HIGHER SCHOOL OF MANAGEMENT AND DIGITAL ECONOMY

H.S.M.D.E

المدرســة العليـــا
للتسييـر والاقتصـاد
الـرقـمـــــــي

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

Major: E-Business

Theme:

Optimizing Digital Marketing Strategies Through Digital Tools: The case of Small Coworking Businesses

Case Study: My Dare Coworking

Presented by: **Supervised by:**

Mme. HAMIDI Djihene Nesrine   Dr. HADBI Atika

                                                                    M.C.A

Academic Year

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Dedications

Through a smile, through a pat on the shoulder or through kind words, to everyone who has shown me kindness and support. To everyone who remained certain I would make it even when I believed I wouldn't.

To my dear mother who showed me support throughout my academic career and taught me how to be compassionate even when nothing seems to work.

To my father who supported me throughout my academic career.

To my sisters Amina and Houda who kept me company through my five years away from home and inspired me to become the person I am today.

To my friends Louiza, Sara, Lyna, Nancy with whom I have made the best out of my university experience and made core memories with.

To my best friend Narimane, who made years feel like mere days and mountains of pressure cease to exist.

This humble work is dedicated to you.

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List of Abbreviations

AI: Artificial Intelligence

Ad: Advertisement

ROI: Return On Investment

KPI: Key Performance Indicators

B2B: Business to Business

SEO: Search Engine Optimization

SERP: Search Engine Research Page

Q&A: Question and Answer

URL: Uniformal Resource Locator

CTR: Click-through rate

CMS: Content management system

CEO: Chief executive officer

CRM: Customer relationship management

CTA: Call-to-action

UGC: User-generated content

ROAS: Return on ads speed

Abstract:

The world of business has undergone a significant growth with the evolution of digital marketing and its diverse tools especially those that integrate AI tools, helping businesses increase visibility and build long lasting relationships with customers. Among these businesses are coworking spaces that have emerged as solutions for freelancers, startups, small businesses, and even large corporations seeking flexibility and collaboration outside the confines of traditional office setups.

However, as their popularity increases and the market becomes more and more competitive, smaller and newly established businesses in the field are faced with the challenge of standing out among competitors and increasing their visibility in order to reach local entrepreneurs, remote workers and businesses needing flexible office solutions.

Throughout this work, we explore the digital tools used in My Dare Coworking's marketing strategy and measure its current impact in order to be able to make specific and relevant recommendations to optimize the efficiency of these tools.

In order to do that, an empirical case study was conducted during my internship at My Dare Coworking. This case study is conducted through a qualitative approach of research, using a combination of methods: a semi-structured interview with the general manager of My Dare. This interview contains 20 questions in total and was built on five axes. The second method applied is the performance of an in depth analysis of its current content strategy using performance metrics provided by online analytics tools.

This approach helped us get detailed insights of My Dare's current performance and identify areas of improvement.

The findings of this qualitative research were then used to build a new digital marketing strategy and measure its impact during the first 10 days of its implementation.

Keywords: digital marketing strategy, digital tools, coworking spaces, small businesses, content strategy, remote workers, freelancers.

الملخص:

لقد شهد عالم الأعمال نموًا كبيرًا مع تطور التسويق الرقمي وأدواته المتنوعة، لا سيما تلك التي تدمج أدوات الذكاء . الاصطناعي، مما يساعد الشركات على زيادة وضوحها وبناء علاقات طويلة الأمد مع العملاء. من بين هذه الشركات، برزت مساحات العمل المشترك كحلول للمستقلين، والشركات الناشئة، والشركات الصغيرة، وحتى الشركات الكبرى التي تبحث عن المرونة والتعاون خارج حدود المكاتب التقليدية

ومع ذلك، مع تزايد شعبيتها واشتداد المنافسة في السوق، تواجه الشركات الصغيرة أو حديثة النشأة في هذا المجال تحديًا يتمثل في التميز عن المنافسين وزيادة الظهور بهدف الوصول إلى رواد الأعمال المحليين والعاملين عن بُعد والشركات الباحثة عن حلول مكتبية مرنة

خلال هذا العمل، نستكشف الأدوات الرقمية المستخدمة في استراتيجية التسويق الخاصة بـ My Dare Coworking ونقيس تأثيرها الحالي لنتمكن من تقديم توصيات محددة وذات صلة لتحسين كفاءة هذه الأدوات.

ولتحقيق ذلك، تم إجراء دراسة حالة تجريبية خلال فترة تدريبي أجريت من خلال منهج بحث نوعي، باستخدام مجموعة من تحتوي هذه المقابلة على 20 سؤالًا إجمالًا وقد بنيت على خمسة محاور أما الأساليب: مقابلة شبه منظمة مع المديرة العامة للمؤسسة على الطريقة الثانية المطبقة فهي إجراء تحليل متعمق لاستراتيجية المحتوى الحالية باستخدام مقاييس الأداء التي توفرها أدوات التحليلات عبر الإنترنت.

الكلمات المفتاحية: التسويق الرقمي، مساحات العمل المشترك، المستقلين، الشركات الناشئة، الشركات الصغيرة، الأدوات الرقمية، استراتيجية المحتوى.

Résumé

Le monde des affaires a connu une croissance significative avec l'évolution du marketing digital et de ses divers outils, en particulier ceux qui intègrent des outils d'IA, aidant les entreprises à accroître leur visibilité et à bâtir des relations durables avec les clients. Parmi ces entreprises figurent les espaces de coworking, qui sont apparus comme des solutions pour les freelancers, les startups, les petites entreprises et même les grandes sociétés recherchant flexibilité et collaboration en dehors des limites des bureaux traditionnels.

Cependant, à mesure que leur popularité augmente et que le marché devient de plus en plus compétitif, les petites entreprises et celles nouvellement établies dans ce domaine sont confrontées au défi de se démarquer de leurs concurrents et d'accroître leur visibilité afin d'atteindre les entrepreneurs locaux, les travailleurs à distance et les entreprises ayant besoin de solutions de bureau flexibles.

Tout au long de ce travail, nous explorons les outils numériques utilisés dans la stratégie marketing de My Dare Coworking et mesurons son impact actuel afin de pouvoir formuler des recommandations spécifiques et pertinentes pour optimiser l'efficacité de ces outils.

À cette fin, une étude de cas empirique a été menée lors de mon stage chez My Dare Coworking. Cette étude de cas est menée selon une approche de recherche qualitative, utilisant une combinaison de méthodes : un entretien semi-structuré avec le directeur général de My Dare. Cet entretien contient 20 questions au total et a été construit sur cinq axes. La deuxième méthode appliquée est la réalisation d'une analyse approfondie de sa stratégie de contenu actuelle à l'aide de métriques de performance fournies par des outils d'analyse en ligne.

Cette approche nous a permis d'obtenir des informations détaillées sur les performances actuelles de My Dare et d'identifier les domaines d'amélioration.

Les résultats de cette recherche qualitative ont ensuite été utilisés pour élaborer une nouvelle stratégie de marketing digital et mesurer son impact au cours des 10 premiers jours de sa mise en œuvre.

Mots clés : marketing digital, espaces de coworking, freelancers petites entreprises, travailleurs à distance, outils numériques, stratégie de contenu.

General Introduction

The evolution of the internet has revolutionized the market. It has changed the way people interact with their digital devices, going from only being able to view web pages to being able to interact with web content and even share their own. The digital landscape has significantly affected consumer behavior as they become more informed and more demanding. Their purchase decisions are now driven by information research and peer reviews.

Marketing has evolved from traditional approaches that made it hard for marketers to tailor their offers to the needs of their audience as it was time consuming and costly. It was hard for them to reach the totality of their audience and to measure the effectiveness of their campaigns after. Today, digital marketing allows businesses to attentively listen to customers' needs and reach them where they are most active to offer them more personalized products and services. It also made it easy for marketers to track and measure the effectiveness of their campaigns and made room for adjustment and improvement.

As a result, digital marketing has evolved from being an optional implementation in a company's approach of commercializing its products to an indispensable pillar in its lifespan. Businesses that fail to implement digital marketing highly risk losing their market share.

However, digital marketing requires the implementation of a well-defined strategy. This strategy consists of key elements and practices such as identifying their target audience, running paid advertisements, creating compelling visuals and measuring campaign effectiveness.

This had led to the emergence of digital tools that make these practices easier and more time-effective. However, these tools can be costly and less accessible to small businesses with limited budgets. consequently, more digital tools appeared that are more suitable for these businesses as they are either free or offer them more affordable plans.

Digital tools include content design, content scheduling, website search engine optimization, performance measuring and so on.

The evolution of the internet also changed the market in terms of new work opportunities, among them is remote work to motivate professionals from all sectors to perform their work wherever they are. However, soon enough the negative aspects of remote work from isolation and

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distraction-full environments started to pose a threat on these professionals. This has led to the appearance of a new concept of remote work; a shared workspace.

This concept is known as Coworking, which has appeared as a solution for freelancers and entrepreneurs as a collaborative and flexible solution to stimulate motivation and productivity while providing them with opportunities to connect together and grow their network.

The choice of this topic is due to many reasons among which is its relevance for many small businesses struggling to stir their digital marketing efforts in the right direction. It is also not commonly discussed and shed into light on despite the importance of a digital strategy implementation and leveraging digital tools on small business' performance. It can shift their position from a struggling small business with limited budget and resources to being leader in its field.

On a personal level, as a student who has always been interested in marketing, it represented a golden opportunity for putting to practice the knowledge acquired during the training duration in the school alongside personal research. This knowledge was put to practice through an internship at My Dare Coworking Space, a small business searching for opportunities of growth.

The main objective of this study is to analyze the current marketing strategy of one of these small coworking businesses and figure out solutions to increase their visibility and their presence on social media platforms to gain a loyal customer base. In order to achieve that, we proposed the following question:

How can small coworking businesses leverage digital tools to enhance their marketing strategies?

To answer this question, it is equally important to answer the following sub-questions as well:

1- What is the current digital marketing strategy used by My Dare Coworking?
2- How can My Dare Coworking measure the impact of its current marketing strategies?
3- What are the actions My Dare can take to optimize their current strategy?

To answer these sub-questions, we propose the following set of hypotheses:

H1: My Dare currently uses social media as its main marketing strategy. The tool integrated in it are paid advertisement tool such as Facebook Ads and Google Ads, along with performance metrics analysis tools such as Instagram insights.

H2: The impact of the current marketing strategy can be measure through performance metrics provided by digital tools.

H3: To optimize their marketing strategy, My Dare should run more paid advertising campaigns to boost their content on social media.

In order to carry with our research and answer its main question as well as validating our hypotheses, we used different research methodologies:

- A fundamental research method in order to build our theorical framework of the studied topic, using multiple academically reliable sources that vary from books, published articles, and online websites.
- A qualitative research method combining two approaches: a semi-structured interview with My Dare's manager with the objective of understanding the current digital marketing strategy used by the coworking space. We also analyzed their content strategy in depth, using insights from online tools such as PageSpeed Insights, Meta Business Suite, SEOptimer.

Our work is divided into two chapters:

- **The first chapter:** this chapter is divided into three sections: Marketing Strategies for Small Businesses, Digital Marketing Tools Landscape and The Coworking Business Ecosystem.
  The first section defines digital marketing, traces its history and provides a comparison between traditional and digital marketing. It also provides the definition, importance and components of a digital marketing strategy to then talking about digital strategies specifically for small businesses.
  The second section provides a description of various digital marketing tools suitable for all types of strategies. We then proceed through the last section to define and trace the history of coworking, as well as the advantages it brings to remote workers and other professionals.

- **The second chapter:** In this chapter, we perform a case study on My Dare Coworking. This chapter is divided into three sections, the first one being an overall presentation of the company, along with a description of the research methodology used throughout the rest of our research while the second section encompasses the results of the research approaches conducted. Finally, we use the findings to propose a new digital marketing strategy for the coworking space and analyze the results of its implementation followed by key finding from the research overall.

Chapter I: Digital Marketing Strategies for Small Coworking Businesses: A Theoretical Framework

Introduction:

Digital marketing has become a pillar in the lifespan of businesses, its strategies and tools allowing them to allocate their resources and distribute their messages effectively to the right audience.

Throughout this chapter, we will provide a theorical overview of digital marketing, its strategies and tools, explaining their impact on small businesses and general and coworking businesses in specific.

This chapter is divided in three sections. In the first section, we provide an in depth theorical frame of digital marketing and its strategies, as well as key digital marketing strategies for small businesses.

The second section presents an overview of digital tools based on each strategy. Finally, we present a contextualization of coworking businesses and their emergence.

Section 01: Marketing Strategies for Small Businesses

Due to the limited availability of resources and financial constraints, small businesses often struggle to establish a strong market presence and maintain customer engagement therefore, an effective marketing strategy is crucial for their survival and growth. This section talks in depth about digital marketing strategies starting first by defining digital marketing and tracing its evolution and history as well as the difference between digital and traditional marketing, then defines digital marketing strategies in the context of small businesses and its key components from setting objectives, audience targeting to social media and content marketing and more.

1.1.   Digital Marketing:

We begin first by defining digital marketing, tracing its history and distinguishing it from traditional marketing.

1.1.1.   Definition of Digital Marketing:

Digital marketing has multiple definitions that differ from one author to another, among these definitions we can list the following:

Achieving marketing objectives through applying digital media, data and technology.

Simply put, digital marketing is marketing online whether via web sites, online ads, opt-in email, mobile apps or emerging platforms. It involves getting close to customers, understanding them better and maintaining a dialogue with them.[1]

Digital marketing typically refers to online marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing, paid social ads and social media posts.[2]

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[1] Chaffey, D. and Smith, P.R. (2022) *Digital Marketing Excellence: Planning, Optimizing and Integrating Online Marketing*. 6th edn. London: Routledge. Page: 13,14

[2] Mailchimp (no date) *What is Digital Marketing and How Does It Work?* Available at: <u>What is Digital Marketing and How Does it Work? | Mailchimp</u> (Accessed: 22 April 2025 at 10:30pm).

In practice, digital marketing focuses on managing different forms of online company presence, such as company websites, mobile apps and social media company pages, integrated with online communications techniques introduced later in this chapter, including search engine marketing, social media marketing, online advertising, email marketing and partnership arrangements with other websites.[1]

Digital marketing refers to any marketing methods conducted through electronic devices which utilize some form of a computer, including online marketing efforts conducted on the internet. In the process of conducting digital marketing, a business might leverage websites, search engines, blogs, social media, video, email and similar channels to reach customers.[2]

All these definitions revolve around the same idea that digital marketing refers to the usage of digital technologies and electronic devices to connect with customers and promote businesses' products and services.

1.1.2. History of Digital Marketing:

The term "Digital Marketing" first appeared in the 1990s with the widespread of the Internet and the development of the Web 1.0, often referred to as the "static web" as it was characterized by its static nature that only allowed users to view information without being able to interact with them (comment, share… etc.).

The digital era of marketing marked its beginning in 1993 with the appearance of the first clickable banner ad, followed by the first official banner ad to take off in 1994, run by HotWired along with other banner ads from different advertisers.

The very same year, Yahoo was launched, also known as "Jerry's Guide to the World Wide Web" after its founder Jerry Yang, Yahoo received close to 1 million hits within the first year. This prompted wholesale changes in the digital marketing space, with companies optimizing their

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[1] Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing: Strategy, implementation and practice*. Pearson, London, P. 5

[2] American Marketing Association: what is digital marketing? [What is Digital Marketing?](#) (accessed 3/27/2025 at 5:57pm)

websites to pull in higher search engine rankings. 1996 saw the launch of a couple of more search engines and tools like HotBot, LookSmart, and Alexa.[1]

The late 1990s characterized by the appearance of multiple search engines such as Yahoo web search, Microsoft's MSN search engine, HotBot and LookSmart in 1996 and the biggest search engine until this day, Google, launched in 1998. saw the rise of early search engines such as Archie (1990), Yahoo (launched in 1994), and Google (debuted in 1998), which fundamentally changed how users accessed information online. The latter two later on became the biggest search engines on the market, leaving the small ones far behind.

The 2000s, precisely around 2004, knew the appearance of the new generation of the World Wide Web, the Web 2.0, where it became easier for users to interact and generate content. It allowed customers to interact amongst each other and with businesses through dynamic social networks and blogs which facilitated the information flow specifically for marketing communication channels. Among these social networks is MySpace which was the first social media network to officially appear in 2003, followed by today's biggest social media platform, Zuckerberg's Facebook in 2004. These platforms became a golden opportunity for businesses to grab the attention of potential customers and market their brands.

Cookies were also considered a milestone in digital marketing. Originally created in 1994 by a web browser programmer at Netscape Communications as a way to store items in virtual shopping carts in e-commerce websites, cookies are small text files that reside in the visited website that get stored in the visitor's computer to allow these websites to recognize the same user and keeps track of their activities.

Marketers used cookies to track common browsing habits to understand user behavior and deliver personalized content and promotions. their functionality evolved over time and became more tailored and advanced, allowing marketers to collect a wider range of literal user data.

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[1] Monnappa, A. *The History and Evolution of Digital Marketing*, Evolution of Digital Marketing | History of Digital Marketing and it's Future in 2025, (accessed 26/03/2025)

The COVID-19 pandemic marked a significant acceleration in the evolution of digital marketing. As lockdowns and social distancing measures disrupted traditional commerce and in-person interactions, businesses were forced to shift rapidly toward digital channels to maintain visibility and engagement. Digital marketing went from optional growth to a must in one's business. Companies invested in digital tools, platforms, and advertising to meet consumers where they were—online.

Moreover, consumer behavior also transformed. Audiences started spending more time online not only for shopping, but also for entertainment, information, and community building. This led to a notable rise in the consumption of digital content, particularly video, live streams, and influencer-driven media.

Today, the digital landscape is dominated by the mobile era. The latest data revealed that the majority of the world's population now uses a mobile phone, with the number of unique mobile users reaching 5.81 billion in April 2025 which makes up 62% of the world's web traffic mobile users. Social media also continues to grow, with the total number of active user identities reaching 5.31 billion in April 2025.[1] Social media platforms such as Facebook, Instagram, TikTok and YouTube played a huge role in this shift, as they constantly update their applications to make them fast and easy to navigate. Studies also show that most internet users have a preference for video content[2]. Platforms such as TikTok, Instagram Reels, YouTube shorts are now widespread for delivering content compatible with the fast pace of the current media users. These formats are specifically designed for mobile-first audiences as they align with the rapid scrolling habits and short attention spans of modern users, becoming central to social media marketing strategies.

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[1] Kemp, S. (2025). *Digital 2025: Global overview report*. DataReportal. Available at : Digital 2025: Global Overview Report — DataReportal – Global Digital Insights. Accessed 07/05/2025.
[2] Ceci, L. (2025). *Share of global online video viewers 2022-2024. Available at:* Online video viewers worldwide 2024| Statista. Accessed: 07/05/2025.

Figure 1 Essential Digital Headlines
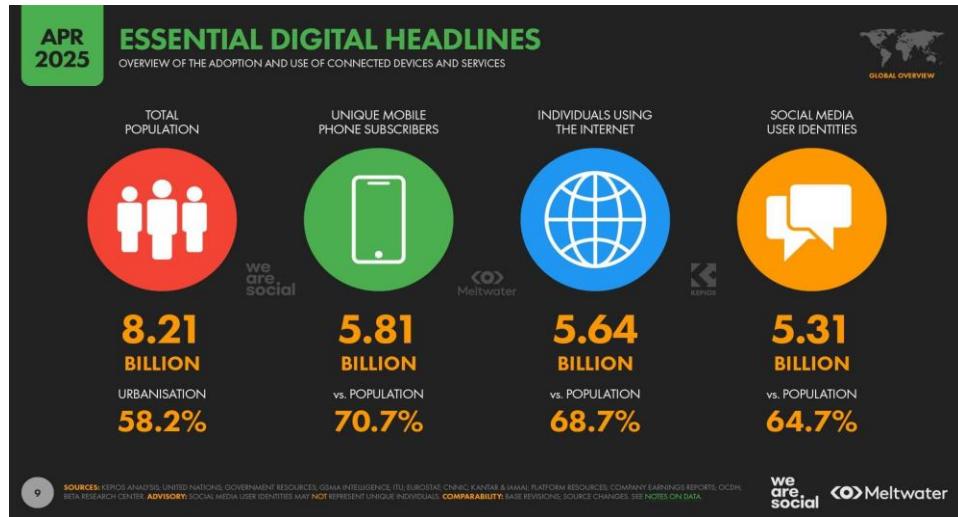
1.1.3. The difference between Traditional Marketing and Digital Marketing:

Traditional marketing is a one-way approach to communication that utilizes certain promotional strategies that have been tested for a period of time and have proven to be effective. These strategies include conventional methods like print ads, billboards, newspaper ads, magazines, TV, radio ads, flyers, direct mail, cold calling, etc., which have been used by business owners for decades to reach a wider audience and successfully promote their products and services.

While both traditional and digital marketing aim to promote products or services and reach as wide of an audience as possible, they differ in many aspects such as their approaches, tools, channels...

Traditional marketing uses a one-way communication with limited customer interactions while digital marketing allows direct and real-time engagement with them. Another difference lies in the reach, as for tradition methods, businesses can only launch campaigns in geographically close locations. These campaigns are highly costly because of the production and distribution for global expansion. This is a common problem that has been threatening the life-span of small businesses for decades, until the digital age where it became easier and faster to effectively reach global customer-base at lower costs and a lot of free tools.

It is also difficult to measure Return On Investment (ROI) using traditional methods but notably easier, with analytics tools such as Google Analytics, social media insights… etc.

Another difference lies in the strategy; as business using traditional marketing generally use outbound sales to reach their audiences while those using digital marketing rely more on inbound sales. Outbound sales refer to actively reaching out to customers via cold calling or print ads, basically pushing the business' message forward, while inbound sales pull those customers in by posting content on social media, blogs on websites and so on.

We can highlight these key differences in the table below:

Table 1 : The difference between traditional marketing and digital marketing

Aspect	Digital marketing	Traditional marketing
Medium of communication	Online channels (websites, social media, email).	Offline channels (TV, radio, print, billboards).
Cost efficiency	More cost-effective with scalability options.	Higher upfront costs, less flexible.
Targeting and personalization	Highly targeted and personalized using user data.	Broad targeting, less personalized.
Interactivity and engagement	Two-way communication, real-time engagement.	One-way communication, no immediate interaction.
Measurability and analytics	Real-time tracking and analytics (clicks, conversions).	Limited measurement, hard to link to direct sales.
Reach and accessibility	Global reach with language and cultural customization.	Local/regional reach, costly to expand globally.
Speed and adaptability	Quick to launch and adjust based on performance.	Slow to adjust; requires advance planning.
Content format and creativity	Dynamic formats (videos, podcasts, interactive ads)	Static formats (print ads, billboards).
Customer feedback loop	Instant feedback via comments, reviews, social media.	Slow feedback collection (surveys, interviews).
Longevity and shelf life	Content can live online indefinitely.	Fixed duration (e.g., TV ads, billboards).

Source: Digital Marketing vs Traditional Marketing – Key Differences accessed: 29/03/2025

It is crucial for businesses to use the marketing technique most compatible with their targeted audience and the type of product/services they are providing. However, combining both traditional and digital methods (integrated marketing) can be beneficial for most businesses to reach a wider audience (including potential clients who are less engaged online). It also helps them easily measure the success of their campaigns all while maintaining cost-efficiency by distributing one core message in a way that ensures the combination of both marketing tactics (social media, TV, print ads, emails… etc.).

1.2. Digital Marketing Strategies:

After defining digital marketing, we define its strategies and highlight their importance, as well as mentioning those suitable for small businesses.

1.2.1. Definition of a Digital Marketing Strategy:

Strategy is the art of making choices. Well-informed choices come from analysis, clarity on the proposition and how it fits into its market, and from a deep understanding of the customer in the market.

[1] In the context of digital marketing, a strategy serves as the foundation of any marketing efforts as it provides businesses with a clear vision of their goals and ensures an efficient resource allocation as well as facilitating decision-making.

According to Chaffey, a digital marketing strategy is "the definition of the capabilities and strategic initiatives to support marketing and business objectives an organization should deploy to harness digital media, data and marketing technology to increase Omni channel engagement with their audiences using digital devices and platforms."[2]

Building on this, a digital marketing strategy can be defined as a detailed, goal-oriented plan that leverages digital channels and technologies in order to help businesses enhance their visibility, engage their target audiences and achieve their objectives using digital tools and tactics aligned with these objectives.

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[1] Bones, C., Hammersley, J. and Shaw, N., 2018. *Optimizing Digital Strategy: How to make informed, tactical decisions that deliver growth*. Kogan Page Publishers. P. 1.
[2] Chaffey, D., Ellis-Chadwick, F, Op.Cit, P. 138.

1.2.2. The importance of a digital marketing strategy:

As mentioned before, a well-defined digital marketing strategy is the core to the success of many businesses as it helps them achieve their marketing objectives, ensuring their alignment with the business' overall goals. It provides marketers with a clear outline of their goals whether it be increasing their online visibility to acquire new customers or strengthen their relationship with the already existing ones, boosting sales or increasing brand awareness. It also orients businesses' marketing efforts and resources to avoid the risk of inconsistent messaging and non-alignment with their main objectives.

Having a digital strategy helps businesses find and reach their target audience through the right channels as well as creating relevant and personalized marketing messages for them by analyzing their behavior online and the type of content they interact with most. These messages and the precise targeting stirs marketing efforts in the direction of an audience who is most likely to take an action that generates profit for the business (make a purchase, book a reservation…) and drive high conversion rates for websites.

The digital landscape fosters two-way communication, allowing businesses to build stronger customer relationships. A digital strategy can guide engagement through social media, email marketing, and other channels, nurturing brand loyalty and advocacy.[1]

Additionally, today's market knows a high rate of competition most of which actively work on optimizing their online presence and offer the best experience for customers. Using the right digital tools to facilitate keeping an eye on competitors, identify their strengths and weaknesses and tailoring a business' strategy in a way that allows it to stand out from competition helps it assure its presence online and in the market.

Finally, with the help of analytics tools and by monitoring the right Key Performance Indicators (KPI), marketers can measure the effectiveness of their online campaigns, customers' reactions

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[1] What Is a Digital Strategy in Marketing and Why Is It Critical to Customer Experience? (2024). Available at: Optimize Marketing and Customer Experience | Digital Strategy accessed: 30/03/2025 at 2:31am

and their engagement with content, allowing them then to refine and make the necessary adjustments based on the results.

1.2.3. Key components of a digital marketing strategy:

According to Forbes, a digital marketing strategy contains three essential components: goals, levers and enablers.

Figure 2 : Common components of a digital marketing strategy

1.2.3.1. Goals:

Setting clear goals and objectives is crucial for a successful digital strategy. The difference between the two terms is that goals are broader and serve as the guiding map of the strategy, a long-term achievable vision of a company's marketing efforts, while objectives are a more specific, measurable, time-bound breakdown of this vision.

The first step in making an effective strategy is setting clear goals that outline the expected outcome of the digital marketing campaigns, relevant KPIs and a clear intent.

The second step is setting the objectives. In order for these objectives to be effectively realized, they must meet the SMART criteria, an acronym for Specific, Measurable, Achievable, Relevant,

Time-bound or time-related. This acronym was first suggested by Doran G. T. (1981)[1] in his paper "There's a S.M.A.R.T. way to write management's goals and objectives". Originally, the A and the R stood for, in order, Assignable and Realistic. In his paper, Doran stated that "when it comes to writing effective objectives, corporate officers, managers, and supervisors just have to think of the acronym SMART. Ideally speaking, each corporate, department, and section objective should be:

Specific: target a specific area for improvement.

Measurable: quantify or at least suggest an indicator of progress.

Assignable: specify who will do it.

Realistic: state what results can realistically be achieved, given available resources.

Time-related: specify when the result(s) can be achieved."[2]

Figure 3 : S.M.A.R.T Marketing Objectives
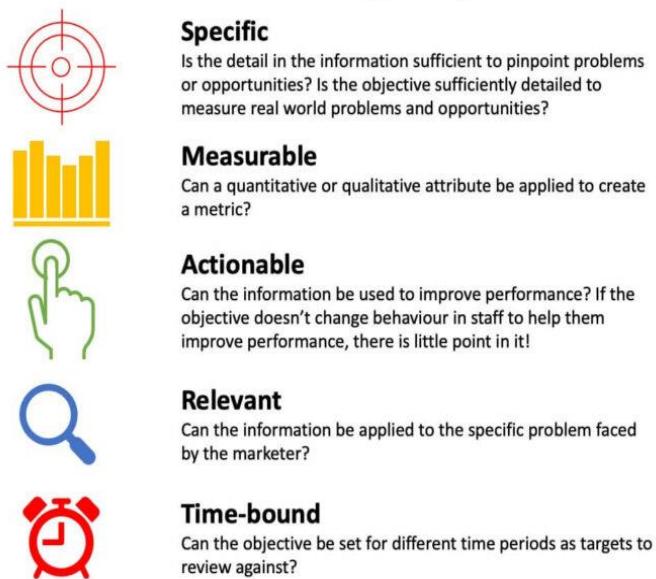
Source: How to define SMART marketing objectives (with example RACE KPIs) accessed 01/04/2025 at 12:51am

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[1] Doran, G. T. (1981). *"There's a S.M.A.R.T. way to write management's goals and objectives."* Management Review, 70(11), pp. 35–36. Available at: There's a S.M.A.R.T. way to write managements's goals and objectives.
[2] Ibid.

1.2.3.2. Levers:

Levers are adjustable actions or "moves" businesses make as part of their digital strategy to influence outcomes and ensure their alignment with their goals.

a. **Insights:** Digital marketing strategies rely on data and analytics. Insights help businesses identify customer segments and understand their audience, from their behavior to factors influencing their purchase decisions and recognizing moments that matter.

b. **Best moves:** Refers to the strategic actions a business needs to take to achieve its goals, assigning priorities to specific actions and identifying which triggers push customers to take action such as time-limited offers and personalized recommendations.

c. **Content:** the most important and popular component of a digital strategy which is the foundation of digital marketing as it represents the message communicated with the audience in all its forms from posts on social media to blogs and emails. In order to create an effective content strategy, digital marketers must specify the topics discussed in the content they're going to share, the information it contains, the role it represents and carefully and strategically create a publishing schedule. These messages have to be tailored and customized for different client segments' preferences for high engagement,

d. **Channels:** The platforms through which a business connects with its audience. In order to effectively do that, the business must figure out the right mix of owned, earned and paid media and designing an Omni-channel experience and sales force engagement.[1] These channels include social media, email, search engines, paid advertising and so on.

1.2.3.3. Enablers:

They can be described as the fundamental elements that support digital marketing implementation.

a. **Team empowerment:** alongside effective tools, a key factor of digital strategy's success is having a skilled and motivated team. Providing employees with the right training as well as creating a collaborative culture in the organization boosts motivation which boosts results in return. It is also important to assign based on the team members' skills and strengths and their relevance to this task.

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[1] Zucker, M., (2019). Forbes. What's In A Digital Marketing Strategy? Accessed: 14/05/2025 at 6:14am

b. Platform effectiveness: using the right tools is essential for a digital strategy. By defining the necessary customer data and its usage as well as identifying the right platforms and how to manage them and the tools used, businesses can then use the results to build an effective online strategy.

1.3. Digital Marketing strategies for small businesses:

Small-business marketing refers to the strategic activities and processes aimed at promoting products or services offered by a small business to its target audience.[1] In order to do that, these businesses follow digital marketing strategies leveraging digital channels such as websites, social media, email and so on. These strategies allow small businesses to increase their presence online so as to promote their products or services, engage with customers and drive sales in cost effective ways given their limited budget and resources and other constraints related to a highly competitive marketplace. Using these strategies, small businesses maintain a competitive advantage and ensure their survival in the market by adapting to the rapidly changing world of digitalization.

Today's consumers are more informed, empowered and connected, therefore, more demanding. Their purchase decisions are significantly influenced by online factors including reviews and recommendations. People expect instant responsiveness from businesses, transparency of pricing and product/service quality as well as personalized experiences. Before establishing a digital marketing strategy, understanding the digital consumer is crucial to create an effective strategy that allows businesses to connect with them and satisfy their needs.

1.3.1. Understanding the digital consumer:

With the evolution of digital marketing, consumer behavior changed, transforming from regular consumers to connected consumers.

1.3.1.1. Definition:

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[1] Amazon Ads (2023) Small Business Marketing: A Complete Guide with Examples | Amazon Ads accessed 30/03/2025 at 3:34pm

A digital customer can be briefly defined as a purchaser using mobile devices (smartphone, tablet, etc.) in their relations with providers of goods and services in the market. A digital customer is also an e-customer who uses the Internet in almost all phases of the purchase process[1]

1.3.1.2. Characteristics:

Digitalization and the evolution of technology as made it easier for huge chunks of information to circle and be transmitted instantaneously which h. the digital consumer has high expectations of finding transparency when it comes to information instantly as their time is considered an asset. they want clear information now so as to compare with their list of choice of brands so they can then decide which offer suits them better.

After making their decision and making the purchase, consumers can then evaluate the product/service for relevance, use, satisfaction and durability, so they can then share their opinions online and exchange reviews through social media networks, blogs within an online community describing their experience and level of satisfaction.

Digital consumers possess certain traits including:

- **Hyper-connected** → Use multiple devices (smartphones, tablets, laptops).
- **Research-driven** → Read online reviews, compare products before buying.
- **Socially influenced** → Trust influencers, testimonials, and peer recommendations.
- **Personalization seekers** → Expect brands to tailor content, offers, and ads.

Kotler P. (2017) in his book Marketing 4.0 provides a comprehensive framework to understand the digital consumer with the concept he introduced as "The 5 A's" (Aware, Appeal, Ask, Act and Advocate where he describes the consumers' journey from being aware of a brand to being loyal advocate.

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[1] Szwajca, D. (2019) 'Digital customer as a creator of the reputation of modern companies', *Foundations of Management*, 11(1), pp. 258

According to Kotler, in the first phase, customers are exposed to several brands through different means such as online reviews, word of mouth of other customers. In this phase, brands must work on their advertising as it is crucial for standing out among many other brands offering the same product/service, so that they become more memorable and therefore more "appealing".

Customers then proceed to do more profound research on brands that stand out to them the most, looking for any available information online from real time pictures/videos of the product/service to peer reviews and previous customers' experiences. They would then compare prices and qualities with other brands which will ultimately lead to their final decision where they will "act" by making a purchase, business need to also focus on their customers' post-purchase experience (provide user guidance, listen and provide maintenance or solutions in case of problems). In the last phase, satisfied customers become "advocates" of the brands they like, defending it and recommending it without necessarily being asked about it. They are also more likely to make more purchases again in the future.

Figure 4 : The 5 A's of the digital consumer's journey
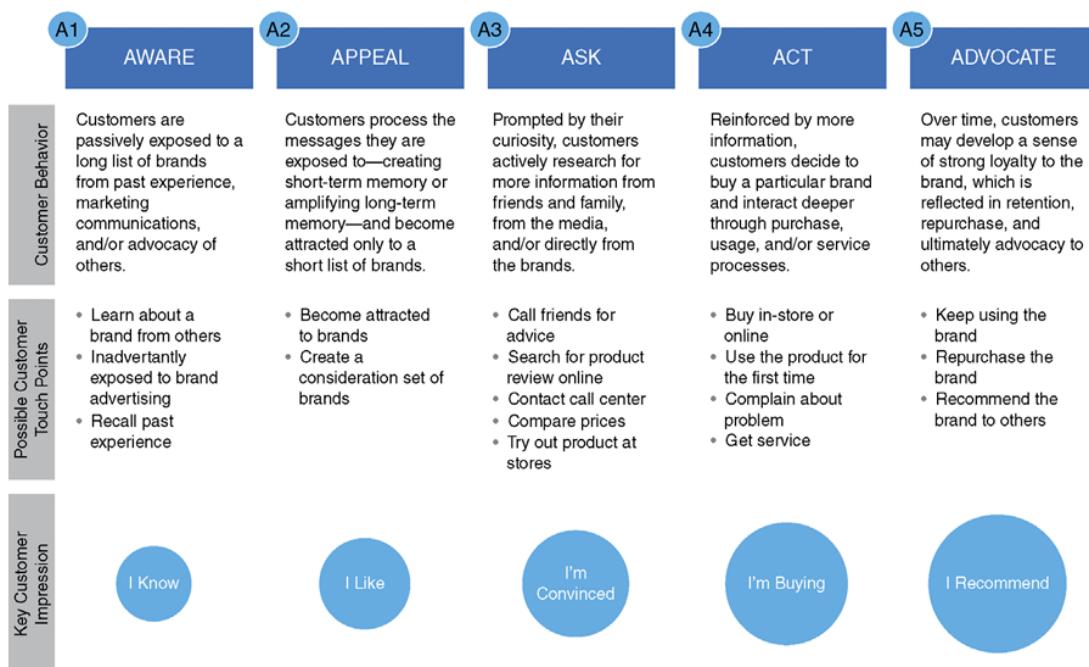
Source: Kotler, P., Kartajaya, H. and Setiawan, I. (2017) *Marketing 4.0: Moving from Traditional to Digital*. Hoboken: John Wiley & Sons, p. 64.

1.3.2. Strategies for small businesses:

Having established clear goals and a profound understanding of the digital consumer, small businesses can successfully proceed to make their digital strategy. Among the successful strategies small businesses can implement, we can list the following:

1.3.2.1. Target audience:

A successful marketing strategy begins by understanding who the business is trying to reach so that it can focus its marketing efforts on personalizing messages for relevant customers who are going to engage and purchase and recommend. By knowing the audience, the business wants to reach, marketers can also know how and where to reach them and through what messages and using what tools. It also helps businesses know if they want focus more on their current audience or tailor their messages and leverage their tools to reach a new segment through a data-backed process. Using this data, businesses can then make their buyer-personas. Buyer personas can be defined as a fictional profile of an ideal customer who most likely to receive a business' product or service.

Personas were initially created by Cooper (1999) as a way to create a hypothetical user. Personas are able to provide a means for capturing both qualitative and quantitative data in an easy to digest manner; however, some believe creating personas leads to stereotypes (Turner and Turner 2011).[1] It is based on marketing research that allows more insight on certain traits such as location, goals, motivations, interest and more.

A buyer persona is used more often by the B2B segment and is considered a subset of an ideal customer profile[2].

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[1] Rogers, J. (2021) *The Digital Marketing Landscape: Creating a Synergistic Consumer Experience*. New York: Business Expert Press. P. 9.
[2] Idem.

1.3.2.1. Building a strong brand identity and brand awareness:

As explained previously, in order to gain more advocating clients, businesses must work on their brand awareness through building a strong brand identity that will make it stand out among other brands. However, maintaining consistency in messaging can be costly in terms of time, money and effort for small businesses because it requires setting a budget for creating and distributing these messages across multiple platforms, which takes time and effort to create and share.

In order to raise brand awareness in a cost effective way, digital markers take advantage of the connectivity in the digital age. The biggest benefit of connectivity in the customer path is the opportunity to increase awareness by triggering a conversation among customers. A customer who was not aware of a brand may end up knowing about the brand after listening to a conversation.[1]

In his book Marketing 4., Kotler states that a memorable brand is an attractive brand. In order for a brand to be attractive it has to offer its clients a unique and useful value that satisfies their needs, it also has to communicate their products/services in creative ways that will make an impression. A strong example of that is Apple. Apple worked on its first years of launching on their brand identity, by offering consumers a diversity of high quality technologies (phones, laptops and more) that respond to their needs. For instance, having a smooth experience with secured systems in Apple's uniquely designed devices that protect them again cyber dangers. Apple also makes sure they personalize their iPhones according to their clients' preferences in terms of colors, offering a variety of choice and hopping on trends to make their newest releases more attractive.

Customers also find brands demonstrating commitments to social and environmental responsibility that align with the Marketing 3.0 principles (eco-friendly and sustainable products, brands advocating for different human rights… etc.) to be attractive.

In addition to that, having a well-designed logo and compelling slogan also plays a huge role as a logo represents the brand's visual identity and a slogan represents the core value this brands

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[1] Kotler, P., Op. Cit., P. 80.

wishes to communicates to its clients. They also ensure memorability and uniqueness of the brand, ensuring its strong presence and identity among other brands.

A logo has to encompass the brand's specialty in a visual form with colors and fonts special and unique to it that would then become the first thing that pops into a people's minds upon thinking of this brand, while a logo has to capture its essential value and proposition in a simple captivating way that is memorable. Among brands that upon mention, their logos come to mind immediately as well as their slogans we have Nike's "Just Do It" and Apple's" Think Different".

1.3.2.2. Content Strategy:

Content marketing is a strategic approach to creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – with the ultimate goal of driving practice growth.[1]

For an effective content marketing strategy, brands use a technique that includes posting a variety of engaging content in different forms such as videos for a clearer message and an enhanced customer focus, blogs for community building and SEO benefits, audio content such as podcasts for an effective story-telling and longer idea sharing, images and graphics for a more personalized content by posting behind-the-scenes, offers and event announcement and infographics. Frequently posting Q&As and questions that audiences can engage with can also be beneficial to enhancing visibility and engagement online.

Making content does not necessarily have to be innovative, getting inspiration from other sources can be more beneficial for an easier idea generation and knowing what customers online are engaging with versus what is not working. However, after taking inspiration, businesses must tailor these ideas to align with their brands and their niche as authenticity is more important than the idea itself.

It is important to note that content marketing does not operate on its own, it integrates with broader digital marketing activities such as SEO, social media (for content distribution) and email marketing.

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[1] Content Marketing for Medical Practices. (no date). Available at: Content Marketing for Medical Practices - Independence Digital

1.3.2.3.Search Engine Optimization (SEO):

Search engine optimization (SEO) is keyword targeting oriented strategy, it is the practice of orienting your website to rank higher on a search engine results page (SERP) so that you receive more traffic. The aim is typically to rank on the first page of Google results for search terms that mean the most to your target audience. So, SEO is as much about understanding the wants and needs of your audience as it is about the technical nature of how to configure your website.[1]

Search engines play a crucial role in helping people discover a business' content online, more specifically their website. Google remains the most popular and most widely used search engine that has the biggest share of the search engine market. As of January 2025, online search engine Bing accounted for 12.23 percent of the global desktop search market, while market leader Google had a share of around 78.83 percent. Meanwhile, Yahoo's market share was 3.07 percent.[2]

SEO helps search engines understand this content and make it appear to people online which means that brands should aim for ranking on the top of search engine results pages (SERPS). However, it is challenging in the case of small businesses especially in fields where certain keywords are highly competitive, therefore, it is essential to craft an effective SEO strategy to focuses on improving these business' ranks among small keywords first.

a. Create a list of keywords:

There are many ways and many tools to find keywords, but the easiest way to find relevant ones instantly is by typing the specific word related to the field businesses operate in in Google's search bar and making a list of the suggestions that appear. These keywords usually are short, or what is known as short-tail keywords, which are more popular and more searched for. Long tail keywords, which are longer phrases, tend to have lower monthly search volumes, maybe in the hundreds of queries or less, but are much easier to get on the first page of search results.[3]

While short-tail keywords are highly competitive, they are less likely to generate conversions as they are more broad, while long-tail keywords generate more conversions as they are more specific which means they are more interested and more focused.

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[1] Mailchimp (2023) What is SEO in digital marketing? | Mailchimp accessed: 31/03/2025 at 10:22pm
[2] Statista (2025) Global search engine desktop market share 2025| Statista accessed: 31/03/202 at 10:25PM
[3] Newlands, M., (2011). *Online marketing: a user's manual*. John Wiley & Sons. P. 165

Figure 5 : Long-tail keywords vs short-tail keywords

b. Create content:

After making a list of relevant keywords, the next step is creating and regularly posting content in various formats, distributed across multiple channels. This content has to include one or more keywords, ensuring they are repeated sufficiently to enhance visibility and help search engines understand the content without leading to over-optimization which is penalized by search engines. Refreshing and updating content is also essential to maintain accuracy and relevance by refreshing outdated statistics and editing content.

Search engines like Google also consider the presence of keywords within the website's URL relevant. Including target keywords in the URL enhances the page's clarity and relevance, improving its chances of appearing on the first page of search results. For example, a coworking business that wants to improve the ranking of an article on their website that talks about the benefits of coworking on freelancers might benefit from a URL such as: www. (business name)coworking.com/benefits-of-coworking or /coworking-for-freelancers.

Structuring content in a simplified way and providing links to the website's homepage is also important as it gives the website more organization and facilitates navigation for users.

c. Link referral:

Backlinking, or having a website being linked to from authoritative, well-known websites. The more a website is being linked to naturally and within Google's guidelines, the more it improves its ranking on the search engine page because it signifies to search engines that this website is providing valuable content. However, overdoing it or having a website being linked to rapidly and frequently by new websites could be flagged as search engine manipulation and result in penalties. Building these links organically, steadily and relevantly can pay huge dividends. In fact, if you look at the best performing sites in any area of search, you will see a huge correlation between links and ranking[1]. There are two types of linking: internal linking and external linking:

i. Internal linking:

Internal links are hyperlinks that lead users to other pages on the same website. They guide users to related content and help search engines understand a site's structure.[2] It is considered a noticeable support for an SEO strategy as it equally distributes authority and content value between different pages of the same website which will help search engines understand that this site frequently posts important, timeless content that is useful to show among the engine's top suggestions.

ii. External linking:

External links are links that reside on pages that do not belong to your domain – in other words, links from other websites[3]. They are especially beneficial because they signify authority and indicate the quality of the website's content which is why it's being linked to. Businesses can encourage external linking, either by sharing its content on social media or by link exchange (linking to other blogs or pages and having them link back to the business). It is also helpful to do

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[1] Kingsnorth, S., Op. Cit. P. 56.

[2] Abouobaia, J. (2025) *Internal Links: Ultimate Guide + Strategies*. 22 January. Available at: Internal Links: Ultimate Guide + Strategies. Accessed : 03/06/2025.

[3] Ryan, D., (2020). *Understanding digital marketing: A complete guide to engaging customers and implementing successful digital campaigns*. Kogan Page Publishers. P. 126.

guest posting, which refers to writing a post on another blog and providing a short biography at the end of the post that will facilitate traffic and build reputation.

Linking to your website is very important. External linking gives the website authority within the search engines which will help ranks specific pages higher in the SERPs, while internal links helps distribute this authority to other important pages other than the most popular ones. Also creating "related posts" list helps generate engagement and encourage exploring more content on the website rather than leaving to another page/site immediately.[1]

Investing in enhancing local SEO and encouraging satisfied customer to leave an positive review to appear in local searches is also important especially for online businesses that possess a physical location as it helps customers nearby locate the business by searching for a location-specific keyword, which will most likely lead them to visit it.

1.3.2.4.Social Media Marketing:

Social media: Social media can be broadly defined as the set of interactive Internet applications that facilitate (collaborative or individual) creation, curation, and sharing of user-generated content.[2] Today, social media is the most widely used digital marketing channel as it is the fastest way reach and interact with customers, offering them products/services and allowing them to share their experience with others.

Social media marketing: refers to organic sharing and paid advertising using social networks and their messaging services to gain awareness and response from target audiences. Also involves facilitating and monitoring customer-to-customer and customer-to company interactions and participation on social networks and other online communities where user-generated content is created.[3]

Engaging with customers through social media platforms can offer multiple strategic advantages for small businesses. It offers them insight on their customers' perceptions and opinions which allows for a more personalized marketing. It is also considered a cost effective research method,

[1] Ibid

[2] Davis, J.L. (2016) 'Social Media', Mazzoleni, G. (ed.) *The International Encyclopedia of Political Communication*. Malden.

[3] Chaffey, D., Op. Cit. P. 32

especially for small businesses, as it provides real-time insights instead of allocating a budget for establishing traditional methods.

Additionally, an active presence on social media enhances brand visibility online. By being responsive and engaging with customers through comments or messages, including them and answering their questions and inquiries, these brands can build an online reputation overtime of a trustworthy source, strengthening its relationship with clients and gaining them as advocates.

To build an effective social media strategy, businesses must first evaluate their current situation: platforms they're present in, engagement rates in these platform, establishing objectives for each platform. Businesses must also analyze their direct and indirect competitors, from rival businesses operating in the same field to industry leaders, analyze their performance online and how they're leveraging each platform, as well as their relationship with their clients as well as analyzing these clients' experiences, taking notes of what satisfies them and what they need. By doing this, businesses can tailor their strategy to a wide audience that includes they current customers and potential customers.

It also important to choose among the numerous platforms those that best align with the business' field and those that allow them to reach their target audience, to then tailor their content to each platform as each one has a specific algorithm that they need to align content to in order to effectively gain more visibility. Spending time observing user's behaviors online and their preferred content and pain-points on each platform, proactively engaging and joining their conversations and identifying trending topics to then sharing relevant content using story-telling or any other format tailed to their preferences is crucial for an enhanced social media presence with a solid relationship with customers. The most popular and strategic platforms however remain: Facebook, Instagram, TikTok, X and LinkedIn.

a. Facebook:

The most used social network with 3.07 billion monthly active users[1] representing 59.8% of social media users worldwide. This huge user base and its features allow small businesses to precisely target and reach its audience as well as bring it to their pages, either through paid

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[1] Statista (2025) Biggest social media platforms by users 2025| Statista accessed: 20/05/2025 at 6:29PM

advertising or through organic reach (which doesn't generate big results no matter the number of followers a page possesses). It also offers a variety of business tools including Pages, Ads Manager and Insights which allows businesses to manage their campaigns and measure its success effectively.

While Facebook is considered a versatile social platform as all content formats have an equal chance of being visible, whether it be text, image or videos, the algorithm however prioritizes content that sparks conversations and reactions from users. One way to do that is through optimizing a Facebook Business Page, or by being active and posting on groups exchanging information and showing offers to users.

Marketing features in Facebook:

- **Business Pages:** an effective way to ensure a business' presence on the platform where it provide updates and new offers and interacting with its clients.
- **Paid Ads:** promoting pages, boosting posts or stories all while being able to choose target audience and the outcome expected (boosting likes, shares, messages, followers, or boosting traffic to a website) as well as tracking and controlling them on Meta platforms through Ads manager. Paid advertising is very simple and can target a wide range of demographics and interests very effectively[1]. Targeting is made easy using Facebook's wide database, it is possible to target people according to their location, language or demographics. When running ad campaigns, it is important to design these ads in compatible formats and especially mobile format as the wide majority of Facebook users are mobile phone users. Ad formats on Facebook include: image ads (high quality images), video ads (showcasing products using a combination of visuals, sound and motion), carousel ads (display up to 10 visuals using a single ad), collection ads (uses Facebook's algorithm and data for customization)[2].
- **Insights:** it provides detailed analytics on the performance of the page (audience engagement and posts performance) or ad campaign launched, allowing marketers to measure its effectiveness.

[1] Kingsnorth, S., 2022. *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers. P. 191
[2] Idem. P. 163

- **Groups:** facilitates community building and interacting with customers individually, allowing them to share their own user-generated content and gaining feedback from them, sharing news about new launches or special offers.

b. **Instagram:**

A visual social media platform with over 2 billion monthly active users that allows businesses to showcase their products visually through pictures and short videos using the platform's many content formats (posts, carousels, reels, stories and lives).

Like Facebook, the first step to an Instagram strategy is creating a Business Profile when Instagram provides businesses with a wide variety of insights (the profile's dashboard) with the ability to schedule posts through thirst party tools, and even tips for improving engagement and profile visibility enhancement.

The algorithm prioritizes active users so posting daily during times where most of the page's audience is active (which is displayed on insights) is crucial. Interacting with clients through stories by posting quizzes and chat boxes, or by reposting reels that might have not appeared on follower's feeds is also important to prompt users to interact with these posts by sending DMs for their inquiries that businesses must reply to as soon as possible.

Boosting posts on Instagram can be done in different ways:

- **Paid ads:** it is possible to run the same ads on both Facebook and Instagram or run different ones, both of which can be monitored using Facebook Ads Manager. Businesses can run ad campaigns promoting their products through posts that will show up on users' feeds, stories with the swipe up option that links to the company's website or direct messages, or ads that appear on other platforms.
- **Organically:** improving visibility organically is possible on Instagram, with certain practices including consistency in content posting using different formats, posting frequently and strategically, using the right hashtags, and interacting with customers.
- **Influencers:** Instagram makes it easier for brands to reach influencers to feature their products in their content to reach a new wider audience.

- **User generated content (UGC):** many users share their journeys and experiences online, interacting with them and encouraging them to share their experience with a brand's product/service is beneficial as it helps these bands appear trustworthy.

c. **TikTok:**

Despite being launched in 2016, TikTok's popularity was accelerated in 2020 during quarantine making it the fastest social network to hit 1 billion active users. As of 2025, it has approximately 1.58 billion monthly active users.[1] This platform allows users to create, edit and share videos between 25 seconds to 10 minutes, as well as pictures, with a variety of trending music snippets and audios. Like Instagram, TikTok's algorithm prioritizes engagement as well as watching time, therefore, consistency and frequency in posting daily and hooking views from the first seconds of the video is important as it increases chances of going viral. TikTok also features business accounts with access to analytics and promotional tools. It also has its own ads manager.

To leverage TikTok and reach as many users as possible, brands can share behind-the-scenes videos, participate in trends and challenges, and also collaborate with content creators is also crucial for reaching a wider audience.

Advertising in TikTok cam be done in many forms:

- **In-Feed Video Ads:** The most popular type of ad on the platform, these videos appear on a user's For You page as "sponsored", blended with regular TikToks.
- **Branded Hashtag Challenge:** refers to creating a "trend" on the platform and asking users to record themselves performing a challenge and post it using a hashtag that will appear on the Discover page.
- **Brand Takeover:** These ads appear when a user opens the app. They are short videos, typically under five seconds. They take up the whole screen and can be customized with hashtags, links to a website and more. [2]

d. **LinkedIn:**

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[1] Barnhart. B, 2025. Sprout Social 28 TikTok statistics marketers need to know in 2025 | Sprout Social accessed 21/05/2025 at 12:39AM.
[2] Kingsnorth, S., Op. Cit. P. 171,172.

A professional networking platform offering opportunities and shared expertise. It is a great platform for B2B marketers to reach a motivated audience and business professionals with over 300 million monthly active users. LinkedIn allows businesses to connect with potential clients and partners through targeted networking and gain advocacy by encouraging employees to share their experiences with the business as well as tips and ideas and UGC, this allows brands to gain credibility and allows organic growth and enhanced visibility.

Paid ads on LinkedIn include a variety of options including sponsored content that pop up on target audience's feed and sponsored messaging that send ads directly into users' inboxes. The platform also offers detailed analytics and insights on content performance and audience demographics.

e. X (formerly Twitter):

With over 600 million monthly active users, it is considered an important platform for real-time engagement, allowing to directly interact with their customers and participate in trending conversations, acting as customer service channel. Sparking discussions by posting frequently and as much as possible increases organic reach and lands a brand's posts on as many user feeds as possible, especially visual content (photos and videos). Brands can enhance their visibility through paid ads either by sponsoring tweets, profiles, trends or stories, or automated ads. To know what works best, it is important to check analytics and tailor strategies according to displayed results.

f. WhatsApp:

Also owned by Meta alongside Facebook, Instagram and Messenger, it is widely used among businesses as a way to communicate with customers and with partners by messaging or calling. One way to leverage WhatsApp is to send messages to numerous customers without them knowing it was sent to others as well, similar to using email.[1]

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[1] Kingsnorth, S., Op. Cit. P. 169

WhatsApp also a business platform for small businesses "WhatsApp Business App" for small businesses who personally manage conversations with customers. [1]

Figure 6 Most popular social networks worldwide as of February 2025, by number of monthly active users (in millions)

Facebook	3,070
YouTube	2,530
Instagram	2,000
WhatsApp[1]	2,000
TikTok	1,590
WeChat	1,380
Telegram	950
Facebook Messenger[2]	947
Snapchat	850
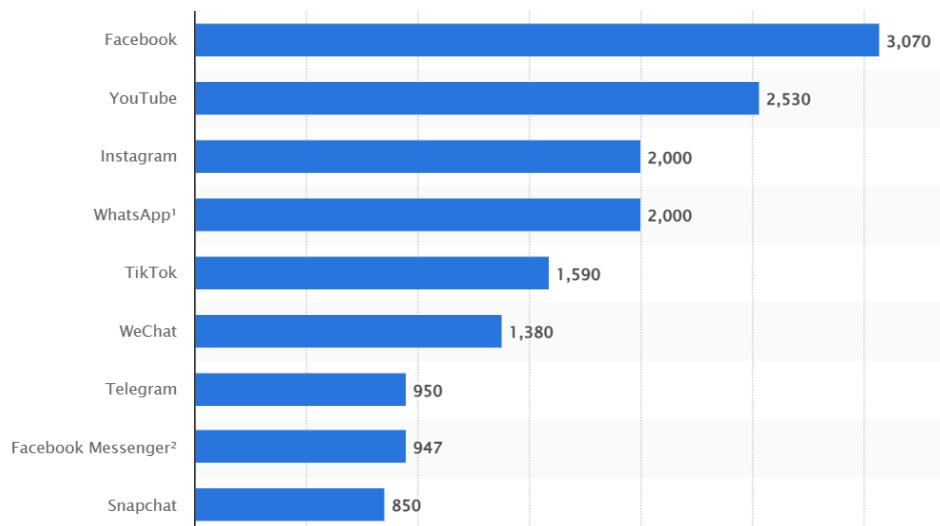
Source: Biggest social media platforms by users 2025| Statista accessed 20/05/2025 at 6:29PM

1.3.2.5. Email marketing:

Email marketing involves using email to promote products or services, encourage customer loyalty, and keep customers informed about new offerings.[2] It is a cost-effective platform that generate an important ROI of 36$ for every 1$ spent[3] and is considered very impactful on a marketing strategy especially that 4 in 5 customers prefer email over other forms of communication according to Mailchimp, and considering that people usually share valuable content via email by forwarding them or attaching them, which is why businesses must create content that is valuable and that these customers would want to share.

Email marketing is beneficial because it allows businesses to create and share personalized content based on client segments, sharing with them updates, promoting events or special offers

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[1] WhatsApp Business (no date) available at: WhatsApp Business Platform - Your messaging API for customer engagement accessed: 21/05/2025 at 12:16AM.
[2] MailChimp (no date) available at: Email Marketing: Everything you need to know | Mailchimp accessed: 21/05/2025 at 5:05AM
[3] Litmus. (2024) *The ROI of Email Marketing [Infographic]*, 2024, available at: The ROI of Email Marketing [Infographic] - Litmus accessed: 21/05/2025 at 5:30AM

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and much more which will build a loyal customer base overtime as well as generating traffic to website/social media platforms.

1.3.2.5.1. Type of email campaigns:

Implementing an email marketing strategy can take many forms:

- **The welcome email:** an email or a sequence of emails sent to a new subscriber, these types of email are noted to have high click-to-open rates and CTR.
- **The promotional email:** emails promoting a product, which are most of the time lost among many others as it is a widely used form of emails, which why tailoring these emails in a way that makes them stand out among others is crucial.
- **The triggered email:** a series of automated communications where a user's activity triggers personalized email. These activities include making a purchase, adding an item to cart and clicking links.
- **The newsletter:** a way to keep in touch with readers on a regular basis, considered s updates in a way.
- **The abandoned-cart email:** a form of triggered email that sends reminders in case of adding items to a cart and not completing a purchase. Like welcome emails, these types of emails have a high conversion rates.[1]

1.3.2.5.2. Email strategy steps:

In order to establish an effective email marketing strategy, it is important to follow these steps:

- **Building an email list:** using emails provided with consent through online forms, social media, website sign-ups.
- **Segmenting the audience:** dividing the business' audience into groups based on behavior and preferences then personalizing content accordingly.
- **Define the objectives of the campaign:** setting clear and measurable objectives is indispensable whether it be promoting a new product, new offer, new workspace… etc.
- **Making content:** writing engaging, valuable content that is visually appealing and that includes photos, links to blogs or websites, and most importantly call-to-actions (CTAs).

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[1] Kingsnorth, S., Op. Cit. P. 216.

these CTAs must be written and/or highlighted with vibrant colors that incite users to take an action, these colors are usually yellow, red or green. Wording them can take many formats such as "book a reservation now", "get 50% off today", "learn more", and so on.

- **Measure results:** through analytics and by tracking performance, businesses must analyze and modify what doesn't work.

1.3.2.6.Influencer Marketing:

Definition: Influencer marketing is a form of social media marketing involving endorsements and product placements from influencers, people and organizations who possess a purported expert level of knowledge and/or social influence in their respective fields. Fundamentally, influencer marketing happens when someone (an influencer) is involved in a campaign to promote a product or service.[1]

Influencers are individuals on social media with a significant follower base, who possess the ability to affect the behavior or purchase decision of others through trusted opinion and authenticity.

Influencers can be categorized by certain factors such as follower count and their role with a brand:

a. **By follower count:**
   - **Nano Influencers (1000-10,000 followers):** these influencers have a small audience making their connection with them deeper which indicates for small businesses high trust and better conversion rates.
   - **Micro Influencers (10,000-100,0000 followers):** the most popular influencer size and commonly used by small businesses as they maintain the balance between reach and engagement. They effectively maintain relationships with their audience while also raising brand awareness.
   - **Macro Influencers (100,0000-1,000,0000 followers):** having a broad reach, they are more suited for big campaigns such as launching new products. Partnerships with them are usually more expensive.

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[1] Glenister, G., 2021. *Influencer Marketing Strategy: How to Create Successful Influencer Marketing*. London: Kogan P. 19.

- **Mega/Celebrity Influencers (1,000,0000+ followers):** this includes public figures (actors, musicians…). Suitable for larger-scale campaigns. Partnerships with them usually requires a huge budget.

b. **By role:**

- **Influential Customer:** these customers may not look for paid collaborations, they simply share their opinion on a brand because they like it, their opinions perceived as authentic and trustworthy which makes their advocacy very powerful especially for small businesses.

- **Affiliate:** these influencers promote products/services through referrals (links or discount codes) via platforms such as blogs or social media to help brands drive sales and earn a commission on each conversion in return.

- **Brand Ambassador:** refers to an exclusive, long-term relationship between a brand and a variety of Nano and micro influencers, influential customers or affiliates who represent the brand and link their own referrals on their bios on social media platform. This type of collaboration happens in exchange of a free product.

- **Content Creator:** skilled individuals who film, write scripts, edit and share appealing visuals that small brands prefer over professional, studio made ads as they have a higher chance of going viral and increasing return on ad spend (ROAS) due to the authentic and relatable nature of the content all while being cost-effective.

- **Brand and Product Collaborator:** celebrities and highly influencer people contributing to the co-creation or the launching of a product or a special edition of one. [1]

Influencer marketing is not a one-size-fits-all strategy, implementing it depends on the goals, budget and the type of the business. According to Kingsnorth S. (2022), there are three approaches to influencer marketing:

- **Marketing through influencers:** the most common form of influencer marketing. It involves promoting product/service to an influencer's audience by sponsored content, giveaways or unboxing videos. This influencer creates content in the field these businesses operate in. For example, a coworking business might promote its space through a lifestyle

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[1] GRIN. (n.d.) *A complete marketing guide to influencer types and categories. Available at:* Complete Guide to Influencer Types | GRIN accessed: 04/01/2025 at 12:00am

and productivity influencer to share their experience working in the space, highlighting its features such as high-speed Wi-Fi, community events and an aesthetic workspace.

- **Marketing to influences:** this approach focuses on raising brand awareness among influencers themselves by having them voluntarily mention or recommend a product they find valuable by sending them customized gifts or free product samples for example.

- **Marketing with influencers:** building long-term partnerships with influencers and turning them into advocates for a brand to become part of its strategy, these partnerships often include ambassadorships and product co-creation and is cost effective for small businesses as it builds authenticity and highlights a sense of community.[1]

Influencer marketing is important because it plays a big role in raising brand awareness and trust as these influencers built their follower base over time, acquiring their trust while providing content that is relevant to them. Having an influencer recommend a brand to their followers is a cost effective way for these brands to reach a specific demography and a niche marketing that their offers are destined to. This helps businesses improve their online visibility and their SEO through referrals and links, as well as maximize their return on investment (ROI) without allocating huge budgets and wasting time.

After setting clear objectives and precisely defining their target audience, businesses must follow these steps in order to establish a successful influencer marketing strategy:

1.3.2.6.1. Identifying the right influencers:

The right influencer is one whose niche aligns with the brand's campaign focus and target market so that the content they promote integrates with their products/services in a way that more authentic and natural. These influencers also must have a higher engagement rates through followers' interactions with them by commenting and sharing their content, and not just the number of followers because an active audience who is interested in these influencer's content is most likely to be interested in their promoted products/services. For small businesses, micro-influencers are the best option as collaborations with them are more cost-effective and more likely to bring results.

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[1] Kingsnorth, S., Op. Cit. P 197.

There are many tools that help connect businesses with the right influencers, among which certain agencies who have already worked with a number of influencers so they are more likely to orient them towards influencers who align with their goals.

1.3.2.6.2. Choosing the right platform and the type of the collaboration:

Identifying which platform target customers are most active on and more likely to be receptive to offers allows businesses to be more specific in designing their campaign. The type of the collaboration with chosen influencers depends on the industry the business operates in and their target audience's demographics. this includes promotional posts or stories showcasing the product, unboxing videos, vlogs reviewing a space, giveaways or discount codes.

1.3.2.6.3. Measure effectiveness:

Regularly tracking the performance of the campaign is essential, businesses can do that by measuring KPIs such as engagement rates (likes, comments, new followers) and website traffic generated through links. These results can be used to reposition influencer marketing efforts to better align it with the business' initial goals.

In addition to the listed marketing strategies, businesses can benefit from other strategies that combine an online and an offline approach such as participating in industry events where they could collect attendees contacts from their email to their social networks for a more personalized networking or partnership opportunities. Word of mouth advertising is also another cost-effective strategy that small businesses can use, by offering customers valuable products and unique experiences with the brand that would lead to them talking about the brand.

Section 2: Digital Marketing Tools Landscape:

To ensure the success of their digital marketing strategies, small businesses must leverage certain tools specific to each strategy. These tools facilitate the execution of their strategies from automating campaigns and managing social media to evaluating and measuring the success of these strategies.

2.1. Content Marketing Tools:

These tools help users design content, schedule its posting and measure their performance.

2.1.1. Content creation and design:

These tools allow small businesses with limited budgets to create compelling and professional visual content that aligns with their brand identity for their digital marketing messages in a way that saves them time and money. Among these tools:

a. **Canva:** a popular graphic design tool that offers a variety of pre-made templates for blogs, social media posts and infographics, with integrated Ai tools that facilitate the editing process. This tool allows business owners and marketing teams to create consistent visual content that aligns with their brand identity without needing to hire professional graphic designers for every visual asset. Most templates and features in Canva are free, with the option of monthly and yearly subscription for the Pro plan.

b. **CapCut:** developed by ByteDance, aka TikTok's mother company and suitable for small businesses aiming to promote their businesses through video content without extensive technical expertise and expensive software. This video editing tool facilitates the creation of short videos suitable for TikTok, Instagram Reels and YouTube Shorts as well as longer duration videos which a variety of advanced editing tools such as animations, transitions, speed adjustments as a rich library of sounds effect.

2.1.2. Content management tools:

Effective content marketing requires an effective process of organization, collaboration and publication while maintaining a consistent workflow for more optimized results. The following

tools facilitate this process and ensures the establishment and execution of an effective content marketing strategy:

a. **WordPress:** it is an open source content management system (CMS) that provides fast hosting, creation, and management of digital content. It also facilitates for small businesses the creation of well-performing, secure websites or blogs without needing a profound knowledge in programing. It also provides fast hosting via its website. WordPress' variety of free plugins allows the easy integration of content and plays an important role in the enhancement of SEO through keywords, and in generating and driving conversions to the website.

b. **Asana:** a project management and team collaboration platform that allows teams to organize their content calendars, assign responsibilities and track and measure progress. Asana supports the strategic implementation of content marketing by ensuring that content production aligns with overall marketing goals and timelines, eliminating the risk of missed deadline.

2.1.3. Content research:

Performing content research is essential for businesses wanting to establish an effective content strategy as it helps them understand their target audience's preferences, what is currently trending (keywords, content format, platforms) and what competitors are producing.

BuzzSumo: content research platform that allows businesses to find trendy content in their niche, analyze competitor content strategies and find influencers. This platform provides valuable data on this content from engagement rates and traffic, helping them better elaborate their content strategy. pricing on BuzzSumo starts from 79$ monthly

2.2. SEO Tools:

SEO tools are essential for brands to enhance their online visibility through effective keyword usage, building authoritative backlinks and monitoring their website's performance.

SEMrush: SEO tools leader, offers business features such as profound keyword research and recommendation, competitor analysis, site audit and backlink analysis. Pricing starts from 139$ per month for freelancers and small teams.

Surfer: an SEO optimizing tool that helps businesses optimize their ranking and find keywords. Surfer has an integrated AI writer that helps generating content for blogs and social media posts.

Pricing in Surfer starts at 89$ monthly with a free trial available.

Ahrefs: Also provides tools for backlink analysis, keywords research, site audits and competitor analysis, as well as instant keyword suggestion through its built-in AI. Ahrefs offers the possibility for website owners to compare tits current and historical data at any two dates they choose.

Pricing starts from 29$ a month for the Starter plan, while at 129$ per month for the Lite plan, which is considered the most suitable for small businesses and startups.

Google Search Console: a free tool by Google that helps businesses analyze the performance of their website in the Google Search Results. It provides insights on search traffic and mobile usability and also offers alerts in case of website errors or harmful links. By identifying technical issues within the website and optimizing keywords, this tool can be very helpful in generating organic traffic for websites.

2.3. Social Media Marketing Tools:

Buffer: an all-in-one social media management tool that helps managers keep track of their accounts across multiple platforms by scheduling posts and visualizing them pre-posting with a drag-drop feature as well as monitoring their performance through analytics, giving them insight on their audience demographics and engagement with content. Buffer also has an AI assistant that helps social media managers generate content ideas with effective hashtags and catchy captions, create multiple versions for A/B testing. This platform can be integrated with WordPress, Google Analytics and other tools.

Pricing starts at 6$ monthly per user in one social channel while the team plan 12$ monthly for unlimited users per social account. Free users can connect up to three social accounts by one user, with limited post scheduling limited to 10 posts for each channel.

Hootsuite: all-in-one tool for managing content across multiple platforms with an integrated AI-powered tool that helps in caption and hashtag generation and posting ideas suggestions

depending on the platform. HootSuite also provides tools for monitoring engagement rates across multiple channels, managing inbox and auto-responding. It can be integrated with other tools such as Canva templates.

Pricing starts at 99$ monthly for 1 user and 10 social profiles, with unlimited scheduling. It also offers a 30 days' free trial.

Meta Business Suite: an all-in-one platform by Meta designed to help businesses and pages owners easily manage their accounts across Facebook and Instagram, offering them a variety of tools for scheduling content, managing ads and tracking key performance metrics and analyzing audience engagement through Insights, visualize these metrics in trends and provides recommendations for a better engagement and a higher visibility. It also streamlines customer interactions by integrating inboxes from both social media platforms into one place. Users can also publish and manage posts as well as run A/B tests.

2.4. Email Marketing Tools:

These tools generally come with numerous features that facilitate and fastens the process of sending emails to businesses' target audiences in a more personalized, automated and cost-effective way.

Brevo: an email editor with pre-built templates and a drag-and-drop feature and email automation workflow. It also offers multichannel marketing capabilities (email, SMS, push notifications, WhatsApp messages). Brevo's free plan offers up to 9000 emails per month. Pricing starts at 8.08$ monthly for the Starter plan, while the Business plan starts from 16.17$ per month. This plan offers all the features in the starter plan in addition to more features such as: marketing automation, predictive sending powered by AI, landing pages, A/B testing, advanced statistics and phone support.

Kit (formerly ConverKit): this platform offers businesses both email and sales features, helping them promote and sell digital products and generate subscriptions while also providing a wide variety of email marketing tools.

This platform is known for its rich in features free plan that enables unlimited email sends up to 10,000 subscribers and offers a wide range of tools for small businesses to use for their email marketing strategy and for sales optimization. Kit allows the creation of customizable landing pages, A/B testing, and email campaigns scheduling. Its free plan allows for a single automation while the paid options unlock more automation workflows and runs a Sponsored Network program facilitates affiliate partnerships.

Pricing starts at 25$ per month with a 14-day free trial.

Mailchimp: user-friendly interface with the drag-and-drop feature and professional email templates, landing pages, automation features such as A/B testing, offering businesses up to 1000 emails per month for the free plan with pricing starting from 13$ per month. Mailchimp is considered the best for small businesses and for beginners searching for an all-in-one email marketing platform.

HubSpot: this platform helps businesses create professional email campaigns independently with pre-made templates and a drag-and-drop editor. It allows for more personalized email creation based on target recipient's behavior and also allows for email automation that triggers follow-up actions. The free plan enables up to 2000 emails per month for a 1000 contacts, while the paid versions' pricings start from 20$ per month.

2.5. Influencer Marketing Tools:

Heepsy: an influencer marketing tool that allows brands access to a database of a large number of influencers across Instagram, TikTok, YouTube and Twitch with an advanced search filter that provides a personalized search by location, category and profile analytics, with a fraud detection feature. Heepsy allows for marketers to list their campaign offer on its marketplace to then receive collaboration offers. The free plan allows for basic influencer search while the paid plans start from 69$ monthly for the Starter Plan.

Upfluence: a platform that helps brands reach relevant influencers and manage their influencer marketing campaigns from contract and affiliate commissions management with an integrated secure payment portal. to real-time analytics and ROI measurement. The free tools offered by this platform include a social media platforms audit tool, engagement checker and fake followers'

detector. The platform offers three paid plans: Search & Contact for brands and agencies looking to connect with creators, Campaign Manager for busy managers seeking efficiency and automation to save time and drive sales, and a Payments plan for marketing and finance teams looking to streamline and simplify creator payments with transparency. The pricing of these plans depends on the business size and needs.[1]

Traackr: this tool is more focus on influencers' audiences which allows businesses to identify relevant ones easily by understanding the characteristics of their follower-base and their interests. It allows brands to find influencers who are engaging in topics that align with their industry, and also facilitates the process of sending gifts, paying commissions and recommending fees for paid collaborations.

TikTok Creator Marketplace: a free platform by TikTok to help brands in search of content creators within the platform identify and filter creators by location, and engagement rates.

2.6. Analytics Tools:

Google Analytics: a free web analytics service by Google and the most widely used one. It provides profound data on website visitors and their interaction with the website (most visited pages, visitors' time spent on each page, which channels drive conversions, click rates, form submissions) which helps businesses measure the effectiveness of their traffic channels as well as paid and organic searches. It integrates data from other websites and apps, offering a detailed overview on the user behavior across platforms as well as visual trends for a clearer vision.

2.7. AI Tools:

ChatBots: these AI tools help automatize responses in website, generate content and even visuals. Examples of these tools include Google's Gemini, DeepSeek, Perplexity and the most used AI model, ChatGPT. This AI uses natural language processing to generate highly accurate responses. Businesses can use ChatGPT for content idea generation, social media posts captions, email newsletter, brainstorming SEO keywords, establishing well-defined plans perfectly and accurately tailors to business goals and needs.

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[1] Upfluence**.** (n.d.) *Custom pricing: Pay only for what you need*. Available at: <u>See Upfluence's Pricing & Plans</u> accessed: 24/05/2025 at 4:21PM

ChatGPT has a free model and offers up to 5 trials of the paid version of its new model. Pricing of the paid version starts from 20$ a month.

ClearScope: AI-powered content optimization tool that provides effective keyword suggestions and ensures brands' content covers all the relevant topics to boost their ranking in search engines. Pricing starts from 170$ monthly for the Essentials plan.

AdCreative.ai by SEMrush: an AI-powered tool by SEMrush that automates ad creation, generating captivating visuals for brands, optimized for effective conversion generating. The pricing of this tool depends on the type of SEMrush subscription.

2.8.   Digital Marketing Tools Implementation:

While there is a variety of digital tools that offer a wide range of unique and helpful features, small businesses are often limited by budget and human resources, therefore, it is crucial for them to choose their tools strategically and in a goal-oriented approach. Firstly, these businesses must choose cost-effective and non-complicated tools that do not require professional training to use. They should prioritize tools that align with their overall objectives, and that are capable of being integrated with other tools to improve consistency and ensure an enhanced performance.

Regularly monitoring the effectiveness of these tools is important, analyzing the generated results and whether they align with the business goals from reaching their target audience and providing them with valuable content that they're actively searching for to driving traffic and boosting conversions. This regular evaluation allows businesses to have a clear vision of their marketing efforts and enables them to make necessary adjustments to meet their objectives.

Section 3: The coworking business ecosystem

Independency in working, or what we now know as freelance, has grown significantly over the years and especially during after the Covid-19 crisis. These freelancers, along with small business owners and startup creators are always in the search for new work opportunities where they can expand their networks as well as spaces where they can hold meetings with employees or other professionals, and with the constant changes in the corporate structure where collaboration is the new trend, the demand on a shared space where professional can work and expand their professional network keeps growing.

3.1.   Definition of a coworking space:

Coworking spaces are shared workspaces where individuals (freelancers, small business owners, startup owners) working in diverse professions work together or "co-work" in one office setting. These spaces offer flexible, membership-based access to desks, offices and communal areas such as cafes, as well as certain services including free, high-speed Wi-Fi, meeting/conference rooms setups and event organization. They foster the sense of belonging to a community with the freedom of independent work, and encourage collaboration, which makes them perfect for networking and productivity enhancement.

The spaces accommodate work practices that are typical for mobile, project-based, freelance and self-employed work which could be carried out 'anywhere' with a computer and Internet access.[1]

3.2.   History and emergence of coworking businesses:

The coworking movement first started in 1995 with the creation of C-Base, a hackerspace founded by computer engineers as a non-profit collaborative environment, while the term "coworking" itself was first created by American game designer Bernard DeKoven in 1999 as a work method rather than a workspace. However, the first ever coworking space was founded in 2005 by entrepreneur Brad Neuberg in San Francisco who aimed to create a space that allows the

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[1] Merkel, J. (2015). *Coworking in the city. Ephemera*, 15(2), pp. 121-139.

community of a job and the freedom of freelance. His workspace offered shared desks, free Wi-Fi, and even meditation breaks. This space only lasted a year but it laid the foundation of what coworking spaces are today.

That same year, St. Oberholz in Berlin became of the first cafes to embrace remote work by offering free Wi-Fi and a laptop friendly environment. This space is still active.

The first International Coworking Day way celebrated on august 9, 2010, the same year WeWork, one of the biggest coworking businesses, launched. This company participated by a big proportion in in raising public awareness of the coworking concept.

By 2015, coworking spaces became more popular with around 7800 space worldwide.[1]

Today, the idea of coworking is widely adopted and was mostly popularized post Covid-19.

3.3.   The advantages of coworking:

Coworking helps small business and startup owners grow their businesses faster by finding new potential clients and partners as well as finding people to work and collaborate with. It also helps freelancers and project idea owners be more productive and creative and helps them expand their networks and land opportunities.[2]

By offering flexible membership options, businesses can cut off the costs of long-term office leases and instead opt for on-demand workspace solutions.

Coworking spaces also offer the possibility of business domiciliation, allowing companies to register their commercial activity in accordance with Algerian law.

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[1] History of Coworking. Available at: History of Coworking | Cobot accessed: 25/05/2025 at 12:21am

[2] Suarez, R., *The Coworking Handbook: The Guide for Owners and Operators. Learn How to Open and Run a Successful Coworking Space*, CreateSpace Independent Publishing Platform, [no date]

Conclusion

In conclusion, throughout this theoretical chapter, we explored the foundational elements necessary to understand digital marketing and its strategies as well as the tools used in optimizing them, to then explore the coworking businesses landscape.

We began first, with the contextualization of digital marketing, tracing it evolution and providing a comparison between digital marketing and traditional marketing. Then we provided an overview of marketing strategies in small enterprises, emphasizing the importance of goal-oriented planning, resource optimization, and audience understanding. We also discussed the key digital marketing strategies applicable to these businesses: content marketing, SEO, email marketing, social media marketing, and influencer marketing, highlighting how each method can contribute to visibility, engagement, and client acquisition when used strategically.

Next, we analyzed the variety of digital marketing tools that are specifically beneficial for small businesses in executing these strategies, organizing them into categories according to their functions: content creation and design, social media management, email marketing tools, influencer marketing tools, SEO and optimization tools, analytics systems, and AI-driven tools. We highlighted in this section the importance of choosing the right tools and integrating them within the business's digital ecosystem and the best practices of doing so.

Lastly, we introduced the coworking space ecosystem on general. We defined coworking spaces, described their operational benefits for entrepreneurs and freelancers, and linked these characteristics to the marketing strategies that can best support their growth.

Chapter II: Empirical Analysis of Digital Marketing Strategies in Coworking Businesses: The Case of My Dare Coworking.

Introduction

As the coworking market becomes increasingly competitive, leveraging digital marketing tools in digital marketing strategies has proven to be a critical lever for attracting members, enhancing brand visibility, and fostering long-term engagement.

Through this chapter, we aim to analyze the digital marketing approach of My Dare Coworking and how the business utilizes certain digital marketing tools and platforms to promote its services and attract members, and to what extent its strategy aligns with current best practices in the field.

To achieve this, we structured our chapter to four main sections. In the first section we will present an overview of the coworking sector in Algeria, followed by an overview of My Dare Coworking, including its brand identity, main activities and their current digital marketing strategy.

The second section describes the methodology used to conduct the research, describing the approach used and the tools used for data collection and analysis as well as the interpretations of the findings. Finally, we present the digital marketing strategy we proposed and tested during our internship at My Dare Coworking, providing at the end recommendations for improvement based on the insights gathered throughout the research process. Throughout this section, we aim to draw a connection between observed practices and the theoretical concepts previously discussed.

Section 1: Presentation of My Dare Coworking and Its Current Digital Marketing Strategy

Throughout this section, we will present in details the company where our internship took place.

1.1.   Presentation of the coworking sector in Algeria

The first coworking space in Algeria, named "The Address" and located in Mohammedia, was created by Algerian American entrepreneur Marouan Aoudia in 2016 after a business trip in 2015 to the US where he first discovered the idea of coworking businesses and decided to open his own in his home country.

The success of The Address was soon followed by the opening of multiple coworking businesses across the country. Today, there are 94 coworking spaces in Algeria, 87 of which are single-owner operations, while the remaining 7 are parts of larger brands. The top 3 Wilayas with the most Coworking space are Algiers, with a total of 41 space, followed by Oran with 10 spaces and Constantine with 6 spaces. There are a few coworking spaces in other Wilayas too such as Blida and Boumerdes.[1]

We can list some of the most popular coworking spaces in Algeria in the table below:

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[1] Smartscrapers (2025). Available at : List Of Coworking spaces in Algeria. Accessed at: 30/05/2025 at 5:47PM.

Table 2 : Coworking spaces in Algeria

Name	Address	Description and Services
The Address	Algiers	- First coworking space in Algeria. - Business domiciliation and company creation step-by-step guide. - Coworking with hourly/daily/monthly offers. - Virtual office (administrative service/mailbox services) with monthly payment option.
Comet Coworking	Algiers	- Incubation and startup accompagnement. - Business domiciliation. - Workspace rental. - Training and consulting. - Coworking.
Orbit Coworking & Training	Algiers	- Incubation. - Training and consulting. - Business domiciliation. - Workspace rental. - Coworking.
Regus	Algiers, Oran, Setif	- A multinational company with 14 locations in Algeria. - Meeting rooms rental. - Virtual offices. - Coworking with daily and monthly payment option. - Customizable office hourly/daily/monthly rentals.

Source: made by the student

Among these coworking space is My Dare Coworking, which will make the subject of our case study throughout this chapter.

1.2.   Presentation of My Dare Coworking

My Dare is a modern collaborative workspace located in Dely Ibrahim, Algiers, created in 2023 with the aim of offering independent professionals a flexible, community-driven environment that fosters productivity, collaboration, and innovation. The space also provides coworkers with

a space where they can work and make meaningful connections in a friendly environment and home-like atmosphere (hence the name).

In addition to its welcoming ambiance, the space offers coworkers high seed Wi-Fi, a café area and even access to a pool, successfully embodying the coworking trend by blending professionalism with comfort and community.

The company fall under the category of small businesses. The human resources include the company's CEO Mme. Deneuve Taous and 2 employees: the space's general manager Mme. Khettabi Ryma and her assistant Mme. Mokrani Nour El Houda.

My Dare englobes various features such as:

- 24/7 secured accessibility making it easier for professionals to do their work at any time that fits their schedule.
- A prestigious address that boosts a business' image and credibility by working in a respected professional environment.
- Networking opportunities by hosting events and workshops.

1.2.1. Space organization

My Dare Coworking space is organized across three floors, it englobes in total:

- Three private offices.
- Two training rooms.
- Three meeting rooms.
- Two open spaces for coworking.
- Common areas: the pool, the kitchen and the terrace

Figure 7 My Dare Coworking Space Organizational Chart

1.2.2. Services offered by My Dare Coworking

- Business domiciliation.

- Company creation help and guidance.

- Consulting and support by offering advice on Algerian legislation and taxation laws.

- Digital transformation support by providing audit and security service for business' software with the help of cybersecurity expert.

- Meeting room rental with capacity of 20 people, fully equipped for an enhanced meeting experience, with hourly payment of 500DZD.

- Business address service by offering business owners to register their business at prestigious location in Dely Ibrahim with packages that include mail management and reception.

- Coworking: a comfortable and inspiring work environment equipped with features mention above to ensure an enhance working experience for clients, with access to a garden, terraces and pool for breaks. The coworking package's payment starts at 700DZD per hour.

1.3.   My Dare Coworking's organizational identity:

1.3.1.   Business objectives:

The main goal of My Dare Coworking is to become leader of the coworking sector in Algeria, while their objectives are:

- Enhance visibility and brand image online.
- Enhance website traffic.
- Attract new clients and visitors to the space.
- Engage and gain loyal clients.
- Drive sales.

1.3.2.   Target audience:

My Dare targets freelancers, remote workers and startup and small business owners looking for a collaborative, community driven workspace in collaborative workspace that fosters creativity and flexibility in work.

The coworking space's marketing efforts focus primarily on young entrepreneurs aged between 20 to 40, using social media as the main channel to reach them.

1.3.3.   Brand identity:

1.3.3.1. Brand name and meaning:

The name "My Dare" which translated to "My Home" stands for the brand's aim to create a home-like work environment for its clients, helping them feel more at ease while fostering creativity and productivity at the same time.

1.3.3.2. Missions:

The company's mission is to create a collaborative and flexible workspace that fosters creativity, productivity and supports the development of small businesses as well as providing networking opportunities for professional individuals.

1.3.3.3. Core values:

- Encourage genuine connections between members.

- Adapting to clients' needs.

- Creating a warm, home-like workspace.

- Encourage innovation, creativity and entrepreneurship.

1.3.3.4.Visual identity:

- **Logo and colors:** gold (conveys luxury and prestige) and black (represents authority and elegance), gold and white (signifies simplicity).

Figure 8 My Dare Coworking's logo
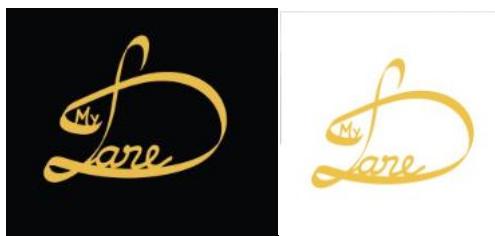
Source: My Dare's Facebook and LinkedIn pages.

- **Slogan:** "Dare to build your own future."

1.4.   SWOT Analysis:

To understand My Dare's strategic position and identify existing opportunities and possible threats, a SWOT analysis was conducted.

Figure 9 SWOT Analysis

Forces:

- 24/7 access.
- Affordable prices.
- Security and safety.
- Calm and well organized workspace with an equipped kitchen and comfortable couches for breaks.
- Prestigious location.
- Strategic location (a lot of businesses in various industries in the area)

Weaknesses

- Absence of training rooms with the capacity of more than 15 people.
- Lack of parking spots near the space.
- Weak online visibility.
- Lack of online content and inconsistent posting schedule.
- Limited budget.
- Absence of a marketing department.

Opportunities

- The increase of freelance and remote work.
- The raising popularity of the coworking sector.
- Partnerships with businesses.
- Events and workshops organization.
- University clubs events participation.

Threats

- High rent prices.
- High competition and the increasing appearance of new training centers and coworking spaces.
- The increasing pace of online customer demand (the necessity of hopping on trends).

Source: Created by the student.

1.5. Research methodology:

A research methodology describes the techniques and procedures used to identify and analyze information regarding a specific research topic. It is a process by which researchers design their study so that they can achieve their objectives using the selected research instruments.[1]

1.5.1. Scientific research:

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[1] Sreekumar, D., 2023. *What is research methodology? Definition, types, and examples*. Available at: <u>What is Research Methodology? Definition, Types, and Examples | Paperpal</u>. Accessed : 03/06/2025 at 10 :26 PM

Scientific research refers to research conducted for the purpose of contributing towards science by the systematic collection, interpretation and evaluation of data. The results obtained from a small group through scientific studies are socialized, and new information is revealed with respect to diagnosis, treatment and reliability of applications.[1]

1.6. Types of research methodologies:

1.6.1. Basic research:

Also known as fundamental research, is an investigation on basic principles and reasons for occurrence of a particular event or process or phenomenon. Basic researches sometimes may not lead to immediate use or application. It is not concerned with solving any practical problems of immediate interest. The outcomes of basic research form the basis for many applied research.[2]

1.6.2. Applied research:

Applied research aims at evaluating a solution for an immediate problem facing the society or an industrial organization. Research that has been carried out to find out political, social or economic trends that may affect a particular institution or marketing research are examples of applied research.[3] This approach puts to practice the results of the fundamental research.

1.6.3. Quantitative research:

Quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations.[4] The quantitative research method utilizes data collection methods such as survey and questionnaires to then represent the results in numerical forms.

1.6.4. Qualitative research:

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[1] Çaparlar, C.Ö. and Dönmez, A., 2016. What is scientific research and how can it be done? *Turkish journal of anaesthesiology and reanimation*, *44*(4), P.212.

[2] Goundar, S., 2012. Research methodology and research method: Methods commonly used by researchers. *Victoria University of Wellington*, pp.42-43. P. 8.

[3] Kapur, R., 2018. Research methodology: Methods and strategies. *Department of Adult Education and Continuing Extension, University of Delhi: New Delhi, India*. P12.

[4] Bhandari, P., 2023. *What is quantitative research? Definition, uses & methods*. Scribbr. Available at: What Is Quantitative Research? | Definition, Uses & Methods. Accessed at: 03/06/2025 at 1:02AM.

Qualitative research involves collecting and analyzing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research.[1] This type of research looks to describe a population without attempting to quantifiably measure variables or look to potential relationships between variables.[2]

For our research, we opted for an applied research method that allows us to put to practice what we have established throughout the theorical chapter. We opted for a qualitative approach using two methods:

- **Semi-structured interview:** conducted with My Dare's manager Mme. Khettabi Ryma, who is also in charge of the space's online presence. This interview is guided by a sequence of questions to help us gain a more detailed insight on their current marketing strategy and identify areas of improvement. This insight will be then used to tailor a new digital marketing strategy for My Dare. This interview took place on 08/04/2025 at My Dare Coworking Space, it consisted of a total of 20 questions, built on 5 axes. The interview guide will be presented in detail in the Appendix.
- **Content analysis of digital marketing channels:** the second part of the empirical study consisted of a thorough analysis of My dare social media accounts (Facebook, Instagram, TikTok, LinkedIn) and website. This analysis was carried out using performance measuring tools such as Meta Suite Business, UberSuggest, PageSpeed Insights and SEOptimer. It focused mainly on content type, frequency of posting, performance metrics, website traffic and page load time.

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[1] Bhandari, P. 2025. *What is qualitative research? Methods & examples*. Scribbr. What Is Qualitative Research? | Methods & Examples. Accessed: 03/06/2025 at 1:31AM.
[2] Goundar, S. Op. Ct. P 34, 35.

Section 3: My Dare's current marketing strategy

In this section, we will analyze My Dare's current marketing strategy and its impact on their performance

3.1. Current marketing strategy overview:

My Dare's current marketing strategy is centered around customer experience and professional community building. The objectives of this strategy is to create an inspiring work environment for professionals and highlighting a sense of community. They use as communication channels their official website, blogs, social media and word-of-mouth by proving customers with memorable experiences they can talk about. They use certain tools in their strategy such as Google My Business, social media especially Instagram, Canva for design, Google Analytics and Meta Business Suite.

The coworking space targets professionals aged from 20 to 50. These individuals are freelancers, entrepreneurs and even students looking for a professional and motivating work environment as well as networking opportunities. Feedback from these customers is generated by their dire reviews, private messages or engagement with their posts.

To measure the effectiveness of their marketing efforts, they use certain KPIs such as profile reach and views. engagement rate through likes, comments, shares and saves.

3.1.1. Social media engagement:

To create content for social media, My Dare follows a structured approach starting with defining objectives of the post, brainstorming ideas and planning their content. Using Meta Suite Business, they program the time of posting after the content created has been approved by the manager. Performance of their posts is measured through KPIs, post analytics, and client source tracking by having them answer on a story how they discovered the space. Interaction with clients include fast responses to inbox messages, replies to comments remain professional and personalized. Their social media strategy faces key challenges such as limited resources and ROI measurement difficulty, as well as difficulty converting viewers into followers.

Partnerships with influencers are not currently integrated within the marketing strategy, their collaborations are mostly with trainers and student clubs.

3.1.2. Website & SEO strategy:

My Dare possesses a user-friendly website, compatible with all formats of devices. To analyze its performance, they use Google Analytics. The website, however, is not regularly updated with blogs, testimonials, events…etc.

3.1.3. Advertising and paid media:

My Dare uses paid media to advertise their posts on social media (Facebook and Instagram) in order to reach a wider audience and more specifically, freelancers/business owners looking for a collaborative workspace. This investment in paid advertising has led to a wider reach and higher viewer count. It also generated multiple message through the forum on their website in addition to some new converted customers.

3.1.4. Benchmarking and optimization:

In order to better position itself among competitors, My Dare strategically compares similar coworking spaces in the region (Algiers or Dely Ibrahim) including their offers, communication strategies, client engagement and how these competitors differ from them.

Areas of improvement in their current strategy includes local partnership, establishing an editorial calendar, adopting digital strategies such as CRM, sending newsletters via email, collaboration with micro-influencers, posting more relevant content for clients and do UGC collaborations.

My Dare suggested posting more video series and interviews with members to valorize the sense of community.

3.2. Content Strategy:

My Dare uses different formats of content to communicate their messages with their clients (textual, visual, blogs). They post various types of content:

- **Educational content:** such as how-to guides, tips for business owners or freelancers, productivity solutions…
- **Inspirational content:** sharing motivating ideas such as inspirational quotes and success stories of community members.
- **Engagement oriented content:** to stimulate interaction by sharing content such behind-the-scenes clips or pictures, interactive polls and quizzes, limited-time offers.
- **Promotional content:** membership plans, discounts and seasonal promotions or event and workshops announcement.
- Seasonal and cultural content or celebratory content for example during Ramadan or Eid.
- Customers testimonials and reviews as well as user-generated feedback.

The company has established a content publishing schedule as shown below:

Table 3 : My Dare's content publishing schedule

Week/Day	Monday	Wednesday	Friday	Sunday
Week 1	Brand presentation	Client testimonial (Instagram story)	Interactive post (poll on Instagram story)	Virtual visit to the space (carousel on Instagram and video Facebook)
Week 2	Blog article (website)	Tips for startups (carousel on Instagram)	Event announcement (Instagram story/feed, LinkedIn post, Facebook post)	Specific area showcasing (Instagram feed, Facebook post)
Week 3	Video Q&A	Partnership with a local professional	Live Q&A (Facebook, Instagram)	Member testimonial

Week 4	Special offer	Services showcasing and real-time testimonial	Event celebration	Monthly events/moments recapitulation

Source: document provided by the company

We notice in this table that the company's posting schedule is not daily. It does not include posting content on their TikTok account, and rarely includes blogs on their website and posts on their LinkedIn. In addition, this schedule is rarely followed in practice by the space.

This inconsistency has resulted in decreasing audience engagement and missed opportunities for content growth.

3.3.   Digital marketing channels:

My Dare communicates with their customers by distributing meaningful and tailored content through their social media accounts and their website.

3.3.1. Social media presence:

My Dare Coworking is present in various social media platforms where it interacts and shares content with its clients:

3.3.1.1.Facebook:

My Dare in present on Facebook with a page where they share reels and posts.

Figure 10 My Dare Coworking Facebook Page
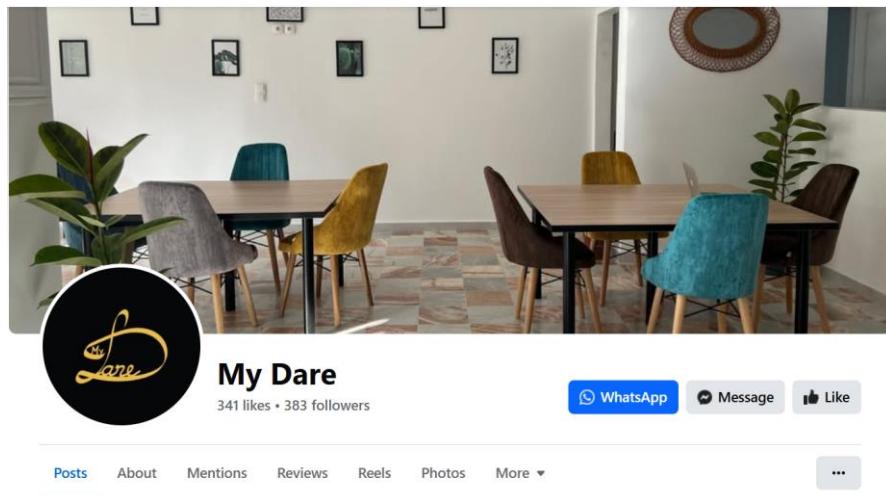
<div align="right">Source: screenshot taken by the student.</div>

The page has over 300 likes and 383 followers, provided with detailed description about the business from the space's address, opening hours, phone number, email address, website link and Instagram profile link.

Figure 11: Facebook page information
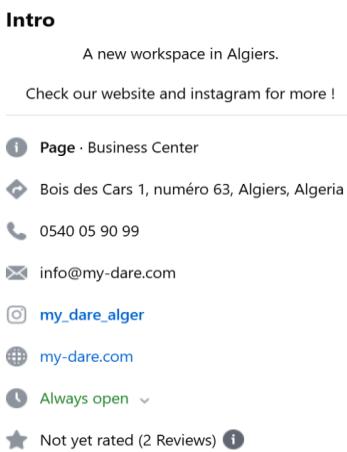
<div align="right">Source: screenshot taken by the student</div>

The page has two reviews from clients, both of which reflect a positive experience with the space.

Figure 12: Facebook page reviews.
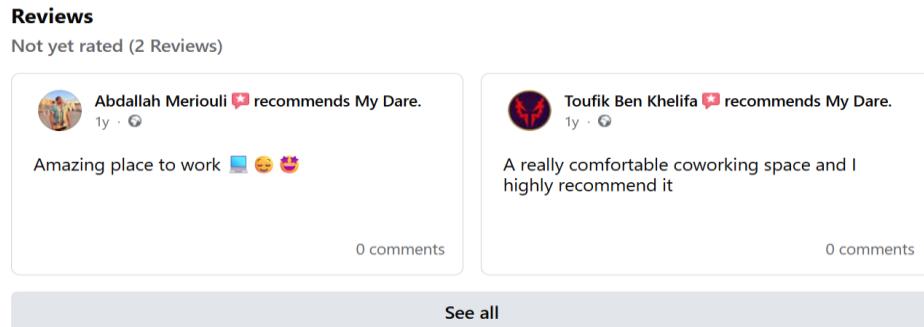
Their content on Facebook varies from events announcements, weekly quizzes, reels, tips and informative content as well as celebratory posts. Each publication on Facebook includes relevant hashtags and some of them include links their website or their WhatsApp.

Figure 13: My Dare's Facebook posts
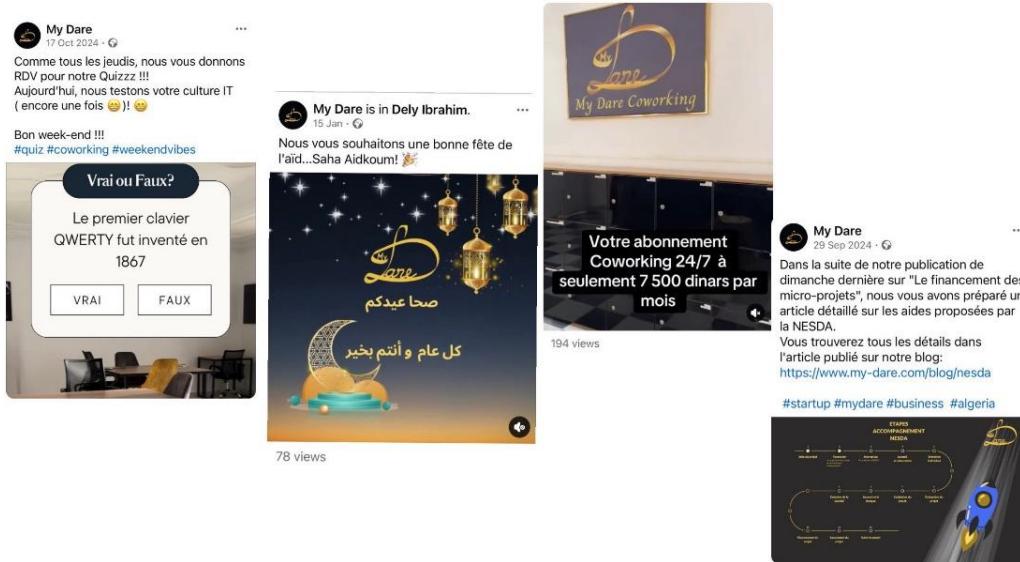
We notice through their Facebook page an inconsistency of content publishing as publishing dates vary from daily to every other day to absence of posting for multiple days.

To track the effectiveness of their content posting strategy on Facebook, we analyze the following performance metrics: views, reach, 3-second views, 1-mintue views, interactions. These metrics are evaluated during the period from January 1st to March 31st.

Figure 14: Reach, Views and Interactions breakdown.
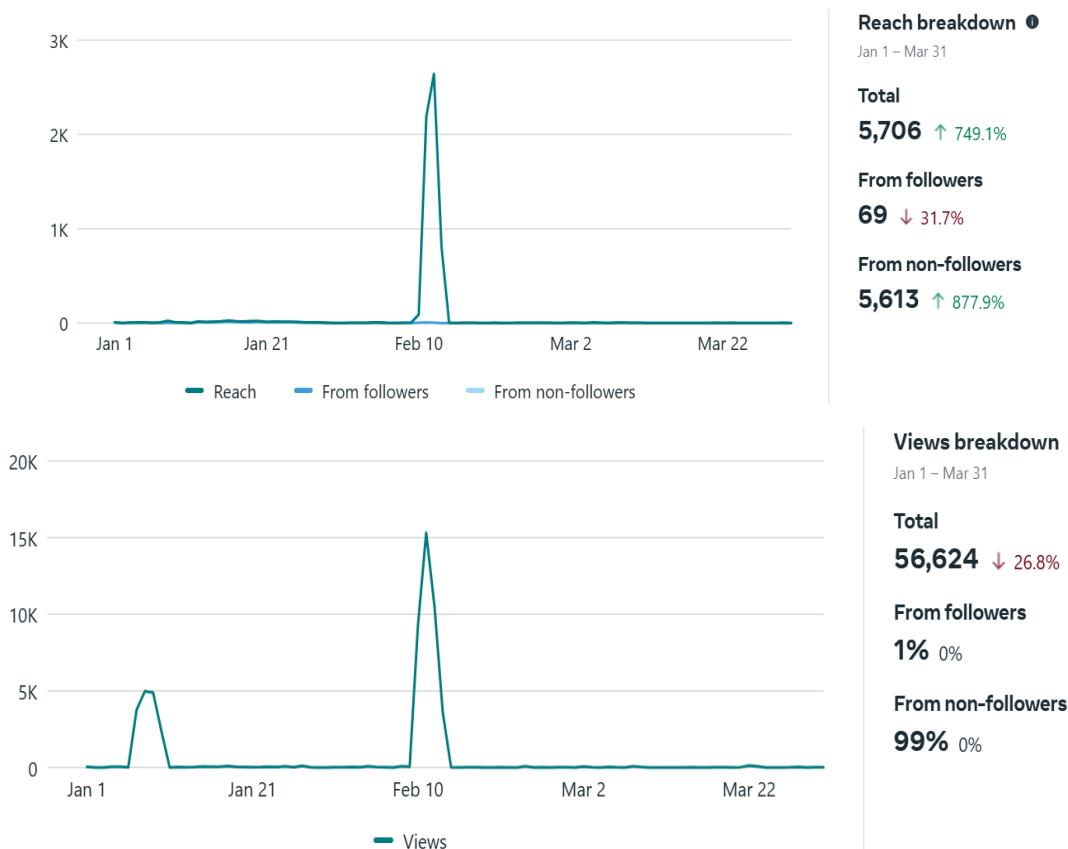
We notice through the first graph that the content posted on Facebook by My Dare during the period of evaluation reached a total of 5,706 accounts, mostly non-followers. This suggests that the content was visible beyond their followers.

The second graph shows that a total of 56,624 views, 99% of them being non-followers, while only 15 of them interacted by liking, commenting and sharing. This reflects a low engagement-to-visibility ratio

Both graphs show a peak on February 11th, which indicates higher than usual performance because of the presence of a boosted publication with the aim of optimizing their visibility online as well as client engagement with their content. However, the lack of corresponding engagement suggests low content impact despite the paid ad.

The third set of performance metrics reveals that most of the content viewers scrolled after 3 seconds, while only 3 people in total lingered longer.

These insights led us to a conclusion that while a boosted publication helped increase content visibility and potential of it reaching a wider audience beyond their existing followers, it failed to maintain their attention and lead them to checking the page, it also failed to convert casual viewers into followers. The high number of 3-second viewers reflects on the ability to capture interest. All of this signals the need for a more relevant content tailored specifically to the needs of their follower base, using strong hooks within the first 3 seconds and more compelling call-to-actions.

3.3.1.2.Instagram:

On Instagram, My Dare is present with two accounts:

- **@my_dare_coworking_alger**: their main account where they post professional content for their business clients such as special promotions and offers, informative content, events announcements and so on in different types from stories, carousels and reels. This account uses their standard profile picture with the gold and black colored logo. Their profile includes their slogan, services, address, contact information, website link and phone number. On the top of their profile grid, My Dare has organized their

top stories in forms of Highlights, each highlight is categorized according to the context of the story (e.g. client testimonials, events, quotes…).

Figure 15: My Dare Coworking's main account on Instagram.

Figure 16: My Dare Coworking's posts on Instagram
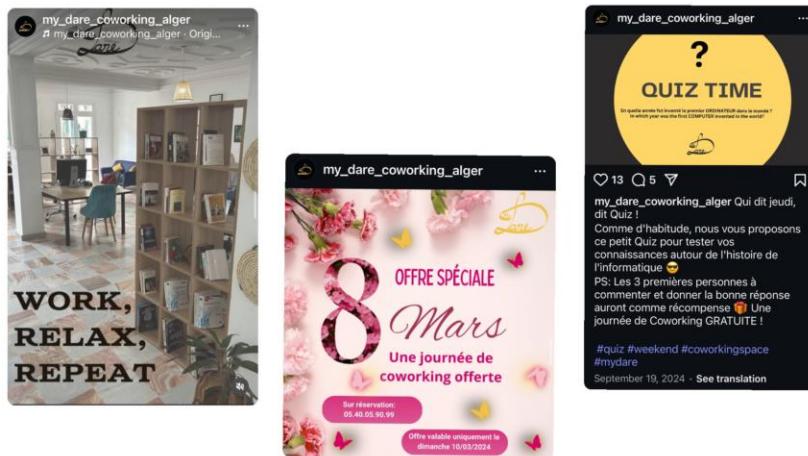
- **@mydarecoworkingchill:** their secondary account where they mainly target young entrepreneurs and university students with a more "chill" types of content, mainly reels that showcase the fun side of the coworking space. This account's identity is represented by their second profile picture with the white and gold colors, and their profile also englobes their main services, location and link to their website. The

- highlighted stories and categorized according to the context of the stories, mainly sharing behind-the-scenes and highlighting the sense of community within the space.

Figure 17: My Dare Coworking's secondary account on Instagram.
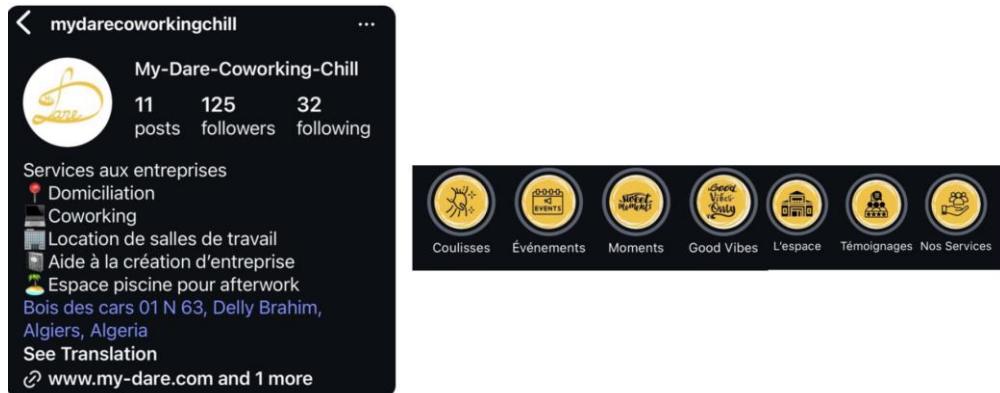
<div align="right">Source: screenshots taken by the student.</div>

However, My Dare found that having two Instagram accounts renders their focus on content posting more difficult, having to focus on improving both accounts while also focusing on other social media platforms. Therefore, the focus of this study is aimed towards optimizing visibility on their main account, where clients are more engaged and content is more visible.

To measure the effectiveness of their current strategy on Instagram, we used Meta Business Suite to track and measure performance metrics from January 1st to March 31st.

Figure 18: Views, Reach and Content Interactions breakdown.
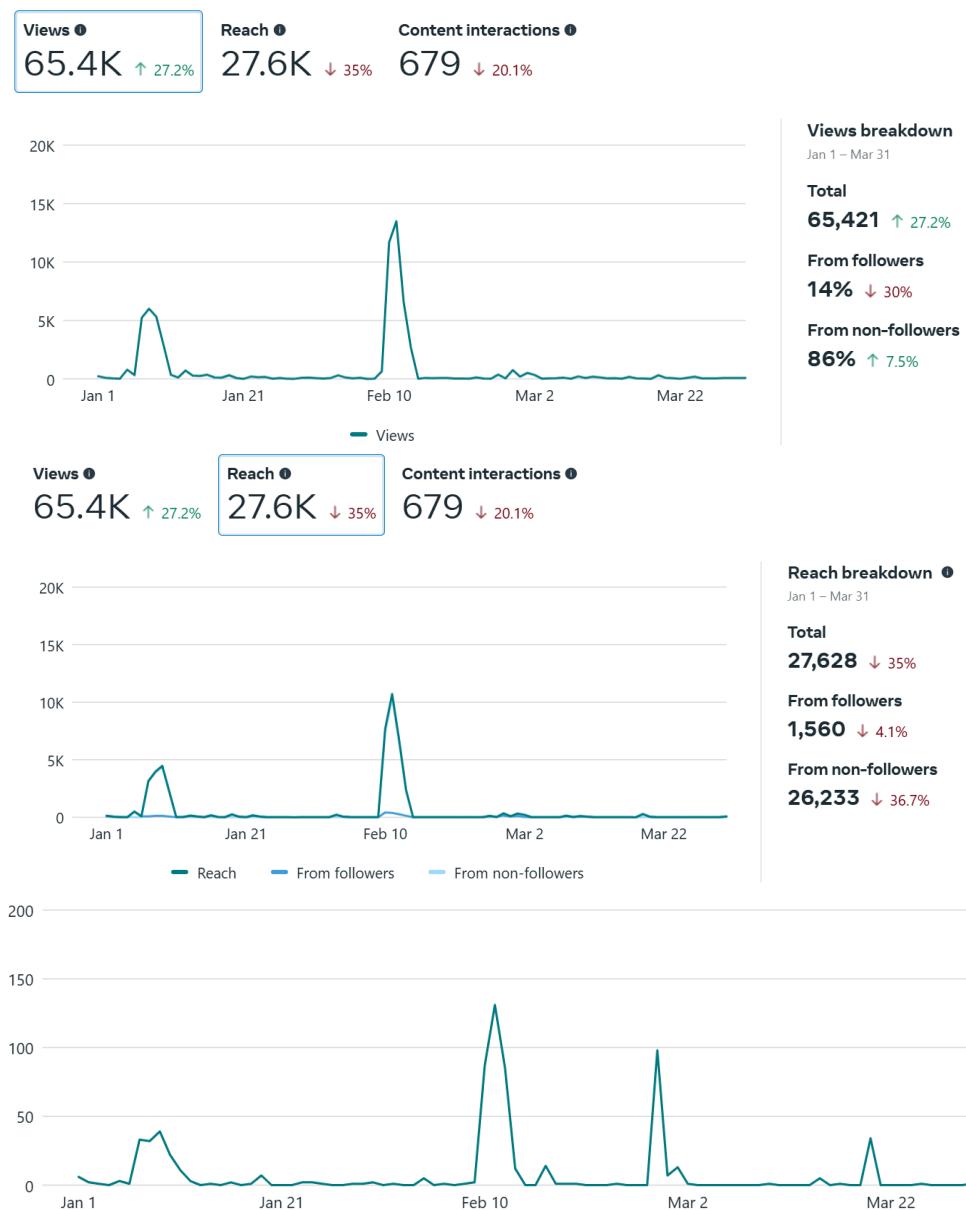
These graphs show us that the Instagram profile of My Dare Coworking has known an increase in the views, surpassing 65,000 view, 86% of which come from non-followers. Meanwhile, the content only reached over 27,000 accounts. Between the accounts reached and those who viewed My Dare's account, only 679 of them interacted with the content shared. The peaks shown in the

graphs represent the reel boosted on February 10, which reached its peak from views and visibility the following day.

The difference between the high views in spite of the low number of accounts reached can be explained by the different ways in which the account can be discovered. While only 27k accounts were reached through paid advertising, the 65k views found the account through different means aside from the boosted publication such as manually researching the account (on Instagram, TikTok, or even Google), the profile being linked to, shared or recommended, and so on.

While the paid advertising worked to boost their visibility, its effects started dramatically decreasing after one day which signals the need for a more relevant content strategy and more compelling hashtags as well as improving Instagram strategy overall.

3.3.1.3.TikTok:

On TikTok, the coworking space is present with a total of 127 followers a total number of 939 likes (as for 25/05/2025). Their bio contains a description of services.

Their posts on TikTok are videos and pictures imported from their Instagram account, the pictures describing their services in details and their videos showcase their space as well as videos showcasing the fun side of the space.

Figure 19: My Dare's TikTok profile and profile grid.
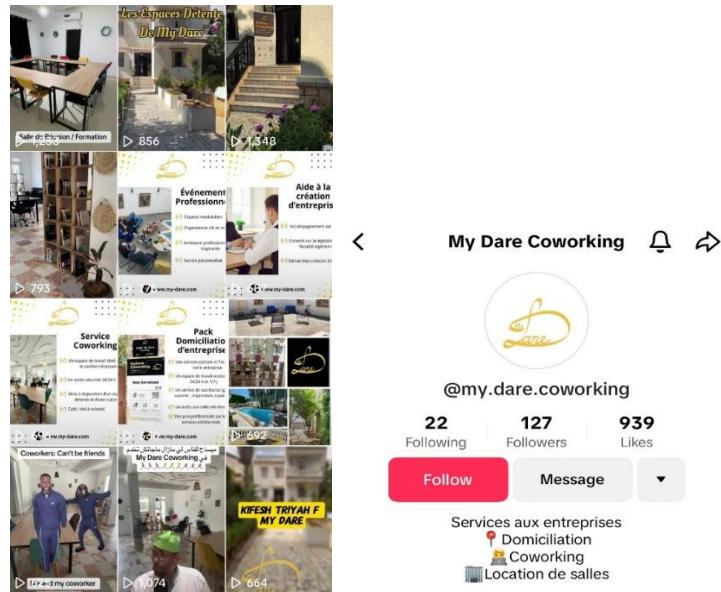
Despite the lack of access to account insights provided by the company, a general overview of their account posts and viewer count we notice that most of their posts generate from 600 to 1,000 views, indicating that the account has achieved basic visibility organically, managing to appear on the For You Page of a limited audience. However, this low count signals stagnation which is possibly a result of repetition in content themes or an insufficient use of TikTok-specific optimization tools from well-edited videos with a strong hook and trendy sounds, an effective use of hashtags.

The engagement with each post (likes, comments, reposts) is notably low. Their like counts are mostly below 20 and rarely any comments, with a few posts generating a higher like count. The most liked video generated 132 likes and 7 comments in total. This suggests that the content may not be prompting strong audience reaction and engagement. We also notice an inconsistency in video posting schedule, which is another factor of views stagnation as TikTok's algorithm favors active account who post at least once daily.

3.3.1.4. LinkedIn:

On LinkedIn, My Dare is present with the goal of acquiring a professional network and attracting entrepreneurs and remote professionals. Their account has 679 followers and is provided with a

detailed presentation of their space their main services and their precise location, phone number, and link to their website in addition to other company description.

Figure 20: My Dare LinkedIn account

Source: screenshot taken by the student

My Dare has one event announcement on LinkedIn. Their posts, while not frequent, are composed of informative texts on various topics accompanied with visual representations, as well as reposting articles and posts where they have been tagged.

Figure 21: My Dare posts and event announcements on LinkedIn
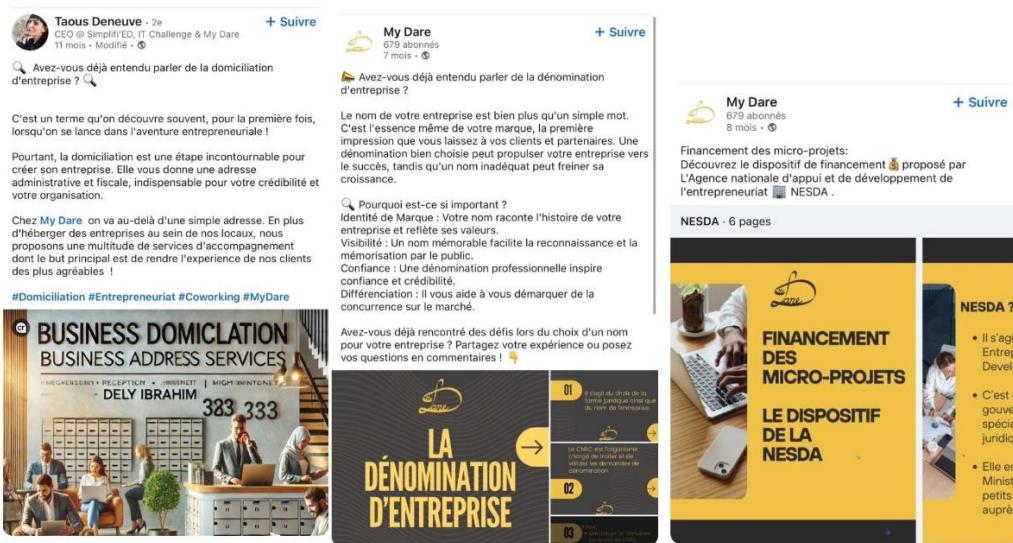
Source: screenshots taken by the student

3.3.2. Website:

My Dare is among the few coworking spaces in Algeria that has its own website, designed by Simplifi-ED, an IT company also owned by the CEO of My Dare Mme. Deneuve Taous. Their website features a user-friendly interface compatible with desktop and mobile viewers, available in English and French. The homepage integrates a prominent CTA that redirects users to the booking forum, where potential clients are asked to provide their phone number, email address and their message, facilitating direct user conversion. The navigation menu includes the space's offers, attributes, contact information, gallery of their past events and pictures, blogs and an "about us" page.

Their website follows a hierarchical structure where the homepage serves as the central hub of the site's pages, branching into different sections containing subpages that provide more detailed information, ensuring a smooth and logically organized website navigation experience.

Figure 22: My Dare Coworking official website
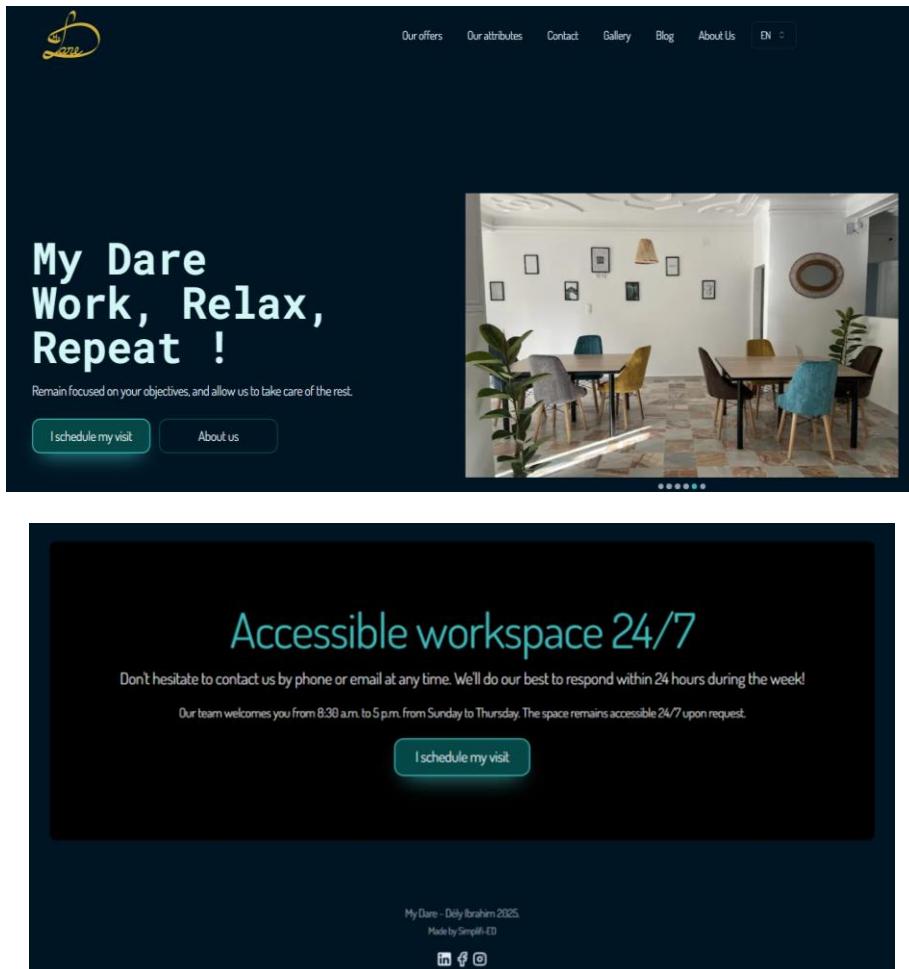
To analyze the website performance, we used online tools to measure relevant KPIs: website traffic, keyword ranking and page load time.

3.3.2.1.Website traffic:

To measure the website's traffic, we used UberSuggest, an online keyword research tool by Neil Patel that also provides a free domain overview. The results are presented in the figure below:

Figure 23: My Dare website traffic overview
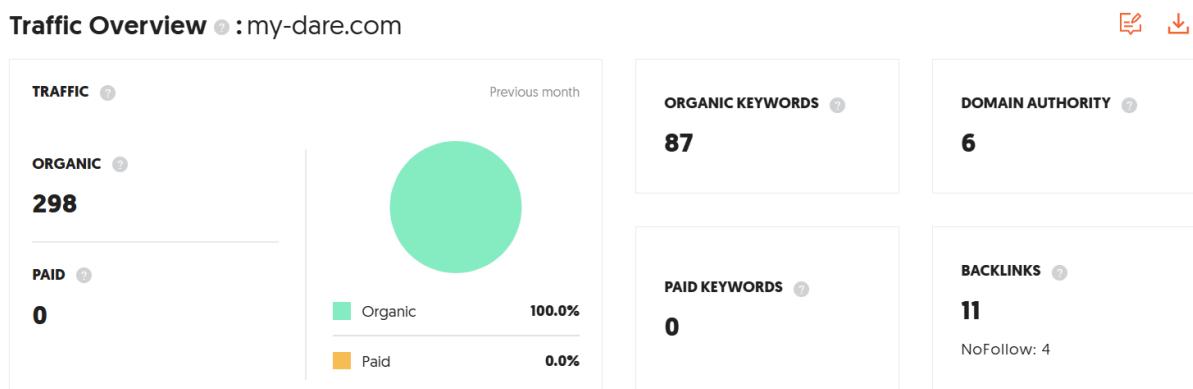
The website generated a total of 298 visitors organically each month using 87 organic keywords, and no traffic through paid advertising. This is due to an absence of search engine advertising campaigns using tools such as Google ads. This represents a missed opportunity as it an effective strategy for improving visibility on Search Engine Results Page (SERPs).

Domain authority represents how likely My Dare's website is to rank on the SERPs. Their score is notably low (domain authority ranges from 1 to 100) which makes the website's potential for ranking at the top of the search engines is unlikely. This score indicates the lack of strong backlinks for SEO authority, making it less competitive in search ranking.

3.3.2.2.Page load time:

PageSpeed Insights provides detailed metrics on the website's performance in terms of page load time, with an explanation of what each metric signifies. These metrics are essential for evaluating My Dare's website's performance how long it takes for it to load. Pages that load faster perform better n user bounce rate and conversions.[1]

The insights shown in the figure below indicate a good performance of My Dare's website in terms of page loading time, as the metrics are all less than 0.5 seconds (the time it takes for the first page on the website or video/image to load). However, the Speed Index does not meet speed optimization standards. A slow Speed Index can negatively affect user experience and SEO

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[1] SEO Audit for www.my-dare.com - SEOptimer accessed: 30/04/2025

performance, as users expect immediate content visibility and search engines prioritize faster websites in their rankings.

Figure 24: Page load time metrics.

METRICS   Collapse view
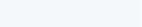
● First Contentful Paint
0.3 s
First Contentful Paint marks the time at which the first text or image is painted. Learn more about the First Contentful Paint metric.

● Largest Contentful Paint
0.4 s
Largest Contentful Paint marks the time at which the largest text or image is painted. Learn more about the Largest Contentful Paint metric

● Total Blocking Time
0 ms
Sum of all time periods between FCP and Time to Interactive, when task length exceeded 50ms, expressed in milliseconds. Learn more about the Total Blocking Time metric.

● Cumulative Layout Shift
0.004
Cumulative Layout Shift measures the movement of visible elements within the viewport. Learn more about the Cumulative Layout Shift metric.

■ Speed Index
1.4 s
Speed Index shows how quickly the contents of a page are visibly populated. Learn more about the Speed Index metric.

Source: PageSpeed Insights by Google for Developers. Available at: PageSpeed Insights.

3.3.2.3.Keyword ranking:

Identifying which keywords are driving traffic to My Dare's website helps them identify what is working and what keywords need improvement for a better ranking. The figure below presents the top keywords ranking:

Figure 25: Top keyword rankings

Keyword	Country	Position	Total Searches	Estimated Traffic	
my dare coworking	🇩🇿	1	720	219	▆
my dare	🇩🇿	1	40	12	▎
coworking alger	🇩🇿	14	480	3	▏
coworking space alger	🇩🇿	13	320	2	▏
co working space alger	🇩🇿	14	320	2	▏
coworking alger	🇫🇷	8	90	2	▏
espace-coworking alger	🇩🇿	12	170	1	▏
espace coworking alger	🇩🇿	14	170	1	▏
espace de coworking alger	🇩🇿	7	30	1	▏
workspace alger	🇩🇿	7	30	1	▏

Source: <u>SEO Audit for www.my-dare.com - SEOptimer</u>.

The top performing keyword is "my dare coworking", ranking first with 720 monthly searches, generating an estimated 219 visitors indicating strong brand recognition. Other branded terms like "my dare" also rank first but contribute less traffic.

General keywords such as "coworking Alger" or "coworking space Alger rank lower, driving minimal traffic. This suggests that while the brand performs well on direct searches, its visibility for more competitive coworking-related queries remains low, which limits potential customer acquisition from new users unfamiliar with the brand.

Section 3: a new digital marketing strategy for the company

Using the results of analyzing My Dare's current digital marketing strategy and social media presence as well as those of the semi-structured interview, we designed a new strategy and tested its effectiveness throughout the remaining duration of our internship. This strategy is more oriented towards social media. After analyzing the coworking space's online presence on multiple platforms, we concluded that they are more active on Instagram where their clients are more engaged compared to other websites, this is why we chose to focus our study on optimizing their social media marketing strategy on the platform using Meta Business Suite as our main digital tool.

The duration of testing is from 17/04/2025 to 29/04/2025.

Our strategy included the following steps:

- Objectives of the new strategy implementation.
- Target audience refinement: more details on the company's ideal client, followed by a Buyer Persona.
- Describing the concept of our new Instagram content strategy as well as making a publishing schedule for it.
- Publishing the content.
- Measuring performance metrics.

3.1. Objectives:

To stir our strategy in the right direction, we set these S.M.A.R.T objectives:

- Increase Instagram follower count by at least 20 new followers in 10 days.
- Increase content interactions by at least 100 in the next 10 days.
- Post content every day for the next 10 days.
- Increase My Dare's visibility and gain new clients.
- Hopping on trends and reaching target audience.

3.2.   Target audience refinement:

To provide specific details on our target audience, we used Audience Demographics from Instagram that represent the age, gender and location of My Dare's followers:

Figure 26: My Dare's audience categorized by age and gender.
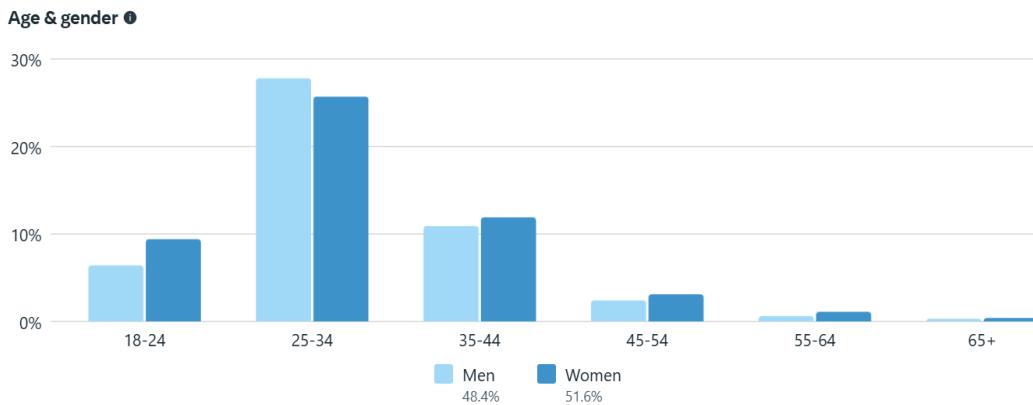
Source: Audience Demographics by Meta. Available at: Meta Business Suite

Figure 27: My Dare's Audience categorized by top cities and countries.
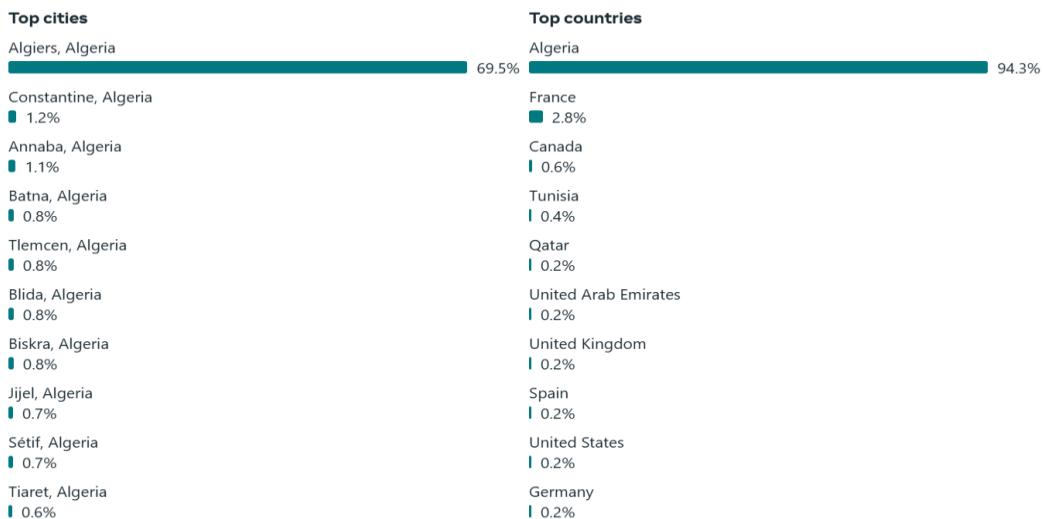
Source: Audience Demographics by Meta. Available at: Meta Business Suite

Using these trends and the intel gathered from our semi-structured interview, we categorize our target audience as follows:

3.2.1.   Demographics:

We target with our strategy individuals aged between 20 and 44, both men and women. This will help us define the category of content to post.

3.2.2. Location:

Our targeted clients are located in Algeria, exactly in Algiers. This is specifically helpful in using the right hashtags.

3.2.3. Profession:

Ideal clients are students and business professionals from freelancers to business owners.

3.2.4. Online presence:

We target with our Instagram strategy customers who are frequently present on the platform and are most likely to be reached with a post through their explore page or see it once they refresh their feed if they are already following

3.2.5. Motivations:

These individuals are driven by their need to find a calm workspace that boosts their productivity and creativity as well as providing them with a place to hold their business meetings and such. They are also motivated to join a community with like-minded professionals where they can exchange ideas and grow their professional network.

Based on this, we created fictional personas to better visualize our ideal clients and build our strategy specifically tailored the them:

Figure 28: Buyer Personas for My Dare.
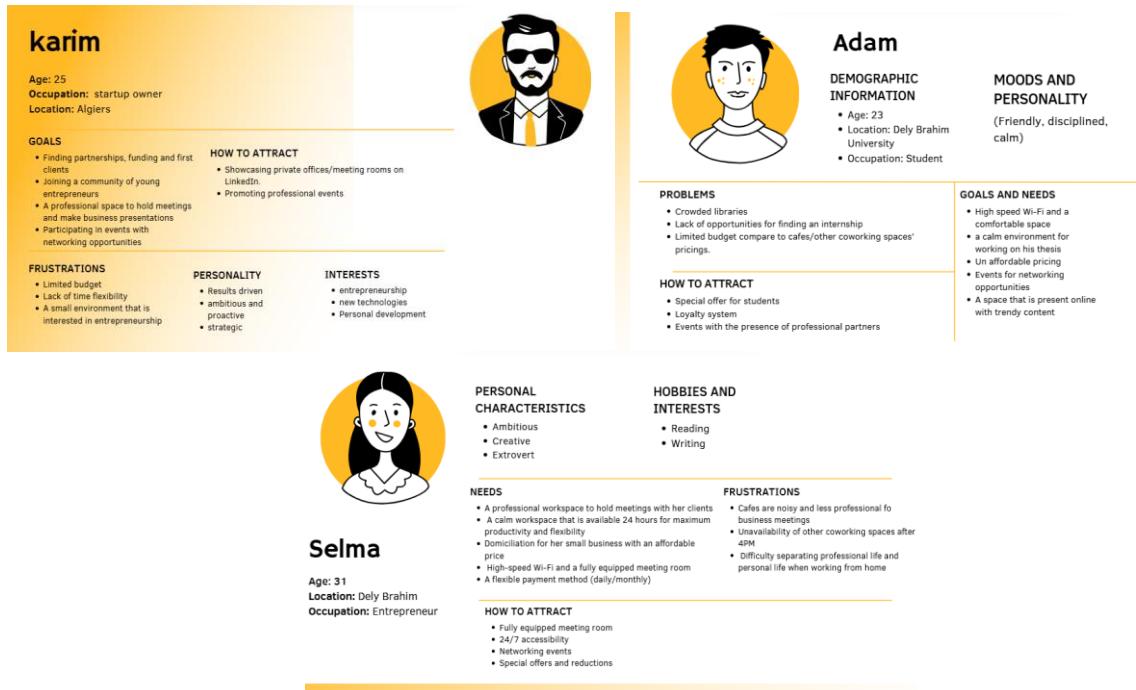
3.3.   The new content strategy:

After defining our objectives and target audience, we proceed to build our content strategy:

3.3.1.   Concept of the strategy:

We opted for account marketing content, where we aim to reach as many accounts as possible and capture their attention through trendy reels, posts and interactive stories, to convert them into followers.

This content came from analyzing high-performing content from both similar coworking businesses specifically and brands operating in other sectors, both local and international. By identifying the formats and tones that generate the most engagement and helps posts go viral, as well as trendy audios and music, we managed to craft a new content style that aims to help people discover My Dare's account during the 10 days of implementation.

The content published varies from well-edited reels that start with strong hooks and includes smooth transitions using video editing tools such as CapCut. These reels are kept under 90 seconds as longer reels have a higher chance of performing poorly. We also have posts showcasing events announcements or celebratory messages, stories providing views with an insider look on how a day at My Dare Coworking looks like or sharing behind-the-scenes.

The messages conveyed through the reels are mostly call-to-actions and value provided by My Dare shown in creative forms, examples of these messages include: "this is your sign to come visit us", "you are not sad you just need a calm workspace", "scan this code for a surprise".

This content is supported with strong captions that conveys the marketing message in a short but effective way that effectively hooks views, followed by relevant hashtags based on current and target audience preference as well as the post's content.

Examples of these hashtags include: #coworking, #coworking space, #coworking alger, #workspace, #freelance, #explore.

3.3.2. Content publishing schedule:

The new content strategy consists of posting daily as the Instagram algorithm favors active accounts as previously discussed in Chapter 1.

Insights show that My Dare followers are mostly active from 12PM to 9PM, which is why we scheduled our content posting as follows:

- Stories from the tome interval of 12PM-3PM where the space is most active.
- Reels/posts at 9PM.

We used Meta Business Suite to schedule posting.

**Figure 29:** My Dare's audience most active times.
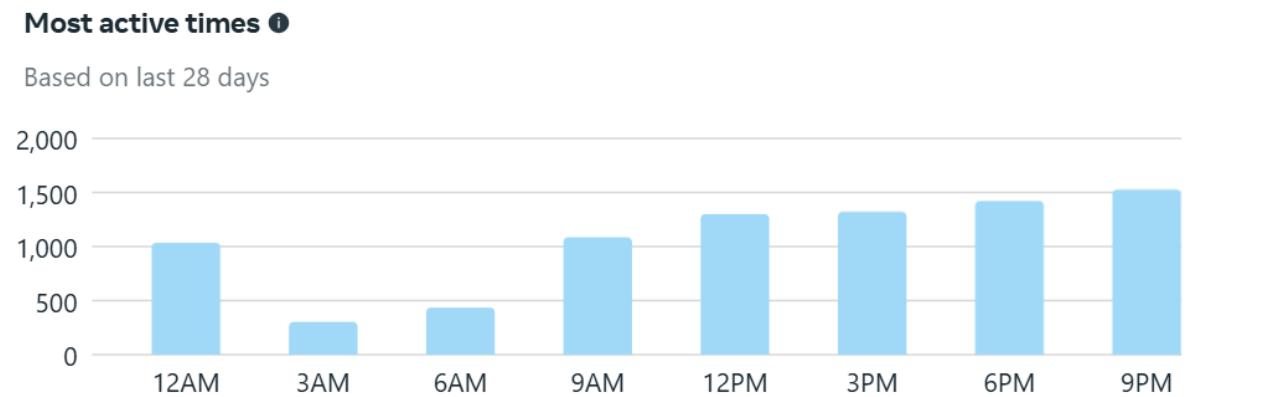
3.4. Results:

After 10 days of the new strategy implementation, we measure its effectiveness by evaluating metrics that include: Views, Reach, Content Interaction, Instagram Profile Visits and Followers. Figure 28 shows representations of these metrics from April 10th to April 29th:

Figure 30: Impact of new Instagram content strategy implementation on performance
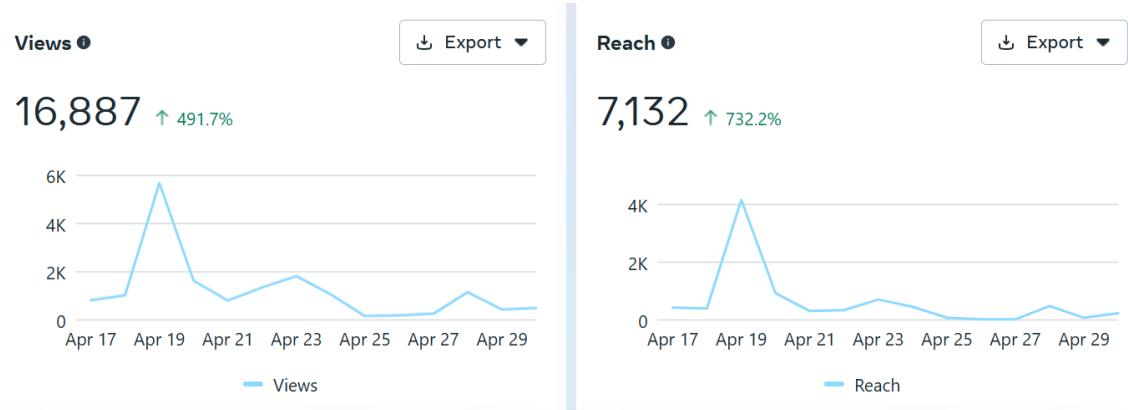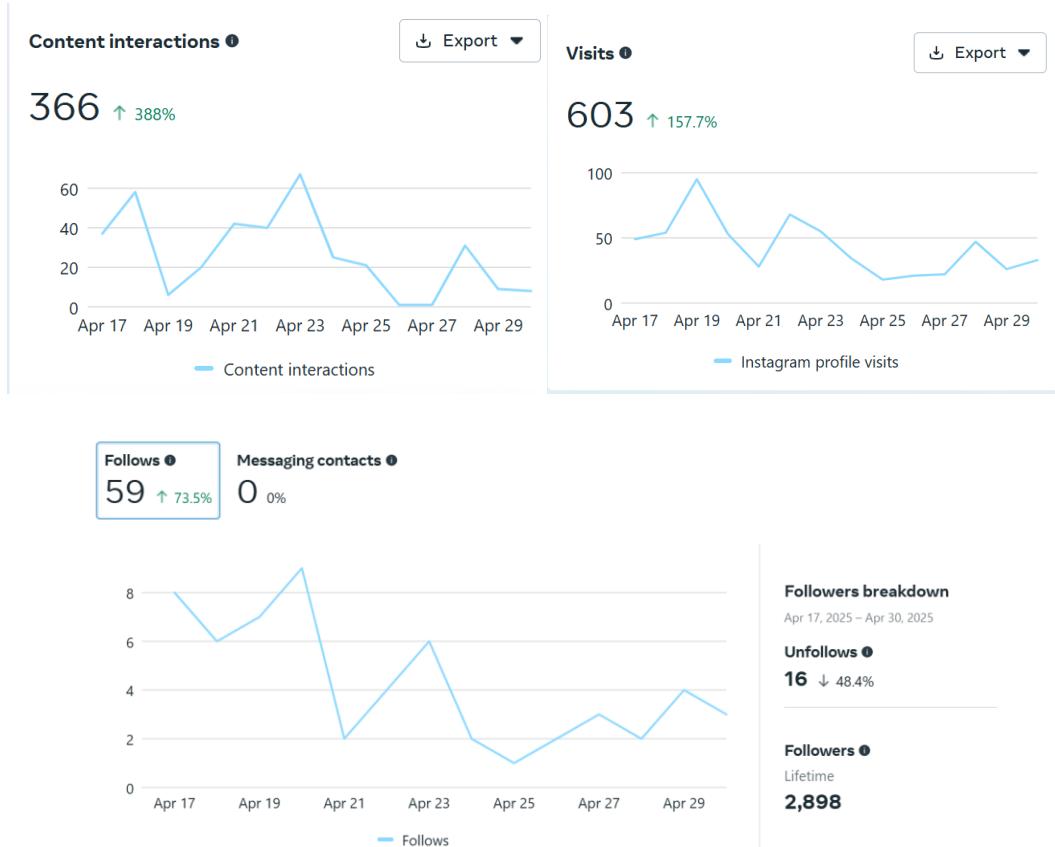
Source: Content Overview by Meta. Available at: Meta Business Suite.

We notice through these graphs that there was an increase in all the shown metrics, with views surpassing 16k and over 7,000 account reached. We also notice that the content was effective in generating interactions and leading more people to visit My Dare's account. 59 of these profile visitors were converted to followers. We also notice a decrease in the percentage of unfollowed in contract of an increase in the follows count.

The content that generated most views and interactions is a reel inciting viewers to visit the space (a CTA). This reel notably surpassed the account's typical post views, managing to surpass 1,500k views and generate 70 interactions (likes, comments, shares and saves). The average watch time of this reel is 0.5s out of its 0.6s duration, signifying that it managed to effectively hook viewers and capture their interest long enough for them to be 0.1s away from finishing it.

Finally, by comparing the obtained results with the objectives set in the beginning we conclude that:

- The number of follows exceeded 20 by 39 new followers in 10 days.
- The total number of content interaction generated in 10 days reached 366 interactions, surpassing 100 by a 266 gap.
- We were able to post trendy content every day for the duration of the 10 days which resulted in an increase in My Dare's reach on Instagram and potential customer inquiries about subscription packages via messages. By staying more consistent, these individuals have the potential to convert to actual clients.

Figure 31: Most viewed post overview.
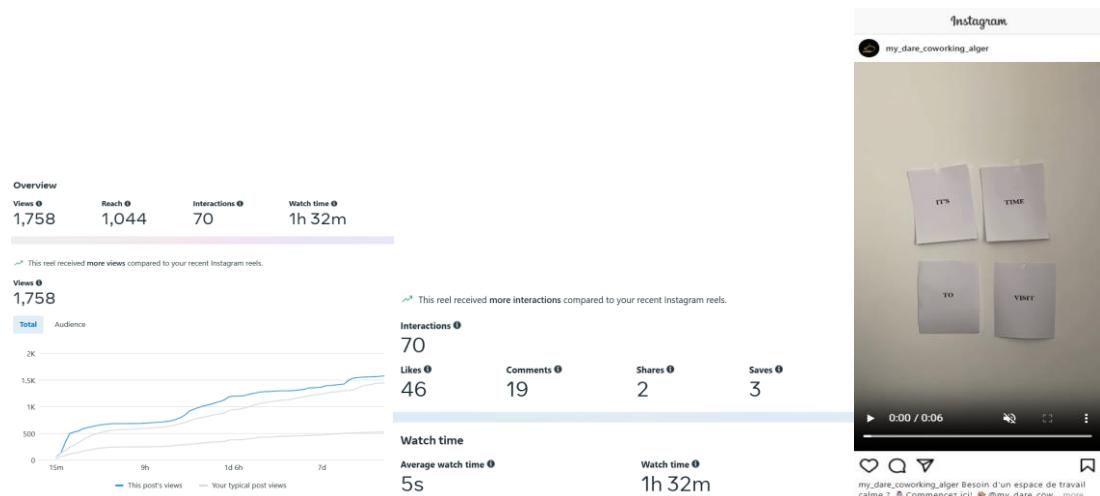
Source: Content Overview by Meta. Available at: Meta Business Suite.

3.5. Discussion of results:

Using intel gathered from the interview guide and the digital marketing analysis we established, we can synthetize the results as follows:

- My Dare coworking is located in a strategic place.
- Their limited budget as a small coworking business prevents them from investing in their digital marketing campaigns
- Their content posting strategy does not follow a specific editorial calendar.
- Their profile on social media platforms are well built with all the necessary information

- Inconsistency in posting resulted in a decrease in views over time.
- Paid advertising boosted their views and reach but not engagement.
- The lack of usage of trendy audios/music on TikTok caused a stagnation in videos' performances.
- Using hooks increased viewers watch duration from 0.3s to 0.5s.
- Reels are the type of content that performs higher for My Dare alongside stories.
- Organically, the coworking space can reach an above average count of views and follows by frequently posting.
- My Dare has a well-built website with page load time of 1.4s.
- Their current marketing strategy revolves around an enhanced customer experience.
- Their strategy aims to create a productive and motivating work environment for their customers.
- They use digital tools such as Meta Business Suite, Canva, CapCut and Google Analytics.
- Their target audience is freelancers and remote workers as well as small business owners.
- Their target audience also includes men and women aged between 20-40, located in Algiers.
- My Dare does use paid media but not often.
- The coworking space ranks first in search engines with the specific keyword "my dare coworking" signaling its authority.

Conclusion:

Throughout this chapter, we managed to present My Dare Coworking and profoundly analyze their current digital marketing strategy alongside the tools used in it through a qualitative research approach. This research was conducted by performing a semi-structured interview with the company's manager. We also analyzed their online presence and evaluated their performance.

Using the gathered results and the knowledge acquired throughout our training in the school, we created a new digital marketing strategy that aims to help My Dare grab available opportunities for growth in order to increase their visibility online and gain new clients.

By the end of this chapter, we found that My Dare uses content marketing strategies and social media marketing strategies to communicate with their clients. We also found that measurement tools and content scheduling tools help My Dare respect the posting timing, as well as keeping track of their strategies. Results showed that boosted publication, strong hooks and well-written captions are the most effective actions the coworking space takes to boost their online visibility.

General Conclusion

Digital marketing has become the pillar that companies especially small ones, operating in various fields rely on to optimize their brand image and generate profit. Implementing a well-defined marketing strategy is crucial to stirring the marketing efforts of the businesses in the right path where the right content reaches the right audience through the channels where they are most likely to be found. These strategies include well defining the objectives and the audience with whom the businesses wish to communicate their marketing messages, consistency is creating relevant content and distributing it through social media and companies' own websites, using the right keyword for SEO optimization and so on.

Integrating digital tools such as those that allow businesses to run paid ads or track their performance across platforms where they are present enables businesses to save time and money, facilitating the execution of digital strategies from content creation and planning, SEO referencing and performance metrics analysis.

The purpose of this study was to analyze the current marketing strategy of small coworking businesses, My Dare Coworking in our case, and figure out solutions to increase their visibility and their presence on social media platforms to gain a loyal customer base.

To attain this objective, we combined the findings of the theorical framework with the practical implementation.

Throughout the theoretical chapter titled "Digital Marketing Strategies for Small Coworking Businesses: A theoretical framework", we gathered fundamental theoretical information on our topic. The first section of the chapter provided an in depth overview of digital marketing and its strategies, as well as those specific for small businesses. It also explored in details the digital tools specific to each strategy.

We established through the second chapter titled "Empirical Analysis of Digital Marketing Strategies in Coworking Businesses: The Case of My Dare Coworking" a practical implementation in which we began by presenting My Dare Coworking in which our internship

took place. We then used a qualitative approach that combined a semi-structured interview and content strategy analysis. The results obtained throughout our research were used to propose a digital marketing strategy and measure its effectiveness through online tools.

The findings of our study show that in general, integrating digital tools specific to each marketing strategy used by a business helps them achieve significant results. This answers our research problem by confirming that digital tools are crucial to enhancing marketing strategies.

These findings also can be used to confirm or reject our hypotheses:

The results overall showed that My Dare communicates with its clients using content strategy through social media platform and especially Instagram where they are most active. In their digital strategy, the coworking space uses digital tools which are: Google Analytics, Google Ads, Facebook Ads and Meta Business Suite. This confirms **the first hypothesis** stating that "My Dare currently uses social media as its main marketing strategy. The tool integrated in it are paid advertisement tool such as Facebook Ads and Google Ads, along with performance metrics analysis tools such as Instagram insights".

H2: The hypothesis indicating that the impact of the current marketing strategy can be measured through performance metrics provided by digital tools is confirmed. Proof of that is the ability to measure My Dare's website performance and page load speed, as well as their performance metrics on different social media platforms.

H3: The last hypothesis stating that in order to optimize their marketing strategy, My Dare should run more paid advertising campaigns to boost their content on social media is confirmed. This is proved by the results shown in their Facebook and Instagram content overview where we noticed the effect of boosted publications on posts' performance.

Based on these results, we propose the following recommendations:

- Investing in digital marketing is crucial for the development and growth of businesses.
- Consistency in content posting is crucial as most social media platforms' algorithms favor active accounts.
- Making and respecting a content publishing calendar is necessary

- Diversifying content helps maintain engagement.
- Social media content should vary based on the platform.

- Posting consistently on LinkedIn is crucial to increase the professional network of My Dare and leads them to discovering the space, potentially becoming clients.
- Website design could be improved to better align with the identity of the brand.
- Collaborations with micro-influencers and UGC creators is a great way to boost the brand's visibility.
- Working on keyword ranking enhancement is crucial for the brand to rank higher on SERPs.
- Optimizing website page speed is essential for an enhanced user experience.
- Facebook Groups are a great way for an effective community building.
- Posting frequently on TikTok with trendy sounds and relevant hashtags is important to enhance visibility among a younger audience.
- Email marketing is a useful tool for communicating updates and new offers for subscribers.

Limits:

During our internship and the realization of this dissertation, there were some difficulties encountered:

- The unavailability of data (TikTok, LinkedIn, Website Analytics).
- The busy schedule of the manager made it hard to maintain content posting aligned with its designated time.
- The generational difference made it difficult to publish certain content as it was not approved.

In conclusion, our research has highlighted the importance of digital marketing tools in optimizing digital marketing strategies and how to maximize the benefits of their integration based on the applied strategies. Despite the limitations, our study managed to meet its objectives and provide valuable insights for future researches to work with. The

recommendations we provided can help improve the impact of the digital strategy implemented by My Dare.

Research perspectives:

Building on the findings of this study, we can suggest several perspectives for future research:

- The role of paid advertising in the visibility of small businesses.
- the impact of leveraging content marketing tools in social media growth.
- Email marketing as a method of communication for coworking businesses.

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Appendix

Appendix 1: the interview guide.

Introduction: Thank you for taking time to participate in this interview, my name is Djihene Hamidi, an intern here, and I am conducting research for my thesis on optimizing digital marketing strategies through digital tools for small coworking businesses. This interview aims to gather insights on My Dare Coworking's current digital strategy, the tools used in it and identify enhancement opportunities. Your responses will be kept confidential and used solely for research purposes.

Axe 1: Current marketing strategy overview:

1. Can you describe My Dare's current marketing strategy? (main goals, channels used).
2. What are the current digital tools used in this strategy?
3. How is My Dare's target audience defined?
4. Have you gathered customer feedback on digital marketing efforts? If yes, Explain how. If No, tell us why.
5. What are the current KPIs used to measure the success rate of this strategy?

Axe 2: Social Media Content and Engagement:

1. Can you describe the process of creating and publishing your social media content? (scheduling, content type)
2. How is your social media performance then measured and managed? (interaction strategies ex: response time, way of replying to comments)
3. What are the biggest challenges on managing your digital marketing strategy? (content planning…)
4. Does My Dare collaborate with influencers, businesses, or communities to boost marketing?
5. Have you considered partnerships as a marketing strategy?

Axe 3: Website & SEO Strategy

1. Does My Dare use a website as part of its marketing strategy?

2. Do you use any tools for SEO or website analytics? (Google Analytics, Search Console, SEMrush, etc.)

3. How often is the website updated for marketing purposes? (Blog, events, testimonials, etc.)

4. Have you implemented any strategies to improve search engine ranking?

Axe 4: Advertising & Paid Media

1. Does My Dare Coworking invest in paid advertising (Google Ads, Facebook Ads…etc.)?

2. What has been the impact of paid campaigns so far (Performance, lead generation, customer engagement)?

Axe 5: Benchmarking and optimization:

1. Are there any specific competitor benchmarks that My Dare uses for comparison? (aspects of comparison, findings, areas of implementation)

2. What aspects of My Dare's current strategy could be improved?

3. Are there any digital tools/ marketing trends you believe should be adopted in My Dare's current strategy that would have a noticeable impact in the long term?

Are there any additional insights or recommendations you would like to share?

Conclusion:

Thank you for your time and insights.

Table of content