

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

Specialty: E-business

THEME:

**THE CONTRIBUTION OF DIGITAL
CHANNELS IN PROSPECTING NEW
CLIENTS IN THE B2B
CASE STUDY: Pimarket.dz**

Submitted by:

MEHIRA Randa

supervised by:

AHMEDYAHIA Samia

Academic year

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DEDICATIONS

To those who have inspired and supported me throughout my academic journey, this work is a testament to your unwavering beliefs in my potentials, your support has been my harbor:

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List of abbreviations

B2B	Business To Business
B2B2C	Business To Business to Consumer
B2C	Business To Consumer
CEO	Chief Executive Officer
CPA	Cost Per Action
CPC	Cost Per Click
CPL	Cost Per Lead
CPM	Cost Per Thousand
CR	Conversion Rate
CRM	Customer Relationship Management
CTA	Call To Action
CTR	Click Through Rate
IT	Information Technology
KPI	Key Performance Indicators
MM	Mixed Method
OEM	Original Equipment Manufacturer
PPC	Pay Per Click
PR	Public Relations
RSS	Real Simple Indication
SEA	Search Engine Advertising
SEM	Search Engine Marketing
SEO	Search Engine Optimization
SERP	Search Engine Result Page
SMART	Specific, measurable, achievable, relevant, Time bound
SME	Small and Medium sized Enterprise
SWOT	Strengths, weaknesses, opportunities, threats
TT	Trending Topics

Abstract

As the business environment continues to evolve, communication channels play a crucial role in linking businesses with their potential and existing clientele, collaborators and suppliers. These channels can be divided into two main types: traditional and digital. traditional communication channels, such as print media, billboards, television, and radio, have been employed for years to advertise products and services, convey brand ethos, and attract new clients. digital channels on the other hand, encompassing email, websites, social media, and online advertising, hold the promise to significantly boost customer relationship management, lead generation, and conversion rates in the business-to-business sector. The emergence of digital technologies has prompted an evolution of traditional prospecting techniques, giving rise to a combined model that capitalizes on the strengths of both types.

This study explores the pivotal role that digital channels play in the prospecting of new clients within the B2B sector. It investigates how various digital communication channels and platforms can be leveraged to identify and engage potential clients, thereby enhancing the effectiveness and efficiency of marketing strategies in the B2B landscape. Our study employed a mixed-methods approach, Research methods include descriptive and analytical methods, with constructing a comprehensive digital inbound strategy which incorporated three digital channels: social media, the company's website, and email marketing. Upon the conclusion of our research, we were able to substantiate the efficacy of these digital channels in prospecting new clients within the B2B sector, by quantifying the key performance indicators for each channel.

Keywords : B2B, traditional channels, digital channels, prospecting new clients, conversion rate

Résumé :

Alors que l'environnement des entreprises continue d'évoluer, les canaux de communication jouent un rôle crucial pour relier les entreprises à leur clientèle potentielle et existante, à leurs collaborateurs et à leurs fournisseurs. Les canaux de communication traditionnels, tels que la presse écrite, les panneaux d'affichage, la télévision et la radio, sont utilisés depuis des années pour promouvoir les produits et services, transmettre l'éthique de la marque et attirer de nouveaux clients. En revanche, les canaux digitaux, qui englobent l'emailing, les sites web, les médias sociaux et la publicité en ligne, promettent d'améliorer considérablement la gestion de la relation client, la génération de leads et les taux de conversion dans le secteur du commerce interentreprises. L'émergence des technologies digitales a entraîné une évolution des techniques de prospection traditionnelles, donnant naissance à un modèle combiné qui capitalise sur les forces des deux types de prospection.

Cette étude explore le rôle que jouent les canaux digitaux dans la prospection de nouveaux clients dans le secteur B2B. Elle étudie la manière dont les différents canaux et plateformes de communication digitale peuvent être exploités pour identifier et engager des clients potentiels, améliorant ainsi l'efficacité et l'efficience des stratégies de marketing dans le paysage B2B. Notre étude a utilisé une approche mixte, les méthodes de recherche comprennent des méthodes descriptives et analytiques, avec l'élaboration d'une stratégie inbound Marketing complète qui incorpore trois canaux digitaux : les médias sociaux, le site Web de l'entreprise et l'email marketing. Au terme de notre recherche, nous avons pu démontrer l'efficacité de ces canaux dans la prospection de nouveaux clients dans le secteur B2B, en quantifiant les indicateurs clés de performance pour chaque canal.

Mots-clés : B2B, canaux traditionnels, canaux digitaux, prospection de nouveaux clients, taux de conversion

ملخص

مع استمرار تطور بيئة الأعمال، تلعب قنوات الاتصال دورًا حاسمًا في ربط الشركات بعملائها المحتملين والحاليين والمتعاونين والموردين. يمكن تقسيم هذه القنوات إلى نوعين رئيسيين: التقليدية والرقمية. قنوات الاتصال التقليدية، مثل وسائل الإعلام المطبوعة واللوحات الإعلانية والتلفزيون والراديو، تم استخدامها لسنوات للإعلان عن المنتجات والخدمات ونقل روح العلامة التجارية وجذب عملاء جدد. من ناحية أخرى، فإن القنوات الرقمية، التي تشمل البريد الإلكتروني، المواقع الإلكترونية، وسائل التواصل الاجتماعي والإعلانات عبر الإنترنت، تبشر بتعزيز إدارة العلاقات مع العملاء بشكل كبير وتوليد العملاء المحتملين ومعدلات التحويل في قطاع الأعمال التجارية. وقد أدى ظهور التقنيات الرقمية إلى تطور تقنيات التنقيب التقليدية، مما أدى إلى ظهور نموذج مشترك يستفيد من نقاط القوة في كلا النوعين.

تستكشف هذه الدراسة الدور المحوري الذي تلعبه القنوات الرقمية في التنقيب عن عملاء جدد في قطاع الأعمال بين الشركات. وتبحث في كيفية الاستفادة من مختلف قنوات ومنصات التواصل الرقمي في تحديد العملاء المحتملين وإشراكهم، وبالتالي تعزيز فعالية وكفاءة استراتيجيات التسويق في قطاع الأعمال بين الشركات. استخدمنا في دراستنا منهجاً مختلطاً في البحث بين الكمي والنوعي، حيث شملت أساليب البحث الأساليب الوصفية والتحليلية، مع بناء استراتيجية رقمية شاملة للاتصال الداخلي تضمنت ثلاث قنوات رقمية: وسائل التواصل الاجتماعي، الموقع الإلكتروني للشركة، والتسويق عبر البريد الإلكتروني. وبعد الانتهاء من بحثنا، تمكنا من إثبات فعالية هذه القنوات الرقمية في استكشاف عملاء جدد في قطاع الأعمال بين الشركات، من خلال تحديد مؤشرات الأداء الرئيسية لكل قناة.

الكلمات المفتاحية: قطاع الأعمال، القنوات التقليدية، القنوات الرقمية، التنقيب عن عملاء جدد، معدل التحويل

GENERAL INTRODUCTION

GENERAL INTRODUCTION

In the rapidly evolving landscape of business-to-business commerce, the advent of digital channels has revolutionized the way companies identify, engage, and acquire new clients. As traditional methods of client acquisition evolve or become obsolete, B2B companies are increasingly turning to digital platforms to reach potential clients. The integration of digital channels into sales and marketing strategies is not merely a trend but a fundamental shift in the approach to business growth.

This study explores the pivotal role that digital channels play in the prospecting of new clients within the B2B sector, it investigates how various digital communication channels and platforms can be leveraged to identify and engage potential clients, thereby enhancing the effectiveness and efficiency of marketing strategies in the B2B landscape.

This study aims to Understand how different digital communication channels—such as social media, websites, email marketing and SEO, can be strategically utilized for client prospecting. It Connects theoretical knowledge about digital channels with practical insights from the B2B industry, and offer actionable recommendations on how businesses can optimize their use of digital channels for more effective prospecting and client engagement.

The choice of this topic is driven by the recognition of the critical role that digital channels play in the modern B2B sector, especially in the context of client prospecting. As businesses increasingly migrate to digital platforms for sales and marketing, understanding the nuances of these channels becomes essential for success. This study is particularly timely and relevant due to several compelling reasons:

- The ongoing digital transformation mandates B2B companies to adapt to new technologies and platforms for client engagement.
- There's a noticeable shift in buyer behavior, with a preference for digital interactions, making it crucial for sales strategies to align with these preferences.

- The evolution of sales techniques, with a focus on digital-first approaches, requires an in-depth understanding of digital channels for effective prospecting.
- Mastering digital channels can provide a significant competitive advantage in identifying and nurturing potential clients.

The main research problematic can be summarized as follows:

“How can digital channels contribute to enhance the prospecting of new clients in the B2B context at Pimarket.dz?”

To address this problem comprehensively, several sub-questions will guide the research:

- What are the main digital channels used for prospecting in B2B?
- What are the performance indicators that can be used to measure the effectiveness of the implementation of digital channels?
- How can these digital channels improve the prospecting of new clients in B2B?

The elements of response to the formulated problem will be provided by verifying the following hypotheses:

- ⇒ **Hypothesis 01: The strategic utilization of social media platforms amplifies Pimarket’s potential client base.**
- ⇒ **Hypothesis 02: The deployment of a comprehensive and user-friendly website broadens the prospecting horizon by attracting potential clients to Pimarket.**
- ⇒ **Hypothesis 03: The implementation of personalized email marketing expands the potential client network of Pimarket.**

The research will follow a descriptive and analytical method to investigate the research problem. Both qualitative and quantitative approaches will be used to gather relevant data. The methodology involves interview, implementing a marketing inbound strategy and calculating the key performance indicators to collect and analyze data effectively. In line with this logic, we will attempt to address these questions by subdividing our research work into two chapters

The first chapter is an exploration of various digital platforms, including social media, websites, and online advertising, and their theoretical implications for B2B marketing. The study then examines the practice of commercial prospecting, detailing its definition, steps, and the use of digital channels in acquiring new B2B clients.

The second chapter discusses the research methodology, followed by a practical application where an inbound strategy is developed for the host company, complete with KPI collect and analyze. This work aims to bridge the gap between theory and practice, offering insights into the effective use of digital channels for client prospecting in the B2B industry.

**CHAPTER 01: COMERCIAL PROSPECTING IN THE B2B
SECTOR IN THE DIGITAL ERA**

INTRODUCTION:

In an age where digitalization is not just an advantage but a necessity, the B2B sector stands at the precipice of a new era of commercial prospecting. This chapter delves into the intricate web of digital channels that have revolutionized traditional business-to-business interactions.

We explore the vast landscape of the B2B industry, dissecting how digital platforms have become pivotal in identifying and engaging potential clients. From social media, SEO to email campaigns, each digital channel offers a unique conduit for prospecting, allowing businesses to cast a wider net with greater precision. As we navigate through the digital channels, we will uncover how they can be strategically utilized to enhance the prospecting of new clients, ensuring that businesses not only survive but thrive in the competitive digital marketplace.

SECTION 01: DIGITAL COMMUNICATION CHANNELS

Communication channels are the means by which businesses can interact with their potential and existing clients, as well as other stakeholders, such as partners, suppliers and employees. Communication channels can be classified into two broad categories: traditional and digital. Traditional communication channels include media such as press, posters, television, and radio, which have been used for a long time to promote products and services, communicate brand values, and prospect new clients.

Digital communication channels in the other hand include media such as email, websites, social media, and display advertising, which have emerged in the recent years with the development of technology and the internet. These channels offer more interactivity, personalization, and feedback than traditional ones, and can help businesses improve their customer relationship management, lead generation, and conversion rates

in this section we will explore what are the different traditional and digital communication channels, and how can businesses use them effectively and efficiently.

1. Marketing Communication¹:

Marketing communication plays a significant and vital role in company's marketing efforts. In a general sense, it can be described as all the pieces of information into the form of messages and media a company deploys to communicate with the market.

The major objectives of marketing communication include creating and sustaining demand and preference for the product and finally contributing to mitigating the sales cycle.

The use of marketing communication channels has become highly effective if the buying behavior and pattern of the customer is properly understood and analyzed.

1.1 Marketing Communication channels:

In order to transform channels prospects into clients, marketing communication can be deployed over different channels, A channel may be anything used by a sender of message to connect him with intended receivers.²

¹Shrivastava Sanjay and others, (2020), *An overview of Marketing communication strategy: a descriptive strategy*, International Journal of Current Research, Vol. 12, N°10, pp. 14502-14504

² Povolna Lucie, (2017), *marketing communications on b2b markets*, Conference Paper, DOKBAT 2017, Vol113 Zlín, Czech Republic, P7

In the present day, creating a poster and hoping that potential clients will naturally gravitate toward a company’s services is insufficient. Instead, businesses must adopt a more strategic approach, considering multiple factors to ensure a successful marketing campaign.¹

2. Traditional communication channels:

Traditional marketing refers to the application of time-honored methods for advertising products or services on offline medias such as print media, television, direct mail, and billboards. This approach, which came before the advent of digital marketing, utilizes well-known platforms to engage with potential clients.²

The following table outlines the various traditional channels that businesses usually employ for communication and prospecting new clients. It discusses the pros and cons of each channel, as well as their most effective uses.

Table 1: traditional communication channels

CHANNEL	ADVANTAGES	DISADVANTAGES	WORKS BEST FOR
door-to-door visits	<ul style="list-style-type: none"> • two-way communication Face-to-face usually peoples ‘preferred form of communication •Persuasive • Allows for conversation 	<ul style="list-style-type: none"> •Can be expensive and time-consuming • Labor intensive • Limited reach • Relies on physical access to population • well trained mobilizers 	<ul style="list-style-type: none"> • Changing behaviors • Sharing programed information • Collecting feedback • Information as aid
Posters & flyers	<ul style="list-style-type: none"> • Good for sharing information relevant to a specific community • Can use images and text to explain 	<ul style="list-style-type: none"> • 1-way communication only • Relies on physical access to distribute • Limited impact in low literacy communities 	<ul style="list-style-type: none"> • Sharing programmed info • Behavior changes information • Information as aid

¹Stephanie Velazquez,(2021), *What are the different marketing communication channels your company should use*, [https://www.Marketing communication channels: definition, types & examples \(appvizer.com\)](https://www.Marketing communication channels: definition, types & examples (appvizer.com),),(22/03/2024 11:32)

² Watson George and others (2015), *The evolution of marketing channels: trends and research directions*, Journal of Retailing, No 4, vol 91, pp546-568.

Chapter 01: Commercial prospecting in the B2B sector in the digital era

	<p>information</p> <ul style="list-style-type: none"> • Can reach many people 	<ul style="list-style-type: none"> • Print costs can be expensive • Found to have limited impact on behavior 	
Phone lines	<ul style="list-style-type: none"> • 2-way communication channel • A simple system can be cheap and easy • Allows for sensitive issues to be dealt with privately 	<ul style="list-style-type: none"> • People must have a phone • A system for analyzing and responding to complaints must be in place to support the phone line 	<ul style="list-style-type: none"> • Sharing programmed info • Collecting community feedback • Addressing complaints • Identifying potential advocacy needs
Newspapers	<ul style="list-style-type: none"> • Can cover large geographical areas • Use text and pictures • Possible to produce channels own newspaper or newsletter 	<ul style="list-style-type: none"> • 1-way communication channel • Usually only reaches literate population • Newspaper advertising can be expensive 	<ul style="list-style-type: none"> • Behavior change • Key programmed info (when newspaper matches programmed area) • Advocacy messages
Radio adverts / spots	<ul style="list-style-type: none"> • Can reach large numbers of people from different segments of the community • Can reach people who are hard to access in person • Doesn't rely on literacy 	<ul style="list-style-type: none"> • 1-way communication channel • Airtime can be expensive • Spots require some recording and editing skills to produce – although this can be carried out by a professional company for you 	<ul style="list-style-type: none"> • Behavior change communication • Key programmed information • Advocacy messages • Information as aid
TV adverts	<ul style="list-style-type: none"> • Doesn't rely on literacy 	<ul style="list-style-type: none"> • 1-way communication channel 	<ul style="list-style-type: none"> • Behavior change communication

	<ul style="list-style-type: none"> • Can reach large numbers of people • Can reach people who are hard to access in person 	<ul style="list-style-type: none"> • Airtime can be expensive • Adverts can be time-consuming and expensive 	<ul style="list-style-type: none"> • Advocacy messages • Information as aid (if the advert can be produced quickly)
SMS	<ul style="list-style-type: none"> • Can reach large numbers of people, very quickly and directly • Can reach people who are hard to access in person 	<ul style="list-style-type: none"> • Usually only 1-way communication • Requires network coverage and good level of mobile phone ownership • Relies on literacy 	<ul style="list-style-type: none"> • Information as aid • Sharing key programmed information Collecting feedback

Source :[https://. www.TOOL-8.-Communication-channels-_0.pdf](https://www.TOOL-8.-Communication-channels-_0.pdf) (ifrc.org) (24/02/2024, 16 :15)

3. Digital communication channels:

The Internet and digital media have been transforming marketing practices since the first website was launched in 1991, with more than 5 billion people around the world regularly visiting sites to find information, products, entertainment or friends. Behavior has been profoundly transformed since the 90s as Internet use has grown across the world's population, from developed countries to developing countries, from the youngest to the oldest age groups.¹

As 2024 commences, the digital world sees a user base of 5.35 billion, which represents 66.2 percent of the global population. The year-on-year growth rate of internet users is 1.8 percent, with an influx of 97 million individuals experiencing the internet for the first time in 2023.²

Initially, digital marketing was perceived as an extension of traditional marketing, with its strategies and channels being applied to the internet. However, the unique characteristics of the digital realm and its utilization for marketing purposes have encouraged the evolution of distinctive channels, formats, and languages. This has resulted

¹ François Scheid, (2019), *Développer sa stratégie numérique*, Le marketing digital, collection Marketing, Eyrolles, (2^{ème} édition), paris, P23
² Petrosyan Ani, (2024), *Global internet user penetration 2014-2024*, www.Internet use in 2024 — DataReportal – Global Digital Insights, (24/02/2024, 16:25)

in the creation of strategies and channels that would be inconceivable in an offline context.¹

3.1. Communication channels in covid 19²:

In the midst of the Covid-19 pandemic, significant limitations were placed worldwide on people's movement and their ability to interact with each other or with providers of goods and services. Digital communication platforms have risen in prominence by providing consumers a way to circumvent these imposed restrictions. For instance, social media has provided a platform for consumers to stay connected with each other and with brands, and it has also evolved into a marketplace that provides communities with shorter supply chains and quick access to information.

When it comes to digital communication channels, the most significant impact of the Covid-19 pandemic was observed in the usage of websites. A global survey involving 1,000 executives revealed a 15% surge in website usage in December 2020 compared to the same period in 2019. Interestingly, despite a decrease in sales, e-commerce experienced a growth of 14% during the pandemic.

During and after the Covid-19 era, the following communication channels were preferred:

- Social media (both organic and paid);
- websites;
- Paid Search;
- Email Marketing;

These platforms played a crucial role in maintaining and enhancing digital communication during these challenging times. They helped businesses stay connected with their clients and reach out to potential ones, despite the physical restrictions imposed by the pandemic.³

3.2. Social media⁴:

Social media platforms were initially created to facilitate interaction among friends and family. However, their potential as a communication channel was soon recognized by

¹ Teresa Pineiro-Otero, 2016, *Understanding Digital Marketing—Basics and Actions*, theory and application of business and management principles, management and industrial engineering, springer, Switzerland, P38

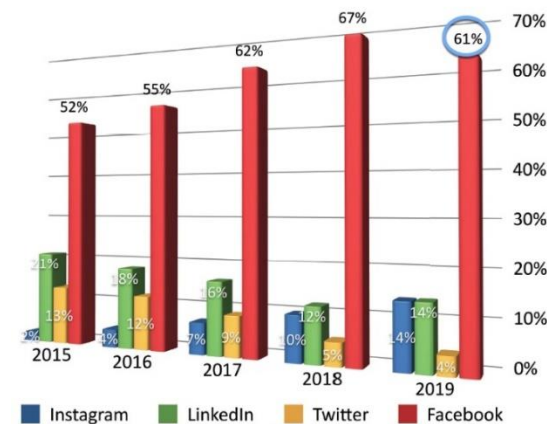
² Constantinescu Anca and others, (2022), *Communication Channels*, Communication management, 1st edition, Opentech, United Kingdom, P2

³ *Ibid*, P3

⁴ Musammat Tahmina, (2023), *Using Social Media Marketing in the Digital Era: A Necessity or a Choice*, International Journal of Research in Business and Social Science, NO 3, VOL 12, pp 88-98

businesses and corporations, who began to use them to connect with their clients. The strength of social media lies in its ability to disseminate information to anyone, anywhere in the world, or to large groups of people simultaneously. This has revolutionized the way we communicate and share information in today's digital age.

Figure1: most used social media platforms in the B2B prospecting and their evolution over the years



Source: Social Media Marketing Industry Report

Globally, social media platforms boast over 5.04 billion users. The landscape of social media is dynamic and constantly evolving, with new applications emerging every year, joining the ranks of established networks such as Facebook, YouTube, Twitter, and Instagram.

As of January 2022, Algeria had 26.60 million social media users, which accounted for 59.1 percent of the country's total population. This demonstrates the widespread adoption and influence of social media in our modern world.¹

3.2.1. Facebook:

Facebook is the most popular free social networking platform that enables users to create profiles, share photos and videos, send messages, and maintain connections with friends, family, and colleagues. It serves as an online community where individual users can establish personal profiles, fostering a space for communication and interaction in the digital world. This has made it a significant channel in our modern, interconnected society.²

¹ Kemp Simon, (2022), *Digital 2022: Algeria*, <https://www.Digital 2022: Algeria — DataReportal – Global Digital Insights>, (29/02/2024 15:08)

² Musammat Tahmina, (2023), *Using Social Media Marketing in the Digital Era: A Necessity or a Choice*, International Journal of Research in Business and Social Science, NO 3, VOL 12, pp 88-98

Absolutely, managing a Facebook business page can indeed be more complex compared to handling a personal profile. The features and opportunities are vast, and the platform is constantly evolving with new updates and changes. Every day, Facebook page managers grapple with the challenge of ensuring their posts appear in the news feeds of their followers and other users. This involves understanding the fundamental workings of Facebook pages, the various channels for publishing content, and the methods for engaging with users. The goal is to optimize visibility and engagement, which requires a solid grasp of Facebook's algorithms, an understanding of the audience's preferences, and the ability to create compelling content that encourages interaction. It's a dynamic and demanding role, but with the right strategies and understanding, it can be highly rewarding.¹

Today, no-one is supposed to be unaware that Facebook works thanks to a complex algorithm that makes the publications of pages more or less visible to users. which defines and limits the number of people you can reach. Two types of reach are available:

- **Organic Reach:** the number of people reached thanks to the quality or relevance of the content;
 - **Recovery Reach:** the number of people reached thanks to advertising campaigns or sponsorship of the post on Facebook.²
- **Advertising on Facebook** ³:
- Facebook ads allows users to target them as by location, gender, age, keyword, relationship status, job title, workplace or college, and as a user selects their target audience;
 - allow users to engage with a business advertisement the same way they can interact with other content on Facebook;
 - Facebook Provides reports on how Particular advertisements are performing, with statistics on the amount of clicks they have received and CTR (which is the rate of clicks the advertisement has received).

¹ Gayet Claire And others, (2019), *engager la conversation sur les réseaux sociaux*, Webmarketing et communication digitale, collection lire agir, vuibert, Paris P77

² Ibid, pp 81

³ Curran Kevin, (2011), *Advertising on Facebook*, International Journal of E-Business Development (IJED) NO 26, Vol1, PP. 26-33,

3.2.2. Instagram:

Instagram is a social network that lets users share, or comment on photos and videos with friends or groups of friends. They can be enhanced or modified using filters and applications.

Instagram is no exception, offering a messaging service (Instagram direct) that allows its members to interact, even if Instagram still specializes in high-quality visual communication. It is the 3rd most visited network, with 1 billion active users (behind Facebook and YouTube). Instagram works mainly on smartphones, because they allow rapid synchronization between the camera and the Instagram page.¹

It can help businesses with:

- work on company's visual identity;
- increase the visibility of products and services;
- reach communities that are sensitive to aesthetics and develop influence;²

Instagram ads³:

There are many different types of advertising formats on Instagram, including:

- **Image ads:** Instagram image advertisements are most effective for campaigns featuring captivating visual content that can be effectively communicated through a single image.
- **Video ads:** Instagram video advertisements provide an excellent opportunity to highlight a channel's product or service in an engaging and visually captivating manner. While in-feed video ads can be as long as 60 minutes, shorter videos tend to be more effective.
- **Story ads:** Engagement tends to be higher with Stories ads, as this format covers the mobile screen and provides a more immersive experience compared to in-feed ads.
- **Carousel ads:** Instagram carousel ads feature a series of images or videos that users can swipe through, with a call-to-action button or swipe-up link that leads users directly to channels website.

¹ Amaral Ines, (2015), *Instagram - social media*, The SAGE Encyclopedia of Economics and Society, SAGE Publications, Boston, P943 - 944

² Gayet Claire And others, (2019), *engager la conversation sur les réseaux sociaux*, Webmarketing et communication digitale, collection lire agir, vuibert, Paris P 89

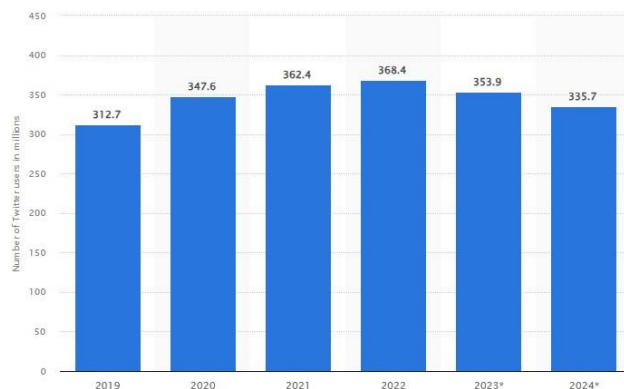
³ Macready Hannah, (2023), *8-Step Guide to Using Instagram Ads*, [https://www.8-Step Guide to Using Instagram Ads \[2024 Edition\] \(hootsuite.com\) \(24/03/2024 13:53\)](https://www.8-Step Guide to Using Instagram Ads [2024 Edition] (hootsuite.com) (24/03/2024 13:53)

- **Collection ads:** Instagram collection ads blend the features of carousel ads and shopping ads. These ads are particularly well-suited for ecommerce brands, as they enable users to make direct purchases from within the ad itself.
- **Explore ads:** As the content within users' Explore tabs continually evolves, explore ads provide businesses with the opportunity to be featured alongside culturally relevant and trending content.
- **Reels ads:** with similar specs to Stories ads (full-screen vertical videos), and can be up to 60 seconds. They should include sound or music to be well-integrated with organic Reels.¹

3.2.3. X (formerly Twitter)²:

Over than 330 million monthly active users worldwide, it remains one of the most widely used social networks, while converses retaining an atypical position these leaders compare it to a sounding board or describe it as an intuitive news echo can indeed spread very quickly to millions of users thanks to free sharing also allows to take the news pulse by promoting real-time exchanges whether this is physically in the same place or thousands of kilometers away.

Figure2: Number of X (formerly Twitter) users worldwide from 2019 to 2024(in millions)



Source: <https://www.X/Twitter: number of users worldwide 2024> | Statista, (24/03/2024 14:10)

To effectively operate a Twitter account, it's crucial to become adept at various techniques. These include the use of hashtags, short links, mentions, retweets, and TTs (trending topics). Once these are mastered, Twitter becomes a channel for uncovering new profiles and engaging content related to current events, initiating discussions, and steadily

¹ Macready Hannah, (2023), *8-Step Guide to Using Instagram Ads*, [https://www.8-Step Guide to Using Instagram Ads \[2024 Edition\] \(hootsuite.com\)](https://www.8-Step Guide to Using Instagram Ads [2024 Edition] (hootsuite.com)) (24/03/2024 14:13)

² Gayet Claire And others, (2019), *engager la conversation sur les réseaux sociaux*, Webmarketing et communication digitale, collection lire agir, vuibert, Paris P81

growing your channel's follower base. This is a contrast to Facebook, which is structured around the personal identities of its users, including their first and last names, birth dates, and so on.¹

Twitter for brand awareness²:

For preserving visibility of a brand, it's necessary for companies to post tweets numerous times throughout the day, regardless of their understanding of peak engagement times from their metrics. Given that a tweet typically lasts for about 20 minutes in the current scenario, tweets don't have a long shelf life. Considering that the audience is likely distributed across various time zones, it becomes clear that tweeting in excess of 10 times per day wouldn't be excessive and can help build a brand reputation.

3.2.4. LinkedIn³:

In recent years, we've seen a global surge in the popularity of LinkedIn, an international social networking platform that facilitates the establishment of professional connections. This platform is utilized by both individuals and businesses alike. The content shared on this portal is professional in nature, contributing to the company's image not just for potential clients, but also for its employees. Unlike social media platforms like Facebook, Instagram, or Twitter, LinkedIn is centered around professional and business-related discussions. This has made it an invaluable channel for corporate communication for companies and brands that are looking to attract new clients, hire employees, or cultivate a specific brand image in the minds of their audience. A company's corporate page on this portal has the capability to post updates and even pin the most crucial post at the top of the page.

The role of LinkedIn in the business Communication⁴:

- Enhance the target group's awareness of the company's existence, consider sharing information about the company's media appearances. This could include details about articles featuring or its presence on radio and television;

¹ Gayet Claire And others, (2019), *l'exploration*, Webmarketing et communication digitale, collection lire agir, vuibert, Paris, pp81-86

² Read Wayne and other, (2019), *Consumer engagement on Twitter: perceptions of the brand matter*, European Journal of Marketing no53 vol 5, pp1905-1933

³ *Op. cit'*, Gayet Claire And others. PP86-88

⁴ Lipińska Monica, (2018), *Corporate Communication in social media With the Use of LinkedIn*, Social Communication Special Issue, sciendo, No4, Vol1, pp. 23-29

- build an expert image, or warming the image of the company by presenting, for example, expert content and PR activity of its selected experts by presenting and promoting the results of its own industry research;
- present the marketing activities and successes of the company by informing the Internet community about the patronage over the particular event or the organization of its own event;
- increase the traffic on the company's websites and interest in the offer of the internet users' company through periodical publication of the newsletter or making the recipient interested with an attractive topic discussed on the company's blog;¹

3.2.5. YouTube channel²:

YouTube, the trailblazing video sharing platform and the world's second largest search engine, saw a growth rate of 4.9% in 2021 as per SEMrush statistics.

In 2022, the platform boasted 210 million viewers in the US alone. As videos persist in captivating and engaging audiences, we foresee a significant surge in YouTube viewership in 2024 and beyond. Recent features introduced by the platform, such as Shorts, Live streaming, Chapters, Premieres, and the Community Tab, continue to draw in more content creators and consumers.

By 2025, YouTube's global user base is projected to reach 2.85 billion, a testament to the diverse content it offers³

Brands and marketers persist in dedicating resources to YouTube marketing. In HubSpot's 2023 Global social media Trends Report, YouTube ranked third among influencer marketers for the most popular platforms and third for the social media platform that provides the highest ROI when selling products directly within the app.⁴

3.3. Websites:

A website consists of a collection of interconnected pages, texts, images, digital documents, and videos that are logically and interactively linked. These components are

¹ Lipińska Monica, (2018), *corporate communication in social media with the use of linkedin*, Social Communication Special Issue, sciendo, No4, Vol1, pp. 23-29

² Kaldeen Mubarak, (2019), *effect of youtube usage and marketing communication on brand preference*, SEUSL Journal of Marketing, Vol. 4, No. 1, pp 20-27

³ GMI Blogger, (2024), *youtube statistics 2024 (demographics, users by country & more)*, [https://www.YouTube Statistics 2024 \[Users by Country + Demographics\] \(globalmediainsight.com\), \(01/03/2024, 16:54\)](https://www.YouTube Statistics 2024 [Users by Country + Demographics] (globalmediainsight.com), (01/03/2024, 16:54)

⁴ *Op.cit*², Kaldeen Mubarak. pp 20-27

housed on a server-type computer and can be accessed through a unique web address specific to each site.¹

Typically, a website serves a purpose and is dedicated to a specific topic. This could range from education, news, commerce, social networking, to entertainment, among others. Navigation within each site is facilitated through hyperlinks, typically starting from the homepage. Users can access any website from any device. It's important to note that the application used on all devices to access the website is a web browser. Without a web browser, entry into the website is not possible.²

3.3.1 Websites types³:

Indeed, there are numerous types of websites that users can access with just a click. Here's a brief description of one of the most common types of websites used in businesses:

- **Affiliate Network Website:** This type of website is utilized to sell products on behalf of a third part. The seller, or affiliate, receives a commission for facilitating the sale. This model is popular in e-commerce and can be a lucrative source of income for those who have a knack for marketing and sales.
- **Corporate website:** A corporate website serves as a valuable resource for users to access comprehensive background information on a wide array of topics. It is particularly useful for obtaining information about business organizations, services, or multinational companies.
- **E-commerce website:** provide e-commerce services, enabling the sale of goods online. These platforms facilitate online transactions, contributing to the commercial growth of a region. An example of such a website is Amazon.com, which offers a vast array of products for purchase, thereby promoting e-commerce on a global scale.
- **Gallery website:** These websites play a crucial role in the dissemination of culture and art, providing a platform for artists to display their work and for visitors to appreciate the creativity and talent on display. They can be a powerful tool for cultural exchange and understanding

¹ Ghazali Fatima and others, (2019), *The impact of e-marketing methods on marketing leadership: a case study of Algerian banks*. Les Aggregates des Connaissances •Vol. 5, no. 2, pp.31-50.

² Aravindan Anjely, (2023), *Website - Introduction, Types, History Notes*, <https://www.Website - Introduction, Types, History Notes PDF - Entri Blog 24/03/2024 3:38>

³ Ghazali Fatima and others, (2019), *The impact of e-marketing methods on marketing leadership: a case study of Algerian banks*. Les Aggregates des Connaissances •Vol. 5, no. 2, pp.31-50.

- **Information site:** These websites serve the purpose of disseminating information to the public on a variety of topics. They are commonly used by academic institutions, government agencies, and non-governmental organizations to share valid and reliable information with the public. These websites play a crucial role in educating the public and promoting transparency.

3.4. Emailing Marketing:

E-mailing is viewed as one of the most current and reliable methods in the realm of marketing and e-commerce. The promotion of products via electronic mail is seen as an effective strategy for commercial marketing among advocates and global electronic companies. This method allows for direct and personalized communication with potential clients, enhancing the chances of engagement and conversion.

3.4.1. Effectiveness of e-mail marketing:

Email serves as a potent marketing instrument for delivering concise, action-oriented messages to recipients. Typically, businesses email marketing strategies aimed at drawing in new clientele, incentivizing repeat purchases from existing clients, fostering customer loyalty, and announcing or reminding about special deals or events. The effectiveness of an email marketing campaign is gauged by the volume of responses from the target audience.¹

E-mail marketing is renowned for being a responsive and inexpensive channel. Its objectives are:

- customer acquisition and/or customer loyalty;
- considered to be a simple prospecting and development channel;
- encourage word of mouth;
- provoke the life of the customer and the types of email sent in order to be known, to be appreciated, to be a part of the customer experience;²

E-mail marketing can be effectively utilized at all stages of the customer journey, from prospect to purchaser, and from customer to advocate. It can be employed prior to the sale, during the sale, post-sale, and for additional sales. To maximize the impact of an email marketing campaign, it's essential to clearly outline the campaign goals. These could include

¹ Acatrinei Carmen and others, (2010), *email marketing campaigns: the easiest path from organizations to consumers – an exploratory assessment*, The Annals of the University of Oradea Economic Sciences, vol1, no 1 PP 737-742

² Stenger Thomas and others, (2011), *E-marketing et e-commerce concept outils pratique*, DUNOD EDITION, Paris, P234

driving more traffic to the website, increasing the number of newsletter subscriptions, or enhancing brand recognition. By setting clear objectives, you can measure the success of your campaign and make necessary adjustments to improve its effectiveness.

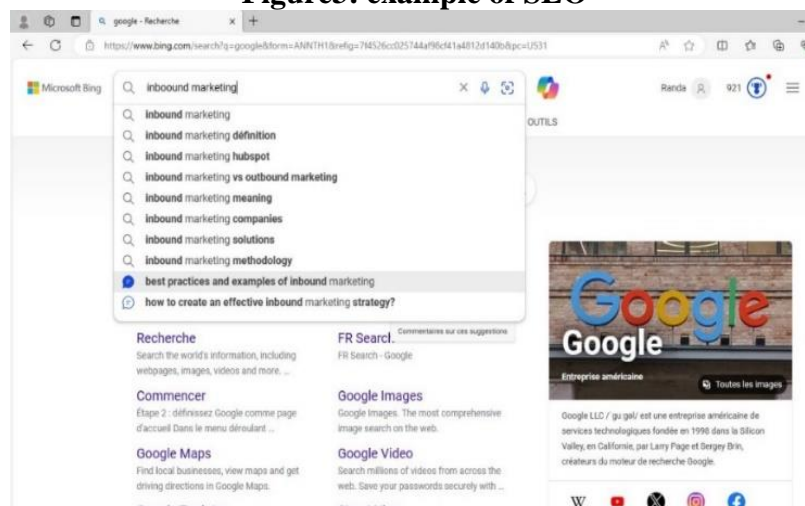
3.5. Search engine optimization SEO:

Search Engine Optimization (SEO) encompasses methods that aid websites in achieving a higher position in organic, or "natural", search results. It falls under the wider umbrella of Search Engine Marketing (SEM), which includes all marketing tactics related to search. SEM involves both organic and paid search strategies. In the case of paid search, you can pay to have your website listed on a search engine, ensuring it appears when a user enters a specific keyword or phrase. Both organic and paid listings are displayed on the search engine, but they are located in different sections of the page.¹

3.5.1. the Mechanisms of Search Engine Optimization²:

For an SEO to present results when a user inputs a search term, it requires a repository of information to select from. Each search engine employs unique techniques for collecting and ranking website content. This procedure, irrespective of the specific strategies or methods employed, is known as indexing. Search engines strive to scan the entirety of the online world and index all the information, enabling it to be displayed when a user submits a search query.

Figure3: example of SEO



Source: our navigation interface

¹ Equipe support google, (2024), *la documentation sur la recherche Google pour améliorer le SEO de votre site*, <https://www.Documentation pour améliorer le SEO | Google Search Central | Google for Developers> (29/02/2024 19 :13)

² Team HubSpot, (2024), *getting started with SEO to Achieve Business Goals, Introduction to Search Engine Optimization*, <https://www.introduction-to-seo-ebook.pdf> (hubspot.com) (29/02/2024 20:26)

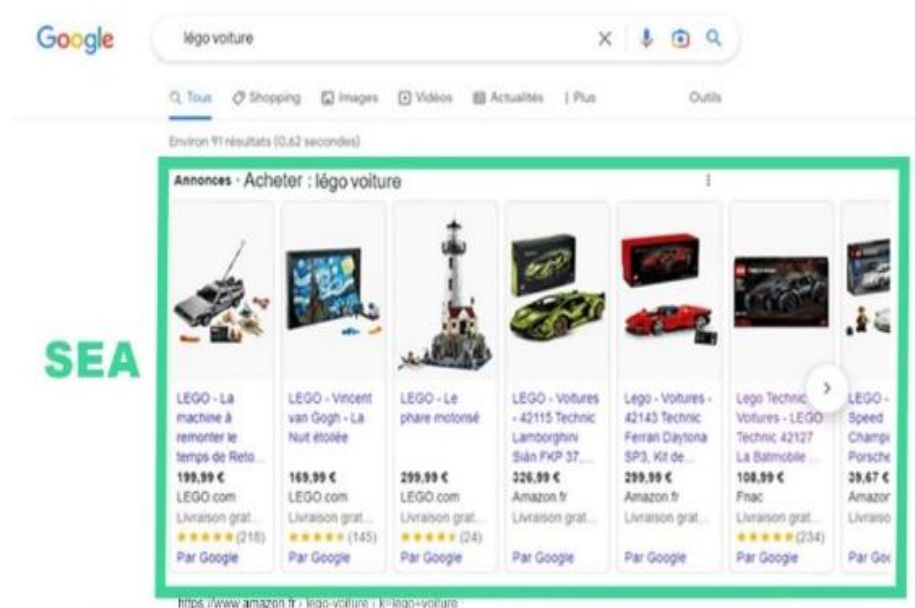
Achieving indexing and ranking for a website on search engines is not a challenging task. However, securing a rank for particular keywords can be complex. When deciding where to position a website on the Search Engine Results Page (SERP), a search engine essentially evaluates three elements: rank, authority, and relevance.

- **Rank:** Rank refers to the specific spot that a website occupies on the Search Engine Results Page (SERP) when a particular search term is inputted;
- **Authority:** Search engines assess the authority and credibility of a website's content by tallying the number of inbound links, which are links originating from other websites;
- **Relevance:** Search engines not only examine the usage of specific keywords, but they also seek indicators to ascertain the relevance of a website's content to a particular search query;

3.6. Search Engine Advertasing SEA:

Search Engine Advertising (SEA) has emerged as a significant and rapidly expanding revenue stream for search engine firms, and it seems to be their primary long-term business strategy for the foreseeable future. Without SEA, it's doubtful that search engines could fund the vast and comprehensive infrastructure required to offer a free search service to users.¹

Figure 4: example of SEA



Source : [www.SEA : Qu'est-ce que le SEA ? \(Search Engine Advertising\) \(seo.fr\),\(29/02/2024 20:33\)](http://www.SEA : Qu'est-ce que le SEA ? (Search Engine Advertising) (seo.fr),(29/02/2024 20:33)

¹ Jafarzadeh Hamed, (2015), *Search Engine Advertising (SEA) Adoption and Utilization: An Empirical Investigation of Inflectional Factors*, Information Technology Services, University of Queensland, Brisbane, Vol25, NO 4, pp 402-427

SEA principle:

Search Engine Advertising (SEA) operates on the principle of buying keywords that, when matched with a user's search query, prompt the appearance of an ad. The unique aspect of this system is that billing occurs only when the ad is clicked by the user, a model known as pay-per-click or CPC. AdWords exemplifies a highly adaptable instrument in this context. There is no minimum or maximum budget, and the latter is totally controllable.

- businesses define a daily budget which will under no circumstances be exceeded;
- Rapid traffic during a site launch: When a website is launched, it is generally indexed within a week of going online. However, there are no rules, so it can be very quick (sometimes less than an hour) or quite long (several weeks);
- Qualified and targeted traffic: With an AdWords campaign, Internet users only see the ads appear when they make a request previously defined;
- free visibility in search engines AdWords companies generally pay per click and not per display;

3.7.Display ADS:

Display advertising refers to the digital ad format that incorporates visuals, sound, and video, and is showcased on an external site, often referred to as a publisher. Essentially, the advertiser is responsible for crafting the display ad to their liking, but it's not designed to be featured on their personal social media platforms.

3.7.1. Using display ads in the best way:

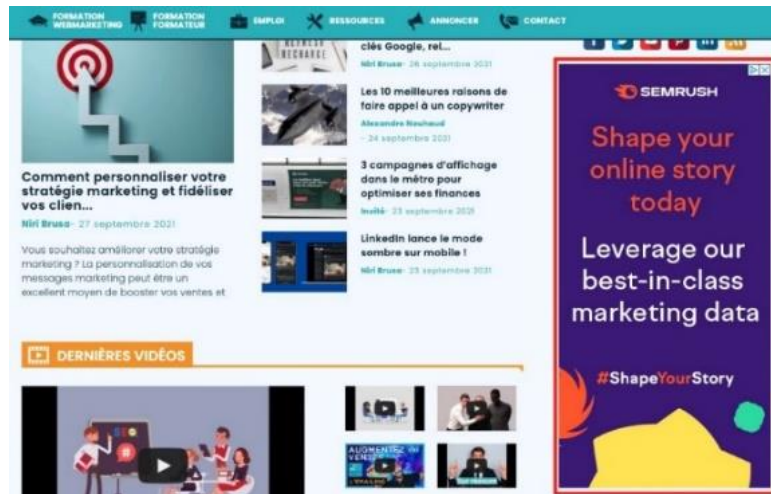
Within the realm of digital marketing, an advertiser initially registers with an advertising network such as Google Display Network or Facebook Ads. Subsequently, they develop an advertisement in their chosen format, which could be video, static or animated imagery, or text. This advertisement is tailored to match their brand's visual and/or editorial standards, guaranteeing that it's readily recognizable to their intended audience.¹

The procedure aligns with other digital advertising models until the point of defining the criteria for ad display, a distinctive feature of display advertising. The advertiser

¹ Gué Victoire, (2021), *Publicité display : définition, fonctionnement et intérêt*, [https://www.Publicité display : définition, fonctionnement et intérêt \(hubspot.fr\) \(03/03/2024 19 :57\)](https://www.Publicité display : définition, fonctionnement et intérêt (hubspot.fr) (03/03/2024 19 :57)

compensates for the ad, usually contingent on its performance. The publisher has a variety of payment calculation options at their disposal, such as cost per click (CPC), cost per thousand impressions (CPM) cost per action (CPA), or cost per lead (CPL). These strategies enable the advertiser to pay in accordance with the ad's reach among their target demographic.¹

Figure5: example of the placement of a display ad to SEMRUSH



Source : *www. Publicité display : définition, fonctionnement et intérêt (hubspot.fr) ,(03/03/2024 19 :57)*

¹ Equipe hubspot, (2024), *Comment générer plus de prospects qualifiés avec Google Ads*, [https://www.Comment générer plus de prospects qualifiés avec Google Ads \(hubspot.fr\) \(24/03/2024 21:40\)](https://www.Comment générer plus de prospects qualifiés avec Google Ads (hubspot.fr) (24/03/2024 21:40)

SECTION 02: COMERCIAL PROSPECTING IN THE B2B

The B2B industry, characterized by its intricate business networks and high-stakes transactions demands effective commercial prospecting strategies to foster growth and development. This section introduces the dual facets of prospecting—traditional and digital—and their significance in the B2B domain. We will explore how traditional prospecting methods have evolved with the advent of digital technologies, creating a hybrid model that leverages the best of both worlds. By integrating digital channels and platforms

businesses can enhance their prospecting efforts, reaching out to potential clients with unprecedented efficiency and precision. As we delve into the synergies between commercial and digital prospecting, we will uncover the transformative impact they have on the B2B industry, setting the stage for a more connected and digitally empowered business landscape.

1. Business To Business Industry:

Unlike B2C (Business to Consumer), which characterizes the interactions between businesses and consumers, Business to Business (B2B) refers to transactions not with private individuals, but with other businesses. This includes dealings with companies, artisans, self-employed individuals, associations, and public organizations. The intricacies of this activity make it challenging to quantify¹.

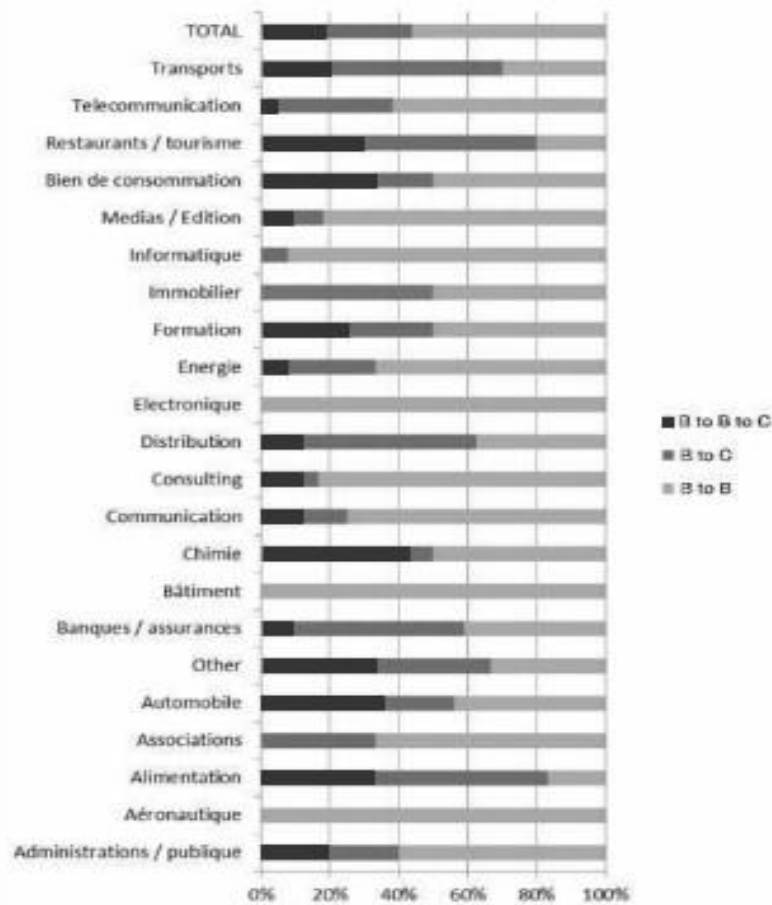
Presently, B2B encompasses not only the sphere of professional business-to-business interactions, irrespective of whether they result in commercial transactions, but also the structures and software solutions that underpin electronic marketplaces. Conversely, B2C pertains to the network of relationships and sales to individuals, which is characteristic of the mass consumer market, a segment, or a niche.² There are typically five macro-sectors in the B2B economy: raw materials, capital goods that can be heavy or light, products that are intermediate or incorporated into other goods, components and accessories, and services such as maintenance, education, and consulting³.

¹ Diviné Marc, (2014), *Marketing B to B principes et outils de la stratégie à la vente*, hors collection, 1st Edition, Vuibert, Paris. P10

² Giuily Éric, (2013), *La communication en mode « B2B » ou quand les professionnels parlent aux professionnels*, La communication institutionnelle, Presses Universitaires de France, Paris, pages 73 à 82.

³ *Op. Cit*¹, Diviné Marc, P13

Figure6: Proportion of B to B to C, B to C and B to B in different sectors



Source : *www.La communication institutionnelle (2013), Presses Universitaires de France, Paris (24/03/2024 21 :53)*

1.1.Difference between B2B AND B2C:

Business-to-business (B2B) and business-to-consumer (B2C) represent two distinct marketing approaches that enterprises employ to distribute their goods or services. Although both methods strive for profitability, they exhibit substantial disparities that companies must take into account when formulating their marketing strategies. The primary distinction between B2B and B2C lies in the intended market. B2B marketing concentrates on vending products or services to other corporations, whereas B2C marketing is geared towards retailing products or services to private consumers.¹

¹ Pereira Daniel, (2023), *Qu'est-ce que le Business-to-Business (B2B) ? Types et exemples*, [https://www.What is Business-to-Business \(B2B\)? Types and Examples \(businessmodelanalyst.com\) \(05/03/2024 22:16\)](https://www.What is Business-to-Business (B2B)? Types and Examples (businessmodelanalyst.com) (05/03/2024 22:16)

Table2: Differences between B2C and B2B markets

Criterion	Business-to-Consumer	Business-to-Business
Target	End User	Enterprise
Market size	Large	Smaller
Sales volume	Low	High
Decision making	Individually	By committee
Risk	Low	High
Purchasing process	Short	Longer
Payment	Often instant	Instant payment may not be required
Transaction	Can be in cash, by card	Requires more complex system
Consumer decision	Emotional	Rational
Demand	Based on wish	Based on need
Usage of mass media	Essential	Avoidable

Source : [www.Principle_Differences_between_B2B_and_B2C_Marketin \(1\).pdf](http://www.Principle_Differences_between_B2B_and_B2C_Marketin (1).pdf) (24/03/2024 22:23)

The disparities between B2C and B2B markets are clear; hence, businesses must design and execute their marketing communications in accordance with these differences to achieve the best outcomes.

1.2.Business To Business Characteristics:

- **Derived demand:** This means that the company buys according to the end user market, as it processes to supply a downstream market.¹
- **Heterogeneous demand:** The size of buyers varies greatly, as does their volume in relation to the type of industrial product.²
- **Manufacturing lead times can be very long:** These can be months or even years for some goods, and since market conditions can change in the meantime, technological and economic forecasting is essential.³
- **Demand that is often price inelastic:** As companies buy out of necessity, they often have no choice but to accept price rises, even if it means passing them on in their own selling price.¹

¹University of Minnesota Libraries, (2010), *The Characteristics of Business-to-Business (B2B) Markets*, <https://www.pressbooks.pub>, (24/03/2024 22:23)

²Allenby Greg, (1998), *On the Heterogeneity of Demand*, *Journal of Marketing Research*, vol35, No3, pp384-389

³Nielsen Peter, (2017), *Lead Times – Their Behavior and the Impact on Planning and Control in Supply Chains*, *Management and Production Engineering Review*, vol8, No2, pp30-40

- **A limited number of clients:** This involves the risk of the supplier becoming over-dependent on certain clients who may well account for a significant proportion of its sales.²

1.3. Business to business benefits:

Business-to-business (B2B) dealings are gaining traction among enterprises. Here are some advantages that companies can reap by participating in B2B commerce:

- **Increased Sales:** B2B commerce provides businesses with the opportunity to broaden their clientele and penetrate new markets. By conducting transactions with other businesses, companies can boost their sales and revenue;
- **Lower Costs:** B2B commerce often involves larger orders and longer-term contracts, which can result in lower costs for both the buyer and the seller;
- **Enhanced Recognition:** Engaging in business-to-business transactions can help firms elevate their brand's prominence and standing in their respective sectors. This can result in an uptick in repeat transactions and referrals, as well as heightened visibility and acknowledgement;
- **Expansion into Untapped Markets:** B2B trade provides the opportunity for businesses to penetrate new markets and broaden their clientele. By conducting business with other firms, companies have the chance to venture into new sectors and regions, and even diversify their offerings and services;
- **Strengthened Customer Bonds:** B2B commerce can serve as a platform for businesses to forge robust connections with their clients. Through the delivery of bespoke service and assistance, companies can enhance customer gratification and allegiance, thereby boosting the probability of securing repeat business.

1.4. Business To Business Challenges:

Business-to-Business (B2B) transactions come with their own set of challenges that businesses must overcome to succeed. Here are some of the most common challenges:

¹ Ikhtiar Alam, (2021), Determinants of Price Elasticity of Demand, introductory microeconomics, Institute of Business Administration, Jahangirnagar University, Bangladesh.

² la Rocca Antonella, (2020), *Analyzing Customer Supplier Relationships in Business Markets*, customer-Supplier Relationships in B2B An Interaction Perspective on Actors in Business Networks, palgrave Macmillan, Basingstoke, p 67-94

- **Extended Sales Duration:** B2B sales cycles are generally more protracted than those in B2C due to the involvement of multiple decision-makers and the need for thorough deliberation and planning;
- **Intricate Sales Procedure:** The process of B2B sales tends to be more complicated than B2C sales, given that B2B transactions often necessitate customization, negotiation, and continuous support;
- **Challenges in Market Identification:** For B2B enterprises to thrive, it's crucial to pinpoint and target the appropriate market. This demands a profound comprehension of the target demographic, their requirements, and the competitive landscape;
- **Selection of Suitable Technology:** It's imperative for B2B firms to adopt the right technology to bolster their sales and marketing initiatives. This encompasses the choice of the appropriate CRM, marketing automation tools, and other software platforms;
- **Adapting to Evolving Trends:** To maintain competitiveness, B2B companies must stay abreast of the shifting trends in their industry. This includes keeping pace with emerging technologies, regulatory changes, and evolving customer preferences.

1.5. Business to business marketing:

1.5.1. Business to business marketing definition¹:

B2B marketing, as the term suggests, is the act of selling goods or services to other businesses and organizations. This differs from B2C marketing, which is aimed at individual consumers. B2B marketing materials are typically more factual and to-the-point than B2C materials. This is because businesses make purchasing decisions based on the potential impact on their profitability, while individual consumers usually don't consider financial return on investment when making purchases. In the current market, B2B marketers often deal with buying committees composed of various key stakeholders. This can be a complex task, but as data sources become more accurate and comprehensive, B2B marketers are becoming more adept at identifying committee structures and engaging buyers with relevant, personalized information.

¹ Kearns Steve, (2022), *What Is B2B Marketing: Definition, Strategy, and Trends*, [https://www.What Is B2B Marketing: Definition, Strategy, and Trends \(linkedin.com\)](https://www.What Is B2B Marketing: Definition, Strategy, and Trends (linkedin.com)) , (24/03/2024 23:25)

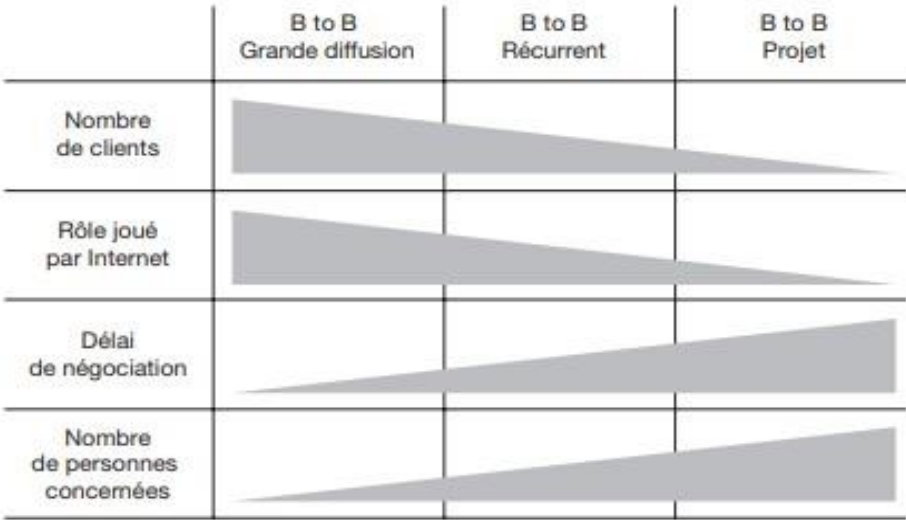
1.5.2. Types of B-to-B marketing¹:

- **Mass-market B-to-B:** aimed at a very large number of professional clients, such as very small businesses and the self-employed for office supplies and IT, for example. Another example is electricians, self-employed tradesmen, specialist SMEs and the internal departments of large organizations, which constitute a mass market for suppliers of low-voltage electrical equipment. The large number of potential clients means that many of the same channels identical to those used in the B-to-C sector, for both market research and communication and sales channels.

- **Recurrent B to B:** is characterized by an ongoing relationship between supplier and customer. The products/services offered are no longer standard but customized, or even totally dedicated to a key account.

- **Project or business marketing:** is characterized by a non-continuous relationship between supplier and customer, and often involves long and complex purchasing procedures involving calls for tender both suppliers and buyers, more people are involved in the more people are involved in preparing the deal, selecting the solution the selection of the solution and then in monitoring the project and after-sales service.

Figure7: The main characteristics of the three main types of B-to-B marketing²



Source: *www.ST313-7472-Livre.indb (pearson.fr) (24/03/2024 23:25)*

¹ Malaval Philippe and others, (2010), *Les spécificités du marketing B to B, Marques B to B*, Pearson Education France, P08
² *Ibid*, P09

2. COMERCIAL PROSPECTING:

Commercial prospecting is an essential activity in the business world. It involves identifying and contacting potential clients, with the aim of generating new sales opportunities. This proactive approach enables companies to develop their customer base, increase their sales and position themselves advantageously in the market. Sales prospecting can take a variety of forms, from telephone calls and emails to face-to-face meetings and networking events. Whatever the method used, the objective remains the same: to make initial contact with prospective clients, understand their needs and expectations, and propose appropriate solutions.¹

2.1.prospecting concepts:

- **Client acquisition²:**

Customer acquisition is defined as the process of bringing new clients or consumers into channels business. It encompasses the entire customer journey, from the moment they become interested in channels brand (lead) to the moment they buy (become a customer). The length of the acquisition process varies depending on the product or service, but the stages are always the same: awareness, conversion, conclusion and retention.

- **Client prospecting³:**

Customer prospecting is the study of a segment of followers in order to detect potential clients, identify them and later convert them into buyers. All those strategies that help you identify clients can be considered as prospecting for clients. the initial interaction with an individual we aim to sell to, but are unfamiliar with, is typically referred to as prospecting.

- **Prospect:**

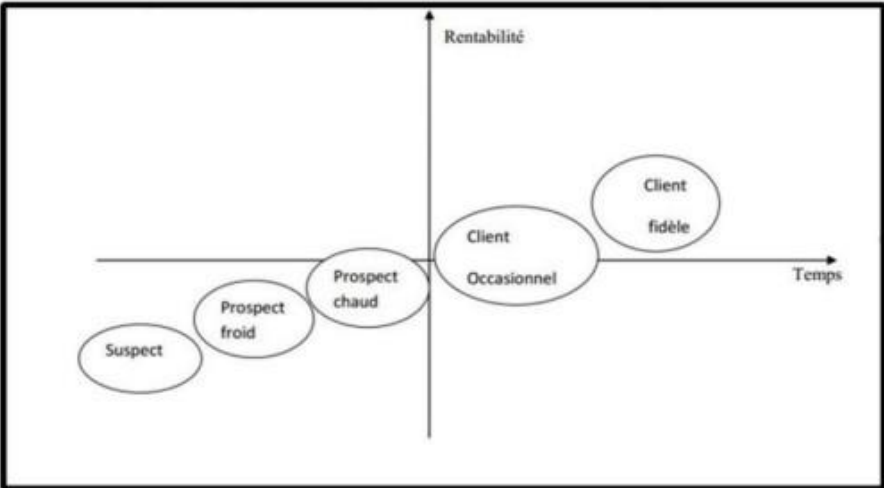
A prospect can be defined as a potential customer of the company. The prospect is the future customer of the company, following a certain number of actions (telephone canvassing advertising in the media, etc.) they become actual clients.

¹ Ducret Guillaume, (2016), *Outil 37. La prospection commerciale*, La Boîte à outils de la négociation commerciale, Collection BâO La Boîte à Outils, Dunod, pp114 à 115,

² Brent Sullivan, (2020), *Une introduction au concept d'acquisition client*, <https://www.Une introduction au concept acquisition client | Livre Blanc Act!>, (24/03/2024 22:33)

³ Feiertag Howard, (2019), *Developing Leads and Prospects for Hospitality Sales*, Hospitality Sales and Marketing, 1st Edition, Apple Academic Press, NEW YORK, p64

Figure 8: Representation of a customer's life cycle in terms of time and profitability



Source: *www.Le Marketing client multicanal - Yan Claeysen, Anthony Deydier, Yves Riquet | Cairn.info.com*

(24/03/2024 22 :42)

According to this scheme, it is important to distinguish between a 'prospect' and a 'suspect'. The former is generally ready and willing to buy, while the latter simply has the capacity to buy but has not yet expressed any real interest.¹

It is also possible to distinguish between a "cold prospect" and a "warm prospect". The former has shown some interest in a product or service, but the act of buying may take some time, whereas the latter is ready to buy immediately. Following a purchase, an occasional customer has the potential to transform into a regular patron. In the business-to-business context, prospects are self-employed professionals who maintain their own distribution networks.

- **Prospect types²:**

Table 3: the different types of prospects

The cold prospect	The Lukewarm prospect	The warm prospect
The prospect in question may not yet know the company. Although they may be interested in the features of the product	This prospect has clearly expressed a need for the product or service on offer and has shown an interest in the company. They are	This lead shows an imminent intention to buy and an urgent need. We therefore suggest a meeting with them in order to better understand their

¹ Claeysen(Y)and others, (2011), *Conquérir de nouveaux clients*, le marketing direct multicanal, prospection Fidéliser et reconquérir le client, collection fonction de l'entreprise, Dunod, Paris, P9.

² *Prospect Chaud, Prospect tiède et Prospect froid : Gestion et Traitement pour maximiser vos ventes*, [https://www.Prospect Chaud, Prospect tiède, Prospect Froid : Gestion \(d-ana.fr\)](https://www.Prospect Chaud, Prospect tiède, Prospect Froid : Gestion (d-ana.fr) (24/03/2024 22 :42)) (24/03/2024 22 :42)

or service on offer, they have not yet expressed any specific needs.	there for considered a priority prospect for follow-up	specific needs and provide an appropriate quote.
--	--	--

Source: Made by us

2.2.Importance of prospecting¹:

- In times of economic crisis, businesses decide to go against the grain, against the tide of prevailing defeatism and move forward to market share.
- having a large market share but its sales are stagnating. The sales department analyses the professional branches and regions where its products have penetrated less penetration than the national average, and decides to launch a collective action aimed at the targets it had identified.
- Competition is intensifying, new suppliers are entering the market on the market, some of the competitors lower their prices or facing competition from low-cost imports and most important clients are putting pressure on businesses.
- An analysis of customer portfolio reveals that sales are based almost entirely on purchases from large client's company is focusing their efforts on acquiring medium-sized clients with good growth potential.
- Technological developments are changing the buying habits of channels partners, and new customer segments are emerging. new customer segments are emerging.

2.3.Prospecting steps²:

Step 01: Research of prospects

This is undeniably the most crucial part of prospecting. It's essential to ensure that we're appropriately qualifying our prospects to improve our chances of providing value to them or their business. During this phase of prospecting, we aim to achieve several objectives:

- Determine if the prospect is viable;
- Start qualifying and ranking prospects;
- Identify opportunities to establish a relationship through personalization, rapport cultivation, and trust building; This kind of qualification is purely demographic-based.

¹ Moulinier René, (2009), *prospection commerciale*, 3e Edition revue et augmentée, collection livres outils, Eyrolles, Paris. P8

² Equipe HubSpot, *The Complete Guide to Sales Prospecting*, [https://www.The Complete Guide to Sales Prospecting \(1\) \(hubspotusercontent00.net\), \(24/03/2024 13:48](https://www.The Complete Guide to Sales Prospecting (1) (hubspotusercontent00.net), (24/03/2024 13:48)

Does the prospect belong to my territory? Do we cater to their industry? Does it match our target customer profile?

Step 2: Prioritize

Ranking our potential clients can conserve our time and ensure that we're investing our most significant efforts into prospects who have the highest probability of becoming clients. The degrees of prioritization will differ among various sales organizations and individual salespeople. However, the primary concept is to categorize prospects into several groups based on their buying potential and concentrate on one group at a time.

Step 3: Prep the outreach

The ultimate objective of this stage is to collect comprehensive data about our potential clients to refine our sales pitch and customize our approach:

- Check if the potential client maintains a blog to understand their written content;
- Explore their presence on social media. Are there any recent updates or new posts;
- Visit the company's website to examine the information provided in the "About Us" section;

Step 4: The first touch

- Customize. Address a particular issue that the prospect is facing with a specific solution.
- Remain current and pertinent. Ensure that the problem a prospect is attempting to resolve is still of importance to them and their team.
- Incorporating details such as wishing someone a pleasant holiday weekend or expressing admiration for their company's product are genuine touches that enable us to connect on a deeper level.
- Provide value without expecting anything in return. This process is not about us, it's about THEM. For instance, instead of arranging a follow-up meeting, we could propose to perform an audit on their digital media presence and revert with our findings in a week.¹
- Maintain a relaxed approach. Remember, this is merely a conversation. Stay as natural and non-promotional as possible. The essence of prospecting, and sales, is that we're not actually selling.

¹ Equipe HubSpot, *The Complete Guide to Sales Prospecting*, [https://www.The Complete Guide to Sales Prospecting \(1\) \(hubspotusercontent00.net\)](https://www.The Complete Guide to Sales Prospecting (1) (hubspotusercontent00.net)), (24/03/2024 13:53)

Step 5: Iterate

Maintain records throughout this procedure to evaluate which activities added value to the prospecting process and which were unproductive. Following each interaction with a prospect, we should evaluate how effectively we believe we:

- Unearthed obstacles;
- Assisted in establishing clear objectives;
- Verified the presence of a budget;
- Comprehended the decision-making process;
- Identified the implications of not taking action;
- Recognized the potential outcomes of success¹;

2.4.B2B prospecting²:

B2B prospecting involves identifying potential clients or leads, initiating contact with them, and nurturing these prospects to convert them into sales. The primary objective of B2B prospecting is to establish and maintain a lead database through effective lead generation strategies. This process includes qualifying leads to determine their viability as prospects and nurturing them to ultimately convert them into new clients. While B2B and B2C prospecting share similar goals, B2B businesses encounter distinct challenges and utilize specific channels to facilitate their sales.

2.5.Digital prospecting³:

digital prospecting consists of finding potential clients using digital channels such as outbound calls, sending promotional emails, attending networking events or making contacts on social networks such as LinkedIn. Sales representatives use prospecting to broaden their base of potential clients. They make contact with leads (potential business contacts) and encourage them to seize "opportunities" (leads that have been made aware of over time).

¹ Equipe HubSpot, *The Complete Guide to Sales Prospecting*, [https://www.The Complete Guide to Sales Prospecting \(1\) \(hubspotusercontent00.net\)](https://www.The Complete Guide to Sales Prospecting (1) (hubspotusercontent00.net)), (24/03/2024 13:57)

² Gisclard-Biondi Henri, (2021), *The Secrets of B2B Prospecting: Unlock the Mysteries of a Successful Sale*, [https://www.Guide to B2B Prospecting: Definition, Strategies and Tools \(appvizer.com\)](https://www.Guide to B2B Prospecting: Definition, Strategies and Tools (appvizer.com)), (24/03/2024 15:34)

³ Manil Allal, (2021), *Le guide complet de la prospection commerciale : techniques et conseils à suivre*, <https://www.Le guide complet de la prospection commerciale : techniques et conseils à suivre - Salesforce>, (24/03/2024 16 :43)

2.5.1. Digital prospecting steps¹:

- **Identifying the Ideal Audience:** This involves pinpointing the unique attributes and demographics of the perfect customer group.
- **Generating Potential Leads:** This is achieved by using a variety of online strategies such as crafting engaging content, optimizing websites for search engine visibility, launching specific online ads, and incorporating lead capture forms on webpage landing areas.
- **Collecting Relevant Data:** accumulating pertinent details about potential leads, including their contact information, demographic data, interests, and preferences. This information aids in tailoring outreach and communication efforts.
- **Nurturing Potential Leads:** interacting with potential leads through digital channels like email marketing, social media engagement, webinars, etc. The objective is to foster relationships, offer value, and guide potential leads further down the sales pipeline.
- **Evaluating and Prioritizing Leads:** determining the potential worth and suitability of each lead based on set criteria. This aids in prioritizing efforts and concentrating on leads with the greatest potential for conversion.
- **Engaging and Reaching Out:** launching personalized outreach initiatives to connect with potential leads. This could involve sending tailored emails, making phone calls, or utilizing social media platforms to initiate a conversation and establish a connection.
- **Converting Leads and Making Sales:** This involves transforming potential leads into clients through effective sales tactics and procedures. This could involve product demonstrations, negotiations, and finalizing deals.

3. the importance of digital channels uses in prospecting new clients in the B2B context:

Sales representatives in the B2B sector are increasingly utilizing digital platforms, which offer expanded opportunities for customer engagement and influence. These platforms come in a variety of forms, including search engines, social media networks, and payment systems. The essential characteristic of platforms is their ability to unite and mediate the transactions and interactions. In a B2B sales setting, digital platforms can function as scalable sales

¹ Rasmussen Kristian, (2023), *8 steps to master digital prospecting in B2B sales*. <https://www.8steps.com/blog/digital-prospecting-in-b2b-sales/> | LinkedIn (24/03/2024 23:20)

channels for sales organizations in which clients can self-serve on their buying journey, consequently allowing several actors, including nontraditional ones (e.g., technical staff), together with salespeople.¹

Digital prospecting leverages the power of digital technology and online platforms to identify and engage with potential clients in a more targeted and efficient manner. This enables companies to engage with a broader customer base, gather important information, and optimize the sales workflow, all of which contribute to enhanced client procurement and business expansion.

Many see digitization as a chance to upgrade a traditional process with new technologies, or to add an extra channel to existing ones. Can you provide examples of successful implementations of a different information flow strategy? Conversations Plugins Response stopped However, these transformations are more profound as they challenge the conventional "push" paradigm: Traditionally, sales have been the origin of information distribution through direct procurement, spreading of promotional content, interactions with prospective clients, sales pitches, and scheduling meetings with upper management. But the new model rests on "pull" logic: It is now the customer who starts the ball rolling. Clients decide when and where the sales organization has a part to play and in what way they wish to interact with it. Hence, it's essential to position information as a key asset. Research indicates that 90% of B2B purchasers use internet keyword searches, and 70% view online videos to collect data before buying. Interestingly, 57% of the buying process is already done before the buyer first reaches out to a salesperson. While clients are in the information-seeking phase, businesses may struggle to secure a spot on the shortlist of potential suppliers. However, digitization offers a more direct route to clients compared to traditional sales structures. In addition to their own websites, suppliers can now leverage a wide range of digital channels, including social network communities and specialized discussion platforms. Within these digital forums, product experts can engage directly with users, discussing preferred features, technical specifications, and relevant services. They even have the ability to contrast proposals from various competitors. Companies that expertly utilize these platforms can directly connect with individuals who employ technologies in customer organizations, thereby establishing themselves early on as informed contacts. Whereas businesses used to have maybe five

¹Mattila Malla and others, (2021), *Digital transformation of business-to-business sales: what needs to be unlearned*, Journal of Personal selling & sales Management, Vol41, no2, pp113–129

contacts at technical procurement departments, today's digital channels can ideally let them reach hundreds of engineers who work with similar technologies and products.¹

3.1. Measuring the contribution of digital channels in prospecting new clients using KPI:

Emerging business environments, where information is a crucial asset, necessitate novel methods for assessing organizational performance. This is in contrast to the conventional performance measurement systems that primarily focused on financial and accounting metrics. One of the more recent methodologies involves gauging organizational performance through Key Performance Indicators (KPIs).²

3.1.1. Definition of KPIs³:

KPIs, or key performance indicators, are quantifiable metrics that shed light on a company's internal workings and frameworks. They play a pivotal role in strategic planning and oversight by supplying auxiliary data, fostering openness, and aiding executives in decision-making. KPIs furnish quantifiable standards that enable organizations to assess their performance and track their advancement towards their objectives. They enhance the efficiency and efficacy of business operations.

3.1.2. Importance of KPI⁴:

- **Assessing Organizational Vitality with KPIs:** Key Performance Indicators (KPIs), ranging from financial metrics to risk elements, serve as a barometer for an organization's well-being.
- **Tracking Progress with KPIs:** KPIs act as a yardstick for a business's achievements. Businesses establish KPIs—such as revenue generation or customer satisfaction—and monitor them routinely to evaluate their progress towards objectives.
- **Using KPIs for Course Correction:** KPIs enable businesses to gauge their advancement towards specific targets.
- **Problem-Solving with KPIs:** Appropriate KPIs, when monitored and presented on a dashboard, allow businesses to discern what's working and what's not, facilitating necessary adjustments.

¹ Berger Roland, (2016), *tab digital future of B2B sales*, beyond mainstream, Sederanger, Munich p4-5

² Velimirovića Dragna and others, (2011), *role and importance of key performance indicators measurement*, Serbian Journal of Management, VOL 6, No1, pp 63 - 72

³ Badawy Mohammed and others, (2016), *A survey on exploring key performance indicators*, Future Computing and Informatics Journal, P.47–52.

⁴ Wishart Jessica, (2024), *Why are KPIs Important? The Importance of KPIs*, [https://www.Why are KPIs Important? The Importance of KPIs \(rhythmsystems.com\) \(24/03/2024 9:31\)](https://www.Why are KPIs Important? The Importance of KPIs (rhythmsystems.com) (24/03/2024 9:31))

- **Pattern Analysis Over Time with KPIs:** Consistent tracking of the same KPIs over time allows businesses to detect trends that can be leveraged.

3.1.3. KPI of social media¹:

- **Followers:**

This represents the number of users who follow the accounts. It's suggested to compare this figure with similar businesses to gauge the effectiveness of the social media strategy.

- **Reach:**

This is crucial for increasing brand awareness. The goal is not just to reach a large audience, but also to encourage them to engage with the posts.

- **Impressions:**

This is the total number of times a post appears in someone's feed. It doesn't necessarily mean they engaged with it, but they were exposed to it.

- **Engagement Rate:**

This refers to the interaction between consumers and the brand on social media. Interactions can include Likes, Shares, Comments, and Clicks.

- **Click Through Rate:**

This is a key metric for email marketers. It represents the percentage of users who clicked on a link within the post.

- **Conversion Rate:**

The conversion rate is the ratio between the actions taken by users and the total number of clicks on a social media post.

¹ Bernard Marr, *25 need-to-know key performance indicators*, 1st Edition, FT publishing financial Times, Great Britain, 2014, P.220-228

3.1.4. Email Marketing KPIs¹:

The following are key KPIs for assessing the performance of email marketing campaigns:

- **Open Rate:**

This shows the percentage of the audience that opens the emails they receive. Factors influencing open rates can include subject lines and sender information.

- **Click-Through Rate:**

This is a key metric for email marketers. It represents the percentage of email recipients who clicked on a link within the email.

- **Unsubscribe Rate:**

This is calculated as the percentage of email subscribers who choose to stop receiving emails.

- **Bounced Emails Rate:**

percentage of e-mail addresses on a mailing list that have not received promotional messages because the recipients' mail servers have bounced them back. Bounces occur when e-mails cannot be delivered to e-mail addresses.

- **Conversion Rate:**

The conversion rate is the ratio between the actions taken by users and the total number of clicks on an Emailing Campaign.

3.1.5. Website KPI²:

- **Website traffic:** This refers to the total count of visits your website receives.

- **Click-Through Ratio (CTR):** This is the proportion of users who click on a specific link relative to the total number of users who view a page, email, or advertisement.

¹ Constance Starcky, (2022), *Emailing : 8 KPI à suivre (avec formule et exemple)*, [https://www.Emailing : 8 KPI à suivre \(avec formule et exemple\) \(hubspot.fr\), \(23/03/2024 16 :38\)](https://www.Emailing : 8 KPI à suivre (avec formule et exemple) (hubspot.fr), (23/03/2024 16 :38)

² Ozuysal John, (2023), *12 B2B Marketing KPIs Every Business Owner Should Track in 2023* [https://www.12 B2B Marketing KPIs Every Business Owner Should Track in 2023 \(datapad.io\) \(23/03/2024 17: 56\)](https://www.12 B2B Marketing KPIs Every Business Owner Should Track in 2023 (datapad.io) (23/03/2024 17: 56)

- **conversion Rate:** This is the percentage of users who perform a desired action.
- **Bounce rate:** This is the percentage of visitors to a specific website who leave the site after viewing only one page.

- **Number of unique Visitors:**

counts the number of people who have visited one of your pages, or several pages on your website, in a given period of time. Not to be confused with the number of visits, which indicates the number of times your pages have been visited, regardless of the number of visitors.

- **Time Spent on site:**

The measurement of time spent on the site, Session duration, also referred to as “time on site,” plays a pivotal role in website analysis. This metric reflects the average amount of time a user spends on your website during a single visit. To calculate it, divide the total duration of all sessions (measured in seconds) by the number of sessions.

Conclusion:

As we draw this chapter to a close, we underscore the pivotal role that digital channels play in the realm of B2B client prospecting. The insights presented herein underscore the profound impact that digitalization has had on the B2B sector, particularly in the art of prospecting new clients. We have seen how digital channels not only complement but also amplify the traditional methods of commercial prospecting, offering businesses innovative ways to connect with potential clients. The study has highlighted the strategic use of these channels as a significant contributor to the success of B2B enterprises. In an era where digital presence equates to market relevance, the integration of digital channels into prospecting strategies emerges as a key differentiator in the competitive B2B landscape.

**CHAPTER 02: PROSPECTING NEW CLIENTS USING
DIGITAL CHANNELS: Pimarket.dz**

Introduction:

This chapter delves into the contribution of digital channels in prospecting new clients in the B2B sector. The chapter is divided into two sections.

The first section discusses the methodology and research approach used in the study and a presentation of the host company. It begins with an overview of the host company's field, followed by a brief presentation of the host company. The research methodology, which is a mixed approach combining both quantitative and qualitative methods, is then discussed. This section also outlines the steps involved in developing the inbound marketing strategy in which we will include the digital channels we used in our internship for the sake of this study.

The second section of the chapter focuses on the discussion and results. It involves the implementation of the inbound marketing strategy, calculation of the KPIs, and a comparison of the results three months before and after the implementation, by which we will be able to define the efficiency of each of the digital channels in question. This section also includes a discussion on the results of the interview conducted with the CEO of the host company, providing insights into the company's perspective on the digital channels and its impact on prospecting new clients in the B2B sector.

SECTION01: RESEARCH METHODOLOGY APPROCH AND PRESENTATION OF THE HOST COMPANY

In this section, we will first delve into the realm of the host company's industry, specifically focusing on the spare parts sector. Following this, we will introduce the host company in a concise manner. We will then discuss our research methodology, which combines quantitative and qualitative approaches.

Lastly, we will outline the process of crafting an inbound marketing strategy, with a special emphasis on the digital channels that were employed during our internship, thereby enriching the scope of this study.

I. PRESENTATION OF THE HOST COMPANY:

1. Description Of Spare Parts Sector:

1.1. Spare parts definition¹:

In the context of machinery operation and maintenance, a 'spare part' is a term that refers to a component that carries a risk of failure or defectiveness, necessitating its replacement to ensure the uninterrupted functioning of the machine. Additionally, the term 'spare part' also encompasses components that are consumed or replaced periodically. These components are typically stocked and utilized to maintain the operational condition of the equipment.²

1.2. Types of spare parts³:

- **Parts from Original Equipment Manufacturer (OEM):** Parts from the OEM are produced by the original manufacturer of the machine or equipment. These parts are designed to fit the exact specifications of the original parts that were included with the equipment.

¹ Salama Mahmoud, (2024), *what is a Spare Part? Classification, Cost, Critical Inventory*, [https://www.What is a Spare Part? Classification, Cost, Critical Inventory \(instrumentationtools.com\)](https://www.What is a Spare Part? Classification, Cost, Critical Inventory (instrumentationtools.com)) , (28/03/2024 12:30)

² Zhang Shuai, (2021), *Spare Parts Inventory Management: A Literature Review*, *Sustainability*, Vol 13, No 5, pp 2460

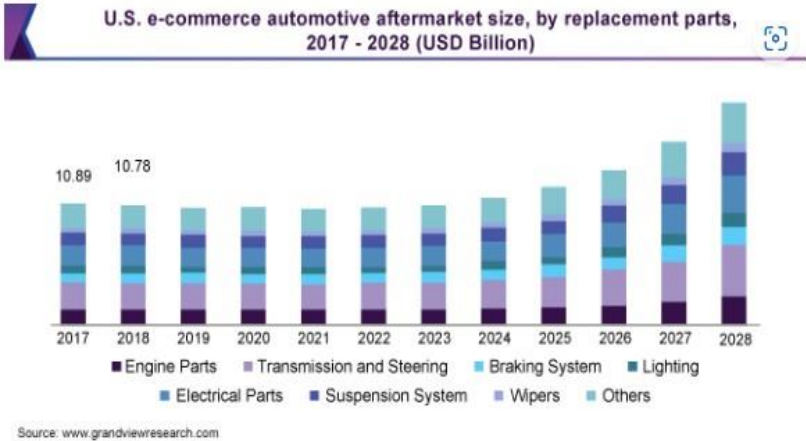
³ Anki Dharm, (2023), *Understanding The Different Types Of Spare Parts And Their Functions*, <https://www.Understanding The Different Types Of Spare Parts And Their Functions - Gemsons>, (28/03/2024 13:41)

- **Aftermarket Parts:** Aftermarket parts are produced by companies other than the original equipment manufacturer. These parts are often less expensive than OEM parts but may not offer the same level of quality or longevity.
- **Remanufactured Parts:** Remanufactured parts are those that have been restored to meet OEM specifications. Essentially, these are used parts that have been refurbished to regain their functionality. Remanufactured parts are often less expensive than OEM parts and offer comparable quality and longevity.
- **Used Parts:** Used parts are those that have been removed from equipment that is no longer operational or has been decommissioned. These parts are often the most affordable spare parts but may have limited functionality or lifespan.

1.3.Growth of online spare parts business:

In 2020, the worldwide online automotive aftermarket was estimated to be worth 53.78 billion USD. The market is being driven by the increasing demand from individuals and independent retailers for more affordable automotive parts in the aftermarket. Traditional automotive retailers are also turning to e-commerce as a way to boost their revenue and provide a wider range of products to their clients. The market's growth is expected to be propelled by the ongoing trend of pure-play retailers adopting e-commerce strategies.¹

Figure 9: US ecommerce automotive aftermarket size, by replacement parts 2017-2028



Source: *www.Understanding the Different Types Of Spare Parts And Their Functions - Gemsons.* (29/03/2024 16:34)

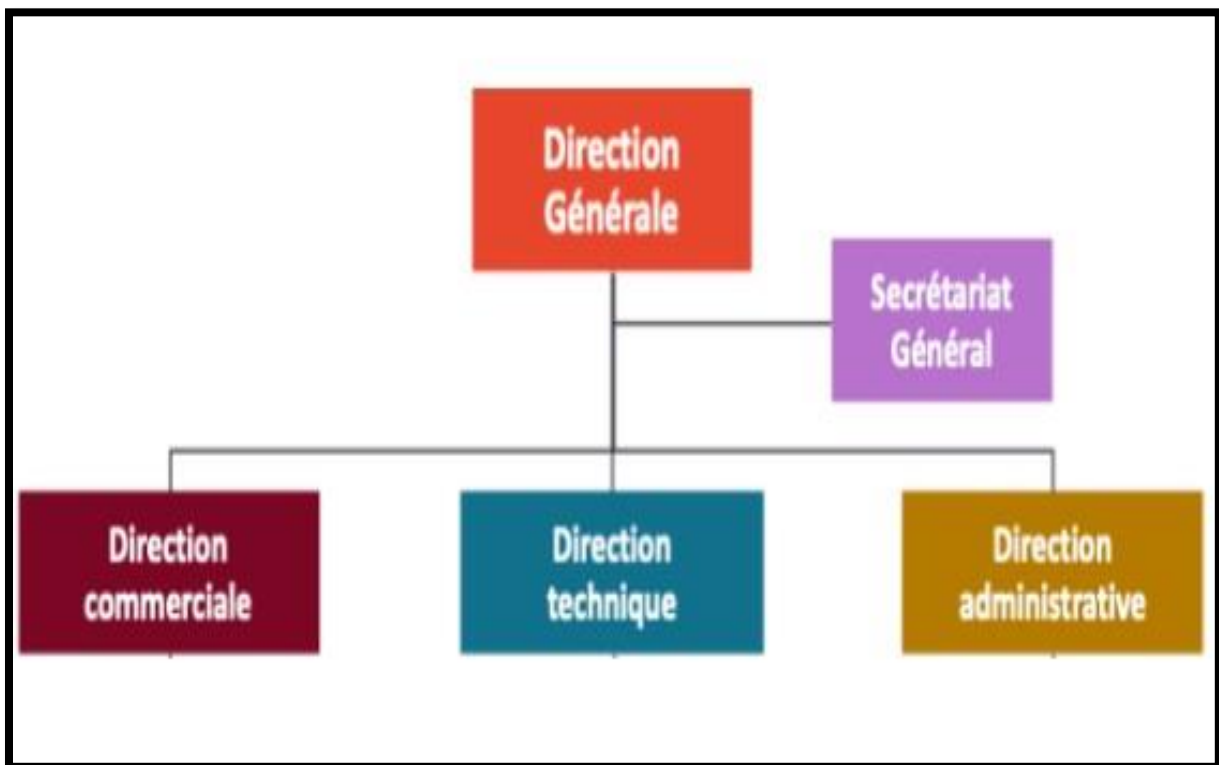
¹ E-Commerce Automotive Aftermarket Size E-Commerce Automotive Aftermarket Size, Share & Trends Analysis Report By Replacement Parts, <https://www.E-Commerce Automotive Aftermarket Size Report, 2021-2028> (grandviewresearch.com), (29/03/2024 16:34)

2. Presentation of the host company:

2.1.Description and primary services:

- Pimarket SARL, incorporated under Algerian law, offers an online search and order portal for spare parts. available to companies in the construction, public works, transport, logistics, petrochemical and other sectors, to enable them to obtain supplies easily, quickly and independently from the best suppliers and equipment manufacturers on the international market.
- Companies sign a user contract with no financial commitment or prior subscription. whilst capitalizing on the full scope of the extensive search and placement of orders directly to suppliers on the www.pimarket.dz portal, while enjoying full traceability within their individual secure space. There are also no prior commitments on the part of suppliers, OEMs, importers, distributors and service providers, going beyond approval by Pimarket experts.


Figure 10: Organizational chart of SARL Pimarket:



Source: interne document

2.2. Company information card:

Table 4: company information card

Company information card	
Status:	Limited Liability Company.
Year of creation	June 2019
Logo	
Social Headquarters	Sarl Pimarket, Cyber parc de Sidi Abdellah, Alger 16121
Area of activity	source and order spare parts
General Manager	TAXANA Mohammed
Web site/Application	Accueil - Pimarket
Capital	22 000 000 DA
E-mail/Phone Number	contact@pimarket.dz / 06 60 44 38 82

Source: interne document

2.3. Benefits of using Pimarket¹:

2.3.1. Benefits for businesses:

- A "one-stop shop" for industrial spare parts on a professional portal;
- The fastest and most extensive search, to precisely target individual needs;
- Wide range: Original, OEM, Aftermarket;
- Traceability, digitization, archiving, security, durability;

2.3.2. Benefits for suppliers, equipment manufacturers and other service providers:

- More sales, because of the access to a substantially larger volume of prospects;
- Maximum visibility of brand awareness;
- Ongoing digital marketing to boost sales;
- Reduced costs, as there is no longer any need for a cost-intensive direct sales approach;
- Publication option - content author - for commercial promotions (additional costs);
- Traceability, digitization, archiving, security, durability;

¹ Interne document

2.3.3. Benefits for society and the environment:

- Ecological and sustainable contribution because source of supply with guarantee of origin;
- Fewer accidents on the road or in the workplace because of the higher quality of the products on offer;
- Option of professional recycling of replaced equipment;
- Fewer carbon emissions, as substantially fewer human resources need to be moved human;

2.4.Digital communication at Pimarket.dz:

2.4.1. Facebook:

The Facebook Page content includes various types of media such as images, videos, participations in different events and customer feedback sharing.

Figure 11: Pimarket Facebook account



Source: Pimarket official Facebook page

- **Created In** September 04, 2019;
- **Number of subscribers:** 1.2k;
- **Number of posts:** 08 to 12 posts per month;

2.4.2. LinkedIn:

The variety of content published on the Pimarket.dz LinkedIn account helps to maintain the interest of subscribers and to strengthen the company's presence on this network Images and Videos, Articles and Reflections, Participation in Events, and Professional Business News.

Figure 12: Pimarket LinkedIn account



Source: Pimarket official LinkedIn page

- Number of subscribers: 2k;
- Number of posts: 08 to 12 posts per month;

2.4.3. Website Pimarket.dz:

Pimarket.dz offers an online platform for efficient spare- parts sourcing. The website allows clients to quickly search for parts from suppliers, compare prices and availability, and make purchases without any commissions. It tracks all transactions, making it easy for clients to manage their purchases.

Figure13: Pimarket website interface



Source: www.Pimarket.dz

The website offers a variety of parts, including original, OEM, and aftermarket options, to cater to diverse needs. For suppliers, Pimarket.dz provides an opportunity to increase their

visibility and boost sales by connecting with a wide- network of potential buyers. Suppliers can promote their products through dedicated Pimarket campaigns and track their sales and payments online. In essence-, Pimarket.dz's website serves as a comprehensive online portal for convenient and efficient spare parts sourcing.

II. RESEARCH METHODOLOGY

1. Objective of our study:

It is no secret that digital channels play a significant role in the business-to-consumer sector. To explore their impact on business-to-business prospecting, our study investigates how various digital communication channels—such as social media, websites, email marketing, can be strategically leveraged for client acquisition. It is our goal to understand how Pimarket can use this digital channels not only to communicate with its clients but yet use it in prospecting new clients and acknowledge the efficiency of each of the digital channels in question.

2. Methodology of the study:

For our academic research, we will construct a comprehensive digital inbound strategy for the host company. This strategy will incorporate the three digital channels under scrutiny: social media, the company's website, and email marketing. Upon the conclusion of our research, we will be in a position to quantify the key performance indicators for each channel. This will enable us to substantiate the efficacy of these digital channels in prospecting new clients within the B2B sector.

Our research will employ a mixed-methods approach to ensure a thorough and clear analysis. Prior to embarking on this study, it is crucial to elucidate the methodologies that our study will utilize:

2.1. Definition of mixed method¹:

mixed methods (MM) are the joint use of quantitative and qualitative methods in research. a procedure for collecting, analyzing and 'blending' or integrating qualitative and quantitative

¹ Anadón Marta, (2019), *Les méthodes mixtes : implications pour la recherche « dite » qualitative*, Recherches qualitatives, Vol38, No 1, pp 105-123

data. at a certain stage of the research process in the same study, with the aim of gaining a better understanding of the research problem. MM have been used for over 60 years. This type of research has taken on several names: combined methods, mixed research, etc.

2.1.1. Qualitative approach:

Qualitative research employs strategies like participant observation and case studies to create a detailed, narrative description of a situation or behavior. These techniques often dismiss positivism in favor of an interpretive approach. Other interpretations emphasize the process and context of data gathering: Qualitative research is an activity rooted in context that positions the researcher within the world. It involves a collection of interpretive, tangible practices that render the world observable.¹

We will use the qualitative method in our case by conducting an interview guide to gather a wide range of criteria for the web portal service.

interview guide²:

It is the process of extracting people's experiences. It is the most widely used method in qualitative research. It is flexible, inexpensive, it is a broad term uniting semi-structured and unstructured interviews. Qualitative interviewing tends to be less rigid and can progress like a spontaneous dialogue; it frequently involves respondents sharing their individual experiences or life stories. While qualitative interviews can be a component of ethnographic research, they can also be carried out separately.

2.1.2. Quantitative approach:

The quantitative approach involves gathering and examining numerical data to address scientific research queries. This method is employed to summarize, find averages, identify patterns, make forecasts, and test causal relationships, as well as to generalize findings to

¹ Flick Uwe, (2014), *Why and How to Do Qualitative Research Foundations of Qualitative Research*, An Introduction to Qualitative Research, Seventh Edition, Sage P 3-18

² Clarck Tom and others, (2019), *Interviewing in Qualitative Research*, Social Research Methods, Oxford University Press, Canada, P89

broader populations. It enables us to measure the magnitude of effects, assess the strength of relationships, prioritize rankings, and evaluate the robustness of evidence of efficacy.¹

Key Performance Indicators (KPIs) serve as a quantitative method in our research. KPIs are measurable values that demonstrate how effectively a company is achieving key business objectives. They involve the collection and analysis of numerical data, providing a quantifiable measure of performance.

For our study we will be calculating the KPI's of the different digital channels before and after implementing the inbound marketing strategy.

- **Social media KPI:**

- **Followers:** the number of users who follow the accounts.
- **Engagement Rate²:**

$$\text{engagement rate} = \frac{(\text{likes} + \text{comments} + \text{shares})}{\text{Total followers}} \cdot 100$$

- **Click Through Rate³:**

$$\text{CTR} = \frac{\text{total number of clicks}}{\text{total audience}} \cdot 100$$

- **Conversion Rate:**

$$\text{CR} = \frac{\text{total number of conversions}}{\text{total clicks}} \cdot 100$$

¹ Rana Juwel, (2021), *Quantitative Methods*, Global Encyclopedia of Public Administration, Public Policy, and Governance, 1st edition, springer, New York, pp 1-6

² Sehl Katie and Others, (2024), *Engagement Rate Calculator + Tips for 2024*, [https://www.Engagement Rate Calculator + Tips for 2024 \(hootsuite.com\)](https://www.Engagement Rate Calculator + Tips for 2024 (hootsuite.com)), (04/04/2024 11:26)

³ Macready Hannah, 2023, *8-Step Guide to Using Instagram Ads*, [https://www.8-Step Guide to Using Instagram Ads \[2024 Edition\] \(hootsuite.com\)](https://www.8-Step Guide to Using Instagram Ads [2024 Edition] (hootsuite.com)), (06/04/2024 11:39)

- **Emailing Marketing KPIs:**

- **Open Rate¹:**

$$\text{Open rate} = \frac{\text{total unique opens}}{\text{Total reciepent}} \cdot 100$$

- **Click-Through Rate²:**

$$\text{CTR} = \frac{\text{Number of People who clicked a link}}{\text{Total number of emails Delivered}} \cdot 100$$

- **Bounced Email rate:**

$$\text{Bounced Email Rate} = \frac{\text{Total number of bounced emails}}{\text{total number of sent emails}} \cdot 100$$

- **Conversion Rate³:**

$$\text{Conversion Rate} = \frac{(\text{total number of clicks})}{\text{number of emails delivered}} \cdot 100$$

- **Website KPI:**

- **Website traffic, number of Unique visitors, time spent on site, most visited pages⁴:**

There are numerous excellent tools available for these metrics analysis. Here are the two tools that we used to track them:

Tool 1: Similar Web: Similar Web is a tool that provides marketing intelligence data to help companies make the right decisions to develop their business. In particular, it allows companies to compare their traffic and key engagement indicators against the market.

¹ Kontorsky Denys, (2023), *Learn the Right Way to Calculate Email Open Rate*, <https://www.How to Calculate Email Open Rate + Formulas | Mailtrap>, (06/04/2024 11:43)

² Green Sheryl, (2022), *What Is an Email CTR? How to Calculate and Improve It*, [https://www.What Is An Email CTR? How to Calculate and Improve It \(hubspot.com\)](https://www.What Is An Email CTR? How to Calculate and Improve It (hubspot.com)), (06/04/2024 12:14)

³ starcky Constance, (2022), *Emailing : 8 KPI à suivre (avec formule et exemple)*, [https://www.Emailing : 8 KPI à suivre \(avec formule et exemple\) \(hubspot.fr\)](https://www.Emailing : 8 KPI à suivre (avec formule et exemple) (hubspot.fr)), 23/03/2024 16 :38

⁴ Baker Kristen ,(2022), *The Best Website Traffic Analysis Tools (& How to Use Them)*, [https://www.The Best Website Traffic Analysis Tools \(& How to Use Them\) \(hubspot.com\)](https://www.The Best Website Traffic Analysis Tools (& How to Use Them) (hubspot.com)) , (06/04/2024 13:33)

Tool 2: SEMrush:

SEMrush is a comprehensive professional SEO software package. It allows you to assess the position of a website or web page on an assigned keyword. This analysis can be relevant for both organic search campaigns and Google Ads campaigns. It offers: Analysis of the traffic, keywords and links of a website or competitors and a complete SEO audit of a website,

- Click-Through Rate (CTR)¹:

$$CTR = \frac{\text{Clicks}}{\text{impressions}} .100$$

- conversion Rate²:

This is the percentage of users who perform a desired action.

$$\text{Conversion Rate} = \frac{(\text{Total number of conversions})}{\text{Total Number of sessions}} .100$$

- Bounce rate³:

This is the percentage of visitors to a specific website who leave the site after viewing only one page.

$$\text{Bounce Rate} = \frac{(\text{Total single page visit})}{\text{Total entrance visits}} .100$$

3. INBOUND MARKETING STRATEGY:

In the realm of performance measurement, the calculation of the previously mentioned Key Performance Indicators necessitates the implementation of an inbound marketing strategy. which was developed by us during our internship at Pimarket.

The successful execution of this strategy enables us to effectively measure and evaluate the KPIs, thereby providing valuable insights into the contribution of digital channels in prospecting new clients.

¹ Collins Sean, (2023), *Click-Through Rate (CTR): Definition, Formula, and Tips*, [https://www.Click-Through Rate \(CTR\): Definition, Formula, and Tips \(semrush.com\), \(07/04/2024 20:34\)](https://www.Click-Through Rate (CTR): Definition, Formula, and Tips (semrush.com), (07/04/2024 20:34)

² Johnson Ben, (2021), *How to Calculate Conversion Rate: The Conversion Rate Formula*, [https://www.How to Calculate Conversion Rate - The Conversion Rate Formula \(useproof.com\), \(07/04/2024 21:13\)](https://www.How to Calculate Conversion Rate - The Conversion Rate Formula (useproof.com), (07/04/2024 21:13)

³ Sridharam Karthik, *Bounce Rate: Definition, Bounce Rate Formula and Ways to Improve it*, [https://www.Bounce Rate: Definition, Bounce Rate Formula and Ways to Improve it \(buildd.com\), \(07/04/2024 21: 36\)](https://www.Bounce Rate: Definition, Bounce Rate Formula and Ways to Improve it (buildd.com), (07/04/2024 21: 36)

3.1. Definition of inbound Marketing strategy¹:

Inbound Marketing, as a strategic concept within Internet marketing, draws inspiration from permission marketing and content marketing. It encompasses various established online marketing techniques, including search engine optimization (SEO), social media marketing, email marketing, customer relationship management (CRM), and web automation. The central premise of Inbound Marketing is to attract website visitors by providing valuable content, subsequently converting these visitors into leads, building trust, and ultimately fostering customer loyalty. Unlike traditional “push” marketing methods that interrupt web users with advertising messages, Inbound Marketing emphasizes “pull” techniques.

3.2. INBOUND MARKETING STRATEGY METHODOLOGY²:

The inbound marketing methodology, aimed at steering potential clients from being unknown entities to becoming faithful clients and eventually advocates for the business, unfolds in four primary phases:

3.2.1. Phase 01: Attracting visitors

The objective of the first phase is to attract visitors to the company's website using inbound tactics such as blogging, SEO, social publishing, RSS feeds, link building, guest blogging and the creation of attractive content, etc. In this initial phase, we analyze the current situation, define our objectives, and identify our target audience. This sets the foundation for our inbound marketing strategy:

3.2.1.1. Situation analysis:

Before embarking on any marketing strategy, it is important to ask certain questions and analyze the situation. By asking these questions and taking stock of the situation, the company will have an idea of the work and efforts it needs to make the move forward.

To get a clearer picture of its situation, the company needs to ask itself these questions:

- What points need to be taken into consideration before developing an Inbound Marketing strategy?
- What are my strengths and weaknesses?
- What are my opportunities and threats?

¹ Bezhovski Zlatko, (2015), *inbound marketing a new concept in digital business*, Conference Paper, International Scientific Conference of the Romanian-German University of Sibiu, p27

² *Ibid*, PP30-31

- Where is the company positioned in relation to its competitors?
- What is the digital marketing strategy of competitors on social networks and on the website.

SWOT analysis¹:

SWOT analysis is a tool used for the strategic planning and management of organizations. It can be used effectively to develop organizational and competitive strategy. An organization exists in two environments, one inside itself and one outside.

3.2.1.2. Target audience identification:

A marketing target is a group of current and prospective clients who should be reached by an advertising campaign with a view to winning them over or building their loyalty. In addition to advertising campaigns, marketing or communication actions can be aimed at this target and help to refine the spectrum. This involves targeting a particular segment and redefining the core target.²

Buyer personas³:

Buyer personas or marketing personas are fictional representations of the typical buyers of your products or services. Quite simply, they are our target clients. The creation of buyer personas is a key stage in marketing strategy, yet it is still all too often neglected by companies. This stage generally involves a market study, a detailed analysis of the profile of the subscribers on social networks or a survey of the salesforce. All the information gathered should make it possible to identify the characteristics common to each of the brand's consumers and help generating the personas.

3.2.1.3. determination of objectives:

Once the company has analyzed its situation and defined its audience, it must determine its objectives, which will serve as a guide throughout the implementation of the strategy. These objectives will indicate the direction in which the company wishes to take its product/service. These objectives may change and not remain the same; they need to be

¹ Gürel Emet, (2017), *swot analysis: a theoretical review*, The Journal of International Social Research V10N5, pp 994-1006

² Starcky Constance, (2021), *Cible marketing : qu'est-ce que c'est et comment la définir ?* [https://www.Cible marketing : qu'est-ce que c'est et comment la définir ? \(Hubspot.fr\) \(15/04/2024 17 :34\)](https://www.Cible marketing : qu'est-ce que c'est et comment la définir ? (Hubspot.fr) (15/04/2024 17 :34))

³Perignon Jules, (2021), *Qu'est-ce qu'un buyer persona en marketing ? Définition et exemples*, [https://www.Qu'est-ce qu'un Buyer persona en marketing ? Définition et exemples \(hubspot.fr\) \(15/04/2024 18 :46\)](https://www.Qu'est-ce qu'un Buyer persona en marketing ? Définition et exemples (hubspot.fr) (15/04/2024 18 :46))

adjusted to reflect current realities. They will therefore be defined using the SMART objectives methodology. it stands for Specific, Measurable, Achievable, Relevant and Time-bound.

Figure14: SMART Objectives



Source : *www.Objectifs SMART : définition et mise en œuvre* ,(15/04/2024 11 :36)

According to this approach, clear and achievable strategic objectives are the best way of creating concrete metrics and milestones.¹ We will be dividing our objectives into two types: branding objectives and sales objectives

3.2.2. Phase 02: Converting visitors into potential clients

This phase is largely based on the creation of high-quality content. The aim is to convert visitors into potential clients by collecting their contact details. To do so we need to identify the digital channels we will be using

3.2.2.1.Digital channels identification:

This stage focuses on identifying all the channels specific to the Inbound Marketing strategy, with the aim of achieving the objectives set later. The company will therefore need to implement the appropriate actions in terms of attracting, converting and retaining clients through the various digital channels.

¹ *Définition et mise en œuvre des objectifs SMART*, [https://www.Objectifs SMART : définition et mise en œuvre \(tableau.com\)](https://www.Objectifs SMART : définition et mise en œuvre (tableau.com)), (15/04/2024 11 :36)

3.2.3. Phase03: Closing the sale

This phase is about turning those leads into actual clients. we will apply the insights gained from the Attract and Convert phases to transform leads into clients. and evaluate the effectiveness of our strategy and make necessary adjustments to close more deals.

3.2.4. Phase 04: Converting clients into long-term clients:

Since the final phase of the Inbound marketing process is all about achieving this objective. So, the marketing effort doesn't stop with client acquisition. The company must continue to nurture the customer with compelling content, superior customer service and must also listen to their feedback. Only then will the client be satisfied, come back and continue to promote the company.

KPIs provide quantitative data on how well we are delighting our clients, meeting our objectives and guide us in making improvements.

3.2.4.1. Collecting and analyzing KPIs:

It is essential to go through this last stage, which consists of collecting the necessary data through the KPIs for the current period and comparing them with the previous period, monitoring changes, analyzing them and taking these figures into consideration in order to be able to draw up a report on the results achieved.

If the objectives have not been achieved the company needs to ask itself questions and find out where the fault lies so that it can take corrective action. This means constantly keeping abreast of the latest trends to ensure that development proceeds at a faster pace.

SECTION 02: DISCUSSION AND RESULTS

Throughout this section, we will navigate through a Two-parts structure that offers a comprehensive understanding of our research.

The first part of this section unveils the results of our interview with the CEO of the host company, Pimarket. This interview provides valuable insights into the company's operations and its use of digital channels for client acquisition.

In the second part, we shift our focus to the implementation of an inbound marketing strategy. Here, we discuss in detail the steps we undertook, and how we collected and analyzed specific Key Performance Indicators (KPIs) for each channel. This part serves as a practical guide to our strategic approach and analytical methods.

At the end of this section, we will be able to present the results of our study. This part synthesizes all our findings and provides a clear picture of the effectiveness of the implemented strategies and the performance of the digital channels in prospecting new clients in the B2B sector.

I. Interview guide

In this part, we will be showcasing the results from the interview that took place with the CEO of the company, Pimarket

The interview delved into various aspects of the company and its application of digital channels in prospecting new clients. It was primarily divided into four main themes: an overview of the company, the use of digital channels, the B2B sector and strategies for prospecting new clients.

Table 5: interview guide

QUESTION	ANSWER
Company Overview	
Can you provide an overview of Pimarket and its main operations?	Pimarket is a B2B sourcing portal specializing in automotive spare parts. Our main operations include connecting suppliers with buyers in the industry.
Comment: Pimarket leverages its intermediary role to negotiate deals and offer a wide	

product range.	
How does Pimarket.dz position itself in the market of spare parts?	Pimarket positions itself as a reliable and efficient platform for sourcing spare parts, offering a diverse range of products and services to meet the needs of businesses.
Comment: This positioning strategy emphasizes reliability, efficiency, and diversity, which are key factors for businesses when sourcing spare parts.	
What is Pimarket.dz looking to become?	Pimarket aims to become the leading platform for spare parts procurement in the automotive industry, offering innovative solutions and exceptional customer service.
Comment: It reflects a forward-thinking approach and a commitment to continuous improvement and customer satisfaction. By focusing on innovation and customer service	
What do you see as your strengths and weaknesses?	Our strengths include our extensive network of suppliers, user-friendly platform, and commitment to customer satisfaction. Weaknesses include potential market saturation and scalability challenges.
Comment: it provided a comprehensive view of the company's internal capabilities and external market conditions, which is essential for strategic planning. The strengths and weaknesses provide insights into the internal aspects of Pimarket. While further research would be needed to identify the opportunities and threats in the external environment.	
What is your competitive advantage?	Our competitive advantage lies in our comprehensive product range, streamlined procurement process, and focus on building long-term relationships with clients and suppliers.
Comment: Pimarket's competitive edge lies in its wide product range, efficient procurement process, and focus on long-term relationships. These factors make it a one-stop solution for automotive spare parts.	
Digital channels	
What are your current digital marketing actions?	Our current digital marketing actions include email marketing campaigns, social

	media engagement, and content marketing through our website.
<p>Comment: the effectiveness of these actions would depend on how well they are executed and how well they resonate with the target audience and continuously monitor and adjust these actions based on their performance and changing market trends.</p>	
<p>What digital channels does PiMarket.dz currently use for prospecting new clients?</p>	<p>We utilize various digital channels such as LinkedIn, to reach potential clients and expand our network.</p>
<p>Comment: the effectiveness of these channels would depend on how well they are utilized. For instance, the success on LinkedIn would depend on the quality of the content shared, the level of engagement with the audience, and the effectiveness of the networking strategies used.</p>	
<p>How have these digital channels contributed to the growth of Pimarket.dz?</p>	<p>Digital channels have significantly contributed to our growth by increasing brand visibility, generating leads, and facilitating direct communication with prospects.</p>
<p>Comment: digital channels can vary based on factors like the quality of the content, the accuracy of targeting, and the level of engagement with the audience. Therefore, continuous monitoring and optimization of these digital marketing actions are crucial for sustained growth.</p>	
<p>What KPIs do you use to measure your marketing and sales actions (attraction, conversion, loyalty)?</p>	<p>Key performance indicators (KPIs) include website traffic, conversion rates, email open and click-through rates.</p>
<p>Comment: these KPIs should be analyzed in conjunction with each other to get a comprehensive understanding of their performance. their conversion strategies might need improvement.</p>	
<p>Do you have any special tools for measuring the effectiveness of your marketing and sales initiatives? Which ones?</p>	<p>We utilize analytics tools such as Google Analytics, CRM software, and marketing automation platforms to track and analyze the performance of our marketing campaigns.</p>
<p>Comment: These tools provide a comprehensive view of the marketing and sales</p>	

performance, allowing Pimarket.dz to make data-driven decisions.	
B2B Sector	
Can you describe the B2B sector that Pimarket.dz operates in?	Pimarket operates in the B2B sector of the automotive industry, catering to businesses involved in vehicle maintenance, repair, and aftermarket spare parts procurement
Comment: This sector involves transactions between businesses such as manufacturers, wholesalers, and retailers. Pimarket.dz’s role is to connect these businesses, serving as a reliable sourcing portal for automotive spare parts. the competitive nature of this sector necessitates a strong focus on customer satisfaction and efficiency.	
How does Pimarket.dz differentiate itself from competitors in this sector?	We differentiate ourselves through our extensive product catalog, user-friendly platform, personalized customer service, and commitment to delivering value to our clients.
Comment: this help Pimarket.dz stand out in a competitive sector and can contribute to its success in attracting and retaining clients.	
Prospecting new clients	
What strategies does PiMarket.dz employ to prospect new clients in the B2B sector?	Our strategies include targeted outreach, networking at industry events, referrals, and providing valuable content and resources to attract and engage potential clients.
Comment: PiMarket.dz employs a variety of strategies to prospect new clients in the B2B sector, these strategies are designed to attract and engage potential clients, with the ultimate goal of converting them into clients.	
How does Pimarket.dz convert its clients?	We convert clients by offering customized solutions, demonstrating the value of our platform, providing exceptional service, and building trust through transparent communication.
Comment: Pimarket.dz converts its clients through a combination of the strategies mentioned, these strategies are designed to show potential clients that Pimarket.dz is a reliable, valuable, and trustworthy partner for their automotive spare parts sourcing needs.	

This strategy necessitates a direct and personalized communication with the potential client	
What are you doing to build customer loyalty?	We prioritize customer satisfaction by offering reliable products, timely support, and ongoing engagement. We also provide loyalty programs, incentives, and exclusive offers to encourage repeat business.
Comment: These strategies are designed to make clients feel valued and appreciated, which can increase their loyalty to Pimarket.dz.	
How have digital channels enhanced these prospecting efforts?	Digital channels enable us to reach a wider audience, engage with prospects in real-time, and track interactions to tailor our approach. This enhances our prospecting efforts and improves conversion rates.
Comment: Digital channels have expanded Pimarket’s reach, enabled real-time engagement with prospects, and allowed for tracking interactions to personalize their approach, thereby enhancing prospecting efforts and improving conversion rates.	

Source: interview with the CEO, made by us

Interview guide synthesis:

- Theme 01 Company Overview:

Pimarket is a B2B sourcing portal specializing in automotive spare parts. The company aims to become the leading platform for spare parts procurement in the automotive industry. Their strengths include an extensive network of suppliers, a user-friendly platform, and a commitment to customer satisfaction. However, they acknowledge potential market saturation and scalability challenges as weaknesses. Their competitive advantage lies in their comprehensive product range, streamlined procurement process, and focus on building long-term relationships with clients and suppliers. We will be using these informations in the analysis of the actual situation when implementing the strategy

- Theme 02 Digital Channels:

Pimarket digital marketing actions include email marketing campaigns, social media engagement, and content marketing through their website. They utilize various digital channels such as LinkedIn to prospect new clients. These digital channels can significantly contribute to their growth by increasing brand visibility, generating leads, and facilitating

direct communication with prospects if they are well done used this can happen by developing effective campaigns and engaging content. In the implementing of the inbound marketing strategy, we will be concentrating on these three digital channels (social media, website and emailing). We will measure the effectiveness of their marketing and sales initiatives using KPIs such as website traffic, conversion rates, email open and click-through rates. which will take place in the last phase

- Theme 03 B2B Sector:

Pimarket operates in the B2B sector of the automotive industry, catering to businesses involved in vehicle maintenance, repair, and aftermarket spare parts procurement. They differentiate themselves from competitors in this sector through their extensive product catalog, user-friendly platform, personalized customer service, and commitment to delivering value to their clients.

- Theme 04 Prospecting New Clients:

Pimarket convert clients by offering customized solutions, demonstrating the value of their platform, providing exceptional service, and building trust through transparent communication. To build customer loyalty, they prioritize customer satisfaction by offering reliable products, timely support, and ongoing engagement. They also provide loyalty programs, incentives, and exclusive offers to encourage repeat business. Digital channels can enhance these prospecting efforts by enabling them to reach a wider audience, engage with prospects in real-time, and track interactions to tailor their approach, thereby improving conversion rates.

II. IMPLEMENTING THE INBOUND MARKETING STRATEGY:

In this next part, we will set up the inbound marketing strategy within the company Pimarket.dz following the steps we mentioned before, taking into account the website, social media and emailing, which will be used to achieve the objectives as well as the performance indicators and tools necessary to carry out this strategy.

1. Attracting

1.1. Analyze the actual situation

SWOT Analysis:

The Objective is to identify the factors that have a positive or negative impact, helping the company to situate itself in its environment so that it can make decisions that will help it achieve its short- and long-term objectives.

This diagnosis includes the following SWOT analysis:

Table 6: SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">- Efficient after-sales service.- Wide range of categories.- Young, dynamic team.- Encouragement of teleworking.	<ul style="list-style-type: none">- market saturation- scalability challenges.- Technical problems of the platform.- Lack of human resources	<ul style="list-style-type: none">- Development of digital presence- Supplier partnerships- Customization and tailoring- Content marketing	<ul style="list-style-type: none">- Dependence on suppliers- new entrants- Regulatory changes

Source: Made by us

1.2. Defining target audience:

It's important to know our target audience well enough to adapt the actions we take to meet their expectations and get them to commit to our brand. We are going to keep the same profiles targeted by Pimarket in their overall marketing strategy but in the digital world by drawing up buyer persona for each target. The two main targets of Pimarket.dz are:

Table 7: Buyer personas for the target audience

Customer Companies profile	
Type of Company	XYZ Transport Inc. is an SME transport company that operates a large fleet of vehicles for goods delivery. They need a regular supply of spare parts to maintain their fleet and ensure smooth operations
Goals	Quickly find parts from our suppliers, analyze prices and availability, Order online and track purchases, Keep track of their transactions
Challenges	finding reliable suppliers, and meeting quality requirements for spare parts.
Preferences	XYZ Transport Inc. prefers communication via email or phone. They also use LinkedIn for supplier research and networking.
Spare Parts Suppliers profile	
Type of Company	ABC Parts Manufacturing is a manufacturer of spare parts. They produce a wide range of parts for various industries, including transport and construction.
Goals	Develop their visibility, increase sales, promote products, track online sales and payments and keep track of their transactions.
Challenges	inventory management, meeting client’s quality requirements, and market competition.
Preferences	ABC Parts Manufacturing prefers communication via email or phone. They also use LinkedIn for client research and networking.

Source: made by us

1.3. Identifying the strategy objectives:

The following table presents a comprehensive set of objectives for Pimarket.dz, divided into two categories: Sales Objectives and Branding Objectives. These objectives have been carefully crafted using the SMART (Specific, Measurable, Achievable, Relevant, Time-bound) criteria to ensure they are clear, realistic, and aligned with the company’s overall goals.

Sales Objectives: focus on tangible growth metrics such as increasing the number of registered suppliers and companies, boosting website traffic and conversion rate, and improving the open rate of email campaigns.

Branding Objectives: aim to enhance Pimarket.dz’s online presence and engagement on social media platforms like LinkedIn and Facebook.

Table 8: Strategy SMART objectives

Sales Objectives:	Branding objectives:
<ul style="list-style-type: none"> - Increase the number of registered suppliers by 5% - Improve the number of companies by 10% - Boost website traffic by 3% - Improve conversion rate of the website by 1% - Increase open rate of emailing campaigns by 5% 	<ul style="list-style-type: none"> - Gain 100 followers on each social media (LinkedIn, Facebook) - Post 30 posts over 3 months - Increase the engagement rate on Pimarket social media by 3%

Source: Made by us

2. Converting:

2.1. Identifying the digital channels used:

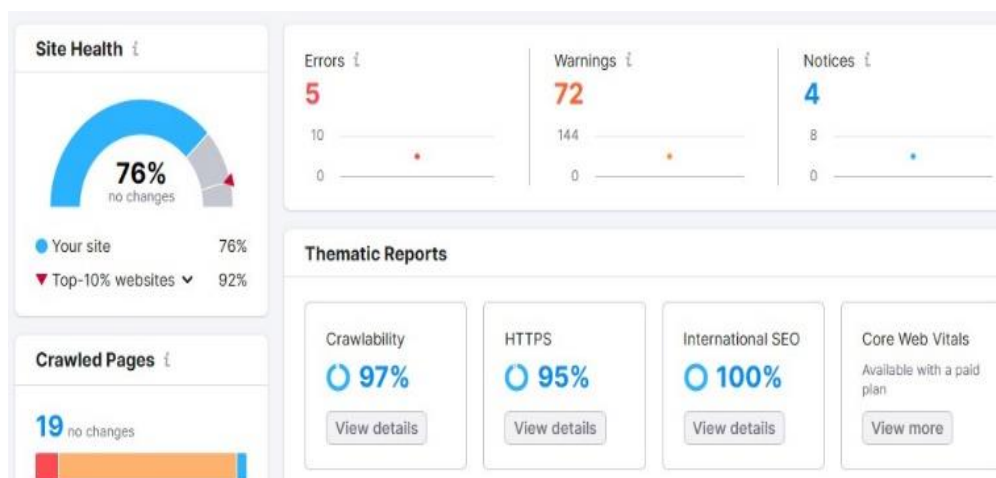
2.1.1. Pimarket.dz’s Website:

2.1.1.1. Audit of the website:

we carried out an SEO audit using the SEMrush tool, which provided us with a detailed audit of the site's health.

In general, the figure indicates that the website is effectively optimized. However, there is always potential for enhancement, especially in terms of errors and warnings. A detailed examination of these issues could provide insights into optimal resolution strategies. The majority of these challenges are technical in nature.

Figure15: www.Pimarket.dz health



Source: www.pimarket.dz: Overview, Site Audit (semrush.com), (21/01/2024 13:34)

For the purpose of attracting new clients, the website could benefit from certain modifications to enhance its performance.

2.1.1.2.Improving the website interface:

- Adding images and service descriptions to enhance the user experience and help communicate the value of Pimarket.dz.

Figure 16: Updated interface with new posts



Source: www.Accueil - Pimarket.com (07/02/2024 13:34)

- We added as well some feedback of our clients, it serves as social proof, showing potential clients that others have had positive experiences with our company. It can also enhance our website's SEO, as search engines like Google consider user-generated content like reviews in their ranking algorithms.

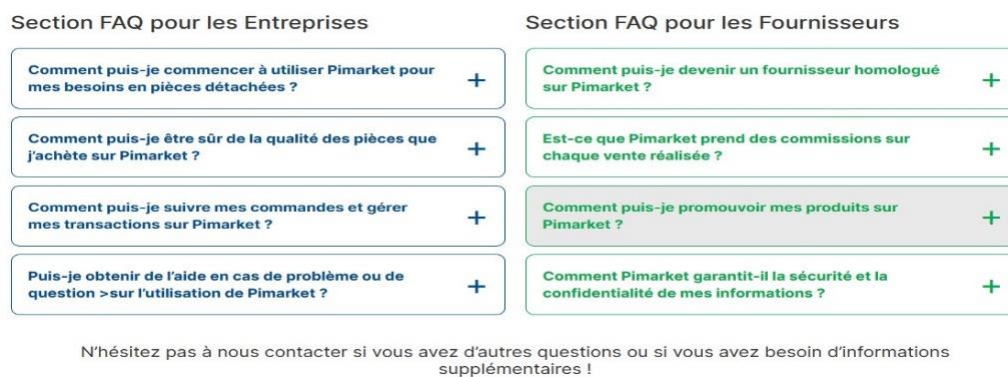
Figure17: A client feedback posted in Pimarket.dz



Source : www.Accueil - Pimarket (07/02/2024 13 :47)

- **FAQ section:** A Frequently Asked Questions (FAQ) section on a website serves as a valuable resource for users and businesses alike. It enhances the user experience by providing immediate answers to common queries, thereby saving users' time and effort. From a Search Engine Optimization (SEO) perspective, an FAQ section populated with relevant keywords can improve a website's visibility on search engine results.

Figure 18: FAQ section added to the website interface



Source: www.Accueil - Pimarket (07/02/2024 14:29)

2.1.1.3. Keywords generation:

By combining Ahref and google trends, we have been able to generate over 150 keywords in both languages (Arabic and French). With using these concepts: competition (level of difficulty), volume and google trends we have been able to classify these keywords:

- **competition (level of difficulty):**

Keyword difficulty gives an estimate of the difficulty of ranking in the top 10 organic search results for a keyword on a 100-point scale.

- **volume:**

An estimate of the average monthly number of searches for a keyword over the last 12 months of known data.

To increase visibility, we need to use keywords with low competition and high volume: since Low-competition keywords are easier to rank in search engine results. And High volume means that many people are searching for that particular keyword. So, if we rank well for a high-volume keyword, we will have the opportunity to attract a lot of traffic to our site.

- **Google trends:**

The results indicate the relative frequency of searches for a specific keyword within a particular region and time frame, in comparison to the region where that keyword is most commonly used (assigned a value of 100). For instance, a value of 50 signifies that the keyword was utilized half as frequently in the specified region, while a value of 0 indicates insufficient data for that particular keyword.

Example: here in table 9, we have one of the posts we published on the website interface using some of the keywords we generated (see figure 16)

Table 9: keywords used in the website interface

keywords	volume	Competition	google trends
OEM	300	37	55
Gamme	250	5	44
Personnalisé	30	N/A	95
Aftermarket	20	N/A	100
Recherche rapide	10	N/A	59

Made by us on the basis of the results of keyword generation by SEMrush and Ahref

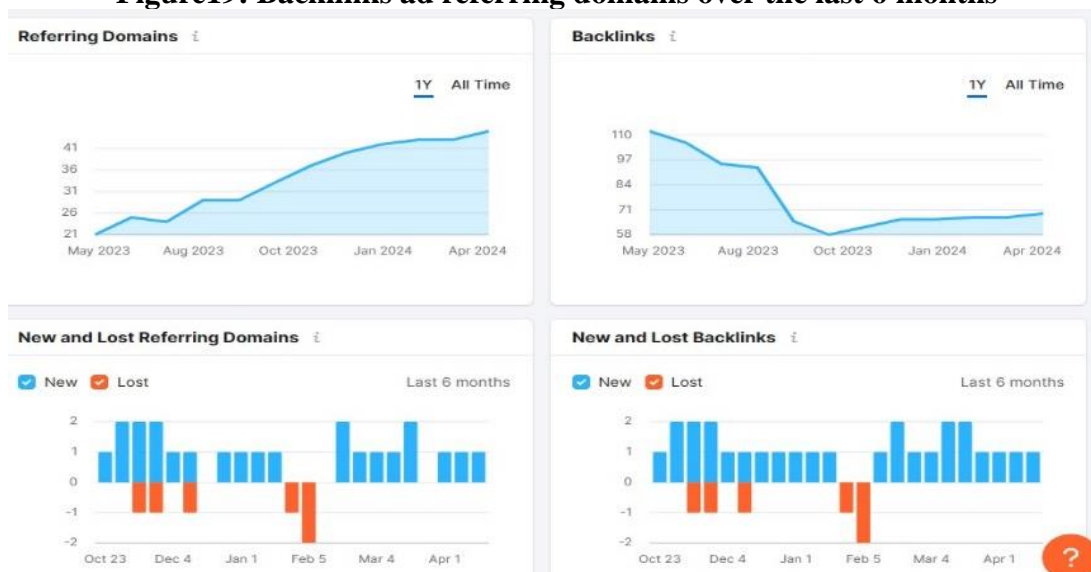
“Using Microsoft Excel”

The table of keywords (appendix N°1) was sent to the technical department to be injected into the website’s Algorithm

2.1.1.4.Creating backlinks:

Backlinks are essential for generating direct traffic to the site. When users click on these links from other websites, they are directed directly to our content. Not only does this increase traffic to our site, it also raises brand awareness and attracts a wider audience organically. We have created over the 3 months internship period a total of 69 backlinks:

Figure19: Backlinks ad referring domains over the last 6 months



Source: www.Backlink Audit: Analyze Your Backlink Profile | Semrush.com, (28/04/2024 17:13)

The figure shows the analytics of referring domains and backlinks over a year. Referring domains have steadily increased, indicating growing website authority. at the same time, backlinks have also increased, suggesting more pages are linking to the website. The bar charts represent new and lost referring domains and backlinks over six months, showing the dynamic nature of the website’s link profile.

2.1.2. Social Media:

2.1.2.1.Social media animation:

Our social media campaign was carefully planned and executed over 3 months. We targeted specific audiences - suppliers and companies - and crafted our posts to address their interests. The posts varied in type, including promotional content, event announcements, updates about Pimarket, and engaging animations.

We utilized two social media platforms, namely Facebook and LinkedIn, and essentially disseminated the content simultaneously on both platforms.

We experimented with various formats, languages, and posting schedules. The outcome was as follows

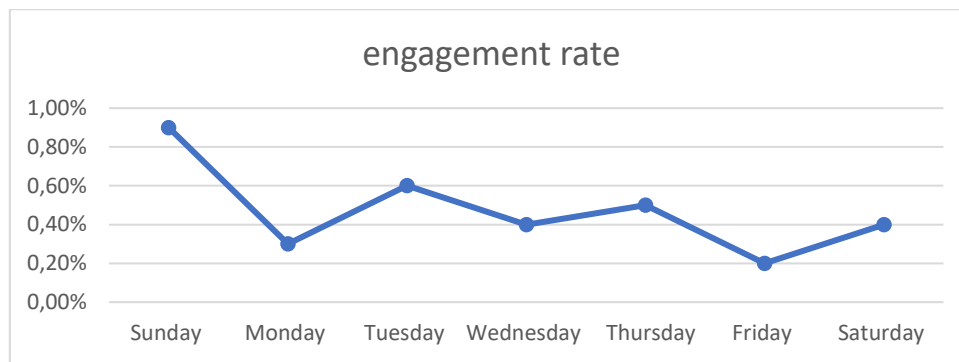
Table 10: Social media animation on Facebook and LinkedIn

Platforms	Format	type	Best days to post*	Posting frequency
LinkedIn	- Text	- Promotional	- Sunday	2 – 3posts per week
Facebook	- Image	- Educative	- Tuesday	
	- Video	- Occasional	- Thursday	
	- Reel	- Events promotion		
	- Story	- General field facts		

Source: made by us

We strategically determined the optimal days for posting content through a methodical process of analysis conducted over the data we had of the period between October and December. The empirical data derived from this process revealed that Sunday, Tuesday, and Thursday were the days that yielded the highest engagement

Graphic1: Weekly average engagement rate (from October to December)



Made by us on the basis of interne data "using Microsoft Excel"

The graphical representation of the data clearly indicates a correlation between the days of posting and the engagement rates. This finding is of considerable importance as higher engagement rates are typically associated with increased Click-Through Rates (CTR) and Conversion Rates, thereby potentially enhancing the overall effectiveness of the company's digital marketing efforts.

2.1.2.2. Editorial calendar:

The editorial calendar was a crucial part of our social media campaign. It served as a strategic tool for organizing and scheduling our social media posts. Here's a more detailed look at its components:

- **Date:** This is when the post was scheduled to be published. Planning this in advance helped us maintain a consistent posting schedule.
- **Target Audience:** This refers to the specific group of people that the post was intended for which were suppliers and companies. Understanding our target audience was crucial for creating relevant and engaging content.
- **Subject:** This is the topic or theme of the post. Having a variety of subjects helped us keep our content fresh and interesting for our audience.
- **Platform:** We used two platforms, Facebook and LinkedIn, and the content was basically shared at the same time on both platforms.
- **Written Content:** This is the actual text of the post. In addition to content, we added hashtags and call to action on each of the posts shared.
- **Creative Element:** This could include images, videos, infographics, etc. Visual content can greatly increase engagement rates on social media.

The content calendar helped us stay organized and ensured that we were regularly posting diverse and engaging content. It was a vital tool for managing our social media campaign and contributed significantly to its success.

For a more detailed breakdown of the social media campaign, including specific posts, animations, and results, please refer to the appendix (See Appendix N°2).

2.1.3. Emailing Marketing:

In the context of Pimarket.dz, a B2B business acting as an intermediary between businesses and spare parts suppliers, email marketing serves as a powerful channel. It allows for direct, personalized communication with potential clients, and it's cost-effective. In this part, we'll discuss the email campaign we conducted as part of Pimarket digital marketing strategy. Our email campaign was meticulously planned and executed over 3 months (February, March, April). We targeted a specific audience: companies and spare part suppliers and crafted our emails to address their needs and interests. The emails varied in type, including informational content about our products and services, promotional offers, and updates about Pimarket. The methodology behind our email campaign was multi-faceted:

Segmentation: We segmented our email list into two main groups: suppliers and companies. This segmentation allowed us to tailor our content to each group's specific needs and interests, leading to higher engagement and conversion rates.

Personalization: Each email was personalized to the recipient. This included using the recipient's name and company information, as well as tailoring the content to their specific needs and interests. Furthermore, we used different types of emails based on the purpose of the communication.

Measuring emailing Campaign Effectiveness: We used various metrics to measure the effectiveness of our campaign. This included tracking open rates, click-through rates, and conversion rates. We also monitored the growth of our email list and the level of engagement with our emails. This data helped us understand the impact of our campaign and identify areas for improvement.

For a more detailed breakdown of the email campaign, including specific emails, subject lines, and results, please refer to the appendix (See Appendix N°3).

Phase 03: Closing The Sale

In the Close phase of our inbound marketing process, we focus on evaluation and adjustment. During this phase, we assess how effectively our strategies are converting leads into clients. We examine whether the efforts we’ve put into the Attract and Convert phases are resulting in actual sales or conversions. Based on this evaluation, we make necessary adjustments to enhance the effectiveness of our strategy. This iterative process of evaluation and adjustment is a continuous part of our strategy implementation, ensuring that our approach remains effective and adapts to any changing circumstances.

Phase 04: Strategy Effectiveness:

1. Analyzing Website KPI’s:

Table 11: website KPIS

	Website KPI’s						
	N-1(previous period)			N (actual period)			
	October	November	December	January	February	Mars	April
Visitors	668	626	671	711	784	910	900
#Unique Visitors	278	303	315	315	388	455	433
bounce rate	89,45%	87,68%	86,80%	85,91	74,37%	67,49%	67,54%
Time spent	01:19	01: 21	01:51	1:51	02:01	02:21	02:31
conversion rate	1,03%	1,13%	1,24%	1,35%	1,68%	1,74%	1,78%

Source: Made by us on the basis of the results of Similar Web

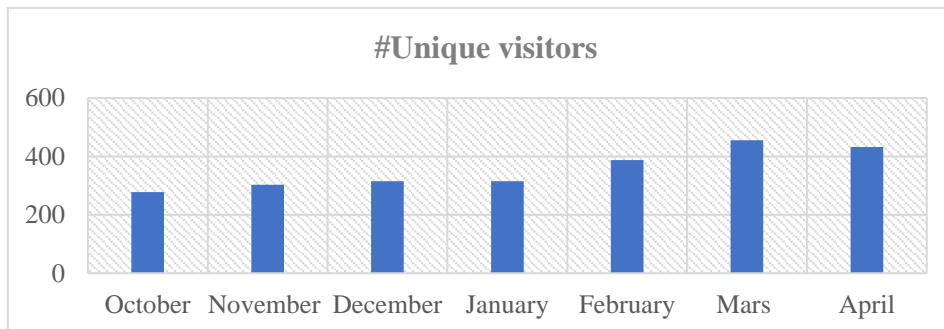
Graphic2: Evolution of Website Visitors Over the Last 7 Months



Source: Made by us on the basis of the results of Similar Web “using Microsoft Excel”

The data visualized in the graph demonstrates a progressive increase in the number of website visitors. This upward trend suggests that the strategic enhancements made to the website’s interface, coupled with the implementation of keyword optimization and the creation of backlinks, have had a positive impact on visitor traffic. It can be inferred that these digital marketing strategies have effectively contributed to the growth in the website’s audience.

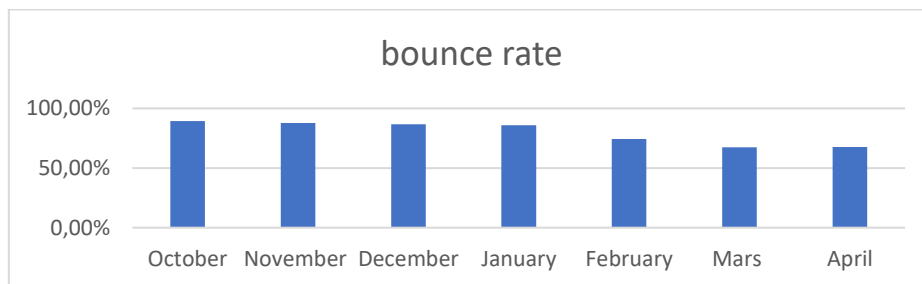
Graphic3: Number of Unique Visitors: Comparison Between Period N-1 and Period N



Source: Made by us on the basis of the results of Similar Web “using Microsoft Excel”

The graph demonstrates a notable progression when comparing the two periods N-1(october-december) and N(february-april). This can be attributed to the introduction of the EQUIPAUTO event and the promotional activities for the website that has been specifically in february and March.

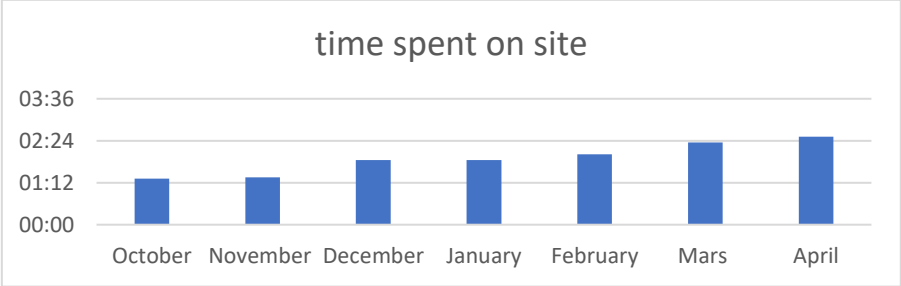
Graphic 4: Monthly Bounce Rate Analysis from October to April



Source: Made by us on the basis of the results of Similar Web “using Microsoft Excel”

The graph clearly illustrates a consistent decrease in the website’s bounce rate over the past few months, culminating in a rate of 67%. This positive trend can be attributed to two key improvements made on the website. Firstly, the resolution of various technical issues, such as broken links and slow page load times, which has provided a smoother browsing experience for visitors. Secondly, enhancements to the website interface making it easier for visitors to find what they’re looking for, thereby reducing the bounce rate.

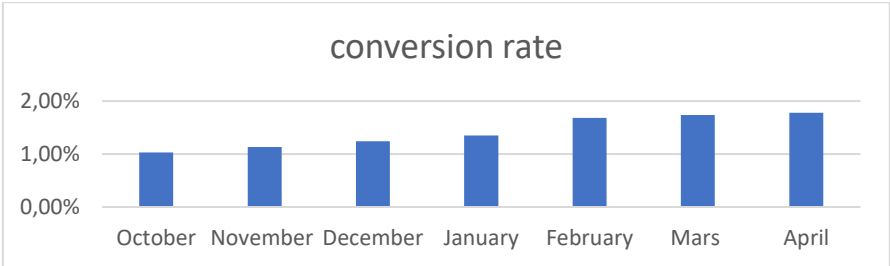
Graphic 5: Evolution of Time Spent on Pimarket website from October to April



Source: Made by us on the basis of the results of Similar Web “using Microsoft Excel”

The graph shows a steady increase in the average time spent on the website, from 1 minute 19 seconds to 2 minutes 31 seconds. This, along with the decrease in bounce rate, indicates that recent improvements to the website have enhanced user engagement and experience.

Graphic 6: conversion rate of Pimarket.dz over the studied periods (N-1 and N)



Source: Made by us on the basis of the results of Similar Web “using Microsoft Excel”

The graph indicates a consistent rise in the conversion rate, from 1.03% to 1.78%. This positive trend can be attributed to several factors. The optimization of keywords has improved the website’s visibility in search engine results, attracting more relevant traffic. The increase in quality backlinks has boosted the website’s authority and search ranking. Overall, these efforts have led to a higher conversion rate.

2. Analyzing social media KPI'S

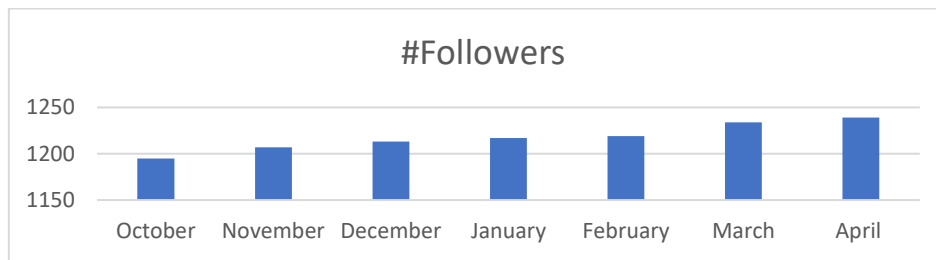
2.1.Analyzing Facebook KPI's:

Table 12: Facebook KPIS

	Facebook KPI'S						
	N-1(previous period)			N (actual period)			
	October	November	December	January	February	March	April
#Followers	1195	1207	1213	1217	1219	1234	1239
Engagement rate	0,13%	0,19%	0,17%	0%	0,5%	0,70%	0,70%
CTR	0,23%	0,14%	0,23%	0%	0,41%	0,57%	0,64%
Conversion rate	0,09%	0,06%	0,07%	0%	0,14%	0,24%	0,32%

Source: Made by us

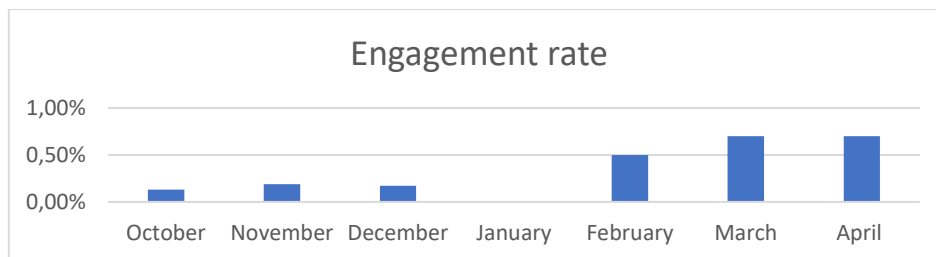
Graphic 7: Number of followers in Pimarket Facebook Account (October-April)



Source: Made by us on the basis of the results of the table12 “using Microsoft Excel”

This graph indicates a steady growth in the number of followers on the Facebook page of the B2B company specializing in spare parts services. This growth, from 1195 followers in October to 1239 followers in April, suggests that the company’s social media strategy is effectively engaging the audience and expanding its reach.

Graphic 8: the evolution of the Engagement Rate in Pimarket Facebook Account (October-April)

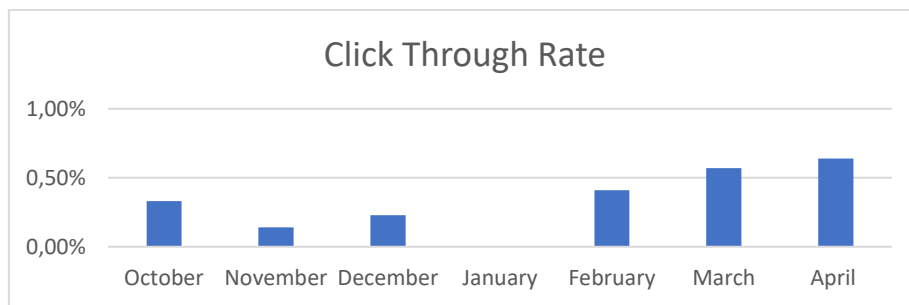


Source: Made by us on the basis of the results of the table12 “using Microsoft Excel”

The graph shows an increase in the engagement rate from 0.13% to 0.7%. This improvement is likely due to the increased use of visual content such as images, infographics, and reels, which have enhanced user engagement on the platform.

The dip to 0% in the engagement rate in January is attributed to a temporary pause in posting. During this time, we were focused on planning an editorial calendar (appendix N°02) to ensure regular and consistent content in the upcoming months. With the implementation of this plan, which includes 2 to 3 posts per week, we see a significant increase in engagement in the following months. This underscores the importance of regular and strategic content planning in driving user engagement.

Graphic 9: Click Through Rate of Pimarket Facebook Account (October-April)



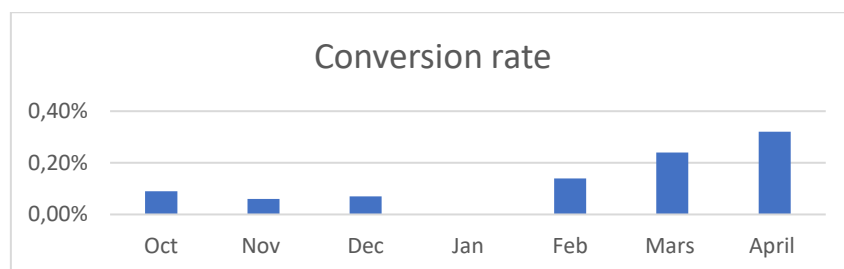
Source: Made by us on the basis of the results of the table12 “using Microsoft Excel”

The Click-Through Rate (CTR) data shows a positive trend, starting at 0.23% and eventually reaching 0.64%.

The dip to 0% in January is attributed to the planning phase of the editorial calendar as well, during which fewer posts were made as it was mentioned before.

However, with the implementation of more engaging posts and the addition of Call-to-Action (CTA) clickable links (www.pimarket.dz) in each post, the CTR significantly increased.

Graphic10: conversion rate of Pimarket Facebook Account (October-April)



Source: Made by us on the basis of the results of the table12 “using Microsoft Excel”

The data shows a positive correlation between the Click-Through Rate (CTR) and the Conversion Rate. As the CTR increased from 0.23% to 0.64%, the Conversion Rate also improved from 0.09% to 0.32%. This suggests that the more engaging posts with Call-to-Action (CTA) clickable links have effectively driven both user engagement and conversions.

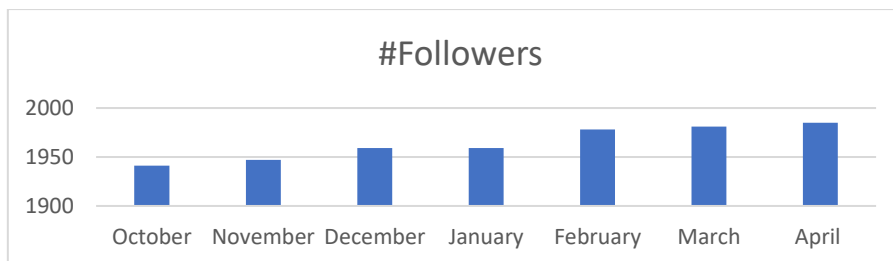
2.2.Analyzing LinkedIn KPI's:

Table 13: LinkedIn KPIS

	LinkedIn KPI'S						
	N-1(previous period)			N (actual period)			
	October	November	December	January	February	March	April
#Followers	1941	1947	1959	1959	1978	1985	1985
engagement rate	0,33%	0,27%	0,19%	0%	0,60%	0,60%	0,70%
CTR	0,23%	0,24%	0,13%	0%	0,97%	1,07%	1,02%
conversion rate	0,06%	0,11%	0,07%	0%	0,13%	0,36%	0,41%

Source: Made by us

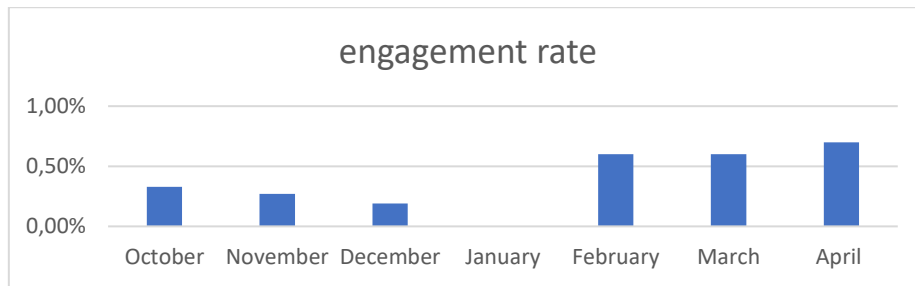
Graphic 11: Number of followers in Pimarket LinkedIn Account (October-April)



Source: Made by us on the basis of the results of the table13 “using Microsoft Excel”

The data shows that the number of followers on the LinkedIn page of the company is consistently higher than that of the Facebook page we discussed earlier. The LinkedIn followers have increased from 1941 to 1985 over the same period. This could suggest that the company’s LinkedIn profile is attracting more professionals in the B2B industry, which is typical given LinkedIn’s professional networking nature.

Graphic 12: Engagement rate in Pimarket LinkedIn Account (October-April)

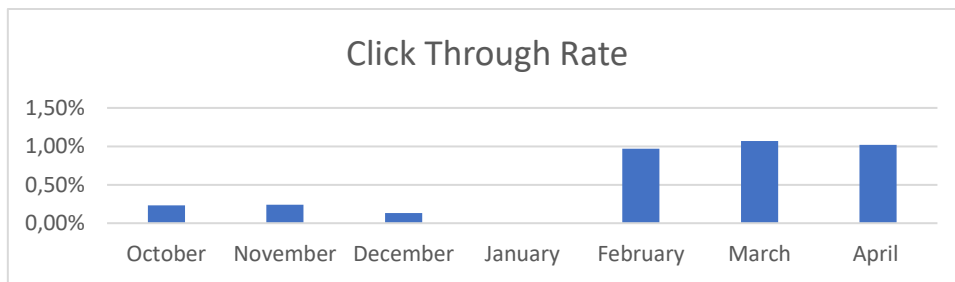


Source: Made by us on the basis of the results of the table13 “using Microsoft Excel”

The data shows the engagement rate on the LinkedIn page of the company over the same period. It starts at 0.33%, dips to 0% at one point in January as it was previously explained, and then increases to 0.70%. Comparing this with the Facebook engagement rate, it’s clear that both platforms experienced a dip and then a significant increase. However, the LinkedIn page shows a slightly higher engagement rate towards the end of the period.

considering that the content posted on both platforms was essentially the same, the difference in engagement rates could be attributed to the nature of the platforms and their user demographics. LinkedIn, being a professional networking platform, have a user base that is more engaged with the B2B content.

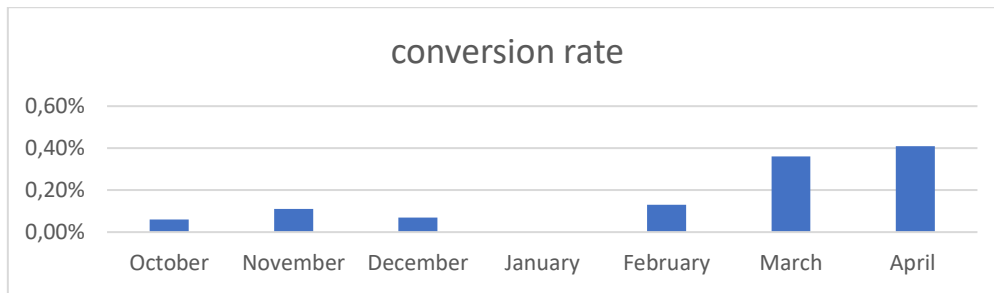
Graphic 13: Click Through Rate in Pimarket LinkedIn Account



Source: Made by us on the basis of the results of the table13 “using Microsoft Excel”

The Click-Through Rate (CTR) on LinkedIn shows a similar trend to the engagement rate, starting from 0.23% and reaching up to 1.02%. The dip to 0% aligns with the period of decreased engagement, is due to the pause in posting while planning the editorial calendar. With the resumption of regular posting, both the CTR and engagement rate show a significant increase. This suggests that the engaging posts with Call-to-Action (CTA) clickable links have effectively encouraged users to interact more with the content, leading to higher click-through and engagement rates. Comparing this with the Facebook data.

Graphic 14: Number of followers in Pimarket LinkedIn Account



Source: Made by us on the basis of the results of the table13 “using Microsoft Excel”

The data shows a positive correlation between the Click-Through Rate (CTR) and the Conversion Rate on LinkedIn. As the CTR increased from 0.23% to 1.02%, the Conversion Rate also improved from 0.06% to 0.41%. This suggests that the engaging posts with Call-to-Action (CTA) clickable links not only encouraged users to interact more with the content, but also effectively guided them towards the desired actions, leading to higher conversions.

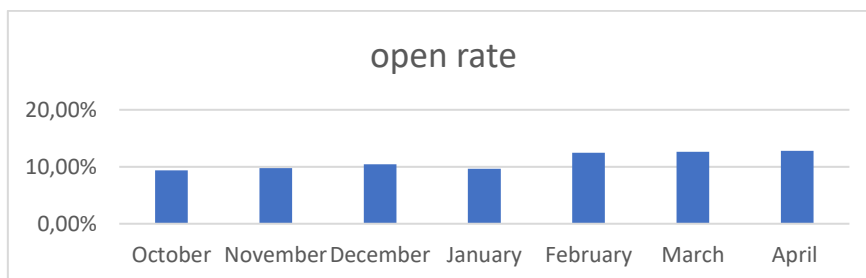
3. Analyzing Emailing KPI’S

Table 14: Emailing campaign KPIS

	Emailing KPI’S							
	N-1(previous period)			January	N (actual period)			
	October	November	December		February	March	April	
open rate	9,35%	9,77%	10,42%	9,67%	12,44%	12,63%	12,77%	
CTR	2,09%	2,73%	3,11%	3,53%	7,79%	8,03%	8,23%	
Conversion rate	0,23%	0,17%	0,36%	0,29%	1,73%	1,70%	1,77%	
Bounced email	11,53%	11,53%	11,85%	11,87%	10,55%	8,65%	5,17%	

Source: Made by us

Graph15: email campaign’s Open rate of Pimarket.dz (October-April)

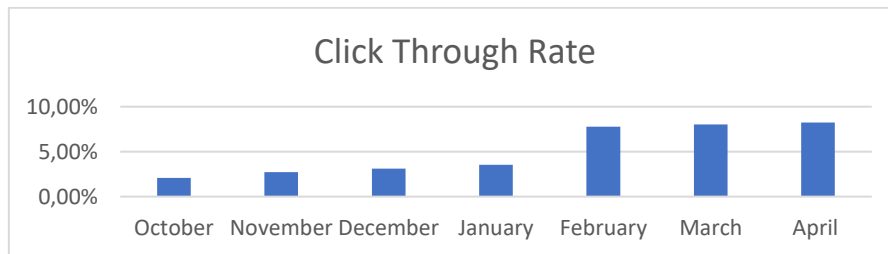


Source: Made by us on the basis of the results of the table14 “using Microsoft Excel”

The data shows a steady increase in the open rate from 9.35% to 12.77%. This improvement can be attributed to several key changes in our email strategy:

- **Improved Subject Lines:** By making the subject lines more compelling, with more Call-to-action language
- **updated Email List:** By refining email list, we've ensured that emails are being sent to a more targeted and interested audience, which lead to a higher open rate. This explains the decrease in bounce rate as well.
- **Optimized Timing:** since our target audience is mostly companies and suppliers it was decided to send the emails in the beginning of every week that would be Sending emails every Sunday between 9 AM and 12 PM which has helped with increasing the Open rate.

Graphic 16: Email campaign's Click through rate of Pimarket.dz (October-April)

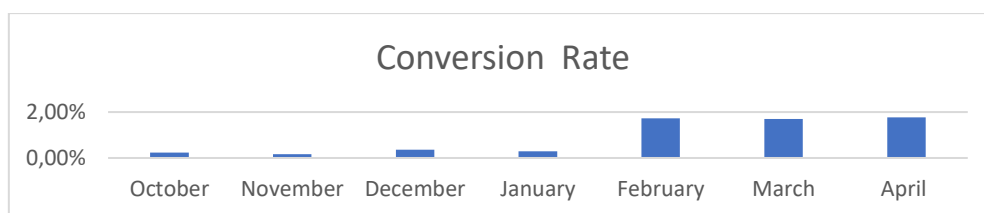


Source: Made by us on the basis of the results of the table14 "using Microsoft Excel"

The graph demonstrates a significant increase in our Click-Through Rate (CTR) to 8.23%. This improvement can be attributed to several strategic changes we've made:

- there was a lack of emails in the period N-1, the increase in email frequency provided more opportunities for engagement, which have led to the rise in CTR.
- Every email that has been send was implemented with Call-To-Action (CTA) which provided more opportunities for recipients to engage, contributing to the rise in CTR.
- The promotion of the EQUIPAUTO event an event that interest our target audience in our emails in February likely sparked interest among recipients, with implementing register links and informal links it led to higher engagement and an increased CTR.

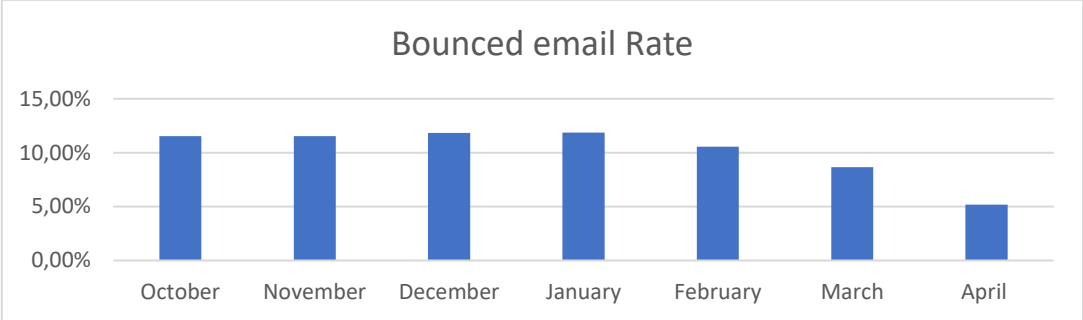
Graphic17: email campaign's Conversion rate of Pimarket.dz (October-April)



Source: Made by us on the basis of the results of the table14 "using Microsoft Excel"

The data shows a positive correlation between our Click-Through Rate (CTR) and Conversion Rate. As we refined our email strategy, both metrics improved significantly. This suggests that our strategic changes not only led to more recipients clicking on our emails

Graphic18: Email campaign’s Bounced email rate of Pimarket.dz (October-April)

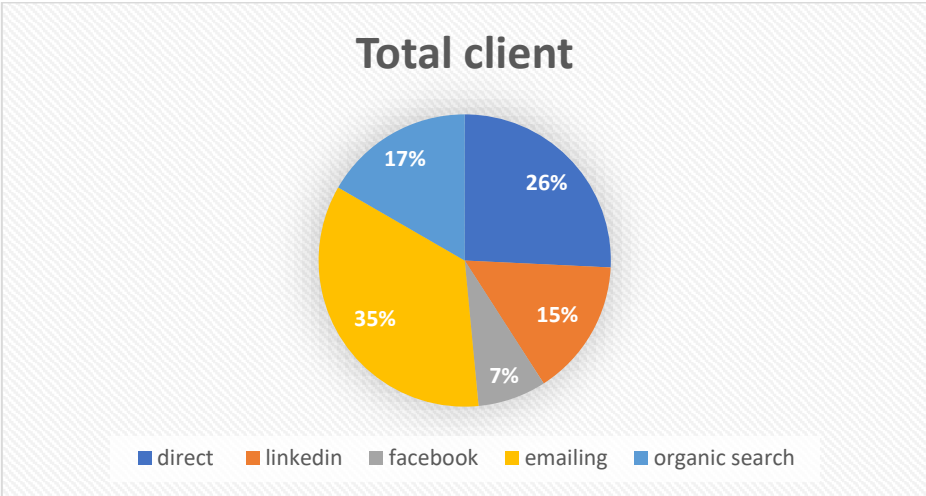


Source: Made by us on the basis of the results of the table14 “using Microsoft Excel”

The graphic shows a general decreasing trend in bounced emails from February to April. This improvement can be attributed to our regular updates of the email list: Removal of Invalid Addresses: Regular updates helped remove invalid or non-existent email addresses, reducing the number of bounced emails and adding New Subscribers.

After conducting a thorough analysis of each channel individually, we have arrived at the number of clients converted from each one. The following graph will illustrate these figures in terms of percentages:

Graphic19: total client acquisition from digital channels over the period between February to April



Source: Made by us “using Microsoft Excel”

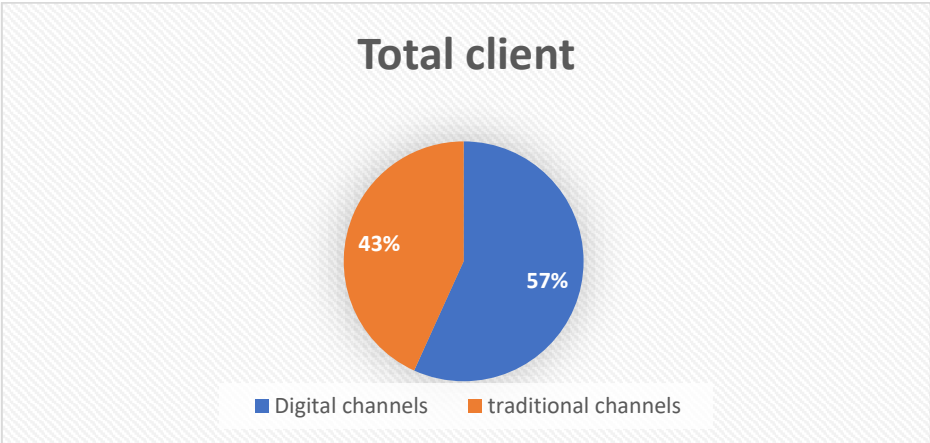
The pie chart provides a comprehensive view of the total client number from different channels over the past three months (February, March and April). It's clear that emailing has emerged as the most effective channel among LinkedIn, Facebook, and organic search, contributing to 35% of the total conversions.

- This can be attributed to the precision of the target audience in the email campaigns. By focusing on a well-defined audience, the content delivered was likely more relevant and personalized, leading to higher engagement and conversion rates.
- It's also worth noting that while LinkedIn, Facebook, and organic search contributed less to the total conversions, they still played a significant role in the overall client acquisition strategy.

▪ **Comparison Between Digital Channels and Traditional Channels**

After we conducted an analysis of client acquisition over the 3-month period (February, March and April). We compared the effectiveness of traditional prospecting channels, namely phone prospecting and event prospecting, with digital channels previously precised.

Graphic20: total client acquisition using traditional and digital channels over the period between February to April



Source: Made by us "using Microsoft Excel"

The results clearly indicated that digital channels outperformed the traditional methods in terms of client conversion. This underscores the growing importance and effectiveness of digital channels in today's business landscape.

III. Study Results:

Upon concluding our study, we've gleaned several significant findings, the results reveal that digital channels, when used strategically, can significantly enhance client prospecting in the B2B sector. The results obtained are summarized as follows:

- We found that the effective use of social media platforms, particularly LinkedIn, significantly enhanced the prospecting of new clients. Pimarket when actively engaged with its audience, shared valuable content, and responded promptly to queries attracted new clients and built stronger relationships with existing ones.
- We observed that a well-designed and user-friendly website served as a powerful channel for client prospecting. Websites that provided comprehensive information about products or services, demonstrated industry expertise, attracted potential clients.
- We also discovered that personalized email marketing was a highly effective channel for prospecting new clients. Emails offering valuable insights, solutions to common industry challenges, or exclusive deals captured the attention of potential clients, prompting them to explore the possibility of a business relationship.
- In terms of KPIs, we noticed an increase in the number of website visitors and unique visitors, coupled with a decrease in the bounce rate. This indicated that visitors found the website content engaging and relevant. This led to an increase in the time spent on the website, suggesting that users found the content valuable. These factors contributed to an improved conversion rate, indicating that more visitors were taking desired actions on the website.
- On social media platforms like Facebook and LinkedIn, an increase in the number of followers, engagement rate, and CTR all pointed to a growing interest in the business. LinkedIn was found to be more effective compared to Facebook. The positive trends in these KPIs were associated with an improved conversion rate, suggesting that more potential clients were taking steps to initiate business relationships.
- For email marketing, positive trends in the open rate, CTR, and conversion rate indicated improved email deliverability and engagement. The decrease in the number of bounced emails suggested that more emails were reaching the intended recipients, leading to more potential clients exploring the possibility of a business relationship.
- The number of clients gathered in 3 months from digital channels surpassed those from traditional channels, which were mostly phoning and events. This suggests that digital

channels, when used strategically, can significantly enhance client prospecting in the B2B sector.

The inbound strategy we implemented for Digital Channels in B2B Client Prospecting serves as a powerful approach for attracting, engaging, and delighting potential clients. By integrating multiple digital channels, it enables comprehensive client interaction and timely engagement. Its design and execution not only improve operational efficiency but also enhance client satisfaction, optimize resource allocation, and enable informed decision-making for strategic growth.

This inbound strategy, is a transformative step towards a more connected and digitally empowered B2B landscape. It attracts prospects to the business through relevant and helpful content, adds value at every stage in our client's buying journey, and delights clients by continuing to act as an empathetic advisor and expert. This, in turn, fosters a more dynamic and responsive business environment.

Conclusion:

Throughout this chapter, we have employed techniques that have enabled us to delve into the critical role of digital channels in B2B client prospecting. Our focus centered on Pimarket.dz, serving as a compelling case study at the intersection of technology and business growth. Through a mixed-methods approach, we explored the impact of social media, website optimization, and email marketing. By analyzing KPIs and conducting CEO interview, we gained valuable insights into effective prospecting strategies. As the digital landscape continues to evolve, our findings contribute to a deeper understanding of client acquisition dynamics in the B2B context.

GENERAL CONCLUSION

GENERAL CONCLUSION:

The digital revolution has fundamentally transformed the B2B industry, opening up new avenues for prospecting clients and driving growth. This research has explored the contribution of various digital channels in this process, with a particular focus on Pimarket.dz.

Email marketing has emerged as a powerful channel for reaching out to potential clients. It allows businesses to deliver personalized messages directly to the inboxes of decision-makers. The research has shown that a well-crafted email campaign can significantly increase lead generation and conversion rates. However, the success of email marketing hinges on the quality of the mailing list and the relevance of the content.

Social media is another digital channel that has proven effective in prospecting new clients. Platforms like LinkedIn, and Facebook offer unique opportunities to engage with potential clients, build brand awareness, and establish thought leadership. The study has highlighted the importance of a strategic approach to social media, including regular posting, engagement with followers, and leveraging analytics to optimize the strategy.

The research also underscored the importance of website analysis and optimization. A company's website is often the first point of contact for potential clients, and it plays a crucial role in shaping their perception of the brand. By analyzing user behavior and optimizing the website accordingly, businesses can improve the user experience, increase time spent on the site, and ultimately, convert more visitors into leads.

Starting with a qualitative approach through directive interview allows us to gather in-depth insights and understand the nuances of our problematic about how **can digital channels enhance B2B client prospecting at Pimarket**. This approach helps in understanding the motivations, thought processes, and decisions that underlie the use of digital channels in prospecting new clients. Following this, we employed a quantitative approach where we developed an inbound marketing strategy. This strategy is crucial in attracting potential clients through the creation of engaging content. By measuring Key Performance Indicators (KPIs), we can quantify the effectiveness of our strategy, providing a clear picture of the return on investment for digital marketing efforts.

In order to answer our problematic, based on a review of prior studies and the findings of our own analyze We have proposed three hypothesis which are:

⇒ **Hypothesis 01: The strategic utilization of social media platforms amplifies the client base:**

This hypothesis suggests that the effective use of social media platforms can significantly enhance the prospecting of new clients in the B2B context. Businesses that actively engage with their audience on social media, share valuable content, and respond promptly to queries are more likely to attract new clients and build stronger relationships with existing ones.

The study confirmed this hypothesis as it was found that regular and engaging posts, especially those with call-to-action links, have positively influenced the conversion rate, particularly on LinkedIn. This suggests that strategic utilization of social media platforms, specifically through active engagement and valuable content sharing, can effectively amplify the client base in a B2B context.

⇒ **Hypothesis 02: The deployment of a comprehensive and user-friendly website broadens the prospecting horizon by attracting potential clients:**

This hypothesis proposes that a well-designed and user-friendly website can serve as a powerful channel for client prospecting in the B2B sector. Websites that provide comprehensive information about the company's products or services, demonstrate industry expertise, and offer easy-to-use contact forms may attract more potential clients and encourage them to initiate business relationships.

This hypothesis has been substantiated by the study. Enhancements to the website interface, the generation and integration of significant keywords into the interface and algorithm, and the creation of additional backlinks have all had a positive impact. These improvements have led to an increase in unique visitors, a decrease in bounce rate, and an increase in time spent on the site. Most notably, these changes have reportedly improved the conversion rate, thereby expanding the client base. This confirms that a comprehensive and user-friendly website can indeed broaden the prospecting horizon by attracting potential clients in the B2B sector.

⇒ **Hypothesis 03: The implementation of personalized email marketing expands the client network:**

Email marketing, when done correctly, can be a highly effective channel for prospecting new clients in the B2B context. Personalized emails that offer valuable insights, solutions to common industry challenges, or exclusive deals can capture the attention of potential clients, prompting them to explore the possibility of a business relationship.

This hypothesis is also confirmed. By The analysis of key performance indicators related to email marketing revealed that a campaign featuring personalized emails, coupled with an up-to-date email list, can accurately target potential clients. This suggests that personalized email marketing is indeed an effective strategy for expanding the client network in a B2B context.

However, this research work is not without its limitations. The main limitations include the field itself as it is essentially non-Digital active field. The subjectivity in qualitative analysis could lead to different interpretations of the same data. Time constraints could make the data and insights gathered less relevant over time. The measurement of KPIs might not capture all aspects of the effectiveness of a digital inbound strategy. And finally, the research might not account for external factors that can influence the effectiveness of digital channels.

In conclusion, digital channels have become indispensable for prospecting new clients in the B2B industry. They offer cost-effective, scalable, and measurable ways to reach potential clients and convert them into clients. However, the digital landscape is constantly evolving, and businesses must stay abreast of the latest trends and technologies to maintain a competitive edge. As the case of Pimarket.dz illustrates, a strategic and integrated approach to digital marketing can yield significant results in the B2B sector.

Drawing upon the insights gleaned from our study, we propose the following recommendations to further enhance the effectiveness of digital channels in prospecting new clients at Pimarket.dz:

- It is recommended to continually improve the website's user experience. This could include optimizing the site's navigation, improving the quality of content, and ensuring the site is mobile-friendly.

- Pimarket should maintain an active presence on relevant social media platforms, share valuable content, and engage with the audience regularly.
- It is recommended to continue leveraging emailing by sending personalized emails that offer valuable insights, and regularly update the email lists.
- Regularly monitor and analyze key performance indicators (KPIs) related to website traffic, social media engagement, and email marketing effectiveness. This will help in understanding what's working and what's not, and in making informed decisions to improve digital marketing strategies.
- Pimarket should stay updated with the latest trends, learn from industry best practices, and adapt strategies accordingly.
- combining the strengths of both digital and traditional channels can maximize Pimarket's client prospecting efforts.
- Rather than using each digital channel in isolation, Pimarket should consider integrating them for a more comprehensive and effective digital marketing strategy.

In the end, it is our hope that this research, however modest it may be, can shed light on the value of digital channels use in the B2B sector. This approach, which involves leveraging multiple digital channels and strategies in a coordinated manner, can significantly enhance the effectiveness of client prospecting efforts. Unfortunately, this approach remains relatively unknown to many companies in the B2B industry. Through this research, we aim to draw attention to its potential and encourage more businesses to adopt this comprehensive and strategic approach to digital marketing. In addition to shedding light on the value of digital channels in the B2B sector, our research underscores the need for ongoing inquiry.

We recognize that there are still unexplored dimensions within digital communication that warrant investigation. By leaving the field open to future research, we hope to enrich our work and address these untapped areas. As the digital landscape evolves, so too will our understanding, and we encourage to delve deeper into this dynamic field by suggesting some themes that may be found interesting:

- The Role of Social Media Advertising in B2B Client Acquisition: Strategies and Impacts.
- the Impact of paid reach on prospecting new clients in the B2B industry.
- importance of Outbound marketing in prospecting new clients in the B2B industry

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APPENDIX:

Appendix N°1: Keywords

Mot clé	Volume	Concurrence / Niveau de difficulté	Google trends
hyundai algerie	1200	0	/
Disponible	1000	0	46
tracabilité	200	0	31
hitachi algerie	80	0	/
Fournisseur hyundai algerie	70	0	/
Livraison 58 wilaya	70	0	/
komatsu Algerie	60	0	28
MOTEUR cummins	40	0	/
john deere algerie	40	0	/
sonacom	900	1	96
fonctionnalité	300	1	98
Cout	700	2	100
Industrie automobile EN ALGERIE	60	2	/
Commande	1200	3	79
Lourd	250	3	42
D'origine	250	4	23
Visibilité	50	4	83
Efficace	300	5	54
Gamme	250	5	44
Camion	2000	7	79
Pièce de rechange	450	7	/
Ventes	40	8	70
Fournisseurs	900	9	100
JCB	800	12	55
Devis	800	13	96
Suivi d'achat	450	13	/
Moins cher	350	14	100
Paiement en ligne	1000	16	63
Acheter en ligne algerie	40	18	100
pieces detachee	77	20	0
Qualité	500	22	17
Vente en ligne	300	22	100
Vente en ligne algerie	300	22	100
Achat en ligne algerie	250	24	100
Acheter en ligne	60	24	100






Site de vente en ligne algerie	250	25	23
E-commerce	800	28	88
Fournisseur batterie algerie	/	30	/
Options	450	31	90
OEM	300	37	55
energie	900	38	39
hitachi	500	41	41
komatsu	300	58	72
algérie	98000	60	53
john deere	250	62	100
pièce de rechange	500	65	/
Business to business	30	68	45
Comparateur de prix	80	71	47
hyundai	12000	73	68
Automotive	200	77	100
Personnalisé	30	N/A	95
Comparateur de prix Algerie	30	N/A	/
plateform de vente en ligne algerie	20	N/A	/
personalisation	20	N/A	43
hyundai piece de rechange	10	N/A	/
Grande marque	10	N/A	/
Livraison rapide	10	N/A	/
piece volvo engins	/	N/A	/
pieces originales	/	N/A	/
Plateforme de mise en relation B2B	/	N/A	/
gaterpillar	/	N/A	/
En un temps record	/	N/A	/
Promotion de produit	/	N/A	/
Commande en ligne	30	N/A	43
Aftermarket	20	N/A	100
Commerce électronique B2B	10	N/A	/
Sans commission	/	N/A	/
Vente de pièces auto	/	N/A	/
Catalogue de pièces de rechange	/	N/A	/
Recherche rapide	/	N/A	/
Gain de temps	/	N/A	/
Gain d'energie	/	N/A	/
Boost vos ventes	/	N/A	/
Public professionnel	/	N/A	/
Suivi de vente	/	N/A	/
pimarket	20	N/A	/
variété	20	N/A	25
acces direct	10	N/A	45





Mot clé	volume	concurrence / niveau de difficulté	Google trends
متابعة الشراء	900	0	/
شاحنة	600	0	100
سوناكوم	350	0	100
توصيل إلى 58 ولاية	350	0	/
قطع غيار	300	0	79
الأعمال التجارية	150	0	28
صناعة السيارات في الجزائر	150	0	100
قطع غيار هيونداي	100	0	55
بدون عمولة	100	0	/
هيونداي الجزائر	90	0	31
هيونداي الجزائر	90	0	81
هيناشي	70	0	100
شراء عبر الإنترنت الجزائر	50	0	/
شراء عبر الإنترنت الجزائر	50	0	/
متوفر	50	0	54
شراء عبر الإنترنت	10	0	/
مورد	200	1	98
جودة	250	2	100
طلب عبر الإنترنت	30	2	63
التجارة الإلكترونية	2700	3	63
علامة تجارية كبيرة	350	3	/
قطعة غيار	800	4	/
مورد البطارية	200	4	/
كاتربيلر	150	5	60
الجزائر	176000	6	48
هيونداي	1100	22	63
OEM	300	37	73
السيارات	1600	N/A	71
بيع عبر الإنترنت	30	N/A	/
بيع عبر الإنترنت الجزائر	30	N/A	/
كوماتسو	30	N/A	38
جي سي بي	20	N/A	100
زيادة مبيعاتك	20	N/A	/
سعر رخيص	10	N/A	100
قطع غيار أصلية	10	N/A	/
توصيل سريع	10	N/A	/
بيع قطع السيارات	10	N/A	35
مقارنة الأسعار	10	N/A	/
عرض سعر	10	N/A	/
بحث سريع	10	N/A	/



توفير الوقت والجهد	10	N/A	/
جون دير	10	N/A	/
نطاق واسع	10	N/A	/
في وقت قياسي	10	N/A	/
متابعة المبيعات	10	N/A	/
ترويج المنتج	10	N/A	/
قطع غيار فولفو	/	N/A	/
كتالوج قطع الغيار	100	N/A	/
مخصص	10	N/A	18






Appendix N°2: Editorial calendar






DATE	JOUR	CIBLE	SUJET	PLATEFO RME	REDACTI ON	CREA
28-janv	Dim	GENERAL	EDUCATIF	tout	Commandez sur Pimarket le portail en ligne spécialisée en sourcing de piece de rechange en toute facilité. Inscrivez-vous en suivant les étapes de cette vidéo.	Comment procéder à l'inscription et à la connexion sur pimarket.dz ? - YouTube
30-janv	Mar	GENERAL	EDUCATIF	tout	Trouvez les meilleures offres de pieces de rechange parmi nos fournisseurs, sans commission ni frais cachés. Regardez cette vidéo pour découvrir comment utiliser pimarket.dz facilement. Inscrivez-vous gratuitement et profitez des plus grandes marques de pièces détachées !	https://www.youtube.com/watch?v=9J27A3HgzH0
01-févr	Jeu	GENERAL	PROMOTIONNEL	tout	N'hésitez pas à nous contacter si vous avez d'autres questions ou si vous avez besoin d'informations supplémentaires ! Www.Pimarket.dz	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%;"> <p>Entreprises (Plattés, Travaux Publics, Engins...)</p> <p>0 DZD</p> <ul style="list-style-type: none"> ✓ Recherchez rapidement des pièces auprès de nos fournisseurs ✓ Analysez les prix et la disponibilité sur plusieurs offres ✓ Achetez sans commission ✓ Commandez en ligne et suivez vos achats ✓ Gardez trace de vos transactions <p>INSCRIRE GRATUITEMENT</p> </div> <div style="width: 45%;"> <p>Fournisseurs (Importateurs, Producteurs, Gros...)</p> <p>0 DZD</p> <ul style="list-style-type: none"> ✓ Développez votre visibilité auprès de votre audience ciblée ✓ Augmentez vos ventes ✓ Promouvez vos produits à travers des campagnes ciblées de Pimarket. ✓ Suivez vos ventes et paiements en ligne ✓ Gardez trace de vos transactions <p>INSCRIRE GRATUITEMENT</p> </div> </div>






04-févr	Dim	PROMOTIONNEL FOURNISSEUR	tout	Augmentez votre chiffre d'affaire en tant qu'un fournisseur de pièce de rechange ,en vendant sur le portail Pimarket qui regroupe vos clients futurs , inscrivez-vous maintenant !	
13-févr	Mar	PROMOTIONNEL ENTREPRISE	tout	avoir les bonnes pièces de rechange au important. C'est bon moment est tres pourquoi le portail Pimarket assure à disponibilité des pièces ces clients la dont ils ont besoin, Quand ils en ont besoin	
15-févr	Jeu	PROMOTIONNEL ENTREPRISE	tout	jetez un coup d'oeil aux feedback de nos clients, cliquez sur le lien et et inscrivez vous a pimarket.dz la satisfaction est assurée	
11-févr	Dim	PROMOTIONNEL FOURNISSEUR	tout	Boostez votre chiffre d'affaires avec Pimarket, Proposez vos pièces de rechange à des clients qualifiés, qui cherchent des produits fiables et originaux .	
12-févr	Mar	PROMOTIONNEL GENERAL	tout	Profitez de la traçabilité, la digitalisation, l'archivage, et la sécurité de vos pièces de rechanges. Rejoignez Pimarket dès maintenant et découvrez les meilleures offres du marché !	


15-févr	Jeu	ENTREPRISE	PROMOTIONNEL	tout	<p>Découvrez Pimarket, le Guichet unique pour les pièces de rechange . Commandez en ligne les pièces dont vous avez besoin sur notre site web www.pimarket.dz</p> <p>#Pimarket #PiècesDeRechange #portail #sourcing #Pimarket #PiècesDeRechange #MeilleursFournisseurs #TarifsCompétitifs #LivraisonRapide #ExpertsEnPièces #ServiceDeQualité #RejoignezPimarket</p>	
18-févr	Dim	GENERAL	OCCASIONNEL	tout	<p>Nous avons le plaisir de vous annoncer que pimarket sera présente au salon international de l'équipement automobile EQUIP AUTO , qui se tiendra du 26 au 29 février au Palais des expositions d'Alger (SAFEX) Venez nous retrouver sur notre stand D24.B</p> <p>reservez votre badge gratuitement via le lien suivant :</p> <p>https://www.equipauto-algeria.net/app/visiteurs/</p>	
20-févr	Mar	GENERAL	OCCASIONNEL	tout	<p>Venez nous rendre visite sur notre stand D24.B au Salon international des services après-vente automobile et des services de mobilité EQUIP AUTO du 26 au 29 février et découvrez nos solutions innovantes et performantes Pour reservez votre badge gratuitement suivez le lien suivant :</p> <p>https://www.equipauto-algeria.net/app/visiteurs/</p>	
22-févr	Jeu	GENERAL	OCCASIONNEL	tout	<p>les inscriptions au salon international de l'équipement automobile equipauto, qui se tiendra du 26 au 29 février au Palais des expositions d'Alger (SAFEX) sont tres bientôt fermez raccrochez votre badge et venez nous voir en inscrivant via ce lien gratuitement :</p> <p>https://www.equipauto-algeria.net/app/visiteurs/</p> <p>nous seront presents au stand D24.B</p>	

25-févr	Dim	GENERAL	OCCASIONNEL	tout	<p><u>Vous êtes passionné par l'avenir de l'industrie automobile et de l'aftermarket ? Ne manquez pas notre panel exclusif au Salon Equip Auto Algeria 2024 sur "L'Impact des Startups sur les Tendances du Marché Automobile" ! [31] Date : 26 février 2024 [🕒] Heure : 14h30 - 15h30 [📍] Lieu : SAFEX Pavillon Central [🗨️] Ne ratez pas l'intervention inspirante de Mohamed Taxana, CEO de Pimarket, alors qu'il explore le rôle des startups dans le façonnement de l'avenir de l'industrie automobile et de l'aftermarket. Réservez votre place dès maintenant et rejoignez-nous pour une discussion passionnante ! #Pimarket #Panel #Startups #Automobile #Aftermarket</u></p>	
27-févr	Mar	GENERAL	OCCASIONNEL	tout	retours en photos de la deuxième journée du salon equip auto, Nous vous attendons encore plus nombreux demain pour la suite de cet événement incontournable !	photos prise le jour meme
29-févr	Jeu	GENERAL	OCCASIONNEL	tout	Rejoignez-nous pour la 3ème journée du Salon Equip Auto Algeria 24 ! Découvrez le stand dynamique de Pimarket au D24.B à la SAFEX Pavillon Central. Rencontrez-nous pour discuter de l'avenir de l'industrie automobile, des opportunités d'affaires et bien plus encore ! #Pimarket #EquipAutoAlgeria24 #Automobile	Reel
03-mars	Dim	FOURNISSEUR	PROMOTIONNEL	tout	connectez vous avec des milliers de clients pour vos pièces de rechange. Inscrivez-vous gratuitement sur notre site web , Pimarket la référence en matière de pièces de rechange ! #Pimarket #PiècesDeRechange #portail #sourcing #Pimarket #PiècesDeRechange #MeilleursFournisseurs #TarifsCompétitifs #LivraisonRapide #ExpertsEnPièces #ServiceDeQualité #RejoignezPimarket	

05-mars	Mar	ENTREPRISE PROMOTIONNEL	tout	Commandez les pieces de rechange en ligne, suivez vos achats et profitez des prix sans commission. Rejoignez les entreprises satisfaites par Pimarket	 <p>PIMARKET trouvez vos pieces de rechange en ligne au meilleur prix</p> <p>NOS SERVICES</p> <ul style="list-style-type: none"> gichet unique recherche rapide meilleur prix <p>CONTACTEZ NOUS</p> <p>06 98 10 54 45 05 50 91 98 14</p>
07-mars	Jeu	FOURNISSEUR PROMOTIONNEL	tout	Vous etes un fournisseur de pieces de rechange? Pimarket vous offre l'option de Proposer des contenus promotionnels pour attirer plus de clients .	 <p>Pimarket</p> <p>rentabilisez votre presence sur Pimarket, option concerne exclusivement nos cher fournisseur</p> <p>inscrivez vous ne ratez pas la chance</p> <p>contactez nous</p> <p>06 98 10 54 45 05 50 91 98 14 www.pimarket.dz</p>
10-mars	Dim	ENTREPRISE PROMOTIONNEL	tout	Pimarket vous offre une recherche rapide et extensive de pieces de rechange, adaptée à votre besoin individuel. Comparez les offres, commandez en ligne et recevez vos pièces sans délai.	 <p>PIMARKET</p> <ul style="list-style-type: none"> gain de temps pieces de rechange fiable avec une garantie d'origine <p>inscrivez-vous!</p> <p>SAVOIR PLUS</p> <p>06 98 10 54 45 05 50 91 98 14 www.pimarket.dz</p> <p>contact@pimarket.dz C/Deparc de Sid Aboulah, Batrouna, Alger 16271</p>
12-mars	Mar	GENERAL OCCASIONNEL	tout	<p>À l'occasion du mois béni du Ramadan, toute l'équipe Pimarket tient à vous adresser ses vœux les plus sincères. Que ce mois sacré apporte avec lui paix, santé et prospérité pour vous et vos proches.</p> <p>Nous espérons que ce temps de réflexion, de partage et de communauté renforcera les liens qui nous unissent tous.</p> <p>Merci de faire partie de notre communauté. Ramadan Mubarak!</p>	 <p>PIMARKET</p> <p>رمضان كريم Ramadan Kareem</p> <p>RAMADAN KAREEM</p>
14-mars	Jeu	ENTREPRISE PROMOTIONNEL	tout	Trouvez les pièces de rechange qu'il vous faut en quelques clics avec Pimarket, Choisissez parmi des options originales, OEM et Aftermarket, adaptées à vos besoins et à votre budget.	 <p>Pimarket</p> <p>trouvez les pieces de rechange qu'il vous faut en un clin d'oeil.</p> <p>LEARN MORE</p> <p>06 98 10 54 45 05 50 91 98 14 www.pimarket.dz</p>

17-mars	Dim	PROMOTIONNEL FOURNISSEUR	tout	Profitez d'une visibilité optimale, d'un processus de commande de pièce de rechange simplifié et d'une fidélisation garantie. Rejoignez Pimarket et inscrivez-vous gratuitement	
19-mars	Mar	PROMOTIONNEL ENTREPRISE	tout	Comparez les offres de pièces de rechange, commandez en ligne et recevez vos pièces sans délai. Pimarket, le portail en ligne ultime pour les pièces de rechange.	
21-mars	Jeu	PROMOTIONNEL ENTREPRISE	tout	<u>Visitez notre site web www.pimarket.dz pour découvrir plus de pièces de rechange fiable avec une garantie d'origine en ligne sans déplacement</u>	
24-mars	Dim	PROMOTIONNEL GENERAL	tout	Pimarket, le portail éco-responsable pour les pièces de rechange. Commandez vos pièces en ligne et évitez les déplacements inutiles.	
26-mars	Mar	PROMOTIONNEL FOURNISSEUR	tout	Faire connaître vos pièces de rechange auprès des entreprises du domaine avec Pimarket. Option de notification dès votre inscription	

28-mars	Jeu	GENERAL	PROMOTIONNELLE	tout	<p>Agissez pour l'écologie avec Pimarket, le portail durable pour des pièces de rechange de qualité.</p> <p>Approvisionnez-vous en pièces de rechange avec garantie d'origine.</p>	
31-mars	Dim	GENERAL	PROMOTIONNELLE	tout	<p>Réduisez votre empreinte carbone avec Pimarket. le portail de sourcing de pièce de rechange commandez les pièces de rechanges sans déplacement</p>	
02-avr	Mar	GENERAL	PROMOTIONNELLE	tout	<p>En tant que plateforme dédiée à faciliter votre quête pour les meilleures pièces de rechange automobiles, nous sommes honorés de partager ce moment avec vous. Pimarket reste à votre service pour vous fournir qualité, efficacité et soutien, en ce mois sacré comme tout au long de l'année.</p>	
09-avr	Jeu	GENERAL	EDUCATIF	tout	<p>Le domaine automobile et de pièce de rechange est un secteur passionnant et varié, qui offre de nombreuses possibilités d'apprentissage et de développement. Que vous soyez un professionnel, un étudiant, ou un simple curieux, vous pouvez découvrir les secrets de la mécanique, de l'électronique, du design, et de la vente des véhicules et des accessoires.</p> <p>Vous trouverez sur ces sites des contenus adaptés à votre niveau et à vos objectifs. N'attendez plus, plongez dans l'univers fascinant de l'automobile et de la pièce de rechange !</p>	
14-avr	Dim	GENERAL	OCCASIONNELLE	Tout	<p>نتمنى أن تكونوا قد قضيتم عيد فطر سعيد! فريق بيماركت يتمنى لكم أسبوع عمل مليء بالنجاح والفرص. #أسبوع_جديد #ابتكار #بيماركت</p>	

16-avr	Mar	FOURNISSEUR	PROMOTIONNEL	Tout	<p>Pimarket le portail ultime de sourcing de piece de rechange vous propose un environnement gagnant-gagnant pour tous les Fournisseurs, Équipementiers, Importateurs, Distributeurs et Prestataires de services ajoutés. inscrivez-vous maintenant a notre portail et profitez de toute les fonctionnalités offerte</p>	
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Appendix N°3: emailing campaign

Month	Week	Target audience	Type	Topic line	Email body	Call to action
February	Week 01	Companies	Promotion	Découvrez Pimarket.dz - Votre source pour les pièces de rechange	<p>Cher(e) [Nom de l'Entreprise] ; Nous vous invitons à explorer Pimarket.dz, la plateforme en ligne ultime pour sourcer des pièces de rechange. En rejoignant Pimarket, vous pourrez :</p> <ul style="list-style-type: none"> Rechercher rapidement des pièces auprès de divers fournisseurs. Analyser les prix et la disponibilité sur plusieurs offres. Effectuer des achats sans commission. <p>Que vous ayez besoin de pièces d'origine, OEM ou Aftermarket, Pimarket répond à vos besoins.</p>	<p>Rendez-vous sur notre site web pour vous inscrire gratuitement et simplifier votre processus d'approvisionnement.</p>

	Suppliers	Promotion	<p>Connectez-vous à Pimarket.dz</p> <p>Cher(e) [Nom du Fournisseur], Nous espérons que cet e-mail vous trouve en bonne santé. Nous vous invitons à rejoindre Pimarket.dz, le portail en ligne ultime pour sourcer des pièces de rechange. En vous inscrivant sur notre plateforme, vous pourrez :</p> <ul style="list-style-type: none"> Élargir votre portée et vous connecter à un vaste réseau d'acheteurs potentiels. Présenter vos produits à un public professionnel ciblé. renforcer votre visibilité et votre présence sur le marché algérien. 	<p>Visitez notre site web sur Pimarket.dz pour en savoir plus et vous inscrire gratuitement. Nous sommes impatients de vous accueillir !</p> <p>Team Pimarket</p>
		Companies	Promotion	<p>Obtenez les meilleures pièces de rechange avec nos offres spéciales</p> <p>Cher [Nom de l'entreprise], Nous sommes ravis de vous présenter nos offres spéciales exclusivement réservées à nos partenaires privilégiés comme vous. Chez Pimarket.dz, nous comprenons l'importance de maintenir vos équipements en parfait état de fonctionnement, et c'est pourquoi nous vous offrons des réductions exceptionnelles sur notre gamme de pièces de rechange de qualité.</p> <p>Pour une période limitée, profitez de remises allant jusqu'à 10% sur une sélection de pièces essentielles. Que vous cherchiez à renouveler votre stock ou à préparer la saison à venir, c'est le moment idéal pour réaliser des économies significatives.</p>
				Week 02

suppliers	promotion	Rejoignez PiMarket dès maintenant et profitez d'un service de haute qualité	<p>Cher(e) [Nom du Fournisseur], Nous espérons que cet e-mail vous trouve en bonne santé. Pimarket est la plateforme de référence dans le domaine des pièces de rechange. Nous nous engageons à vous mettre en relation avec les meilleurs fournisseurs, à vous proposer les tarifs les plus compétitifs et à respecter les délais les plus courts. Notre équipe d'experts est également à votre disposition pour vous guider et vous conseiller dans le choix des pièces qui correspondent le mieux à vos besoins spécifiques.</p>	<p>Rejoignez PiMarket dès maintenant et profitez d'un service de haute qualité.</p>
			<p>Cher(e) [Nom du Fournisseur], Nous espérons que cet e-mail vous trouve en bonne santé. Pimarket vous invite à Découvrir l'événement incontournable de l'après-vente automobile et de la maintenance en Afrique du Nord du 26 Février au 29 Février equip auto Lieu où les leaders de l'industrie Automobile se réunissent pour partager leurs connaissances et leurs idées</p>	<p>https://www.equipauto-algeria.net/app/visiteurs/</p>
week 03	occasion	Decouvrez le salon incontournable EQUIPAUTO	<p>Cher [Nom du Fournisseur], Découvrez le futur de l'après-vente automobile et de la maintenance avec Equip Auto Algeria 2024, l'événement à ne pas manquer ! Si vous êtes un professionnel inscrit sur Pimarket.dz, votre invitation pour une visite gratuite vous attend. Si vous n'êtes pas encore inscrit,</p>	<p>Rejoignez-nous sur : portal.pimarket.dz/s'inscrire Pour en savoir plus sur Equip Auto Algeria 2024, consultez leur site officiel : www.equipauto-algeria.net Restez branché pour plus d'innovations et de tendances dans le secteur automobile</p>
suppliers	companies			

Mars	week 01	suppliers	welcoming email	<p>Partenariat avec Pimarket.dz : une opportunité à ne pas manquer !</p> <p>Cher [Nom du fournisseur], Nous sommes ravis de vous accueillir dans la communauté de Pimarket.dz ! Votre inscription a été effectuée avec succès, et une expérience d'achat unique vous attend. Chez Pimarket.dz, nous nous engageons à vous offrir une sélection variée de produits de qualité, des offres exclusives et un service clientèle exceptionnel. Nous sommes convaincus que vous trouverez tout ce dont vous avez besoin, et bien plus encore. Pour commencer, nous vous invitons à explorer notre site et à découvrir nos dernières collections. En tant que membre de Pimarket.dz, vous bénéficierez d'avantages exclusifs tels que des réductions spéciales, des livraisons prioritaires et des offres personnalisées.</p>	<p><u>Si vous avez des questions ou besoin d'assistance, notre équipe de service clientèle est à votre disposition. Vous pouvez nous contacter à tout moment par email à contact@Pimarket.dz ou par téléphone au 06 60 44 38 82.</u></p>
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		companies	welcoming email	<p>Simplifiez votre processus d'achat avec Pimarket.dz</p> <p>Cher [Nom de l'entreprise], Bienvenue dans la famille Pimarket.dz ! Nous sommes enchantés que vous ayez choisi notre plateforme pour optimiser vos achats professionnels. Chez Pimarket.dz, nous nous engageons à vous fournir une expérience d'achat sans tracas, avec un accès à une large gamme de produits et des services conçus pour répondre aux besoins spécifiques de votre entreprise.</p> <p>Pour vous aider à démarrer, voici quelques étapes simples : Connectez-vous à votre compte et complétez votre profil. Explorez nos catégories de produits et découvrez nos offres exclusives. Profitez de notre système de commande en ligne facile et rapide.</p>	<p>Si vous avez des questions ou si vous avez besoin d'assistance, notre équipe de service client est toujours là pour vous aider. Contactez-nous à service client@Pimarket.dz ou au [numéro de téléphone du service client].</p>
week 03		companies	reminder	<p>Finalisez votre achat sur Pimarket.dz</p> <p>Cher [Nom de l'entreprise], Nous avons remarqué que vous avez des articles dans votre panier sur Pimarket.dz qui n'ont pas encore été achetés. Nous voulions vous rappeler de finaliser votre achat pour ne pas manquer les produits que vous avez sélectionnés.</p> <p>Pour vous remercier de votre fidélité, nous vous offrons un code promo exclusif pour bénéficier d'une réduction sur votre commande. Utilisez le code FINALEMENT10 lors du paiement pour profiter de 10% de réduction.</p> <p>N'attendez plus, les stocks sont limités et nous ne voudrions pas que vous passiez à côté de cette opportunité. Finalisez votre achat dès aujourd'hui et assurez-vous d'obtenir tout ce dont vous avez besoin.</p>	<p>Si vous avez des questions ou si vous avez besoin d'aide pour finaliser votre commande, notre équipe de service client est à votre disposition. Vous pouvez nous contacter par email à serviceclient@Pimarket.dz ou par téléphone au [numéro de téléphone].</p> <p>Nous vous remercions pour votre intérêt pour Pimarket.dz et nous sommes impatients de vous compter parmi nos clients satisfaits.</p> <p>Cordialement, [L'équipe Pimarket.dz]</p>

				<p>Action requise : Mettez à jour votre compte Pimarket.dz</p> <p>Cher [Nom du fournisseur], Nous espérons que vous allez bien. Nous avons remarqué que certaines informations de votre compte Pimarket.dz n'ont pas été mises à jour depuis un certain temps. Pour assurer la continuité de nos services et la mise en avant de vos produits, il est essentiel que votre profil soit à jour. Nous vous prions de bien vouloir vérifier et mettre à jour les informations suivantes à votre plus proche convenance : Coordonnées Catalogue de produits Tarifs et disponibilités La mise à jour de ces informations est cruciale pour maintenir une expérience utilisateur optimale et pour faciliter les transactions sur notre plateforme. Pour mettre à jour votre compte, veuillez connecter à votre espace fournisseur et suivre les instructions.</p>	<p>Si vous avez besoin d'assistance ou si vous avez des questions, n'hésitez pas à contacter notre équipe de support à àcontact@Pimarket.dz ou par téléphone au 06 60 44 38 82.</p>
		suppliers	reminder		

week 04	companies	update	<p>Découvrez les nouvelles fonctionnalités de Pimarket.dz</p> <p>Cher [Nom de l'entreprise], Nous sommes heureux de vous annoncer que Pimarket.dz a lancé de nouvelles fonctionnalités pour enrichir votre expérience d'achat et optimiser vos opérations commerciales. Voici quelques-unes des améliorations que vous pouvez désormais explorer : Navigation Intuitive : Profitez d'une interface utilisateur améliorée pour une recherche et une sélection de produits plus rapides. Gestion des Commandes Avancée : Suivez vos commandes avec précision grâce à notre nouveau tableau de bord dédié. Support Analytique : Prenez des décisions éclairées avec nos outils d'analyse de données et de reporting personnalisés. Options de Paiement Élargies : Bénéficiez de plus de flexibilité avec nos solutions de paiement diversifiées et sécurisées.</p>	<p>Nous vous invitons à vous connecter à votre compte pour découvrir ces nouveautés et à nous faire part de vos retours. Votre satisfaction est notre priorité, et nous continuons à travailler pour vous offrir le meilleur service possible.</p> <p>Rendez visite à notre portail ultime www.pimarket.dz ! Cordialement</p>
	suppliers	update	<p>Découvrez les nouvelles fonctionnalités de Pimarket.dz</p> <p>Nous sommes heureux de vous annoncer que nous avons récemment mis à jour notre plateforme Pimarket.dz avec de nouvelles fonctionnalités conçues pour améliorer votre expérience et celle de nos clients. Voici un aperçu des nouveautés: Nous vous invitons à vous connecter à votre compte fournisseur pour découvrir ces améliorations et commencer à en profiter dès aujourd'hui.</p>	<p>Si vous avez des questions ou besoin d'assistance, notre équipe de support est à votre disposition. Vous pouvez nous joindre par email à support@Pimarket.dz ou par téléphone au [numéro de téléphone du support].</p>

		suppliers		<p style="text-align: center;">Maximisez votre potentiel avec Pimarket</p> <p>Cher fournisseur,</p> <p>Nous sommes ravis de vous présenter une opportunité unique de faire connaître vos pièces de rechange auprès des entreprises du domaine. En vous inscrivant sur notre plateforme Pimarket, vous pouvez atteindre un public plus large et augmenter votre visibilité sur le marché. De plus, Pimarket offre une option de notification dès votre inscription. Cela signifie que vous serez informé chaque fois qu'une entreprise recherche des pièces de rechange que vous fournissez. Ne manquez pas cette occasion de faire connaître vos pièces de rechange et d'élargir votre clientèle.</p>	<p>Inscrivez-vous sur www.pimarket.dz dès aujourd'hui ! Cordialement,</p>
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week 02	companies	promotion	<p>Obtenez les meilleures pièces de rechange avec nos offres spéciales</p> <p>Cher [Nom de l'entreprise], Nous sommes ravis de vous présenter nos offres spéciales exclusivement réservées à nos partenaires privilégiés comme vous. Chez Pimarket.dz, nous comprenons l'importance de maintenir vos équipements en parfait état de fonctionnement, et c'est pourquoi nous vous offrons des réductions exceptionnelles sur notre gamme de pièces de rechange de qualité. Pour une période limitée, profitez de remises allant jusqu'à 10% sur une sélection de pièces essentielles. Que vous cherchiez à renouveler votre stock ou à préparer la saison à venir, c'est le moment idéal pour réaliser des économies significatives.</p>	<p>Nous vous invitons à vous connecter à votre compte pour découvrir ces nouveautés et à nous faire part de vos retours.</p> <p>Passez à notre portail de sourcing www.pimarket.dz</p> <p>! Cordialement</p>
	suppliers	promotion	<p>Boostez votre visibilité avec nos offres spéciales</p> <p>Cher [Nom du fournisseur], Nous avons une nouvelle excitante pour vous ! En tant que membre apprécié de notre communauté Pimarket.dz, nous vous offrons une promotion spéciale Pour une durée limitée, bénéficiez de % de réduction sur une sélection de pièces de rechange. C'est notre manière de vous dire merci pour votre fidélité et de vous souhaiter la bienvenue dans notre univers de produits de qualité Ne manquez pas cette occasion de découvrir nos nouveautés et de faire des économies. Cette offre est valable jusqu'au [date d'expiration], alors visitez notre site dès aujourd'hui et utilisez votre code promo exclusif !</p>	<p>Si vous avez des questions ou si vous avez besoin d'aide pour utiliser votre code, n'hésitez pas à contacter notre service clientèle à contact@Pimarket.dz ou par téléphone au 06 60 44 38 82.</p>

Appendix N°4: Facebook data

FOLLOWERS	comment	partage	reaction	clicks	conversion	DMS	saves	Vues	Engagement rate	CTR	CONVERSION RATE
1219	0	2	3	1	0	0	0	27	0.2%	3,70%	0,00%
1219	0	3	4	0	0	0	0	18	0.4%	0,00%	0,00%
1222	0	0	2	0	0	0	0	13	0.2%	0,00%	0,00%
1226	0	0	1	0	0	0	0	14	0.1%	0,00%	0,00%
1227	0	0	1	1	0	0	0	16	0.2%	6,25%	0,00%
1227	0	0	3	0	0	0	0	17	0.2%	0,00%	0,00%
1227	0	0	4	0	0	0	0	14	0.4%	0,00%	0,00%
1227	0	0	3	0	0	0	0	87	0.3%	0,00%	0,00%
1227	0	0	2	0	0	0	0	98	0.2%	0,00%	0,00%
1227	1	3	5	0	1	0	0	141	0.9%	0,00%	0,71%
1228	0	4	7	1	0	0	0	137	1,00%	0,73%	0,00%
1228	2	2	5	0	0	0	0	26	0.9%	0,00%	0,00%
1231	3	6	8	0	0	0	0	47	1.5%	0,00%	0,00%
1234	0	3	4	0	0	0	0	23	0.6%	0,00%	0,00%
1234	0	0	3	0	0	0	0	61	0.2%	0,00%	0,00%
1234	6	23	55	3	1	0	0	739	0,50%	0,41%	0,14%
1234	1	2	5	1	0	0	0	146	0,70%	0,68%	0,00%
1234	0	0	4	0	1	0	0	137	0,40%	0,00%	0,73%
1235	0	1	7	0	0	0	0	45	0,80%	0,00%	0,00%
1235	2	2	8	1	0	0	0	132	1,10%	0,76%	0,00%
1238	3	3	10	0	0	0	0	157	1,30%	0,00%	0,00%

1238	1	5	7	2	1	0	0	54	1,30%	3,70%	1,85%
1238	0	1	8	0	0	0	0	66	0,70%	0,00%	0,00%
1238	0	0	2	0	0	0	0	45	0,20%	0,00%	0,00%
1238	0	2	1	0	0	0	0	21	0,20%	0,00%	0,00%
1239	0	1	6	3	0	0	0	36	1,00%	8,33%	0,00%
1239	0	3	3	0	0	0	0	187	0,50%	0,00%	0,00%
1239	1	2	7	0	0	0	0	48	0,80%	0,00%	0,00%
1239	1	0	9	0	1	0	0	157	0,80%	0,00%	0,64%
1239	9	22	77	7	3	0	0	1231	0,70%	0,57%	0,24%
1239	0	0	5	1	0	0	0	97	0,50%	1,03%	0,00%
1239	4	4	15	0	0	0	0	118	1,90%	0,00%	0,00%
1239	0	0	4	1	1	0	0	94	0,40%	1,06%	1,06%
1239	4	4	24	2	1	0	0	309	0,70%	0,65%	0,32%

Appendix N°5: LinkedIn data

Followers	comment	partage	reaction	clicks	conversion	DMS	save	vues	ENGAGEMENT	TAUX DE CLICK	VISITOR CONVERSION RATE
1943	0	1	3	0	0	0	0	161	0.2%	0,00%	0,00%
1943	0	2	6	1	0	0	0	154	0.5%	0,65%	0,00%
1943	0	0	7	2	1	0	0	112	0.5%	1,79%	0,89%
1943	0	0	4	0	0	0	0	193	0.002	0,00%	0,00%
1948	0	0	2	0	0	0	0	56	0.001	0,00%	0,00%
1953	0	0	5	0	0	0	0	98	0.003	0,00%	0,00%
1953	0	0	9	2	0	0	0	59	0.006	3,39%	0,00%
1953	0	0	11	5	1	0	0	41	0.009	12,20%	2,44%
1956	0	0	13	2	0	0	0	66	0.009	3,03%	0,00%
1973	2	4	17	1	0	0	0	158	1,20%	0,63%	0,00%
1973	3	7	11	2	0	0	0	139	1.2%	1,44%	0,00%
1978	0	3	13	0	0	0	0	117	0.008	0,00%	0,00%
1978	4	7	9	0	0	0	0	78	0.6%	0,00%	0,00%
1978	2	0	3	0	0	0	0	83	0.003	0,00%	0,00%
1978	1	0	4	0	0	0	0	35	0,30%	0,00%	0,00%
1978	12	24	117	15	2	0	0	1550	0,60%	0,97%	0,13%
1978	0	0	7	3	1	0	0	52	0,60%	5,77%	1,92%
1978	0	0	12	1	0	0	0	97	0,70%	1,03%	0,00%
1978	0	0	7	0	0	0	0	142	0,40%	0,00%	0,00%
1980	0	0	4	2	0	0	0	132	0,30%	1,52%	0,00%
1980	0	1	6	5	0	0	0	157	0,60%	3,18%	0,00%
1980	0	2	11	1	0	0	0	192	0,70%	0,52%	0,00%
1980	0	0	13	0	2	0	0	136	0,80%	0,00%	1,47%

1983	0	3	6	1	3	0	0	163	0,70%	0,61%	1,84%
1983	0	0	3	0	0	0	0	124	0,20%	0,00%	0,00%
1983	0	2	9	0	0	0	0	200	60,00%	0,00%	0,00%
1983	0	7	16	0	0	0	0	98	1,20%	0,00%	0,00%
1985	0	0	11	3	0	0	0	113	0,70%	2,65%	0,00%
1985	0	0	10	2	0	0	0	79	0,60%	2,53%	0,00%
1985	0	15	115	18	6	0	0	1685	0,60%	1,07%	0,36%
1985	3	2	7	3	1	0	0	158	0,50%	1,90%	0,63%
1985	3	1	6	0	0	0	0	149	0,60%	0,00%	0,00%
1985	0	5	13	2	1	0	0	185	1,00%	1,08%	0,54%
1985	6	8	26	5	2	0	0	492	0,70%	1,02%	0,41%

Appendix N°6: Emailing data

Sent emails	Delivered emails	open emails	bounced emails	Clicks	conversion	Bounced email rate	open rate	CTR	Conversion rate
136	118	13	18	6	3	13,24%	11,02%	5,08%	2,54%
37	33	9	4	4	4	10,81%	27,27%	12,12%	12,12%
136	123	8	13	4	1	9,56%	6,50%	3,25%	0,81%
37	33	11	4	3	3	10,81%	33,33%	9,09%	9,09%
173	156	23	17	9	1	9,83%	14,74%	5,77%	0,64%
173	156	13	17	10	0	9,83%	8,33%	6,41%	0,00%
692	619	77	73	36	12	10,55%	12,44%	7,79%	1,73%
27	14	8	13	8	3	48,15%	57,14%	57,14%	11,11%
19	19	11	0	7	1	0,00%	57,89%	36,84%	5,26%
63	56	9	7	14	4	11,11%	16,07%	25,00%	6,35%
282	258	14	24	11	3	8,51%	5,43%	4,26%	1,06%
45	41	19	4	9	2	8,89%	46,34%	21,95%	4,44%
282	271	16	11	3	0	3,90%	5,90%	1,11%	0,00%
45	38	11	7	4	0	15,56%	28,95%	10,53%	0,00%
763	697	88	66	56	13	8,65%	12,63%	8,03%	1,70%

51	51	23	0	9	3	0,00%	45,10%	17,65%	5,88%
291	280	19	11	17	4	3,78%	6,79%	6,07%	1,37%
51	42	17	9	12	1	17,65%	40,48%	28,57%	1,96%
291	278	13	13	11	3	4,47%	4,68%	3,96%	1,03%
51	46	17	5	8	2	9,80%	36,96%	17,39%	3,92%
735	697	89	38	57	13	5,17%	12,77%	8,18%	1,77%