.42K   |
| Number of Posts     | 24        |

Source: Elaborated by us

- **Facebook Reels:** Reels are **short, vertical videos** designed for dynamic, fast-paced storytelling. Usually aim to capture quick attention through **creative, engaging, and often informal content**. They are highly favored by algorithms and users for their viral potential and high engagement rate.

Figure 43: Facebook Reels Engagement Metrics During the Campaign



Source: Metricool

Table 24: Facebook Reels KPIs

| KPI             | Value           |
|-----------------|-----------------|
| Engagement Rate | 0.12 (very low) |
| Interactions    | 3 351           |

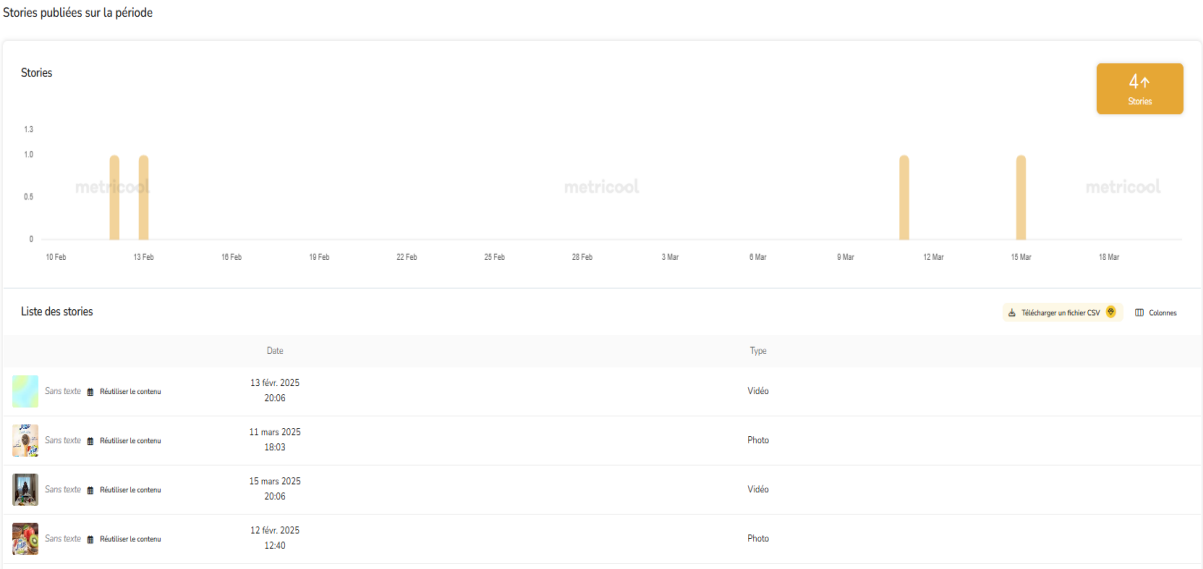
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|                     |       |
|---------------------|-------|
| Views               | 3.5M  |
| Avg. Reach per Reel | 2.83M |
| Likes               | 3 182 |
| Actions             | 169   |
| Number of Reels     | 1     |

Source: Elaborated by us

- Stories:**

*Figure 44: Facebook Stories Published During The campaign*



Source: Metricool

### Comparative analysis:

Table 25: Regular Posts VS Reels Comparaison

| Metric     | Regular posts | Reels        | Winning format |
|------------|---------------|--------------|----------------|
| Reach      | High          | Very high    | Reels          |
| Engagement | Much better   | low          | Regular posts  |
| Actions    | More actions  | Less actions | Regular posts  |

Source: Elaborated by us

### Conclusion:

- For a platform such as facebook that targets an older age range, Regular standard posts, specifically static pictures are more performant than reels overall, it is true that reels reach a larger segment, but the interaction and engagement is more present in the short animations and static pictures type of content which is why Laiterie Soummam focuses its content strategy on this specific type.
- Although, we can't ignore the potential video formats held, specifically reels. While only 4 videos were posted, their reach has surpassed the static pictures format's reach. For the next campaigns, it is highly recommended to invest more efforts in reels creation, while adding engaging captions and call to actions that would encourage user's interactions and actions.

### ▪ Youtube analysis:

Table 26: Youtube KPIs

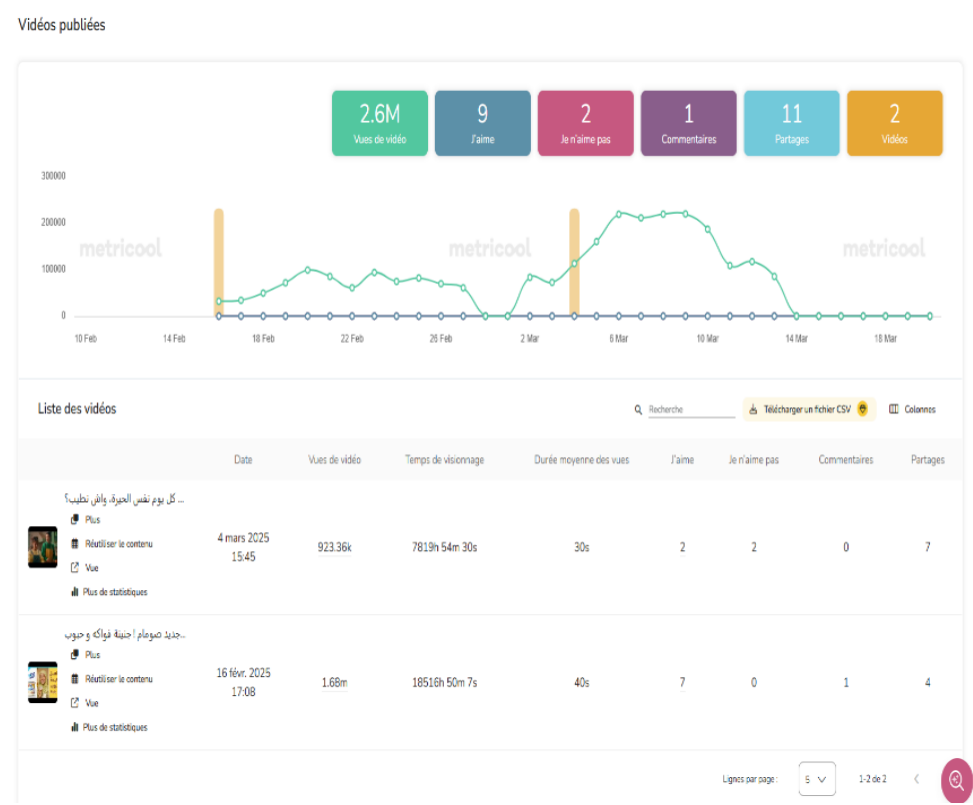
| KPI          | Value  | The « J'nina fruits et graines » youTube video's KPI monitoring: | Contribution % of Jnina Video |
|--------------|--------|------------------------------------------------------------------|-------------------------------|
| Views        | 2.6M   | 1.68M                                                            | 64.62%                        |
| Impressions  | 142.5K | -                                                                | -                             |
| Clicks       | 9.6%   | -                                                                | -                             |
| Interactions | 24     | 13                                                               | 54.17%                        |
| likes        | 9      | 7                                                                | 77.78%                        |
| dislikes     | 2      | 0                                                                | 0%                            |
| comments     | 1      | 1                                                                | 100%                          |

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|                    |                                                                                      |                                                                                      |                       |
|--------------------|--------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|-----------------------|
| share              | 11                                                                                   | 4                                                                                    | 36.36%                |
| Number of Posts    | 2 (only one related to the current campaign)                                         | 1                                                                                    | 50% of posted content |
| Video Views Source | 98.94% from the intrusive ads, specifically unskippable ones. (automated paid media) | 98.94% from the intrusive ads, specifically unskippable ones. (automated paid media) | part of the 98.94%    |
| Video watch time   | 26,600h                                                                              | 18516h50m7s                                                                          | 69.65%                |

Source: Elaborated by us

Figure 45: Youtube Engagement Metrics During The Campaign



Source: Metricool

Figure 46: Youtue Traffic Source

Source de trafic

| Source                  | Visiteurs | Pourcentage |
|-------------------------|-----------|-------------|
| Annonce YouTube         | 1088115   | 98.94%      |
| Recherche YouTube       | 3878      | 0.35%       |
| Chaînes YouTube         | 2609      | 0.24%       |
| Fonctions du navigateur | 2353      | 0.21%       |
| Vidéos suggérées        | 1989      | 0.18%       |

Source: Metricool

The « J’nina fruits et graines youtube video’s KPI monitoring

Figure 47: :List Of The campaign’s Youtube Videos

COMMUNAUTÉ DONNÉES DÉMOGRAPHIQUES VIDÉOS PUBLIÉES VIDÉOS VUES CONCURRENTS

10 févr. 2025 - 20 mars 2025

Liste des vidéos

|                                                                                                      | Date                   | Vues de vidéo | Temps de visionnage | Durée moyenne des vues | J'aime | Je n'aime pas | Commentaires | Partages |
|------------------------------------------------------------------------------------------------------|------------------------|---------------|---------------------|------------------------|--------|---------------|--------------|----------|
| ... كل يوم نفس المرة، واش تاشي...<br>Plus<br>Réutiliser le contenu<br>Vue<br>Plus de statistiques    | 4 mars 2025<br>15:45   | 923.36k       | 7819h 54m 30s       | 30s                    | 2      | 2             | 0            | 7        |
| ... جديد صومام! جنتة فواكه و جنوب...<br>Plus<br>Réutiliser le contenu<br>Vue<br>Plus de statistiques | 16 févr. 2025<br>17:08 | 1.68m         | 18516h 50m 7s       | 40s                    | 7      | 0             | 1            | 4        |
| ... لبن صومام، حجم جديد...<br>Plus<br>Réutiliser le contenu<br>Vue<br>Plus de statistiques           | 19 mars 2024<br>12:36  | 332           | 58m 14s             | 11s                    | 0      | 0             | 0            | 3        |
| ... لبن صومام، لبن و اللبنة زين...<br>Plus<br>Réutiliser le contenu<br>Vue<br>Plus de statistiques   | 15 mars 2024<br>12:03  | 747           | 6h 35m 29s          | 32s                    | 0      | 0             | 0            | 4        |
| Lait UHT Soummam, ...<br>Plus<br>Réutiliser le contenu<br>Vue<br>Plus de statistiques                | 13 mars 2024<br>12:01  | 344           | 2h 38s              | 21s                    | 1      | 0             | 0            | 4        |

Source: Metricool

**Conclusion:**

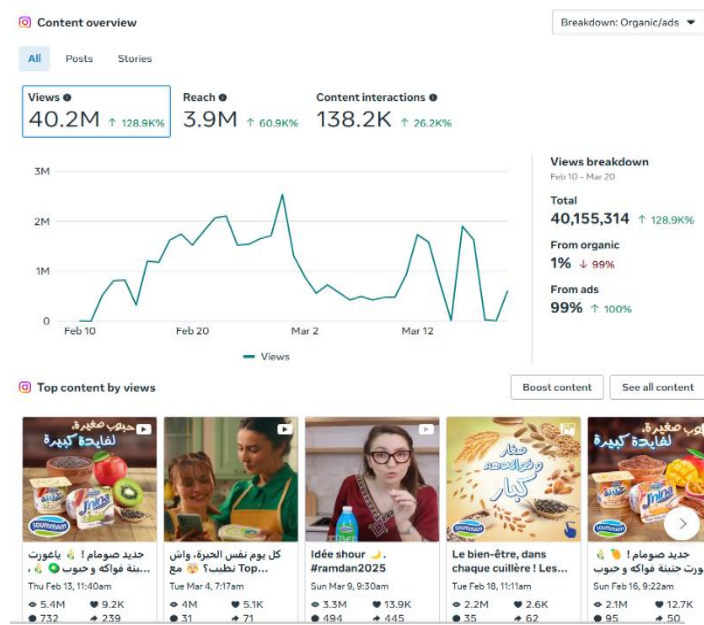
- Organic YouTube interactions were low (24 total), but the **Jnina Fruits et Graines** video drove most engagement, proving the impact of automated unskippable ads.
- Future campaigns should add more videos and strategies to boost organic interactions.
- YouTube views (98.94%) were mostly from paid unskippable ads, confirming YouTube’s paid media effectiveness.
- **Instagram analysis:**

*Table 27: Instagram KPIs*

| KPIs                | Value                               |
|---------------------|-------------------------------------|
| Views               | 40.2M                               |
| Engagement Rate     | 3.08                                |
| Interactions        | 138.2K                              |
| Impressions         | 163.8K                              |
| Avg. Reach per Post | 3.9M                                |
| Likes               | 185 551                             |
| Comments            | 2 357                               |
| Shares              | 5 369                               |
| Number of Posts     | 28                                  |
| Video Views Source  | 99% from ads (automated paid media) |

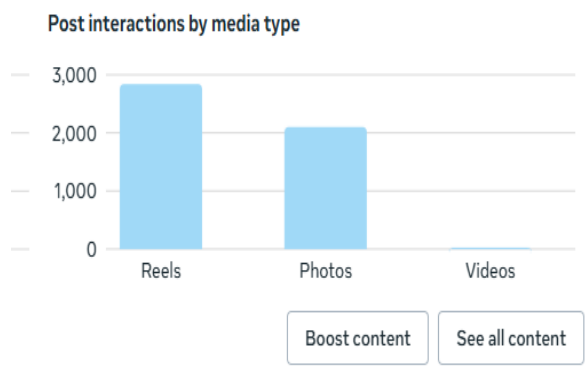
Source: Elaborated by us

Figure 48: Instagram Metrics During The Campaign



Source: Meta Business Suite

Figure 49: Instagram Post Interactions by Media Type



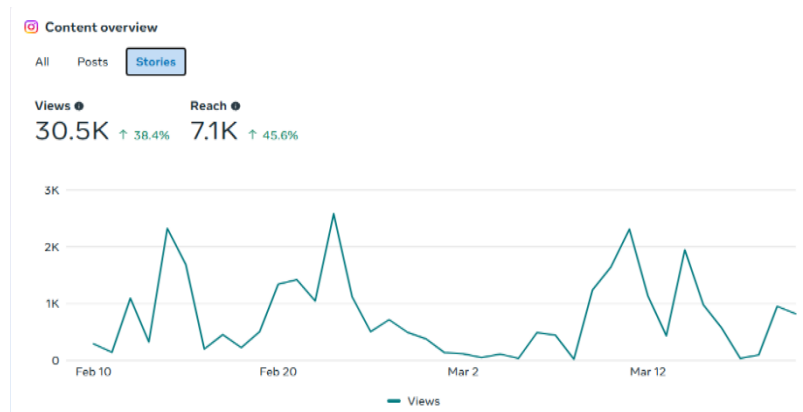
Source: Meta Business Suite

Conclusion:

- **Strong Visibility & Paid Reach Efficiency:** With an estimated 163.8M impressions and 40.2M video views, the campaign benefited heavily from automated paid media, accounting for 99% of views. This underlines a highly efficient paid visibility strategy.

- **Engagement Rate Significantly Above Average:** A 3.08% engagement rate is well above the Instagram industry average (1–2% for food & beverage). This suggests that the content was relevant, appealing, and successfully encouraged user interaction.
- **Content Type Performance:**

*Figure 50: Content Type Performance*



Source: Meta Business Suite

Among all content types:

- **Reels:** ~3,000 interactions → best-performing format in engagement.
- **Static posts (photos):** ~2,000 interactions → solid but less dynamic.
- **Video posts:** low performance → suggests a need to optimize creative or format.
- **Stories:** 30.5K views, 7.1K reach → good support role, likely used for retargeting or reminders.

➤ **Paid Automation’s Role:**

- The campaign’s success is clearly driven by automation tools, particularly in paid media delivery (Meta Ads).
- Automated placement algorithms ensured high targeting precision and consistent delivery across audience segments.

➤ **Areas for Improvement:**

- While views and reach were strong, interaction-to-reach ratio is moderate, suggesting room to optimize call-to-actions (CTAs) or caption creativity.
- Organic engagement remains low, highlighting a dependency on paid media for traction.

▪ **Tracking Competitors (Digital Monitoring)**

This step continued the competitive benchmarking we conducted during the pre-launch phase. Ongoing competitor analysis was essential to maintain strategic awareness and adaptability throughout the campaign.

Automation: In addition to Metricool and Meta that allow us a real time digital monitoring of the competition, we used **Google Alerts** to receive email notifications every time Laiterie Soummam or a competitor was mentioned online, even without being tagged. This digital monitoring helped us stay on top of brand visibility, consumer sentiment, and competitor activity throughout the campaign lifecycle.

### **III. Post-Launch Phase**

#### **A. Monitoring The Campaign’s Durations’ KPIs And Analyzing Its Performance**

-Period Analyzed: February 10<sup>th</sup> – March 10<sup>th</sup> , 2025

-Platforms: Facebook, Instagram, TikTok, YouTube

-Objective: Evaluate the KPIs of the campaign and audience perception across Facebook, Instagram, TikTok and YouTube but by excluding the other content that has been posted during the period, to only assess the campaign’s performance.

▪ **Campaign Performance (Related to J’nina Fruits et Graines Posts Only)**

In this part, we will only monitor the content related to J’nina Fruits et Graines during the campaign’s period, in-order to show its contribution in the overall performance of each platform in the next part.

Table 28 : Content Monitoring: "J'nina Fruits et Graines"

| KPI/social media             | Facebook     | Instagram                           | Tiktok (First use) | Youtube                                |
|------------------------------|--------------|-------------------------------------|--------------------|----------------------------------------|
| Reach                        | 8.7 million  | 3.7 million                         | 9.5 million        | 631K                                   |
| Impressions                  | 43 million   | 30 million                          | 15.8 million       | 1.68 million                           |
| Interactions                 | 127K         | 113K                                | 153K               | 13                                     |
| Engagement rate              | 1.45%        | 3.08%                               | 1.62%              | 0.002%                                 |
| New followers                | +5K          | +3K                                 | 12K                | -                                      |
| Total followers              | 140K         | 31K                                 | 12K                | 4.95K                                  |
| Best-performing content type | static posts | reels and influencer collaborations | Video format       | Videos driven by paid, unskippable ads |

Source: Elaborated by us

▪ **Performance Contribution Of J’nina Fruits et Graines Content In Each Platform During The Campaign’s Duration**

In this part, we will use the metrics we monitored during the launch phase of the campaign, in which we assessed each platform’s performance during that period analyzed (including the content that wasn’t related to the campaign and that was posted in the same timeline, because the objective was to deduce what was working and what wasn’t in each platform for real time adjustments), in addition to the J'nina Fruits et Graines related content only that we monitored in the previous part, aiming to understand how this specific campaign contributed to broader platform performance. This comparative approach allows us to assess the direct influence of the campaign on engagement and visibility, and ultimately provides a clearer measure of its performance within the overall digital ecosystem.

Table 29: Contribution Of J’nina Fruits et Graines Content

| Platform  | Metric          | All posts during the campaign period (platform metrics) | J’nina Fruits et Graines content only | Contribution of J’nina Fruits et Graines in each platform |
|-----------|-----------------|---------------------------------------------------------|---------------------------------------|-----------------------------------------------------------|
| Facebook  | Views           | 43,000,000                                              | 8,700,000                             | 20.23%                                                    |
|           | Interactions    | 790,580                                                 | 127,000                               | 16.06%                                                    |
|           | Engagement rate | 1.53%                                                   | 1.45%                                 | 95%                                                       |
| Instagram | Views           | 40,200,000                                              | 30,000,000                            | 74.63%                                                    |
|           | Interactions    | 138,200                                                 | 113,000                               | 81.78%                                                    |
|           | Engagement rate | 3.08%                                                   | 3.08%                                 | 100%                                                      |

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|                |                         |            |            |        |
|----------------|-------------------------|------------|------------|--------|
| <b>Tiktok</b>  | <b>Views</b>            | 20,570,000 | 15,800,000 | 76.81% |
|                | <b>Interactions</b>     | 177,120    | 153,000    | 86.39% |
|                | <b>Engagement rate</b>  | 1.39%      | 1.62%      | Higher |
| <b>Youtube</b> | <b>Views</b>            | 2,600,000  | 1,680,000  | 64.62% |
|                | <b>Interactions</b>     | 23         | 13         | 54.17% |
|                | <b>Watch Time (hrs)</b> | 26,600     | 18,516     | 69.65% |

Source: Elaborated by us

▪ **Comparative Study: Objective VS Actual Performance Of the Campaign**

In this part, we will conduct a comparative study between the estimated objectives that were set in the pre-launch phase of the campaign, and the actual obtained results after the end of the compaign to assess its performance.

*Table 30: Objectives VS Actual Performance Of The Campaign*

| <b>Platform</b>  | <b>Metric</b>          | <b>Estimated KPIs (smart objectives)</b> | <b>Obtained KPIs(J’nina Fruits et Graines campaign)</b> | <b>Objective achievement</b> |
|------------------|------------------------|------------------------------------------|---------------------------------------------------------|------------------------------|
| <b>Facebook</b>  | <b>Impressions</b>     | 27 140 400                               | 43 000 000                                              | Yes                          |
|                  | <b>Reach</b>           | 9 046 800                                | 8 700 000                                               | Almost                       |
|                  | <b>Engagement rate</b> | 1.5%                                     | 1.45%                                                   | Almost                       |
| <b>Instagram</b> | <b>Impressions</b>     | 19 226 106                               | 30 000 000                                              | Yes                          |
|                  | <b>Reach</b>           | 6 408 702                                | 3 700 000                                               | No                           |
|                  | <b>Engagement rate</b> | 2.5%                                     | 3.08%                                                   | Yes                          |
| <b>Youtube</b>   | <b>Views</b>           | 1 200 000                                | 1 680 000                                               | Yes                          |
|                  | <b>Engagement rate</b> | 1%                                       | 0.002%                                                  | No                           |

Source: Elaborated by us

▪ **Reporting And Insights**

In this part, we will be reporting each of the monitored and analyzed elements from the previous section using the same Automated tool we previously used in our reports and insights, **ExcelDashboard AI**.

### Reporting On The Campaign’s Performance (Related to J’nina Fruits et Graines Posts Only)

- **Facebook:** 8.7M reach and 43M impressions made it the platform with the widest exposure, but the 1.45% engagement rate was moderate. This reflects static posts and carousel formats used, which typically generate less interaction than videos. The older audience may also contribute to lower engagement (e.g : fewer comments, shares). However, consistent sponsored posts maintained visibility.
- **Instagram:** 30M impressions with the highest engagement rate (3.08%), achieved through a mix of Reels, influencer collaborations, and story interactions. The campaign’s visuals aligned with Instagram’s aesthetic, and the algorithm favored Reels and interactive formats. Visual storytelling and clear messaging enhanced performance.
- **TikTok:** For a first-time use, TikTok proved remarkably effective with 15.8M views, 153K interactions, and a 1.62% engagement rate, surpassing norms for branded content. Short-form, platform-optimized videos resonated with younger audiences. The content’s organic visibility was boosted by the For You Page without heavy paid promotion.
- **YouTube :** YouTube generated **1.68M impressions** and a strong **watch time of 18,516 hours**, driven-mainly-by **unskippable paid ads**. However, the **engagement rate remained very low (0.002%)**, as the campaign lacked organic content and interaction. The platform showed potential for visibility but was underused for community engagement.

### Reporting on Contribution of J’nina Fruits et Graines to Overall Platform Performance

- **Instagram:** The J’nina campaign was responsible for ~75% of views and ~82% of interactions on Instagram, confirming its central role in platform performance. Reels and influencer content were particularly effective, leveraging Instagram’s algorithm and user behavior for strong engagement.
- **TikTok:** With ~77% of views and ~86% of interactions, the campaign proved highly effective on TikTok. This strong performance highlights successful adaptation to the

platform’s short-form content and marks a promising first official use for Laiterie Soummam.

- **Facebook:** J’nina content contributed ~20% of views and ~16% of interactions. While lower than other platforms, this still reflects meaningful reach. Static content and overlapping posts may have diluted engagement, positioning Facebook as more of a reach-focused than engagement-driven channel.
- **YouTube:** The campaign video accounted for ~65% of views and ~70% of total watch time, driven by unskippable paid ads. Despite low interaction, it confirmed YouTube’s potential for visibility through paid storytelling formats.

### **Reporting on Objective VS Actual Performance**

- **Facebook:** Impressions exceeded the target (43M vs. 27M), with engagement and reach closely aligning with goals. Results suggest strong ad performance, though engagement could benefit from more dynamic formats than static visuals.
- **Instagram:** Surpassed both impression and engagement targets but fell short on reach. This could be due to algorithmic limits on new audience exposure, yet high interaction levels validate the campaign’s strong audience resonance.
- **YouTube:** Exceeded view goals (1.68M vs. 1.2M), but engagement was very low due to reliance on unskippable ads. This highlights the need for complementary organic content to boost interaction and community engagement.

The analysis and reporting of Objectives vs Actual Performance **confirms Hypothesis 02 of Sub-question 02, which states that “Automated campaigns leads to better ROI.”**

The results clearly illustrate that automation contributed to improved ROI through enhanced targeting accuracy.

**B. Feedback survey:**

This feedback questionnaire was designed to assess consumer reactions to Laiterie Soummam's "J’nina Fruits et Graines" campaign. It aimed to capture insights about campaign awareness, content engagement, and openness to automated marketing tools. The collected responses will guide future improvements and digital marketing strategies for Laiterie Soummam.

❖ **Data Collection**

-**Google Forms:** For gathering and organizing responses. (because there is no cross analysis needed in this survey.)

-**ExcelDashboardAI:** Employed for generating visual reports and comprehensive analysis.

❖ **Questionnaire’s analysis**

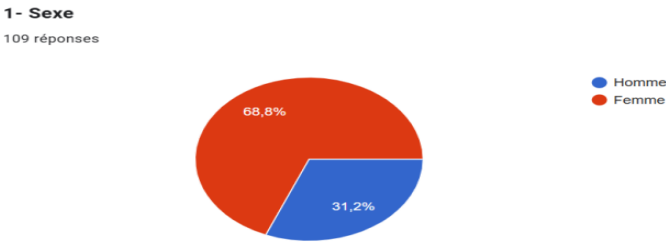
✓ **Question01: What is your gender ?**

*Table 31: Distribution of people questioned according to their sex*

| option | count | percentage |
|--------|-------|------------|
| Male   | 75    | 68.8%      |
| Female | 34    | 31.2%      |
| Total  | 109   | 100%       |

Source: Elaborated by us

*Figure 51 : Distribution of people questioned according to their sex*



Source: Google forms

**Comment :** The majority of respondents to the survey were **female (68.8%)**, with **male participants representing 31.2%** of the total. This notable gender imbalance suggests that the campaign or the product may have been **more visible, appealing, or relevant to a female audience**. This could inform future targeting strategies, emphasizing the need to either reinforce appeal among women or adjust messaging to better engage male consumers.

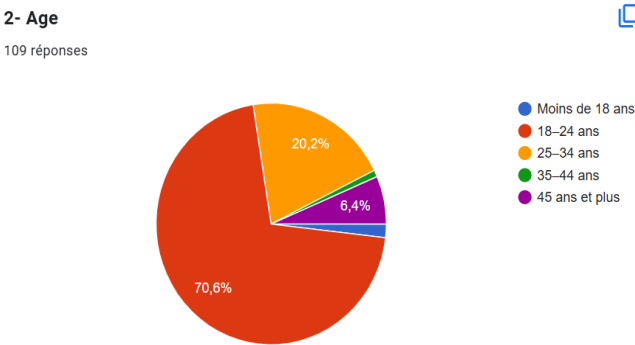
✓ **Question02: What is your age ?**

Table 32: Distribution of people questioned according to their age

| option            | count | percentage |
|-------------------|-------|------------|
| Under 18          | 02    | 1.8%       |
| 18–24 years       | 77    | 70.6%      |
| 25–34 years       | 22    | 20.2%      |
| 35–44 years       | 01    | 0.9%       |
| 45 years and over | 07    | 6.4%       |
| Total             | 109   | 100%       |

Source: Elaborated by us

Figure 52: Distribution of people questioned according to their age



Source: Google Forms

**Comment:** Over 70% of your respondents are in the 18–24 range, highlighting a strong Gen Z representation. This age group is highly active on digital platforms like TikTok and Instagram, which aligns well with campaigns targeting them.

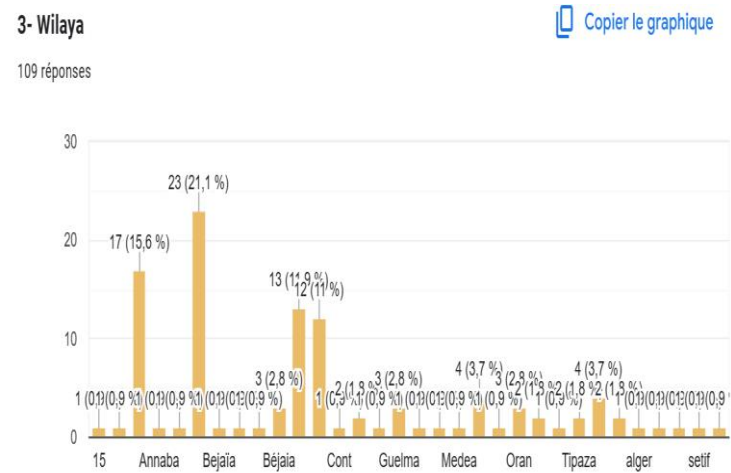
✓ Question03: What is your Willaya ?.

Table 33: Distribution of people questioned according to their Willaya

| willaya                           | count | percentage |
|-----------------------------------|-------|------------|
| Bejaia                            | 40    | 36%        |
| Algiers                           | 20    | 18%        |
| Constantine                       | 13    | 12%        |
| Others (Tipaza, Oran, Mila, etc.) | 36    | 34%        |
| Total                             | 109   | 100%       |

Source: Elaborated by us

Figure 53 : Distribution of people questioned according to their Willaya.



Source: Google Forms

**Comment :** The data highlights that the "J’nina Fruits & Graines" campaign has been the most visible in regions like Béjaïa and Algiers, suggesting stronger campaign activity or brand awareness in those areas. However, this result is likely influenced by the fact that the survey was more widely distributed in these specific regions, which may have skewed the geographic representation.

## Product discovery

- ✓ **Question04: Can you name any Laiterie Soummam yogurt products you know?(multiple choice question)**

Table 34: Awareness of Laiterie Soummam Yogurt Products

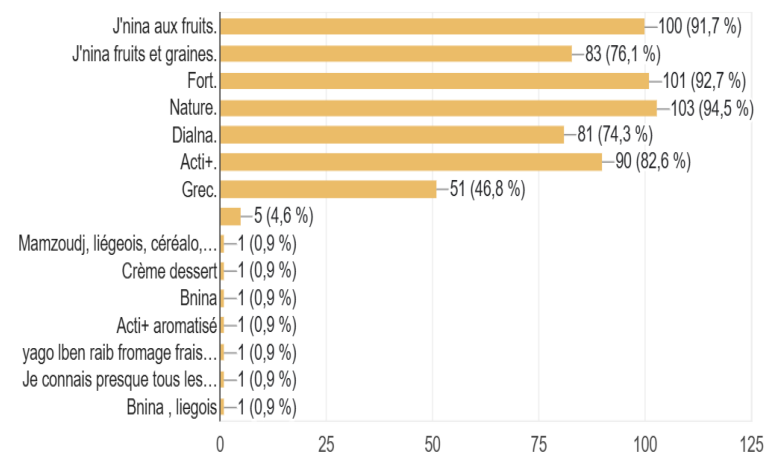
| Product Name             | Count | Percentage |
|--------------------------|-------|------------|
| J'nina fruits            | 100   | 91.7%      |
| J'nina fruits et graines | 83    | 76.1%      |
| Fort                     | 101   | 92.7%      |
| Nature                   | 103   | 94.5%      |
| Dialna                   | 81    | 74.3%      |
| Acti+                    | 90    | 82.6%      |
| Greek                    | 51    | 46.8%      |
| Other                    | 12    | 10.9%      |

Source: Elaborated by us

Figure 54 : Awareness of Laiterie Soummam Yogurt Products

4- Pouvez-vous citer des yaourts de la marque Soummam que vous connaissez ?

109 réponses



Source: Google Forms

**Comment :** The most frequently mentioned products such as J’nina aux fruits, Fort, and Nature... are part of Laiterie Soummam’s classic and long-established range, which explains their strong recall. Notably, “J’nina Fruits et Graines,” despite being a recent launch, was cited by 76.1% of respondents, indicating it has already secured a spot in consumers’ top-of-mind awareness. This is a strong indicator that the campaign has been effective in generating visibility and recognition for the new product. **(Partially answering Hypothesis01 on how feedback surveys can help assessing a digital marketing campaign’s effectiveness)**

➤ **Question05:** Have you heard of the new product "J’nina Fruits & Graines"?

*Table 35:products repartition*

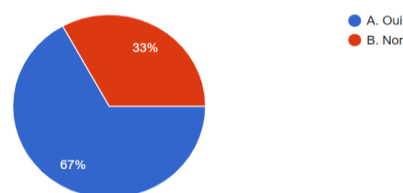
| Response | Count | Percentage (%) |
|----------|-------|----------------|
| Yes      | 73    | 66.97%         |
| No       | 36    | 33.03%         |

Source: Elaborated by us

*Figure 55 : products repartition*

5- Avez-vous entendu parler du nouveau produit "J'nina Fruits & Graines" ?

109 réponses



Source: Google Forms

**Comment:** Approximately two-thirds of participants are aware of the new product a promising sign for the campaign's reach. However, about one-third remain unaware, suggesting room to broaden your marketing scope.

**Chapter 2: Marketing Automation and Implementation at Laiterie Soummam: “J’nina Fruits Et Graines” Campaign**

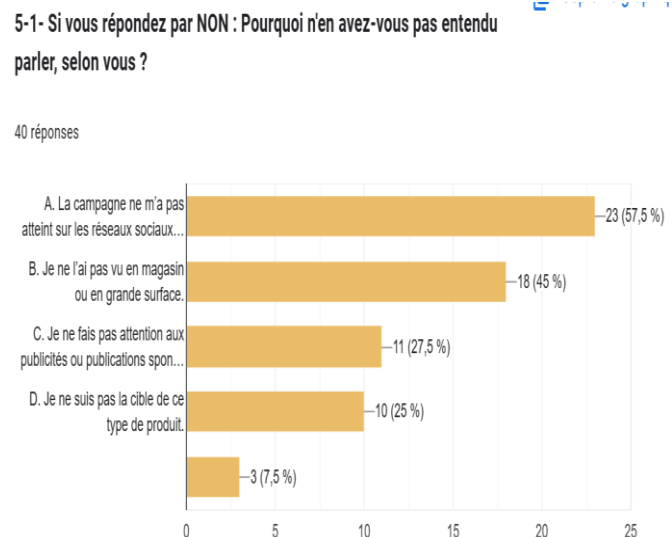
➤ **Question 5.1: If No, why?**

*Table 36: Factors Behind Campaign Invisibility*

| Reason                                               | Count | Percentage |
|------------------------------------------------------|-------|------------|
| Campaign didn’t reach me on social media or channels | 23    | 57.5%      |
| Didn’t see it in-store                               | 18    | 45%        |
| Don’t pay attention to ads/sponsored posts           | 11    | 27.5%      |
| Not the target audience                              | 10    | 25%        |
| Other                                                | 3     | 7.5%       |
| Total                                                | 36    | 100%       |

Source: Elaborated by us

*Figure 56: Factors Behind Campaign Invisibility*



Source: Google Forms

**Comment :** The main reason why respondents did not hear about the "J’nina Fruits & Graines" campaign was that the campaign’s reach on social media and other channels was limited (57.5%). Additionally, 45% of respondents mentioned not seeing the product in stores, indicating a gap in retail visibility. About 27.5% stated they do not pay attention to ads, and 25% identified themselves as not the target audience. These insights suggest that while the campaign was moderately effective in digital channels, there is significant room for improvement in offline visibility and more precise audience targeting.

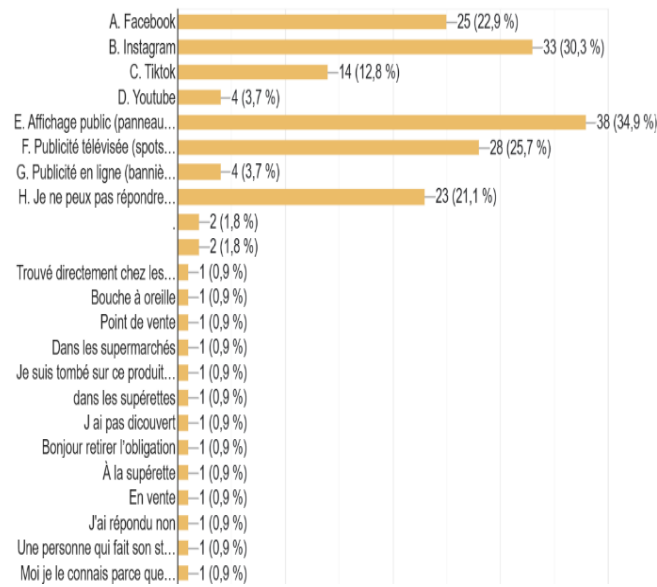
➤ Question 5.2: **If Yes, through which channel(s)?**

*Table 37: Campaign Exposure Channels*

| Channel                     | Count | Percentage |
|-----------------------------|-------|------------|
| Facebook                    | 25    | 22,9 %     |
| Instagram                   | 33    | 30,3 %     |
| TikTok                      | 14    | 12,8 %     |
| YouTube                     | 4     | 3,7 %      |
| Billboards                  | 38    | 34,9 %     |
| TV advertisements           | 28    | 25,7 %     |
| Advertising banners         | 4     | 3,7 %      |
| I haven’t seen the campaign | 23    | 21,1 %     |
| other                       | 12    | 10.8%      |

Source: Elaborated by us

Figure 57: Campaign Exposure Channels



Source:Google Forms

**Comment :** Billboards were the most effective channel (34.9%), followed by Instagram (30.3%) and TV advertisements (25.7%). This highlights the importance of combining physical and digital presence. Facebook also performed well (22.9%), while TikTok’s performance (12.8%) was promising for its first use in a Laiterie Soummam campaign. YouTube and advertising banners had limited impact.

Engagement and content perception

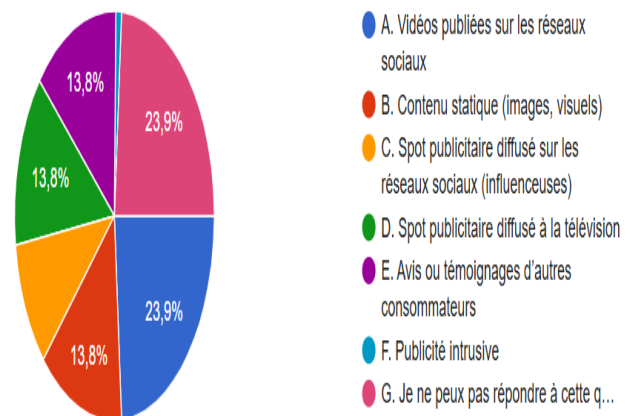
➤ Question06 : What type of content stood out the most?

*Table 38 : Most Impactful Types of Campaign Content*

| Content Type                     | Count | Percentage |
|----------------------------------|-------|------------|
| Social media videos              | 26    | 23.9%      |
| Static content (images, visuals) | 15    | 13.8%      |
| Influencer ads on social media   | 11    | 10.1%      |
| TV ads                           | 15    | 13.8%      |
| Consumer reviews/testimonials    | 15    | 13.8%      |
| Intrusive ads                    | 1     | 0.9%       |
| I don't know the product         | 26    | 23.9%      |

Source: Elaborated by us

*Figure 58: Most Impactful Types of Campaign Content*



Source: Google Forms

**Comment :** Social media videos (23.9%) and consumer reviews/testimonials (13.8%) resonated most, indicating that dynamic and authentic content drives engagement. Static content (13.8%) and influencer ads on social media (10.1%) underperformed, while TV ads and consumer reviews each secured 13.8%, suggesting a need for more innovative or engaging formats. Intrusive ads were negligible (0.9%), and 23.9% of respondents didn't know the product, highlighting a gap in brand reach.

➤ **Question07 : How would you rate the attractiveness of the campaign content?**

Table 39: Content Attractivness Rating

| Rating                                          | Count | Percentage |
|-------------------------------------------------|-------|------------|
| 1                                               | 23    | 21.1%      |
| 2                                               | 8     | 7.3%       |
| 3                                               | 19    | 17.4%      |
| 4                                               | 43    | 39.4%      |
| 5(for the people who haven't seen the campaign) | 16    | 14.7%      |

Source: Elaborated by us

Figure 59: Content Attractivness Rating



Source: Google Forms

**Comment :** Most respondents found the campaign content attractive, with 39.4% rating it 4 out of 5. However, 17.4% rated it 3, and 7.3% gave it a low rating of 2. Notably, 21.1% of respondents didn't know the campaign, indicating a need for broader exposure and reach.

➤ Question08 : Rate the packaging design of "J'nina Fruits & Grains" for each flavor:

Table 40: Packaging Design Rating

| Rating | Pomme- Kiwi- Chia |             | Poire-Pomme- Noix-Avoine- Orge-Blé |             | Pêche- pamplemousse- graines de lin et quinoa |             | Mangue-passion et graines de lin |             |
|--------|-------------------|-------------|------------------------------------|-------------|-----------------------------------------------|-------------|----------------------------------|-------------|
| 1      | Count             | percenta ge | count                              | percenta ge | count                                         | percenta ge | count                            | percenta ge |
|        | 8                 | 7.3%        | 3                                  | 2.8%        | 3                                             | 2.8%        | 9                                | 8.3%        |
| 2      | 11                | 10.1%       | 18                                 | 16.5%       | 5                                             | 4.6%        | 4                                | 3.7%        |
| 3      | 12                | 11%         | 28                                 | 25.7%       | 13                                            | 11.9%       | 21                               | 19.3%       |

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|   |    |       |    |       |    |       |    |       |
|---|----|-------|----|-------|----|-------|----|-------|
| 4 | 49 | 45%   | 35 | 32.1% | 43 | 39.4% | 38 | 34.9% |
| 5 | 29 | 26.6% | 25 | 22.9% | 45 | 41.3% | 37 | 33.9% |

Source: Elaborated by us

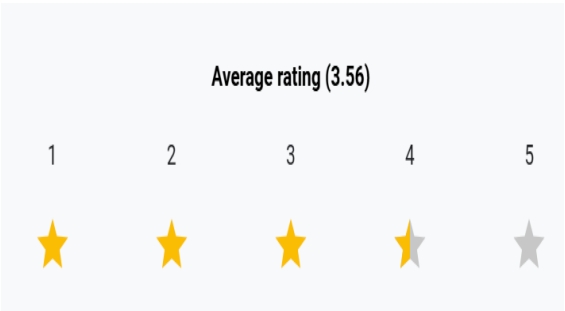
Figure 61: Packaging Rating 1



**Pomme-Kiwi-Chia**

Source: Google Forms

Figure 60: Packaging Rating 2



**Poire-Pomme-Noix-Avoine-Orge-Blé**

Source: Google Forms

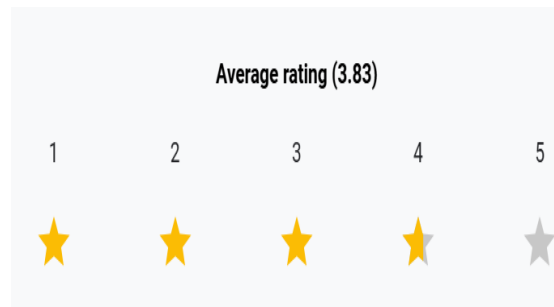
Figure 62:Packaging Rating 3



**Pêche-pamplemousse-graines de lin et quinoa**

Source: Google Forms

Figure 63: Packaging Rating 4



### Mangue-passion et graines de lin

Source: Google Forms

**Comment :** For Pomme-Kiwi-Chia, 45% rated it 4/5, and 26.6% rated it 5/5. Poire-Pomme-Noix-Avoine-Orge-Blé saw 32.1% rating it 4/5 and 22.9% rating it 5/5. Pêche-pamplemousse-graines de lin et quinoa scored 39.4% for 4/5 and 41.3% for 5/5, marking it as the highest-rated flavor. Mangue-passion et graines de lin received 34.9% for 4/5 and 33.9% for 5/5. This suggests strong appreciation for the packaging across all variants, particularly for the Pêche-pamplemousse variant.

### Global evaluatyion of the campaign

➤ Question09 : What aspects of the campaign did you like the most?

Table 41: Most Appreciated Aspects of the Campaign

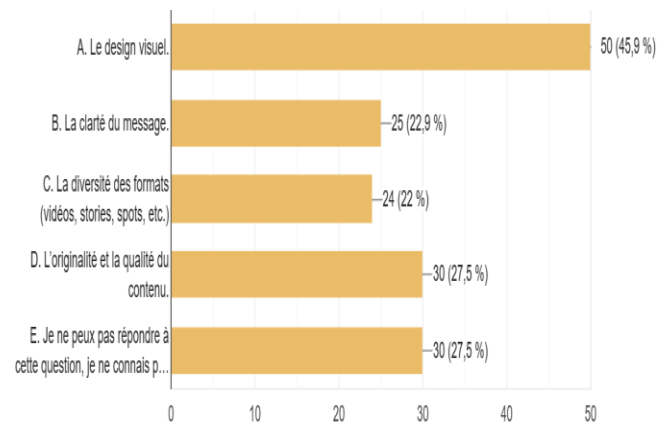
| Aspect                             | Count | Percentage |
|------------------------------------|-------|------------|
| Visual design                      | 50    | 45.9%      |
| Clarity of message                 | 25    | 22.9%      |
| Diversity of formats               | 24    | 22%        |
| Originality and quality of content | 30    | 27.5%      |

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|                          |    |       |
|--------------------------|----|-------|
| I don’t know the product | 30 | 27.5% |
|--------------------------|----|-------|

Source: Elaborated by us

*Figure 64: Most Appreciated Aspects of the Campaign*



Source: Google Forms

**Comment :** Visual design was the top aspect (45.9%), followed by originality and quality of content (27.5%). Clarity of message (22.9%) and format diversity (22%) were also appreciated. However, 27.5% of respondents didn’t know the product, signaling opportunities to enhance awareness.

➤ **Question10 : Rank social networks by exposure level to campaign content**

*Table 42: Social Networks Ranking By Campaign Exposure*

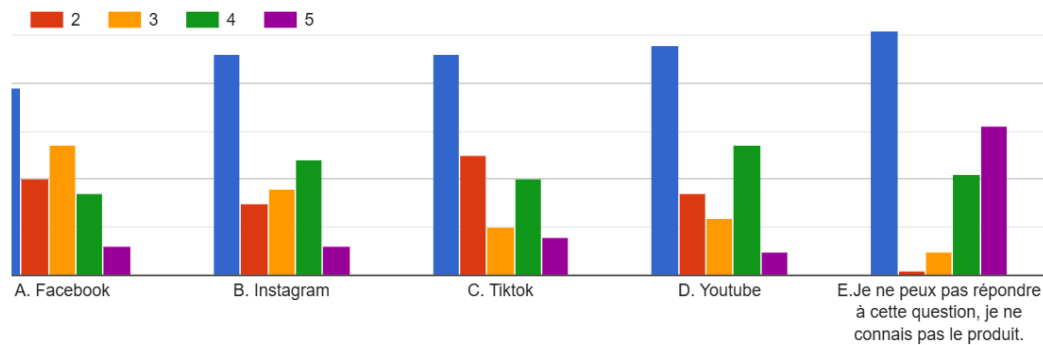
| Rank | Facebook   | Instagram | TikTok    | YouTube   | I haven’t seen the campaign |
|------|------------|-----------|-----------|-----------|-----------------------------|
| 1    | 39 (35.8%) | 46(42.2%) | 46(42.2%) | 48(44%)   | 51(46.8%)                   |
| 2    | 20(18.4%)  | 15(13.8%) | 25(22.1%) | 17(15.6%) | 1(0.9%)                     |
| 3    | 27(24.8%)  | 18(16.5%) | 10(9.2%)  | 12(11%)   | 5(4.6%)                     |

**Chapter 2: Marketing Automation and Implementation at Laiterie Soummam: “J’nina Fruits Et Graines” Campaign**

|   |           |         |           |           |           |
|---|-----------|---------|-----------|-----------|-----------|
| 4 | 17(15.6%) | 24(22%) | 20(18.4%) | 27(24.8%) | 21(19.3%) |
| 5 | 6(5.5%)   | 6(5.5%) | 8(7.3%)   | 5(4.6%)   | 31(28.4)  |

Source: Elaborated by us

*Figure 65: Social Networks Ranked by Campaign Exposure*



Source: Google Forms

**Comment :** Instagram and TikTok were the top platforms for campaign exposure, with 42.2% and 42.2% ranking them first, followed by Facebook at 35.8% and YouTube at 44%. Interestingly, 46.8% ranked "I haven't seen the campaign" first, suggesting gaps in campaign reach and distribution across platforms.

➤ **Question11:What did you think of Laiterie Soummam’s ads during the campaign?**

*Table 43:Opinions On The Ads During The Campaign*

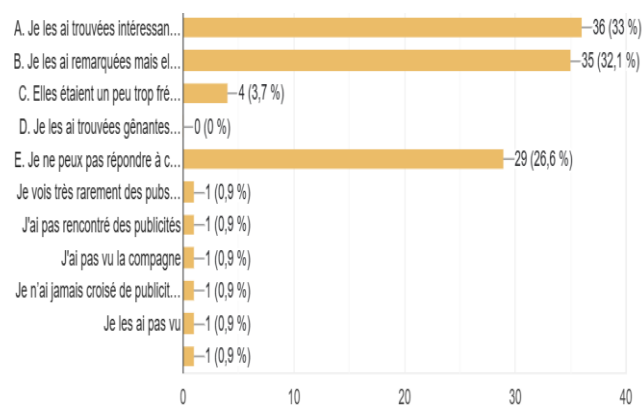
| Opinion                         | Count | Percentage |
|---------------------------------|-------|------------|
| Interesting and non-intrusive   | 36    | 33%        |
| Noticed them but not disturbing | 35    | 32.1%      |

**Chapter 2: Marketing Automation and Implementation at Laiterie Soummam: “J’nina Fruits Et Graines” Campaign**

|                                 |    |       |
|---------------------------------|----|-------|
| A bit too frequent or intrusive | 4  | 3.7%  |
| Annoying or intrusive           | 0  | 0%    |
| I don’t know the product        | 29 | 26.6% |
| other                           | 6  | 5.4%  |

Source: Elaborated by us

*Figure 66: Opinions On The Ads During The Campaign*



Source: Google Forms

**Comment :** Most respondents found the ads interesting and non-intrusive (33%), while 32.1% noticed them without discomfort. Only 3.7% found them too frequent or intrusive, and no one found them annoying or disruptive. However, 26.6% hadn't seen the ads, revealing missed exposure opportunities.

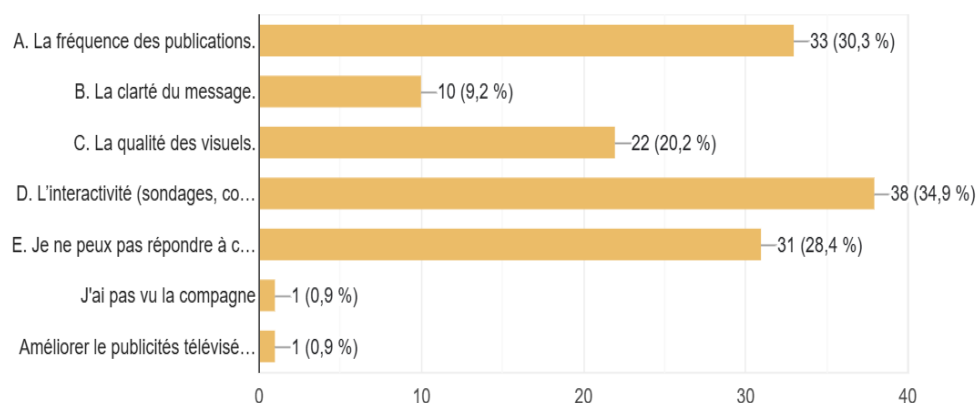
➤ **Question12: Which aspects of the campaign should we improve?**

*Table 44 : Aspects to Improve in the Campaign*

| Aspect                          | Count | Percentage |
|---------------------------------|-------|------------|
| Frequency of posts              | 33    | 30.3%      |
| Clarity of message              | 10    | 9.2%       |
| Quality of visuals              | 22    | 20.2%      |
| Interactivity (polls, contests) | 38    | 34.9%      |
| I don’t know the product        | 31    | 28.4%      |
| Other                           | 2     | 1.8%       |

Source: Elaborated by us

*Figure 67: Aspects to Improve in the Campaign*



Source: Google Forms

**Comment :** Interactivity was the top improvement area (34.9%), suggesting a demand for more engaging features like polls or contests. Post frequency (30.3%) and visual quality (20.2%)

were also mentioned. Clarity of the message accounted for 9.2%, and 28.4% hadn’t seen the campaign, indicating a need for broader reach.

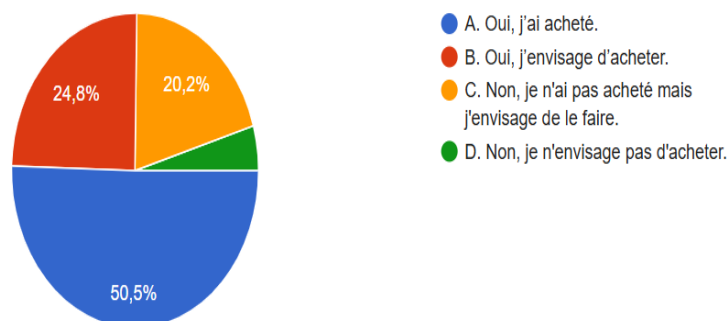
- **Question13: Did you purchase or consider purchasing "Jnina Fruits & Grains" after seeing the campaign?**

*Table 45:Purchase Intent After Campaign Exposure*

| Option                          | Count | Percentage |
|---------------------------------|-------|------------|
| Yes, I bought it                | 55    | 50.5%      |
| Yes, I am considering buying it | 27    | 24.8%      |
| No, but I am considering it     | 22    | 20.2%      |
| No, and I am not considering it | 5     | 4.6%       |

Source: Elaborated by us

*Figure 68: Purchase Intent After Campaign Exposure*



Source: Google Forms

**Comment :** A strong 50.5% reported purchasing the product, while 24.8% were considering it. 20.2% hadn’t purchased but were open to it, and only 4.6% had no interest. This demonstrates effective conversion rates from the campaign content.

#### **Automation Tools and Customer Experience :**

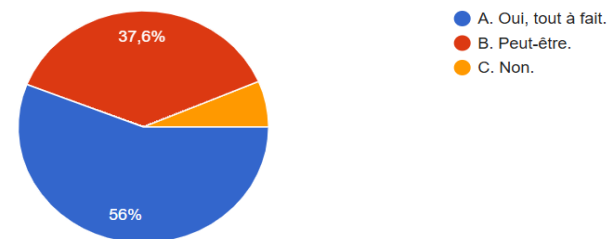
- **Question14: Do you think a chatbot on Laiterie Soummam’s social media could help answer your frequent questions faster?**

*Table 46: Opinions On A Social Media Chatbot*

| Option          | Count | Percentage |
|-----------------|-------|------------|
| Yes, absolutely | 61    | 56%        |
| Maybe           | 41    | 37.6%      |
| No              | 7     | 6.4%       |

Source: Google Forms

*Figure 69: Opinions On A Social Media Chatbot*



Source: Elaborated by us

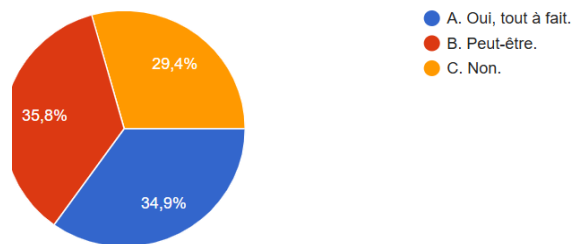
**Comment :** 56% of respondents expressed strong interest in a chatbot, with 37.6% indicating potential interest. Only 6.4% were uninterested. This reveals clear enthusiasm for automated, quick-response options.

- **Question15: Would you be interested in email campaigns from Laiterie Soummam to inform you about new products, promotions, contests, events, etc.?**

Table 47: Opinions On Automated Campaigns

| Option          | Count | Percentage |
|-----------------|-------|------------|
| Yes, absolutely | 38    | 34.9%      |
| Maybe           | 39    | 35.8%      |
| No              | 32    | 29.4%      |

Figure 70: Opinions On Email Campaigns



Source: Google Forms

Source: Elaborated by us

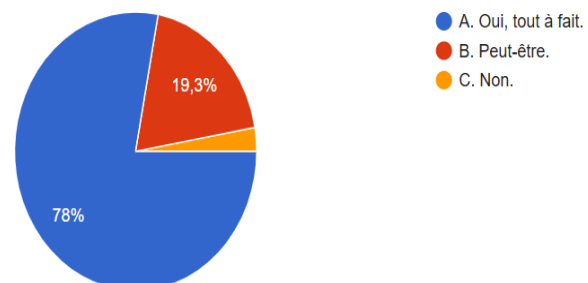
**Comment :** 78% were highly interested in receiving email updates, with 19.3% showing potential interest. Only 2.8% were not interested, indicating strong engagement potential for email marketing strategies.

- **Question16: Do you think automated features (like a digital loyalty card, QR codes on products for direct access to info, games, exclusive offers) could improve your experience with the brand?**

Table 48: Opinions On Automated Features

| Option          | Count | Percentage |
|-----------------|-------|------------|
| Yes, absolutely | 85    | 78%        |
| Maybe           | 21    | 19.3%      |
| No              | 3     | 2.8%       |

Figure 71: Opinions On Automated Features



Source: Elaborated by us

Source: Google Forms

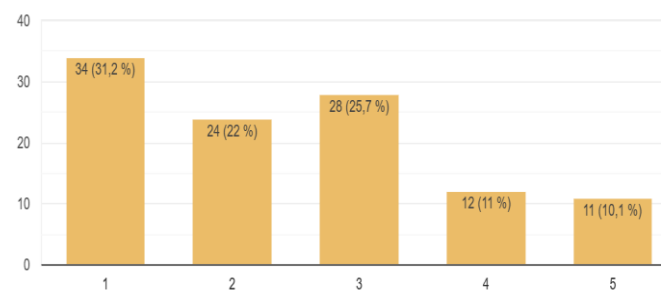
**Comment :** 34.9% were highly enthusiastic about automated features, and 35.8% were somewhat interested. 29.4% were not interested, indicating mixed receptivity but a clear majority favoring digital innovations.

- **Question17: What do you think of a virtual assistant (via WhatsApp or Messenger) capable of recommending Laiterie Soummam products based on your needs or occasions (e.g., healthy snack, specific recipe, kid-friendly yogurt)?**

*Table 49: Opinions About A Virtual Assistant*

| Rating | Count | Percentage |
|--------|-------|------------|
| 1      | 34    | 31.2%      |
| 2      | 24    | 22%        |
| 3      | 28    | 25.7%      |
| 4      | 12    | 11%        |
| 5      | 11    | 10.1%      |

*Figure 72: Opinions About A Virtual Assistant*



Source: Google Forms

Source: Elaborated by us

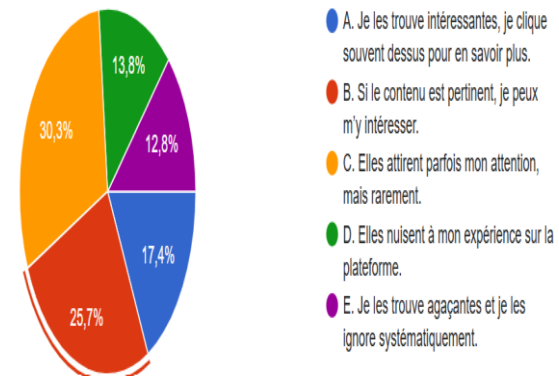
**Comment :** Respondents showed considerable interest, with higher scores (4/5) indicating its perceived usefulness. This underscores an opportunity to introduce AI-driven assistants for personalized product recommendations.

- **Question18:What do you think of "intrusive" ads such as non-skippable video ads on YouTube or sponsored posts while scrolling on Instagram or TikTok?**

*Table 50: Opinions On Intrusive Ads*

| Option                                            | Count | Percentage |
|---------------------------------------------------|-------|------------|
| I find them interesting and click to learn more   | 19    | 17.4%      |
| If the content is relevant, I might be interested | 28    | 25.7%      |
| They sometimes catch my attention, but rarely     | 33    | 30.3%      |
| They disrupt my experience                        | 15    | 13.8%      |
| I find them annoying and ignore them              | 14    | 12.8%      |

*Figure 73: Opinions On Intrusive Ads*



Source: Google Forms

Source: Elaborated by us

**Comment :** While 17.4% clicked on interesting ads, 25.7% engaged if the content was relevant, and 30.3% were occasionally drawn in. However, 13.8% found them disruptive, and 12.8% found them annoying, suggesting a balance is needed between exposure and user experience.

➤ **Question19 :Do you have any recommendations?**

- **No suggestions or neutral feedback** from many participants (approx. half).
- Some recommended **stronger communication strategies, better design**, and **enhanced marketing approaches** (like relational marketing and user-generated content).
- Suggestions for **shorter, engaging videos** (15–30 sec) and more **advertising visibility** to increase brand recognition.

- A few participants expressed **appreciation for Laiterie Soummam** and **gratitude for the questionnaire**.

**Comment :** Overall, participants provided mixed feedback: while many did not have recommendations, several suggested stronger marketing efforts, innovative content strategies, and greater engagement with customers. The presence of appreciative comments indicates solid brand loyalty.

### Summary

4. **Gender:** Predominantly female respondents (68.8%) suggest J’nina Fruits et Graines resonated more with women, highlighting an opportunity to strengthen appeal to male audiences.
5. **Age:** The campaign effectively reached younger consumers (70% aged 18–24), aligning well with its vibrant digital-first strategy.
6. **Wilaya:** Visibility was strongest in Bejaia and Algiers, reflecting regional engagement success but also the localized survey sample.
7. **Brand Awareness:** J’nina Fruits et Graines achieved 76.1% awareness, showing strong campaign effectiveness despite its recent launch.
8. **Product Awareness:** Two-thirds (67%) were aware of the product, though one-third were not, indicating a need for broader reach.
9. **Lack of Awareness:** The main barriers were limited social media exposure (57.5%) and insufficient in-store visibility (45%), revealing gaps in digital and physical presence.
10. **Discovery Channels:** Instagram (30.3%) and TikTok (12.8%) were key digital drivers, while billboards (34.9%) and TV ads (25.7%) showcased effective cross-channel synergy.
11. **Content Type:** Social media videos (23.9%) and consumer testimonials stood out, highlighting the power of authentic, dynamic content.
12. **Content Attractiveness:** The campaign was considered attractive by most respondents, with 39.4% rating it 4/5, though 21% remained unaware.
13. **Packaging Design:** High ratings (39–41% gave 5/5) across all flavors, especially Pêche-pamplemousse-graines de lin et quinoa, reflecting positive consumer perception.
14. **Most Liked Aspects:** Visual design was the favorite aspect (45.9%), underlining the importance of appealing, well-crafted visuals.

15. **Platform Exposure:** Instagram and TikTok topped exposure rankings (42%), validating the digital strategy targeting younger, socially engaged audiences.
16. **Ad Perception:** Ads were perceived as non-intrusive (33%) and not disturbing (32%), demonstrating a balanced approach to advertising.
17. **Improvement Areas:** Calls for more interactivity (34.9%) and post frequency (30.3%) suggest a need to enhance engagement mechanisms and posting schedules.
18. **Purchase Impact:** 50.5% purchased J'nina Fruits et Graines post-campaign, while 24.8% considered buying, indicating strong conversion potential.
19. **Chatbot Interest:** 56% of respondents expressed strong interest in a chatbot, underscoring clear demand for automated, real-time support on social media.
20. **Email Campaigns:** 78% were highly interested in email updates, highlighting a strong opportunity for integrating automated email marketing.
21. **Automated Features:** 70.7% were receptive to digital loyalty cards and QR codes, signaling enthusiasm for innovative digital engagement strategies.
22. **Product Recommendation Assistants:** Strong support for AI-powered virtual assistants (via WhatsApp or Messenger) suggests demand for personalized, automated recommendations.

Overall, the feedback survey confirms Hypothesis 01 of Sub-question 01, which states that **"Analyzing each campaign phase helps identify strengths and areas for improvement (benchmarkings, surveys...)"** The structured analysis enabled us to identify both the campaign's most effective elements and the aspects that require further refinement.

On another hand, The combination of responses to questions 14, 15, 16, 17, and 18 from the survey validates Hypothesis 03 of Sub-question 02, which states that **"Automation improves customer engagement and brand connection."** The majority of participants expressed strong interest in the automated tools presented in each of these questions, confirming their positive impact on the customer experience.

- **Overall campaign evaluation and conclusion**

The "**J'nina Fruits et Graines**" digital marketing campaign was a clear success, particularly in terms of visibility, audience engagement, and cross-platform impact. Instagram and TikTok emerged as the top-performing platforms, with engagement rates and views far exceeding expectations. Facebook delivered strong reach, while YouTube was effective through automated paid media.

Despite minor gaps in organic engagement on some platforms, the campaign met or exceeded most SMART objectives, validating the strategy and content approach.

The structured implementation of this campaign answered all three hypothesis of **Sub-question 1, confirming hypothesis 1 and hypothesis 2** by demonstrating how phased assessment, KPI-based analysis, and **rejecting hypothesis 3** that stated that only Meta Business Suite could be used as a built-in analytics tool on social platforms to enable detailed and real-time evaluation of campaign performance. In fact out implementation and automation of the campaign clearly showed other tools' importance in this field such as Metricool, Instrack and Countik.

### Section03 : General Automation SummaryAnd Recommendations.

In this section, we will present a comprehensive summary of our automation approach, followed by targeted recommendations and potential future perspectives to further optimize digital marketing efforts within the Agri-food sector. This will provide a clear roadmap for continuous improvement.

#### 2.3.1 General automation summary

To clearly illustrate the impact of automation integration in the "J’nina Fruits et Graines" digital campaign, the following table presents a comparative analysis of Laiterie Soummam’s existing automation practices and the additional automated tools we integrated during the campaign. This comparison highlights the tangible benefits of our integration.

Table 51: General Automation Summary

| Marketing automation                       | Laiterie Soummam tools                                           | Integrated tools by us                      | Tool count and contribution rate |            |
|--------------------------------------------|------------------------------------------------------------------|---------------------------------------------|----------------------------------|------------|
| Marketing Campaign Analytics               | Meta Business Suite, TikTok Studio, YouTube Studio.              | Metricool                                   | Laiterie Soummam                 | Our study  |
|                                            |                                                                  |                                             | 75% (3/4)                        | 25% (1/4)  |
| Feedback and Survey Management             | Google Forms                                                     | ExportComments.com, Glide, ExcelDashboardAI | 25% (1/4)                        | 75% (3/4)  |
| CRM management (Segmentation and Personas) | None                                                             | Glide, Hubspot Make My Persona              | 0%                               | 100% (2/2) |
| Content creation                           | Canva Pro, Freepik, ChatGPT (occasionally)                       | None                                        | 100% (3/3)                       | 0%         |
| Social media management                    | Meta Business Suite (planner)                                    | Metricool                                   | 50% (1/2)                        | 50% (1/2)  |
| Re-marketing                               | None                                                             | None                                        | 0%                               | 0%         |
| Evaluation and Improvement reports         | None                                                             | ExcelDashboardAI                            | 0%                               | 100% (1/1) |
| Ad management(Paid Ads / SEO / Visibility) | Meta Ads, YouTube Bumpers, TikTok Ads, Google Display, SEO Tools | None                                        | 100% (5/5)                       | 0%         |

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|                                        |                     |                                                                                 |             |              |
|----------------------------------------|---------------------|---------------------------------------------------------------------------------|-------------|--------------|
| <b>Community Management / Replies</b>  | None                | Chatfuel                                                                        | 0%          | 100% (1/1)   |
| <b>Digital Monitoring</b>              | Meta Business Suite | YesChat.ai, Metricool, Intrack, Countik, Google Alerts, Google trends, semrush. | 12.5% (1/8) | 87.5% (7/8)  |
| <b>Email Automation</b>                | None                | None                                                                            | 0%          | 0%           |
| <b>QR Code Creation / Distribution</b> | None                | Linktree                                                                        | 0%          | 100% (1/1)   |
| <b>Automation Coverage &amp; Rate</b>  | <b>6/12</b>         | <b>8/12</b>                                                                     | <b>50%</b>  | <b>66.7%</b> |

Source: Elaborated by us

### Conclusion report

Through our integration of additional automation tools during the "J’nina Fruits et Graines" campaign, Laiterie Soummam was able to extend its automation coverage from 6 to 10 core marketing operations (**10= the addition of core marketing operations’ number covered either by Laiterie Soummam, by our own integration or by both**). This marks a **notable increase of 16.7% in overall automation coverage**, a gain that directly supported the success of the campaign.

This contribution significantly enhanced operational efficiency in several areas. For example, real-time KPI tracking and multi-platform coordination became much more seamless through tools like **Metricool**, while **ExcelDashboardAI** and **Glide** allowed for automated insights, helping the team make faster and more informed decisions. The use of **automated persona generation, comment extraction, and trend monitoring** also ensured more precise targeting and content adaptation, which collectively improved audience engagement across platforms.

Going forward, it would be highly beneficial for Laiterie Soummam to begin actively exploring and investing in a broader suite of automation technologies. Doing so could significantly boost **ROI**, streamline content and data workflows, and strengthen the company’s competitive edge in an increasingly digital and fast-paced agri-food market. With the right tools and training, the transition toward full-scale automation could elevate future campaigns beyond their current potential.

### 2.3.2 Evaluating Automation Impact: KPI Analysis Of Laiterie Soummam's 'J’nina Fruits Et Graines' Automated Campaign

To further enhance our analysis, we conducted a comprehensive analysis using key performance indicators (KPIs) adapted from established marketing automation metrics. These KPIs provide quantifiable insights into the performance of the automation strategies implemented. By evaluating these metrics, we aim to identify areas of strength and opportunities for improvement, ultimately guiding future enhancements in Laiterie Soummam's digital marketing automation efforts.

#### 2.3.2.1 Automatable Marketing Tasks Percentage

**Definition:** This metric quantifies the proportion of marketing tasks that can be automated within the overall process. It helps identify potential areas for automation to maximize return on investment.<sup>82</sup>

- **Automatable Marketing Tasks (12/20):** Marketing Campaign Analytics, Feedback and Survey Management, CRM management (Segmentation and Personas), Content creation, Social media management, Re-marketing, Evaluation and Improvement reports, Ad management(Paid Ads / SEO / Visibility), Community Management / Replies, Digital Monitoring, Email Automation, QR Code Creation / Distribution.
- **Manual or Semi-Automated Marketing Tasks (8/20):**
  - **Strategic Planning**  
Developing overarching marketing strategies requires human insight and creativity.
  - **Influencer Partnerships**  
Identifying and negotiating collaborations with influencers involves personal engagement.
  - **Brand Voice Development**  
Crafting and maintaining a consistent brand tone across all channels.
  - **Crisis Management**  
Responding to unforeseen events or negative publicity requires nuanced human judgment.

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<sup>82</sup> MrSuricate, *Top 5 indicateurs (KPIs) à suivre pour l’automatisation des tests*, <https://en.blog.mrsuricate.com/top-5-indicateurs-kpis-%C3%A0-suivre-automatisation-tests>, [Consulted on 05/24/2025 01:26 PM].

➤ **Market Research**

Conducting in-depth analyses of market trends and consumer behavior.

➤ **Event Planning**

Organizing webinars, product launches, or promotional events involves logistical coordination.

➤ **Public Relations**

Building and maintaining relationships with media and stakeholders.

➤ **Creative Conceptualization** While automated tools like Canva Pro and ChatGPT assist in design and content generation, the initial concept development, the brainstorming of campaign ideas, thematic directions, and original messaging remains a uniquely human-driven task that automation tools cannot fully replicate.

➤ **Equation :**

**Automatable test cases % = (number of automatable test cases / number of total test cases) \* 100**

➤ **Calculation:**

Total Marketing Tasks Identified: **20**

Automatable Marketing Tasks: **12**

**Automatable test cases = (12/20)×100 = 60%**

➤ **Conclusion :** The analysis reveals that **60% of marketing tasks** are potentially automatable in Laiterie Soummam’s digital marketing workflow. This highlights a **significant opportunity for Laiterie Soummam to expand its automation adoption** by identifying additional processes that could benefit from automation, such as CRM management and digital monitoring.

### 2.3.2.2 Automation Progress Percentage

**Definition :** It measures the extent to which the identified automatable tasks have actually been automated in the campaign. It indicates progress toward a fully automated system and identifies where additional automation is needed.<sup>83</sup>

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<sup>83</sup> Ibid , [Consulted on 05/24/2025 01:26 PM].

➤ **Equation:**

**Automation progress % = (number of real automated test cases / number of automatable test cases) \* 100**

➤ **Calculation :**

Automated Marketing Tasks (Laiterie Soummam tools): **6**

The campaign’s automated marketing tasks(Laiterie Soummam+our integration): **10**

Automatable Marketing Tasks: **12**

-Automation progress of Laiterie Soummam only= **(6/12)×100 = 50%**

-Automation progress of the campaign overall= **(10/12)×100 = 83.3%**

➤ **Conclusion : The marketing operations Laiterie Soummam should focus on automating are :**

CRM management (Segmentation and Personas), Re-marketing, Evaluation and Improvement reports, Community Management / Replies, Email Automation, QR Code Creation / Distribution.

Laiterie Soummam’s current automation progress stands at **50%**, while the integration of additional tools during the J’nina Fruits et Graines campaign elevated the overall progress to **83.3%**. This demonstrates the **positive impact of enhanced automation** and suggests that focusing on under-automated areas (e.g., community management and segmentation) could yield even higher operational efficiency.

### 2.3.2.3 Automated Task Coverage Percentage

**Definition :** It reflects the overall extent of automation in the campaign by calculating the percentage of total tasks that have been automated.<sup>84</sup>

➤ **Equation:**

**Automated test coverage % = (number of automated tests / number of total tests) \*100**

➤ **Calculation:**

Automated Marketing Tasks (Laiterie Soummam): **6**

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<sup>84</sup>Ibid, [Consulted on 05/24/2025 01:26 PM].

The campaign’s automated marketing tasks(Laiterie Soummam+our integration) : **10**  
Total Marketing Tasks: **20**

-Automated test coverage for Laiterie Soummam only =  $(6/20) \times 100 = 30\%$

-Automated test coverage for the campaign overall =  $(10/20) \times 100 = 50\%$

**Conclusion :** With **30% automation coverage** by Laiterie Soummam alone and **50% coverage** with the campaign’s integrated tools, the analysis underlines a **considerable gap between potential and actual automation**. Expanding automation to cover more areas of the digital marketing process could help the company achieve a **more seamless and data-driven campaign execution**.

#### 2.3.2.4 Density of Defects

**Definition :** In the context of marketing, this metric can be adapted to indicate the number of issues or bottlenecks encountered in the automated processes. (major errors or breakdowns in the campaign’s automation), we consider this metric as a qualitative insight rather than a quantitative one.<sup>85</sup>

#### Identified Automation Issues:

- **Instagram KPI Integration Failure:** During the launch phase, Metricool couldn’t integrate Instagram KPIs for Laiterie Soummam’s accounts. This required reverting to Meta Business Suite for manual data monitoring.
- **Delayed Access to Historical Benchmark Data(digital monitoring):** While tools like Metricool and Intrack provided excellent real-time competitor benchmarking, access to detailed historical data beyond a certain period became paywalled. This limited post-campaign analysis capabilities and necessitated alternative manual reviews.

#### ➤ Equation :

**Defect density = (number of known defects / total system size) \*100**

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<sup>85</sup>Idem.

➤ **Calculation :**

Total automated operations(Laiterie Soummam only): **06**

The campaign’s total automated operations(Laiterie Soummam+our integration) : **10**

Identified automation issues: **02**

-Defect Density of Laiterie Soummam’s integration only=  $(2/6) \times 100 = 33.3\%$

-Defect Density of the campaign’s automation=  $(2/10) \times 100 = 20\%$

**Conclusion :** The **defect density** of **33.3%** for Laiterie Soummam and **20%** for the overall campaign suggests that while automation is impactful, **residual manual dependencies and integration issues remain**. To address these, Laiterie Soummam could benefit from **additional technical resources, employee training, and tool evaluation** to minimize bottlenecks and improve automation reliability.

### 2.3.2.5 Success Rate of Automation

**Definition :** This KPI measures the effectiveness of the automation processes, showing the percentage of successfully automated tasks without requiring manual intervention<sup>86</sup>.

➤ **Equation:**

**Success rate % = (number of successful cases / number of executed test cases) \* 100**

➤ **Calculation :**

Total automated operations(Laiterie Soummam only): **06**

The campaign’s total automated operations(Laiterie Soummam+our integration): **10**

Total Laiterie Soummam’s successful cases: **04**

The campaign’s total successful cases: **08**

**Laiterie Soummam’s success rate =  $(4/6) \times 100 = 66.6\%$**

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<sup>86</sup> Ibid, [Consulted on 05/24/2025 13:26].

Table 52: Recapitulation Of The Automation's KPIs

| KPI                                  | Automatable Tasks % | Automation Progress % | Automated Task Coverage % | Defect Density % | Success Rate % |
|--------------------------------------|---------------------|-----------------------|---------------------------|------------------|----------------|
| Laiterie Soummam’s integration only. | 60                  | 50                    | 30                        | 33.3             | 66.6           |
| The campaign’s integration overall.  | 60                  | 83.3                  | 50                        | 20               | 80             |

Source: Elaborated by us

**The campaign’s automation success rate =  $(8/10) \times 100 = 80\%$**

**Conclusion :** Laiterie Soummam’s **66.6% success rate** improved to **80%** when augmented with integrated tools, illustrating the **clear value of enhanced automation solutions**. However, further refinement in automation processes and the **adoption of advanced tools** could help push this success rate even higher, reducing manual intervention and increasing campaign performance.

## Overall Conclusion

Laiterie Soummam’s current automation framework covers core tasks like campaign analytics, content scheduling, and paid ads, automating 50% of tasks with a 66.6% success rate. However, a defect density of 33.3% points to issues such as social media analytics integration and limited historical data access.

After expanding with new tools, automation progress improved to 83.3%, boosting the success rate to 80% and cutting defect density to 20%. This enhanced efficiency, accuracy, and responsiveness, showing how targeted automation can strengthen campaign performance.

Yet, key areas like CRM management, remarketing, and advanced digital monitoring remain under-automated. Expanding automation here could further optimize performance, improve customer engagement, and increase ROI.

1. The indicator “Automation Progress Percentage” directly answers Hypothesis 1, which states that “ **Automation progress rate reflects how advanced the automation is.**” It reflects how far along the campaign is in integrating automation tools.
2. The combination of “Success Rate of Automation” and “Density of Defects” validates Hypothesis 2, which posits that “ **Success rate and defect rate help evaluate automation performance.**” These two metrics provide insight into both efficiency and potential weaknesses in the automated processes.
3. The indicators “Automatable Marketing Tasks Percentage” and “Automated Task Coverage Percentage” support Hypothesis 3, which affirms that “ **The percentage of automatable tasks and task coverage rate help assess the impact of automation within the campaign.**” These metrics highlight the scope and influence of automation on campaign operations.

2.3.3 Automation's Impact On The Campaign

To conclude our study about integrating automation in a digital campaign and while implementing the J’nina Fruits et Graines campaign, we observed firsthand how integrating automation transformed traditional marketing operations. The following table summarizes these observations, highlighting the improvements in effectiveness, accuracy, and strategic agility brought about by automation across various marketing dimensions.

Table 53: Automation Impact

| Dimension            | Traditional Campaigns                         | Automated J’nina Campaign                                                                     |
|----------------------|-----------------------------------------------|-----------------------------------------------------------------------------------------------|
| Campaign Speed       | Manual planning, staggered publication cycles | Instant activation with pre-scheduled, optimized timing ensuring timely and consistent launch |
| Channel Coordination | Disconnected management across platforms      | Centralized campaign execution across all channels ensuring message consistency               |

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|                                    |                                                        |                                                                                           |
|------------------------------------|--------------------------------------------------------|-------------------------------------------------------------------------------------------|
| <b>Data Analysis</b>               | Delayed and manual analysis post-campaign              | Continuous real-time monitoring for quick insight generation and faster decision-making   |
| <b>Segmentation &amp; Personas</b> | Based on demographic assumptions and generic profiling | Behaviorally segmented and persona-driven content thanks to data-driven consumer insights |
| <b>Feedback Processing</b>         | Scattered feedback review and manual extraction        | Structured comment collection and analysis for fast sentiment evaluation                  |
| <b>Content Strategy</b>            | Static-heavy visuals with minimal format adaptation    | Adaptive, trend-based formats (Reels, Stories) optimized for each platform                |
| <b>KPI Tracking</b>                | After-the-fact evaluation using static spreadsheets    | Live dashboards enabling ongoing performance adjustments and deeper content optimization  |
| <b>Reporting &amp; Insights</b>    | Static reports with limited granularity                | Dynamic, visual dashboards with granular insights available at any campaign stage         |
| <b>Decision-Making Agility</b>     | Dependent on long cycles and manual meetings           | Agile, data-supported decisions based on auto-generated reports and early signals         |
| <b>Competitor Benchmarking</b>     | Generic, limited to basic KPIs                         | Multi-platform, in-depth, real-time benchmarking for better strategic positioning         |

Source: Elaborated by us

*Table 54 : Atomation Impact On Digital Marketing’s Automation’s Swot*

| <b>Automation Weakness from SWOT</b>                            | <b>Mitigated by Campaign’s Automation Tools?</b> |
|-----------------------------------------------------------------|--------------------------------------------------|
| Lack of automated email campaigns                               | No email automation integrated                   |
| No advanced tools for tracking marketing performance automation | Metricool, ExcelDashboardAI, Intrack, etc.       |
| Manual website updates without automation                       | Not addressed                                    |
| No chatbot automation integration                               | Chatfuel                                         |
| No QR codes or automated data collection                        | Linktree                                         |
| No strategic digital monitoring automation tools                | YesChat.ai, Google Alerts, Metricool             |
| SEO outsourced externally, limiting automation control          | Not addressed                                    |
| Intrusive ads risking brand perception automation               | Not directly addressed                           |
| No automated segmentation tools                                 | Glide, Hubspot Make My Persona                   |
| Reluctance to invest in automation tools                        | Not addressed                                    |

Source: Elaborated by us

*Table 55: Atomation Impact On Digital Marketing’s Automation’s Swot by rates*

|                                          |                                |
|------------------------------------------|--------------------------------|
| Total Weaknesses Identified              | 10                             |
| Total Weaknesses Mitigated by Automation | 5                              |
| Mitigation Rate                          | $(5 / 10) \times 100\% = 50\%$ |

Source: Elaborated by us

## **Conclusion**

Our SWOT analysis identified 10 automation-related weaknesses in Laiterie Soummam’s digital marketing. The "J’nina Fruits et Graines" campaign’s integration of targeted automation tools mitigated 50% of these, improving performance tracking, chatbot support, QR code usage, monitoring, and segmentation. However, areas like email marketing, website updates, SEO control, and investment in automation remain gaps.

This SWOT evaluation highlighted clear improvements and revealed new opportunities for future research, such as exploring predictive analytics for advanced segmentation and content personalization in the agri-food sector.

#### **2.3.4 Recommendations**

- **Expand Human Resources and Skills Development:** Laiterie Soummam’s marketing team is small (only 4 members), limiting scalability. We recommend:
  - Recruit specialists in digital marketing automation and analytics..
  - Providing targeted training in new tools (such as : **HubSpot**, **Metricool**, and **Dynamic Yield**.) to existing staff.
  - Creating a culture of continuous learning to adapt to evolving digital marketing trends.
- **Automate Remaining Manual Tasks:** Focus on automating areas currently manual or semi-automated:
  - **Re-Marketing:** Use **Google Ads Dynamic Remarketing** or **Criteo** for personalized re-engagement.
  - **Implement A Professional CRM and Segmentation Tool:** Laiterie Soummam currently lacks CRM automation. We suggest investing in robust tools like Salesforce Marketing Cloud, Oracle Eloqua, or HubSpot (including the CRM suite). These platforms provide detailed customer segmentation, personalized campaigns, and automated workflows, ensuring precise targeting and improved customer relationships.
  - **Automate Email Marketing and Newsletters:** Feedback indicates strong interest (Q16) in email updates. We recommend tools such as Mailchimp, or enterprise platforms like Salesforce Pardot to automate email campaigns. This ensures timely communication about new products, promotions, and events, increasing customer retention.
  - **Adopt Advanced Cross-Platform Management Software:** Upgrade from Meta Business Suite to enterprise-grade tools like, Hootsuite Enterprise, or the premium version of Metricool. These solutions integrate analytics, scheduling, and performance monitoring across multiple platforms (Instagram, TikTok, Facebook, YouTube, X, LinkedIn) in a single dashboard, enhancing strategic planning and execution.

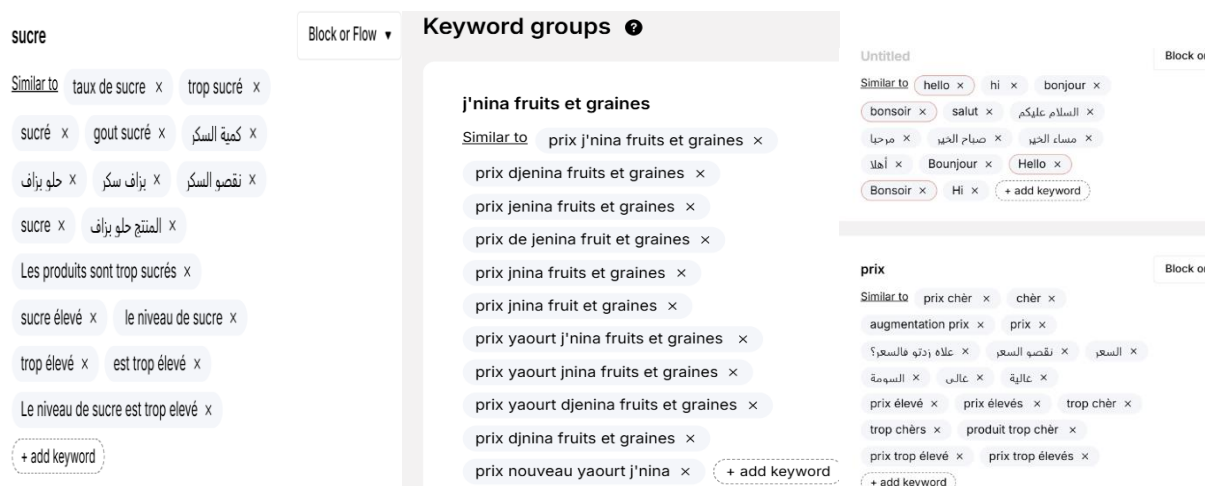
- **Automate Performance Evaluation and Improvement Reports:** Laiterie Soummam should resort to tools such as the premium offer of ExcelDashboard AI, enabling seamless integration of KPIs from multiple platforms and generating dynamic, real-time reports that support strategic decision-making.
- **Leverage QR Codes and Loyalty Programs:** Survey results (Q17) show enthusiasm for digital experiences. Implement **dynamic QR codes** (via **Beaconstac** or **Scanova**) on packaging to link to exclusive content or promotions. Launch a **digital loyalty program** through platforms like **LoyaltyLion** or **Smile.io**, encouraging repeat purchases and fostering brand loyalty.
- **Introduce AI-Powered Product Recommendation Engines (Based on Q18):** Deploy **Dynamic Yield** or **Algolia Recommend** to deliver real-time, personalized product suggestions through WhatsApp, Messenger, or by creating chatbots that would suggest the right products for each consumer’s need (for a recipe for exemple). This will provide a tailored shopping experience, meeting consumer expectations for smart, responsive brand interactions.
- **Leverage QR Codes and Digital Loyalty Card Programs (Based on Q17):** Implement dynamic QR codes (**Linktree** for exemple) on Laiterie Soummam’s packaging to provide direct access to exclusive content, games, or promotional offers. Additionally, introduce a **digital loyalty card system** using platforms like LoyaltyLion. This system allows customers to collect points with every purchase, which they can later redeem for discounts or rewards. By scanning the QR code or registering online, customers can create a digital loyalty account that tracks their purchases automatically, making participation easy and enhancing customer engagement and brand loyalty.
- **Refine Paid Media Strategy and Minimize Intrusiveness:** While Laiterie Soummam uses Meta Ads and YouTube Bumpers, consider:
  - Utilizing **Google DV360** for programmatic advertising and broader reach.
  - Testing **interactive ads** (exemple, TikTok Branded Effects, Instagram Poll Ads) to replace overly intrusive formats (**Q19 feedback**).
- **Deploy a Community Management Chatbot (Based on Q15 feedback):**

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In response to the positive feedback from survey respondents (Q15) about the usefulness of a chatbot, and recognizing its necessity in today’s digital landscape, we designed and prototyped a **Chatfuel**-based **chatbot**, programmed to partially answer only the most repetitive user questions during the campaign (collected via **ExportComments.com**), such as inquiries about product prices of the new **J’nina Fruits et Graines** products, sugar content, and product complaints. To maintain a human touch, the chatbot is designed to leave more personal or complex issues to the human community manager via. Additionally, we integrated a welcome message, followed by an informational message containing Laiterie Soummam’s contact details, address, and social media links, ensuring immediate and practical user guidance.

For now, the prototype has been implemented on Facebook and Messenger, as we identified these platforms during the campaign as the most frequented for user inquiries and complaints. The chatbot’s intuitive design and scope make it a scalable solution, adaptable for wider platform integration in the future. Below, we will present the chatbot’s prototype int

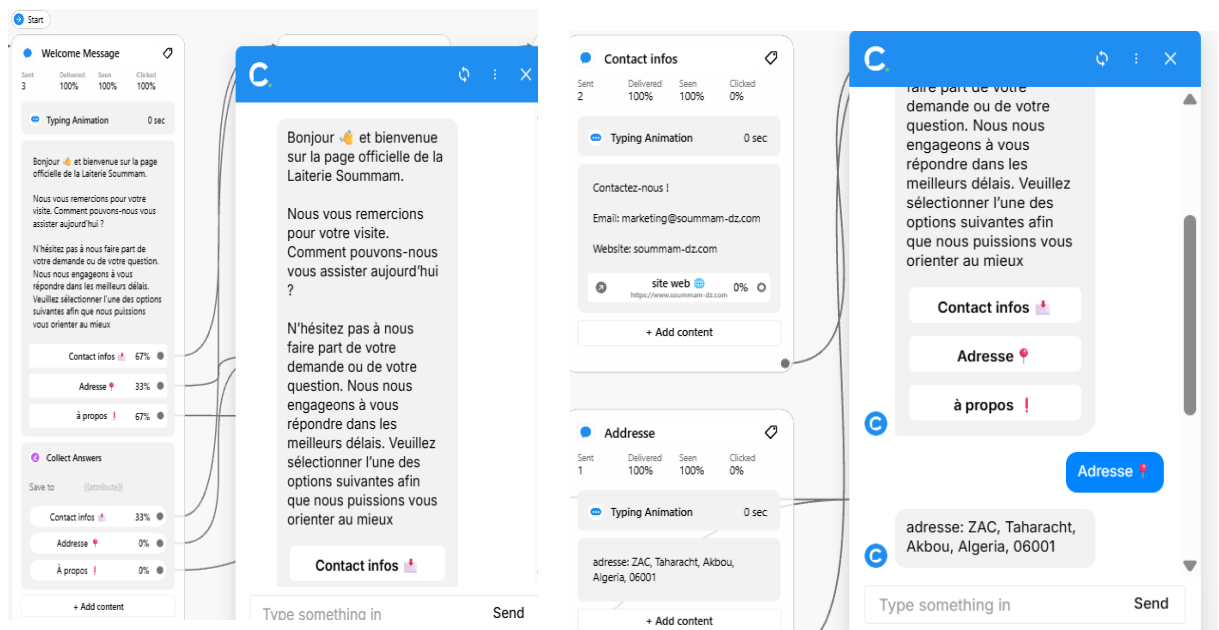
Figure 74: The Chatbot’s Keywords



source: Chatfuel

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Figure 75: The Chatbot’s Interface



source: Chatfuel

Figure 76 Automatic Answer



Source: Chatfuel

## **Conclusion**

In summary, this chapter offers a comprehensive background of our study and lays the foundation for understanding the practical integration of automation in the digital campaign at Laiterie Soummam, while also providing insights that can be applied to similar digital marketing scenarios beyond this specific case

## General Conclusion

In the digital age, companies can no longer afford to underestimate the transformative impact of the internet and the increasing dominance of digital platforms. In a fiercely competitive environment, businesses that fail to digitize their marketing approaches and leverage automated tools risk falling behind. What was once an optional adaptation has now become a necessity, especially in sectors like Agri-food, where traditional practices are being rapidly redefined by digital engagement and technological innovation.

At the same time, marketing automation, powered by AI and data-driven insights, is revolutionizing how organizations communicate, analyze performance, and engage consumers. This shift has not only altered business strategies but has fundamentally reshaped the consumer experience. In Algeria, where digital transformation is gaining momentum, the adoption of advanced digital marketing and automation tools represents both an opportunity and a challenge, particularly in industries accustomed to manual processes and traditional communication.

Today, companies must integrate automation into their digital marketing efforts to enhance performance and remain relevant. Beyond simply using social media or digital content, the automation of campaign management, performance analysis, and customer interaction enables businesses to scale their efforts, gain deeper insights into consumer behavior, and achieve long- and short-term objectives more efficiently. Consumers themselves now possess the means to express their needs and expectations, influencing how companies shape their digital strategies. The era of static content and reactive marketing is giving way to dynamic, data-driven, and personalized engagement; transforming marketing into a real-time, responsive function.

Within this evolving context, our thesis sought to explore a critical question: **"How does the integration of marketing automation contribute to the performance of digital campaigns in the Agri-food industry?"** Through a rigorous, dual-perspective study combining theoretical analysis and practical case research, we demonstrated how marketing automation can revolutionize campaign performance, enhance consumer engagement, and drive measurable results.

### **Validity Of Research Hypothesis**

- **Sub-question 1: “How can the performance of a digital marketing campaign be assessed throughout its stages?”**

Our practical analysis and more specifically, **our campaign’s phase by phase implementation validated Hypothesis 1**, showing that stage-by-stage evaluation using KPIs (pre-launch, launch, post-launch) highlighted key strengths and improvement areas. This was further supported by the tracking of real-time metrics using Meta Business Suite and Metricool across platforms, in addition to the **benchmarkings and the feedback survey**, both of which provided valuable insights into audience reactions and campaign effectiveness, as detailed in the case study of "Jnina Fruits et Graines".

- **This hypothesis reflects the concept of effectiveness**, as it assessed whether the campaign results matched the initial SMART objectives and audience satisfaction, notably through our feedback survey.

- **Effectiveness= Level of satisfaction obtained / Results obtained**

Due to the limited size of our feedback survey sample compared to the overall campaign reach, it is not statistically reliable to calculate a full effectiveness rate. Instead, we relied on the **satisfaction rate**, which was **72.47%**, as a partial indicator of the campaign’s perceived success among the surveyed participants.

**(See appendix for calculation steps and more details E)**

**Hypothesis 2** was confirmed, demonstrating that KPIs such as **impressions, reach, engagement rates, and watch time** provided essential insights into campaign performance, gathered from tools like **Metricool, Meta Business Suit, Countik,** and **Instrack**.

- This corresponds to **efficacy**, as it focused on whether the campaign successfully met its predefined objectives using measurable KPIs throughout its implementation.
- **Efficacy = Obtained results/ Fixed objectives**

= 63 921 767/ 104 836 494 = **0.6097**. **Rate= 60.97% which is a significant rate and showcases the campaign's performance. (See appendix E for calculation steps and more details)**

**Hypothesis 3** has been rejected. Initially, we hypothesized that using just “Meta Business Suite” as a built-in analytics tool on social platforms would enable detailed and real-time evaluation of campaign performance. This assumption was based on our first interview with Laiterie Soummam’s marketing team, who indicated it was their primary tool. However, through our direct involvement in the campaign’s implementation and the integration of automation tools ourselves (**see Chapter 02, Section 02**), we discovered that relying solely on Meta was insufficient. Other platforms such as YouTube Studio, as well as the additional tools we integrated Metricool, Instrack, and Countik proved essential for a comprehensive and real-time evaluation of performance across multiple channels.

- This hypothesis was tied to **efficiency**. While automation tools are generally designed to reduce resource consumption in digital campaigns, our findings showed that relying solely on Meta Business Suite was not sufficient to achieve this. Instead, the integration of multiple automated tools was necessary to truly optimize performance and reduce both human and financial resources for Laiterie Soummam.
- **Efficiency= Obtained results / Used ressources.**
- **Efficiency=104 836 494 / 13 = 8 064 345.**
- This means that for each unit of resource used, the campaign generated approximately **8,064,345 units** of result. It's important to note that the resources used were limited, largely due to the integration of marketing automation tools. Automation allowed certain tasks to be performed faster and with fewer human and financial inputs, which helped reduce the overall resource consumption. (**See appendix E for calculation steps and more details**)

**Sub-question 2: “How do automation tools enhance the overall performance of a digital marketing campaign?”**  
Our findings confirmed **Hypothesis 1**, as automation tools such

as **Metricool, ExcelDashboardAI, and Meta Business Suite** streamlined real-time monitoring, reporting and reduced manual workload, detailed in the **practical chapter's analysis and in the direct interview with Laiterie Soummam's community manager.**

**Hypothesis 2** was validated by evidence showing that automated campaigns (including **Google Ads, Facebook Ads, and auto-scheduling**) achieved higher ROI through precise targeting and resource optimization. Emphasized by our **comparative study between Laiterie Soummam's smart objectives and its final campaign's results.**

**Hypothesis 3** was substantiated through the **consumer survey feedback and the interview with Laiterie Soummam's Community Manager**, highlighting how automation improves customer experience, responsiveness, and engagement, including plans to adopt chatbots and automated feedback mechanisms.

- **Sub-question 3:** "What KPIs measure the performance of the automation process?"

**Hypothesis 1** was validated through our measurement of **automation progress**, which rose from 6 to 10 core operations, increasing coverage by **16.7%**, as detailed in the **practical chapter's performance review.**

**Hypothesis 2 and 3** were confirmed by results showing a **success rate of 80%, defect density of 20%, and task coverage of 83.3%**, demonstrating clear efficiency and responsiveness improvements driven by automation.

### **A Complex, Dual-Perspective Study**

The **length and complexity** of this thesis reflect the depth of the subject matter. Our work tackled **two interconnected yet distinct dimensions**: the **implementation and performance evaluation** of a digital marketing campaign and the **integration of automation tools** to enhance its efficiency and reach. This dual focus necessitated conducting **two separate SWOT analyses** one for Laiterie Soummam's overall market position and another focused on automation as well as deploying **two distinct consumer surveys** (one pre-campaign, one post-campaign) to capture nuanced audience feedback.

**Its innovative nature also necessitated a multi-hypothesis approach.** Each sub-question explored complex and multi-dimensional aspects, requiring several hypothesis to fully capture the nuances and provide comprehensive answers. This approach ensured a robust analysis that aligns with the dynamic and evolving nature of digital marketing automation. Furthermore, we had to conduct **two benchmarkings** to assess both the campaign and its automation's performance, further emphasizing the study's comprehensive scope.

The thematic complexity also stems from the wideness of tools and metrics analyzed, from real-time KPI tracking across multiple platforms to the integration of AI-driven automation tools and strategic content planning. By bridging theoretical frameworks with practical application, we not only demonstrated the transformative potential of automation in digital marketing but also contributed original insights into a sector where such integration is still emerging. Our efforts highlight the innovative nature of the topic and underscore the rigorous work required to explore it comprehensively.

### **Limitations**

Despite these opportunities, several constraints remain. First, many automation platforms require paid subscriptions, and free alternatives are limited; this drove our reliance on only a few accessible tools. There were also steep learning curves and occasional integration issues when connecting new tools to Laiterie Soummam's existing systems. Notably, we had to invest significant time and effort in training ourselves to effectively use complex tools such as Chatfuel, Metricool, Glide, ExcelDashboardAI etc... which were not natively used within Laiterie Soummam's infrastructure. Second, we had only partial access to internal data (e.g : proprietary sales figures), which limited our ability to fully personalize and optimize automation processes. Third, introducing AI and automation posed challenges, especially considering Laiterie Soummam's traditional mindset and limited prior focus on digital transformation. Finally, the primary customer survey was completed by only 109 participants, so the feedback (and resulting insights) is not fully representative of the broader market. These factors suggest that results should be interpreted with caution and highlight the need for further work (and data) to refine and expand Laiterie Soummam's automation strategies.

### **Perspectives**

We expect in future research works that students might explore AI-driven marketing for the Algerian market, such as personalized content generation or chatbots trained on local dialects. Programmatic advertising is growing (Algeria's digital ad spend is rising, For instance, In 2023, programmatic advertising spending in Algeria stood at approximately **149.6 million U.S. dollars**, and the corresponding expenditure in the country was expected to increase to roughly **234.5 million dollars** by 2028.<sup>87</sup>), so implementing automated **ad-buying platforms** could be studied. **Predictive CRM (eCRM)** using **machine learning** to forecast customer behavior, and smart retargeting (**AI-driven ad re-engagement**) are also promising areas, leveraging **Big Data**, and integrating **Business Intelligence (BI)** tools could also be considered as future perspectives.

As more Algerian companies go online, automation will be key for competitive advantage. In this context, our current study serves as a foundational step. Future research can build upon this by experimenting with more advanced automation tools, thereby bridging academic learning with practical application and aligning with Algeria's unique consumer culture. This progression will enable local marketers to stay abreast of global digital trends and innovations.

In summary, this thesis affirms that marketing automation is not merely a supplementary tool but a strategic lever capable of transforming digital campaigns in the agri-food industry. By combining precise data analytics, targeted automation, and a deep understanding of consumer behavior, companies like Laiterie Soummam can navigate the complexities of digital transformation with confidence and achieve sustained performance gains. Looking ahead, this work opens avenues for future research, such as exploring the integration of predictive AI models for automated customer segmentation and content personalization, offering even more innovative ways to align marketing efforts with evolving consumer needs.

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<sup>87</sup> Stipp Horst, *Programmatic ad spend in Algeria 2017–2028*, <https://www.statista.com/statistics/1323235/programmatic-ad-spend-algeria/>, [Consulted on 05/26/2025 02:03 AM].

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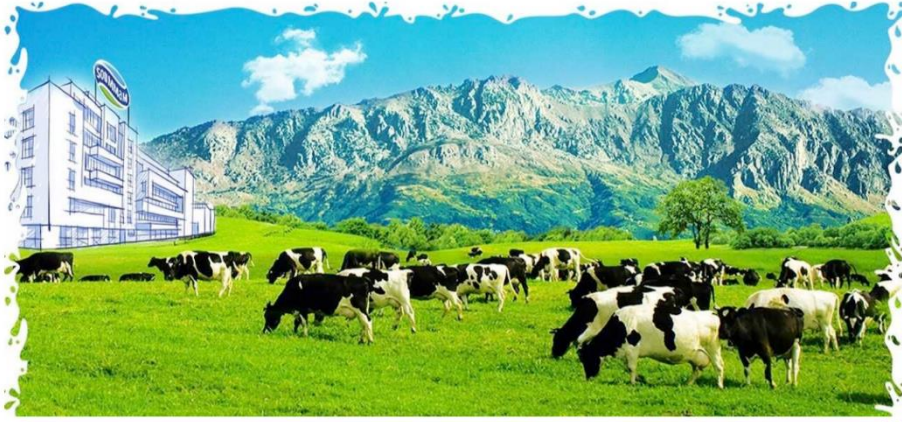
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## Appendix

**Appendix A:** Laiterie Soummam's website: <https://www.soummam-dz.com/famille.html?f=1>

Qui sommes-nous ? | Nous rejoindre | Service consommateurs +213(0)770 250 300

  Produits  Nos Recettes  La Plus Grande Ferme d'Algerie 



**Qu'ont de si spécial  
les probiotiques Chr. Hansen ?**  
Les probiotiques de Chr. Hansen font  
partie des souches de probiotiques les  
plus documentées au monde et ont fait  
l'objet d'études scientifiques rigoureuses.  
Elles ont été associées à des effets  
bénéfiques à tous les âges et dans  
plusieurs domaines de la santé

OUR HEALTH - OUR SCIENCE  
**BB-12™**  
By Chr. Hansen



**Qu'ont de si spécial les probiotiques Chr. Hansen ?**

Les probiotiques de Chr. Hansen font partie des souches de probiotiques les plus documentées au monde et ont fait l'objet d'études scientifiques rigoureuses. Elles ont été associées à des effets bénéfiques à tous les âges et dans plusieurs domaines de la santé. Elles peuvent être consommées en toute sécurité, sont de haute qualité.

**BB-12™**  
By Chr. Hansen




**Nos Produits**



**Nos Recettes**



**Partagez vos moments avec nous #soummam**



Facebook, Instagram, YouTube icons

**Qui sommes-nous ?**

**Nous rejoindre**

**Contact**



**Mentions légales**

**FAQ**

**Politique de cookies**

**YAOURTS & SPÉCIALITÉS**




Products shown include: FORT, Nature, light, Dialna, Dialna, acti+, Mamzoudj, Jnina, GREEK, Céréalo, PÂTISSIERS, Minceur, Lait, Jnina, and Yago.

## ***Appendix***

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### **Appendix B: Degustation Survey**

#### **Gender:**

- Male
- Female

#### **Age:**

- 6–10
  - 10–18
  - 18–28
  - 28–50
  - 50 and over
- 

#### **1. Variant Tasted**

- Mangue, passion et graines de lin
  - Pomme, kiwi et chia
  - Pêche-pamplemousse et graines de lin et quinoa
  - Poire, noix, avoine et blé
- 

#### **2.1 What do you think of this variant before tasting?**

##### **A – Overall appearance (packaging, presentation):**

- Very attractive
- Attractive
- Neither attractive nor unattractive
- Slightly unattractive
- Not at all attractive

##### **B – Smell/aroma before tasting:**

- Very pleasant
- Pleasant
- Average

## **Appendix**

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- Unpleasant
  - Very unpleasant
- 

### **2.2 Please rate the following aspects using the scale below:**

1 = Very Dissatisfied

2 = Dissatisfied

3 = Neither Satisfied nor Dissatisfied

4 = Satisfied

5 = Very Satisfied

#### **A – How do you rate the texture of the product?**

1 | 2 | 3 | 4 | 5

#### **B – What do you think of the quantity of seeds in the yogurt?**

1 | 2 | 3 | 4 | 5

#### **C – How do you perceive the visual appearance of the seeds in the yogurt?**

1 | 2 | 3 | 4 | 5

#### **D – How do you rate the fruit pieces present in the yogurt?**

1 | 2 | 3 | 4 | 5

---

### **3. After tasting this variant, how would you evaluate the following?**

(Use the same 1 to 5 scale above)

#### **A – Overall taste**

1 | 2 | 3 | 4 | 5

#### **B – Balance between fruit and seeds**

1 | 2 | 3 | 4 | 5

#### **C – Sweetness / sugar level**

1 | 2 | 3 | 4 | 5

## *Appendix*

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### **D – Mouth texture**

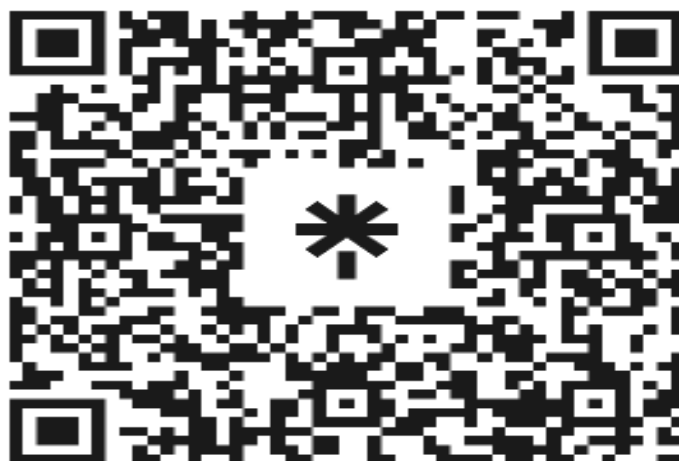
1 | 2 | 3 | 4 | 5

---

#### **4. Do you have any specific suggestions or comments about the tasted variant?**

- [Open field]

**Appendix C:** Feedback survey's QR code made by us



**Appendix D : Feedback Questionnaire**

**1. Gender**

- Male
- Female

**2. Age**

- Under 18
- 18–24 years
- 25–34 years
- 35–44 years
- 45 years and over

**3. Wilaya (Region):**

- [Open field]
- 

**4. Can you name any Laiterie Soummam yogurt products you know?**

- J'nina aux fruits
  - J'nina Fruits et Graines
  - Fort
  - Nature
  - Dialna
  - Acti+
  - Grec
  - Other: [Open field]
- 

**5. Have you heard of the new product "J'nina Fruits et Graines"?**

- Yes
- No

**5-1. If you answered NO: Why do you think you haven't heard of it?**

- The campaign didn't reach me on social media or other channels.
- I haven't seen it in stores or supermarkets.
- I don't pay attention to advertisements or sponsored content.

## **Appendix**

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- I'm not the target audience for this type of product.
- Other: [Open field]

### **5-2. If you answered YES, through which channel(s) did you discover it?**

- Facebook
  - Instagram
  - TikTok
  - YouTube
  - Public display (billboards, stores)
  - Television advertisement (commercials)
  - Online advertisement (banners, articles)
  - I can't answer this question; I don't know the product.
  - Other: [Open field]
- 

## Engagement and Content Perception

### **6. What type of content stood out the most to you?**

- Videos published on social media
- Static content (images, visuals)
- Advertising spot shared on social media (influencers)
- Advertising spot aired on television
- Reviews or testimonials from other consumers
- Intrusive advertisements
- I can't answer this question; I don't know the product.

### **7. How would you rate the attractiveness of the campaign's content?**

- 1 (if you don't know the product)
- 2
- 3
- 4
- 5

### **8. Please rate the packaging design of the J'nina Fruits et Graines range according to your preferences:**

## **Appendix**

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- 8-1. Pomme, kiwi et chia
- 8-2. Poire, noix, avoine et blé
- 8-3. Pêche-pamplemousse et graines de lin et quinoa
- 8-4. Mangue, passion et graines de lin

(Rating scale: 1 to 5)

---

### Overall Campaign Evaluation

#### **9. Which aspects of the campaign did you like the most?**

- The visual design
- The clarity of the message
- The variety of formats (videos, stories, commercials, etc.)
- The originality and quality of the content
- I can't answer this question; I don't know the product.
- Other: [Open field]

#### **10. Please rank the social media platforms below by the level of exposure you had to the J'nina Fruits et Graines campaign content (Please rank option E in first position if you do not know the product, and in last position if you do know it):**

- Facebook
- Instagram
- TikTok
- YouTube
- I can't answer this question; I don't know the product.

#### **11. What do you think of Laiterie Soummam's advertisements during the campaign?**

- I found them interesting and not intrusive.
- I noticed them but they didn't bother me.
- They were a bit too frequent or intrusive.
- I found them annoying or overwhelming.
- I can't answer this question; I don't know the product.
- Other: [Open field]

## **Appendix**

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### **12. Which aspects of our campaign do you think should be improved?**

- Frequency of publications
- Clarity of the message
- Quality of visuals
- Interactivity (polls, contests, etc.)
- I can't answer this question; I don't know the product.
- Other: [Open field]

### **13. Did you buy or consider buying J'nina Fruits et Graines after seeing the campaign?**

- Yes, I bought it.
  - Yes, I'm considering buying it.
  - No, I haven't bought it but I'm considering it.
  - No, I'm not considering buying it.
- 

## Automation Tools and Customer Experience

### **14. Do you think a chatbot on Laiterie Soummam's social media could help answer your most frequent questions more quickly?**

- Yes, absolutely.
- Maybe.
- No.

### **15. Would you be interested in email campaigns from Laiterie Soummam to inform you in real-time about: new products, promotions, contests, events organized by the brand, etc., by subscribing to a newsletter or other means?**

- Yes, absolutely.
- Maybe.
- No.

### **16. Do you think automated features (like a digital loyalty card, a QR code system on products for direct access to information, games, or exclusive offers, etc.) could improve your experience with the brand?**

- Yes, absolutely.

- Maybe.
- No.

**17. What do you think of a virtual assistant (via WhatsApp or Messenger) capable of recommending a Laiterie Soummam product based on your needs or the occasion (e.g., a healthy snack, a particular recipe, yogurt for kids, etc.)?**

- Very useful (1)
- 2
- 3
- 4
- 5 (Not useful at all)

**18. What do you think of "intrusive" ads, such as unskippable video ads on YouTube or sponsored posts that appear while scrolling through Instagram or TikTok?**

- I find them interesting; I often click on them to learn more.
- If the content is relevant, I might be interested.
- They sometimes catch my attention, but rarely.
- They disrupt my experience on the platform.
- I find them annoying and I systematically ignore them.

**19. Do you have any recommendations for us?**

- [Open field]

**Appendix E: Effectiveness, Efficacy and Efficiency detailed calculation**

**1. objectives :**

- **Facebook :**

**Engagement Count**=Impressions×Engagement Rate=27 140 400×0.015=407 106

**Total Estimated KPI (Facebook)**=Impressions+Reach+Engagements  
=27,140,400+9,046,800+407,106=36,594,306

- **Instagram :**

**Engagement Count**=Impressions×Engagement Rate =19 226 106×0.025  
=480 652.

**Total Estimated KPI (instagram)**=Impressions+Reach+Engagements  
= 19 226 106+6 408 702+480 653 =26 115 461.

- **Youtube :**

**Engagement Count**=Impressions×Engagement Rate  
= 1,200,000×0.01 =12,000

**Total Estimated KPI (Youtube)**=Impressions+Reach+Engagement  
= 1,200,000+12,000=1,212,000

- **objectives rate = Instagram KPIs' rate+ Facebook kpis's rate+ Youtube kpi's rate**  
**= 36 594 306+26 115 461+1 212 000= 63 921 767**
- **The initial objective represents 100%**

**2. Obtained result :**

- **Facebook :**

**Engagement Count**=Impressions×Engagement Rate= 43 000 000×0.0145=623 500

**Total Estimated KPI (Facebook)**=Impressions+Reach+Engagements

## Appendix

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$$= 43,000,000 + 8\,700\,000 + 623\,500 = 52\,323\,500$$

- **Instagram :**

$$\text{Engagement Count} = \text{Impressions} \times \text{Engagement Rate} = 30\,000\,000 \times 0.0308 = 924,000$$

$$\text{Total Estimated KPI (instagram)} = \text{Impressions} + \text{Reach} + \text{Engagements}$$

$$= 30\,000\,000 + 3\,700\,000 + 924\,000 = 34\,624\,000$$

- **Youtube :**

$$\text{Engagement Count} = \text{Impressions} \times \text{Engagement Rate} = 1\,680\,000 \times 0.00002 = 33.6$$

$$\text{Total Estimated KPI (Youtube)} = \text{Impressions} + \text{Reach} + \text{Engagements}$$

$$= 1\,680\,000 + 34 = 1\,680\,034$$

- **Tiktok :** They didn't have any estimation for this platform in the beginning because it's their first time using it

$$\text{Engagement Count} = \text{Impressions} \times \text{Engagement Rate} = 15\,800\,000 \times 0.0162 = 255\,960$$

$$\text{Total Estimated KPI (instagram)} = \text{Impressions} + \text{Reach} + \text{Engagements}$$

$$= 15\,800\,000 + 153\,000 + 255\,960 = 16\,208\,960$$

- **Obtained results rate = Instagram KPIs' rate+ Facebook kpis's rate+ Youtube kpi's rate+ tiktok's rate**  
$$= 52\,323\,500 + 34\,624\,000 + 1\,680\,034 + 16\,208\,960 = 104\,836\,494.$$
- **Obtained result percentage: 283.94% (Because the obtained results surpassed the initial objectives.**

- a. **Effectiveness :**

$$\text{Effectiveness} = \text{Level of satisfaction obtained} / \text{Results obtained}$$

- **Satisfaction rate :**

We averaged the percentages of positive or satisfactory responses across three relevant survey questions.

**Question: How would you rate the attractiveness of the campaign content?**

## Appendix

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- Responses considered satisfactory:
  - Rating 3 (neutral but acceptable): 17.4%
  - Rating 4 (positive): 39.4%
- Subtotal:  $17.4\% + 39.4\% = 56.8\%$

### **Question: What did you think of Laiterie Soummam's ads during the campaign?**

- Responses considered satisfactory:
  - "Interesting and non-intrusive": 33%
  - "Noticed them but not disturbing": 32.1%
- Subtotal:  $33\% + 32.1\% = 65.1\%$

### **Question: Did you purchase or consider purchasing "Jnina Fruits & Grains"?**

- Responses considered satisfactory:
  - "Yes, I bought it": 50.5%
  - "Yes, I am considering buying it": 24.8%
  - "No, but I am considering it": 20.2%
- Subtotal:  $50.5\% + 24.8\% + 20.2\% = 95.5\%$

### **Final Satisfaction Rate Calculation:**

**Satisfaction Rate** =  $356.8 + 65.1 + 95.5 = 517.4 = 72.47\%$

(Effectiveness can't be concretely calculated because of the small sample we had to calculate the satisfaction rate.)

### **b. Efficacy :**

**Efficacy** =  $\text{Obtained results} / \text{Fixed objectives} = 63\,921\,767 / 104\,836\,494 = 0.609$

**Efficacy rate** = **60.9%**

### **c. Efficiency:**

## *Appendix*

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**Efficiency= Obtained results / Used ressources.**

**Ressources :** « For the calculation of Efficiency, we can only account for the human resources costs, and overhead expenses are confidential and therefore excluded from this analysis. And from the tools mentioned previously, only these are payant : **Canva Pro, Freepik, SEO Tools, Meta Ads, YouTube Bumpers, TikTok Ads, Google Display** »

**Total Resources** = 6 (Human ressources : 4 marketing team's members + two interns)+ 7 (Tools) = 13 tools

**Efficiency= 104 836 494 / 13 = 8 064 345**

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