

Thesis submitted in partial fulfillment of the requirements for the
Master's degree

Major: E-Business

THESIS:

**Digital marketing as a tool to promote
company's visibility**

CASE: ESGEN

Submitted by:

Mr,

BOUAISS KHALIL

Supervised by:

Mme,

HOCINI CHAFIA

Academic Year

2023-2024

Thesis submitted in partial fulfillment of the requirements for the
Master's degree

Major: E-Business

THESIS:

**Digital marketing as a tool to promote
company's visibility**

CASE: ESGEN

Submitted by:

Mr,

BOUAISS KHALIL

Supervised by:

Mme,

HOCINI CHAFIA

Academic Year

2023-2024

Summary

General introduction

Theoretical part

Chapitre1: The transformation of marketing in the digital age

- Marketing evolution
- The field of company's visibility in its digital presence
- The digital marketing tools

Practical part

Chapitre2: Case study of digital marketing tools' impact on company's visibility

- Presentation of the higher school of management and digital economy (ESGEN).
- Methodology of study.
- Data presentation, analysis and results of the analytics.

General conclusion

Dedication

الحمد لله والصلاة والسلام على رسول الله صلى الله عليه وسلم، أُهدي هذا البحث العلمي إلى والديّ أدامهم الله بالصحة والعافية، إلى جميع أفراد أسرتي، أصدقاء الدّرب و زملاء الدراسة.

Acknowledgments

I would like to express my deepest gratitude to all those who have contributed to the completion of this thesis. Their support, guidance and encouragement have been invaluable throughout this journey.

First and foremost, I extend my sincere thanks to my thesis supervisor, the respected Madam **HOCINI**. Her insightful feedback, unwavering support and expert guidance have been crucial in shaping this research.

I would also like to acknowledge my internship supervisor, Mister **BENGHINA**, for providing me with the opportunity to gain practical experience and for guiding me through the complexities of the professional environment.

My heartfelt appreciation goes to the school staff and faculty members at ESGEN. Your assistance and support in administrative matters, as well as your encouragement and willingness to share your expertise, have been greatly appreciated. Special thanks to Madam **AMALOU** for the knowledge and skills I have gained from her.

I would also like to express my gratitude to the director of ESGEN, Mister **HECHMAOUI**, for his visionary leadership and for creating an environment that fosters academic excellence and research innovation. Your commitment to supporting students and providing the necessary resources has played a significant role in the school success.

Figures list

Figure 1	Global internet stats
Figure 2	Algeria internet stats
Figure 3	Traditional Areas Impacting CDP (Consumer Decision Process)
Figure 4	Impact of Digital Technology on CDP (Consumer Decision Process)
Figure 5	Example of blind test
Figure 6	FLASH ice pops
Figure 7	Brand awareness building pyramid
Figure 8	Zara's E-reputation incident
Figure 9	ESGEN Education path
Figure 10	ESGEN website platform
Figure 11	Clustered bar chart of website analytics in percentage
Figure 12	Clustered bar chart of website analytics in numerical values
Figure 13	Clustered bar chart of session duration in seconds
Figure 14	Clustered bar chart of Facebook analytics in percentage
Figure 15	Clustered bar chart of Facebook analytics in numerical values
Figure 16	Clustered bar chart of Instagram analytics in numerical values
Figure 17	Clustered bar chart of Instagram analytics in percentage

Tables list

Table 1	Key Differences between Web 1.0 and Web 2.0
Table 2	Web 3.0 characteristics
Table 3	Web 4.0 characteristics
Table 4	Traditional Consumer Behavior Models
Table 5	Total website data of Previous Three Months (mars, April, May 2024)
Table 6	Total website data of three months from Last Year (mars, April, May 2023)
Table 7	Facebook data (April 2023)
Table 08	Facebook data (April 2024)
Table 09	Instagram data (April 2024)
Table 10	Instagram data (April 2024)
Table 11	ESGEN bachelor acceptance degree

Abbreviation list

AMA	American Marketing Association
ICT	Information and Communication Technology
CERN	European Organization for Nuclear Research
RFID	Radio Frequency Identification
IoT	Internet of Things
AR	Augmented Reality
VR	Virtual Reality
EDI	Electronic Data Interchange
E-business	Electronic Business
INSEE	National Institute of Statistics and Economic Studies
CDP	Consumer Decision Process
MAU	Monthly Active Users
SEO	Search Engine Optimization
SERP	Search Engine Results Page
SMO	Social Media Optimization
ASO	App Store Optimization
PPC	Pay-per-Click
CPC	Cost Per Click
SEA	Search Engine Advertising
ESGEN	Ecole Supérieure de Gestion et d'Economie Numérique
KPIs	Key Performance Indicators
CTR	Click-Through Rate

Abstract

The concept of "digital marketing tools" is gaining popularity in the corporate sector and digital environment because of their unique character and consistent attention to generating value for companies.

The birth of digital marketing technologies has revolutionized the corporate visibility landscape by offering organizations innovative and diverse tools to engage with their target audience and enhance their reputation.

Many companies have trouble getting the best results out of these tools, when they have a lot of potential. This is because they don't understand how to use them strategically. It is important for companies to use digital marketing tools, which include many different tactics like search engine optimization and social media marketing, in order to become more visible.

The main aim of this study is to examine the influence of digital marketing tools on the level of company's visibility, with particular emphasis on the higher school of management and digital economy. Through a combination of quantitative methods, including observation and Key Performance Indicators (KPIs), which will provide complete insights into the current techniques and efficacy of digital marketing tools.

The findings highlight that digital marketing tools play a crucial role in enhancing the school's visibility, particularly through key benefits such as SEO, SMO, and content creation.

Our study enables ESGEN's community managers to better understand their roles and responsibilities, thereby facilitating the development of the techniques and the approaches for digital marketing tools to the continuous improvement of our school's visibility.

General introduction

The world has been shaped by business since human existence, and ruled by Simple bartering systems which used to exchange goods and services for the human needs, so business has always played a role in meeting our needs and wants.

With the growth of markets and society development, business has shifted from simple trading systems to the complex ones of today.

During these years, there have been significant advances in various fields, such as information and telecommunication technologies which make the world becoming more open where online platforms serve as primary channels for consumer engagement; all of this progress is a factor in the business's transition from traditional to digital forms called E-BUSINESS.

Back in the days, Traders employed various methods to attract customers which is known as marketing, including simple advertising through television, radio, newspapers and magazines.

Nowadays, the rise of the internet and digital technology has revolutionized the field of marketing, and digital is now the company's main marketing channel with the majority of investments going on digital marketing tools because they make their companies more visible.

In today's competitive market, companies face a significant challenge in making themselves visible to their customers, our objective is to analyze how companies employ digital marketing tools to raise their visibility in the market. By searching into this study, we aim to gain a comprehensive understanding of the strategies and tactics employed by companies to increase their presence in the digital sphere by resolving the problem in the central question:

How can digital marketing tools impact a company's visibility?

To gain a better understanding of our wide topic, it's important to ask other secondary questions:

- How does the ESGEN support its strategies for digital marketing?
- How is the online presence of ESGEN?
- How digital marketing tools impact the ESGEN's visibility?

We reformulate hypotheses according to the questions In order to confirm or deny their validity:

hypothesis1: ESGEN effectively uses a mix of diversified digital marketing tools.

hypothesis2: ESGEN benefits of strong online presence.

Hypothesis3: The digital marketing tools used by ESGEN have a positive impact on the school's visibility.

The work that we are going to produce will be laid out in two primary chapters, and each chapter will be divided up into sections.

For the theoretical chapter of our research, we make use of a descriptive strategy in our work. Through consulting articles, books and is accomplished by examination of some appropriate documentation.

For the second part of this work, we will be using an analytical approach to analyze the implementation of theoretical concepts in the field during the internship. We will be using research tools such as an observation and key performance indicators (KPIs) within the school's online presence platforms. The study will be carried out using the quantitative method, which will assist us in analyzing data in an easy and quick manner.

In the first chapter, the initial section will cover the comprehensive understanding of marketing and its progression up to the concept of digital marketing.

In the second section, we will discuss the company's digital visibility in a more detailed manner. We will describe the concept, its components, objectives, and emphasize the various ways in which organizations establish their online presence.

In the last section we will talk about digital marketing tools from their specific marketing strategies to their application techniques.

The second chapter serves as the central focus of our work and is named "case study of digital marketing tools' impact on company's visibility." It will start with the first section, which presents ESGEN, including its services, department, mission, and objectives.

We will highlight in the second section the methodological and practical approach of our study, as well as the last section we will focus on the data presented, analysis and results of the work.

Chapter1:

The transformation of marketing in the digital age

Section 1: The marketing evolution

1. Origins of the marketing concept

"The term "marketing" evolved from the root word "market." By first considering this linguistic ancestor of the word "marketing," it is possible for us to discover something about the term marketing itself. The term market is used in essentially three different ways: (a) a verb sense, (b) a place sense and (c) a people sense"¹.

Marketing as a concept has evolved over centuries, adapting to changes in society and business practices, it's essential to recognize that marketing as a discipline is the result of cumulative contributions from countless individuals, and academics over time. While it's challenging to attribute the founding of marketing to specific individuals in each era due to its gradual development, we can identify key figures and milestones that contributed to its evolution.

In the pre-industrial revolution era while not recognized as traditional marketers, individuals in ancient civilizations engaged in early forms of marketing through bartering, trading, and simple selling techniques. Examples include ancient traders along the Silk Road or merchants in ancient Mesopotamia and Egypt who used basic marketing techniques to sell their goods.

During the period of the industrial revolution era, the rise of mass production and urbanization led to the emergence of more formalized marketing practices, *Josiah Wedgwood*² is often credited as one of the pioneers of modern marketing. He utilized branding, direct mail, and celebrity endorsements to promote his pottery business in England. Josiah Wedgwood, while not primarily known for writing books, has had his life and work extensively documented in various biographies and historical accounts.

In the early 20th century, This era saw the establishment of marketing as a distinct discipline with the emergence of marketing theories and academic studies. One prominent figure is *Edward Bernays*³, often referred to as the father of public relations. He applied psychological principles to shape public opinion and influence consumer behavior through his work with various clients and campaigns. As one of the pioneers of modern public relations and

¹ Ronald R Gist, 1971, *Marketing and society: a conceptual introduction*, Rinehart and Winston, New York, chapter 1, page 5.

² English potter, entrepreneur and abolitionist.

³ Austrian, American, psychologist, journalist, advertising, public relations.

marketing, *Bernays* had several insightful quotes. One of his notable ones is: "*The invisible government tends to be concentrated in the hands of the few because of the expense of manipulating the social machinery which controls the opinions and habits of the masses. To advertise on a scale which will reach fifty million persons is expensive. To reach and persuade the group leaders who dictate the public's thoughts and actions is likewise expensive.*"¹.

In the mid-20th century, this period witnessed significant growth in consumerism and the development of modern marketing techniques. *Philip Kotler*², often regarded as the father of modern marketing, contributed extensively to marketing theory and practice through his writings and academic work, particularly in the areas of marketing management and strategic planning. *Philip Kotler* is a renowned marketing author, and one of his most famous and influential books is "*Marketing Management: Analysis, Planning, Implementation, and Control*", this book has been continuously updated and revised over the years to reflect the evolving landscape of marketing. According to his books, he claims that: "*The marketing concept holds that achieving organizational goals depends on knowing the needs and wants of target markets and delivering the desired satisfactions better than competitors do. Under the marketing concept, customer focus and value are the paths to sales and profits. It views marketing not as "hunting," but as "gardening." The job is not to find the right customers for your product but to find the right products for your customers. Customer-driven companies research current customers deeply to learn about their desires, gather new product and service ideas, and test proposed product improvements*"³.

2. Definition of marketing

"*Largely as a point of departure, we will define marketing activities as those human activities which are directed toward the satisfaction of either a felt or a latent demand for goods and services.*"⁴.

According to this definition, marketing encompasses how a company handles its products, prices, promotions and distribution to ensure customer satisfaction and achieve its objectives. The key is to understand what people want and find the best way to give it to them.

¹ *Edward L. Bernays, (1928), propaganda, Routledge, New York., chapter 1, page 37*

² *American Marketing author, consultant and professor of International Marketing.*

³ *Tracey Tuten, (2010), Study guide: principles of marketing 13th edition, Pearson Education, New Jersey, chapter 1, page 5.*

⁴ *Ronald R Gist, (1971), Marketing and society: a conceptual introduction, Rinehart and Winston, New York, chapter 1, page 7.*

*"Marketing is the business function that identifies unfulfilled needs and wants, defines and measures their magnitude and potential profitability, determines which target markets the organization can best serve, decides on appropriate products, services, and programs to serve these chosen markets, and calls upon everyone in the organization to think and serve the customer"*¹.

This early definition by Kotler highlights its pivotal role as a strategic business function. It emphasizes the importance of understanding and addressing unfulfilled consumer needs, measuring their potential profitability, and identifying target markets. By tailoring products, services, and programs to meet these needs, marketing fosters a customer-centric culture throughout the organization. This comprehensive approach ensures businesses remain agile and competitive in today's dynamic marketplace, ultimately driving sustainable growth and profitability.

*"Marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of value with others."*²

This later definition by Kotler succinctly captures the essence of marketing as a dynamic process that operates within the framework of society. It emphasizes the central role of individuals and groups in both consuming and contributing to the creation and exchange of value. Furthermore, the mention of "freely exchanging" underscores the voluntary nature of transactions in a market economy, highlighting the importance of mutual benefit and consent in marketing interactions. Overall, this definition provides a clear and comprehensive overview of the multifaceted nature of marketing within the broader societal context.

Various authors have extensively defined the concept of marketing, each offering their own unique interpretation. However, the definition most widely acknowledged and referenced comes from The American Marketing Association (AMA), and the present description provided by AMA is: *"Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large"*³.

¹ Philip Kotler, (2003), *Marketing Insights from A to Z: 80 concepts every manager needs to know*, first edition, John Wiley & Sons, New Jersey, Introduction xiii.

² Philip Kotler, Kevin Lane Keller, (2016), *Marketing Management*, 15th edition, global edition, Pearson, New Jersey, chapter 1, page 27.

³ <https://www.ama.org/the-definition-of-marketing/> (consulted: 18/05/2024 at 12:05).

Marketing is the lifeblood of any business and after all definitions we can say that marketing is about identifying and meeting human and social needs profitably, and to be a good marketer we should be a master of multiple channels.

3. Marketing Channels

"Marketing channels consist of distributors, retailers and others who connect the company to its buyers".¹

Marketing channels are like roads that products take to reach customers. There are different types with each type of channel has its advantages and helps businesses reach customers in different ways:

- Direct Channels: Products go straight from the manufacturer to the customer without any middlemen.
- Indirect Channels: Products go through middlemen like wholesalers or retailers before reaching the customer.
- Retail Channels: Products are sold in stores like supermarkets, convenience stores, or online shops.
- Wholesale Channels: Products are sold in bulk to retailers or other businesses for resale.
- Distribution Channels: Companies use transportation, warehouses, and logistics to move products from manufacturers to customers.
- Online Channels: Products are sold on the internet through websites, social media, or online marketplaces.

In today's digital age, digital marketing has become essential for businesses of all sizes and industries to connect with their customers, expand their reach and compete effectively in the marketplace, so digital is now the main marketing channel with many businesses going through it.

4. Evolution of digital marketing

4.1. Transformation from traditional to digital

Digital marketing has changed a lot over the years, it started with simple things like emails and basic websites in the 1990s. When we examine the definition of marketing and compare traditional marketing practices to their modern counterparts, we observe a significant role

¹ Tracey Tuten, (2010), *Study guide: principles of marketing 13th edition*, Pearson Education, New Jersey, chapter 1, page 7.

played by technology in facilitating this transition, *"developments in technology and the evolution of marketing are inextricably intertwined. Technology has underpinned major milestones in the history of marketing since its inception"*.¹

Information and communication technology (ICT) has evolved significantly over the years, transforming the way we communicate, work, and live. From the early days of basic telephone systems and telegraphs, it has progressed rapidly with the advent of computers, the internet, and mobile devices. These advancements have revolutionized communication and social media interactions. As technology continues to advance, it is expected to play an even greater role in shaping the future of our interconnected world.

Traditional marketing encompasses platforms and techniques that historically served as one-way communication tools rather than interactive ones. Key historical tools include:

- Print marketing (newspapers, magazines)
- Direct Mail (catalogues, postcards)
- Broadcasting (television, radio)
- Home marketing (billboards, flyers)
- One-to-one marketing by making phone calls (telemarketing).

4.2. Rise of the internet

4.2.1. Origins of the internet

*"The evolution of the internet, from its origins as the ARPANET in the late 1960s to the modern day World Wide Web, represents a revolutionary advancement in communication, information exchange, and global connectivity. Initially developed by the United States Department of Defense for military communication, the ARPANET laid the foundation for what would become the internet, connecting research institutions and universities. "The term 'internet' was first used in 1974 by US computer scientist Vinton Cerf"*²

"In 1983 the ARPANET started using the TCP/IP protocol – a move that many consider to signal the true 'birth' of the internet as we know it".³

As the technology evolved, the internet expanded exponentially, becoming accessible to the general public in the 1990s with the advent of the World Wide Web. *"The first web page*

¹ Ryan Damian, Jones Calvin (2009), *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Kogan Page, London. Page 5 chapter 1.

² *Idem*, Page 9 chapter 1.

³ *Ibid*, page 10 chapter 1

on the internet was built at CERN (European Organization for Nuclear Research in Geneva), and went online on 6 August 1991. It contained information about the new world wide web, how to get a web browser and how to set up a web server".¹

This transformation facilitated the seamless exchange of information, the proliferation of online commerce, and the emergence of social media platforms, revolutionizing various aspects of modern life.

4.2.2. The World Wide Web

The internet is the network that connects computers and devices, while the World Wide Web (Web) is the part of the internet where is a big collection of websites and pages you can visit on the internet. It's like a giant virtual space where you can find information, videos, images, and more, all accessible through web browsers like Google Chrome or Mozilla Firefox.

- **Web chronological evolution**

- Web 1.0 traditional web

It is a static, one-way information technology. It allows the individual to exist, to find and to publish.

- Web 2.0 social web

It is an interaction technology that places the consumer actor at the heart of the creation of web content. The purpose of this Web is to create, share, analyze and communicate. As an example Wikipedia.

¹ *Ibid, page 5 chapter 1*

Table 01: Key Differences between Web 1.0 and Web 2.0

areas of Comparison	Web 1.0	Web 2.0
Period	1991-1999	2000-2009
Information Discovery	Read-only web Search and browse Stickiness	Read-write web Publish and subscribe Syndication
Information Retrieval	Transactional	Relationship
Information Aggregation	Commercial aggregators Web forms Directories (Taxonomy)	Micro-aggregators Web applications Tagging (Folksonomy)
Marketing and Selling	Push; Contextual Page views Low targeting	Conversational; Personal Cost per click Individual targeting
Content Control	Publishers Singularity Portals	Content authors Collaboration Really simple syndication
Content Structure	Domain and pages Static site	Tagged objects Dynamic site

Source: Page 9 Fundamentals of Digital Marketing Chapter 1

- Web 3.0 semantic web:

Web 3.0 is the next phase of the internet where data is not only presented for humans to read but also structured in a way that computers can understand and use. This leads to more intelligent and personalized online experiences, driven by technologies like artificial intelligence, machine learning.

Table 02: Web 3.0 characteristics.

Web 3.0	Description
Period	2010-xx
Focus	Connect knowledge, oriented towards the individual in their context.
Object	Consolidate and integrate dynamic content.
Concept	Curation - understanding and exploitation of data.
Data	Transforming the web into a giant database, divided into groups with a multitude of links between them to cross-reference the data. Integration of metadata into resources accessible everywhere, anytime, and on any device.
Content	User generated content - augmented reality.
Communication tools	All previous tools adapted to mobile internet (tablets, smartphones) + cross-media tools such as QR codes, RFID (radio frequency identification).
Marketing tactics	Contextual data marketing, advertainment, some "power users" or influential internet users become brand ambassadors, monitoring and online reputation.
Marketing focus	Customer interest and preference-oriented.

Source : <https://c-marketing.eu/du-web-1-0-au-web-4-0/>

- Web 4.0 smart web

Web 4.0 is the next stage of the internet, where things get smarter, more connected, and more personalized. While not yet widely recognized or defined, some speculate that Web 4.0 could represent further advancements in internet technology, possibly integrating emerging technologies like the internet of things (IoT) which refers to the network of physical objects items like refrigerators to industrial machinery, augmented reality (AR) and virtual reality (VR).

Table 03: Web 4.0 characteristics

Web 4.0	Description
Period	2020(?)-xx
Focus	Connect intelligence, focused on interaction between individuals/objects.
Object	Innovate through intelligent connections.
Concept	Real/virtual interconnection, collective intelligence
Data	Evolution towards open standards, towards a universal language.
Marketing focus	Every consumer is different.

Source: <https://c-marketing.eu/du-web-1-0-au-web-4-0/>

4.2.3. Internet stats

- **Global stats**

- The demographic figures of different nations indicate that 8.06 milliards of people live on earth in October 2023.
- The latest data shows a total of 5.60 billion unique mobile subscribers worldwide today, with 69.4% of the total population.
- The number of internet users increased to 5.30 billion in October 2023. This figure is equivalent to 65.7% of the world's population.
- Active user profiles on social media reached 4.95 billion as of early October 2023, equivalent to 61.4% of the total global population
- Source: <https://wearesocial.com/fr/blog/2023/10/digital-report-les-derniers-chiffres-du-numerique-octobre-2023/>

Figure 1 : Global internet stats

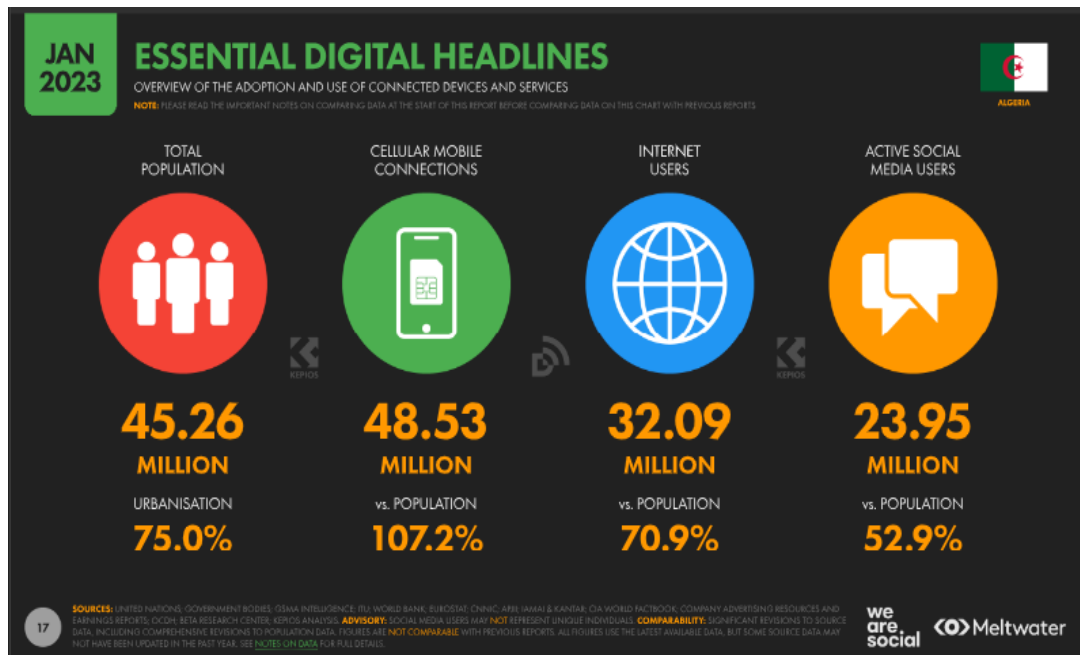


Source : <https://wearesocial.com/fr/blog/2023/10/digital-report-les-derniers-chiffres-du-numerique-octobre-2023/>

- **Digital in Alegria**

- Algeria’s total population was 45.26 million in January 2023.
- There were 32.09 million internet users in Algeria in January 2023.
- Algeria’s internet penetration rate stood at 70.9 percent of the total population at the start of 2023.
- Source: <https://datareportal.com/reports/digital-2023-algeria>

Figure 2 : Algeria internet stats



Source : <https://datareportal.com/reports/digital-2023-algeria>

4.3. Growth of ‘E’ concepts

To gain a deeper understanding of the concepts and recognize the distinctions between them, we better follow our reference and take the explaining method for the concepts

4.3.1. E-business and e-commerce

*"In all these cases, ‘E’ stands for ‘Electronic Networks’ and describes the application of electronic network technology—including internet and electronic data interchange (EDI)—to improve and change business processes."*¹

*"The term ‘e-business’ was coined by IBM’s marketing and internet teams in 1996 and was looked at as a key differentiated market offering. It involved application of information and communication technologies (ICT) to support all the physical processes and activities of any business looking to go virtual."*²

*"E-commerce is considered to be the sales aspect of e-business and involves a wide variety of internet-based business models."*³

According to the reference E-business and e-commerce are related concepts but have distinct meanings, E-business (electronic business) refers to the broader concept of using

¹ Bhatia Puneet Singh (2017), *Fundamentals of Digital Marketing*, Pearson, India..Page 11

² Idem, Page 11

³ Idem, Page 11

electronic technology and the internet to conduct various business processes, including buying and selling goods and services, marketing, customer service, collaboration with partners and internal business operations. It encompasses all aspects of running a business electronically.

While E-commerce specifically refers to the buying and selling of goods and services over the internet. It is a subset of e-business and focuses solely on online transactions

4.3.2. E-marketing and online marketing

*"By definition, e-marketing involves utilization of electronic medium to perform marketing activities and achieve the desired marketing objectives for an organization."*¹

"Before we move on to explain 'Online Marketing,' we should understand how it differs from e-marketing.

*e-marketing has a broader coverage which includes not only online/internet marketing aspects but also more enterprise-specific marketing areas like e-CRM, digital customer data, which gives it a broader scope than both of them. "*²

*"Online/Internet marketing started with reference to the internet and e-mail-based aspects of physical marketing and went on to grow and represent activities aimed at transitioning all marketing activities to web and online platforms— most primary of them being web-portals, e-mails, and blogs. "*³

Same with E-marketing and online marketing are terms often used interchangeably, but they have subtle differences, e-marketing covers a wide range of digital marketing efforts, including online marketing and focuses on marketing through electronic devices (including both online and offline methods). While online marketing specifically refers to marketing activities conducted over the internet like advertising on websites, using social media, or sending emails.

5. Digital marketing definition

*"The growth of online marketing and proliferation of new media platforms and communication channels have led to the evolution of marketing to its present form most commonly known as digital marketing."*⁴

¹ *Idem, page 15*

² *Ibid, Page 15*

³ *Ibid, Page 15*

⁴ *Ibid, Page 15*

Consequently, digital marketing encompasses all marketing efforts that utilize digital channels. It includes e-marketing and online marketing, but also extends to other digital channels with their tools.

After conducting our research, we have the ability to use these definitions as a reference, according to INSEE (National Institute of Statistics and Economic Studies)

"Digital marketing therefore involves various techniques and levers deployed on digital channels to more effectively reach a specific target. Offline marketing and digital marketing have the same commercial purpose, namely meeting the needs and expectations of consumers.

*Note that the concept of web marketing is often mentioned and compared to the notion of digital marketing. However, web marketing strategies are only designed for the internet, while digital marketing uses all information and communication technologies. "*¹

*"Digital marketing is one of the most popular and powerful ways to generate awareness, interest and sales for your products or services. As the name implies, digital marketing is conducted via digital avenues, including social media, websites, search engines, email and text messaging. "*²

6. Consumer behavior evolution

The transition from traditional to modern marketing is influenced by various factors. Firstly, there has been a shift in power from businesses to consumers attributed to availability of a wide variety of product choices, giving consumers more control over their purchasing decisions. Additionally, as the number of communication channels grows, clutter increases, prompting brands to shift from traditional mass marketing to personalized online strategies.

Consumers now prefer interactive mediums over traditional ones like newspapers and TV, which provided one-way communication. Furthermore, consumers seek validation through recommendations from trusted influencers and social interactions. They also desire comparisons of product benefits to make informed decisions, requiring multiple messages to be heard, understood and trusted.

¹ <https://www.insee.com/faq/definition-du-marketing-digital/> (consulted: 18/05/2024 at 12:50).

² <https://www.forbes.com/advisor/business/what-is-digital-marketing/> (consulted: 18/05/2024 at 12:51).

6.1. The traditional consumer behavior

"According to 'Schiffman and Kanuk', the leading authority on Consumer behavior, this marketing field is defined as "the behavior that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs."

It would be important here to understand that it is not only the consumer's personal thoughts and dispositions which matter during product selection but also the influences and interplay of external forces like people, ideas, environment (social, political and economic), which impact a consumer's mindset towards a particular product interaction".¹

So, consumer behavior is the study of how individuals or groups select, purchase, use or dispose of goods or services to satisfy their needs and wants. It involves understanding the various factors that influence consumers' decision making processes, including psychological, social, cultural, and economic factors.

Table 04: Traditional consumer behavior models

traditional models	definition
Economic Model	Believes that man being self-interested, makes decisions based upon his ability to maximize utility while expending minimum effort
Learning Model	Marketers develop association of products with strong drivers and cues which lead to positive reinforcement through learning
Psychological Model	Based on concepts of psychology, this view believes that behavior is subject to instinctive forces or drives which act outside conscious thoughts. The biggest contribution to this model has been the theories of Sigmund Freud with his concepts of Id, Super Ego, and Ego
Sociological Model	This model believes that an individual is part of an institution called society which influences his thoughts and actions and he, in turn, also influences society

Source: Fundamentals of Digital Marketing page 85

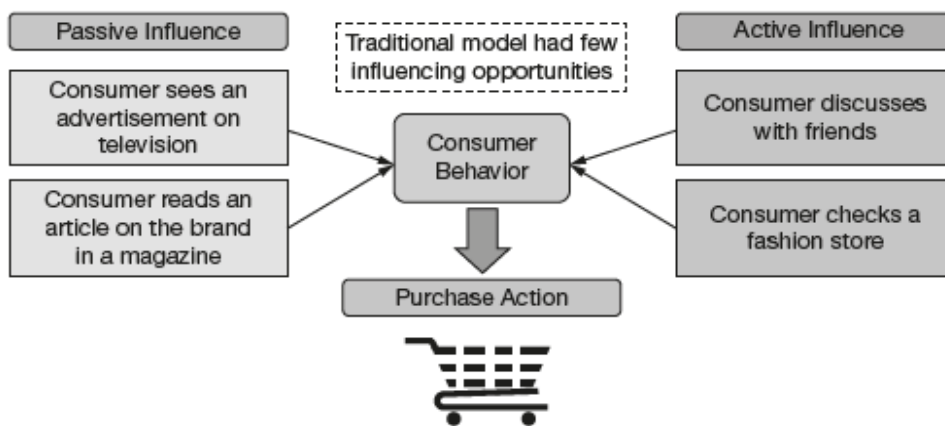
"Once upon a time consumers were quite happy to sit in front of passive broadcast media, accepting whatever was being peddled their way by editors and programme schedulers. Yes, there was an element of choice – you could buy a different newspaper, listen to a different

¹ Bhatia Puneet Singh (2017), *Fundamentals of Digital Marketing*, Pearson, India page 84

station or choose a different channel – but the ultimate decision in terms of the content available to you rested with somebody else".¹

According to this quote, the traditional model of consumer behavior, where individuals were passive recipients of content and advertising delivered through broadcast media such as newspapers, radio, and television. Consumers had limited control over the content they consumed, relying on editors and program schedulers to dictate their choices.

Figure 3: Traditional Areas Impacting CDP (Consumer Decision Process)



Source: Fundamentals of Digital Marketing page 88

6.2. Consumer 2.0 behavior

*"Then along came the web and changed all the rules. Now, with Web 2.0, broadband and rich media content, today's consumers are in control as never before. They can choose the content they want, when they want it, in the way that they want it. They can even create their own and share it with their friends, their peers and the world for free. 'Consumers are becoming better informed, better connected, more communicative, and more in control than ever', highlights Julian Smith, an analyst with Jupiter Research writing for the ClickZ network."*²

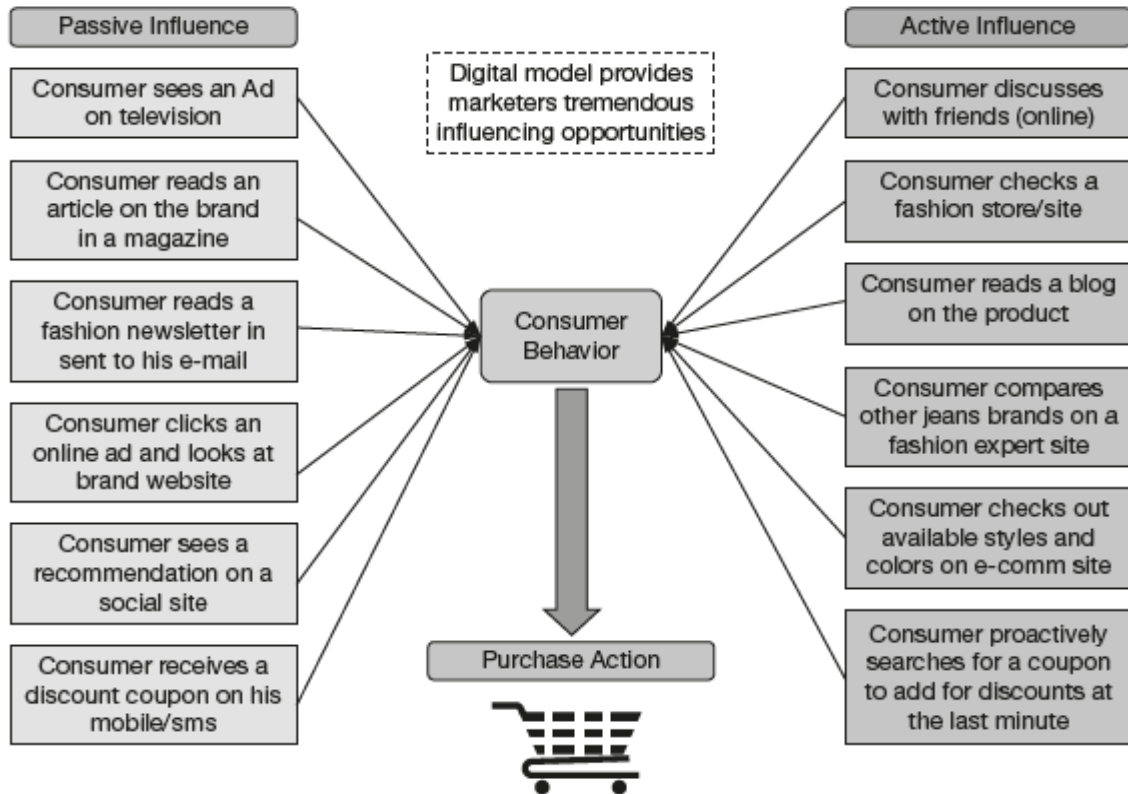
So we can see the impact of the internet's evolution, on consumer behavior. It highlights how consumers today enjoy unprecedented control over their media consumption, able to select and engage with content at their convenience, thanks to rich media content.

¹ Ryan Damian, Jones Calvin (2009), *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*, Kogan Page, London. page 15

² *Ibid*, page 15

Moreover, the rise of user-generated platforms empowers consumers to actively participate in content creation enhancing their influence and connectivity in the digital realm.

Figure 04: Impact of digital technology on CDP (Consumer Decision Process)



Source: Fundamentals of Digital Marketing page 89

Consequently, Consumer 2.0 refers to the modern consumer who is highly empowered, digitally connected, and actively engaged in shaping their consumption experiences. Unlike traditional consumers, who were passive recipients of marketing messages and content.

Section 2: the field of company's visibility in its digital presence

1. The concept of the company's visibility

A company's visibility is key to growing our business. Customers must be aware of our business to engage with it effectively. Improving visibility is usually the primary goal of marketing efforts and can involve different focus areas depending on the objectives.

Company visibility refers to how easily a business can be found and recognized by its target audience. It involves factors such as brand awareness, online presence, reputation, overall recognition within the industry by industry events and offline Presence through physical locations and involvement in community events. All factors are interconnected and collaborate towards the common objective of enhancing company visibility.

Visibility is often categorized as high visibility and low visibility, high visibility means that the company is easily noticed and remembered by potential customers, while low visibility indicates the opposite, where the company may struggle to stand out or attract attention.

Increasing company visibility is a key goal for many businesses, as it can lead to greater customer engagement, trust, and ultimately, sales.

2. The main factors of company's visibility

2.1. Brand awareness

"Brand awareness is a marketing term for the degree to which consumers recognize a product by its name. Ideally, consumers' awareness of the brand may include positive perceptions of the qualities that distinguish the product from its competition.

*Creating brand awareness is a key step in promoting a new product or reviving an older brand."*¹

After the definition, brand awareness pertains to the level of recognition and memorability of brand or company holds in the minds of the target audience. Investing in brand awareness efforts during the initial phases of a business is crucial as it ensures that the company gains visibility and stands out in the marketplace, and also we can revive an existing older brand.

¹ <https://www.investopedia.com/terms/b/brandawareness.asp> (consulted: 18/05/2024 at 13:14).

An example of brand awareness is the Coca-Cola Company, which has successfully established its brand as one of the most recognized and iconic beverage brands worldwide. Through consistent marketing campaigns, including memorable advertisements, sponsorships of major events, and strategic placement of its products in stores and restaurants, Coca-Cola has built strong brand awareness. As a result, consumers easily recognize the Coca-Cola logo and associate it with refreshing soft drinks.

To make it more clearly we take a blind test by observing (Figure 05), it's immediately apparent that the drink bottle is from Coca-Cola, identifiable by its unique color and shape, even without reading any text.

Figure 05: example of blind test



Source: developed by the researcher

Many brands have successfully embedded their product names in their respective industries. They have become so well known that people would mention these brand names rather than their generic terms we can take a local example FLASH, is an Algerian company producing a fruit juice in thin bags we use it as an ice pops like in the (figure 06).for this product and Even for similar and competing products, we all use the brand name FLASH instead of the generic terms.

Same example for KLEENEX the French tissue product, they also use the brand name for a tissue.

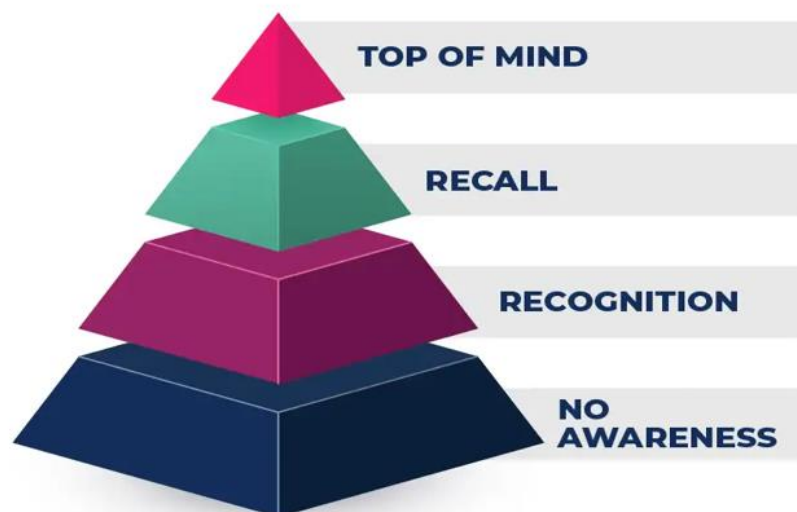
Figure 06: FLASH ice pops



Source: <https://web.facebook.com/photo/?fbid=214022275300550&set=a.211246572244787>

- **The phases of brand awareness building**

Figure 07: brand awareness building pyramid



Source: <https://www.rebootonline.com/blog/building-brand-awareness-why-and-how-do-it/>

- No awareness: At this stage, consumers have little to no knowledge or recognition of the brand. The goal is to introduce the brand and make it known to the target audience.
- Recognition: In this phase, consumers start to recognize the brand when they encounter it. This recognition can be triggered by visual cues, such as logos, colors, packaging, or by hearing the brand name.
- Recall: As brand awareness increases, consumers are able to recall the brand when prompted or when they encounter related products or services. They may not actively seek out the brand, but they remember it when it's mentioned or seen.
- Top of mind: This is the highest level of brand awareness, where the brand is the first one that comes to consumers' minds when they think about a particular product or service category. Being top of mind means the brand has strong recall and is considered a preferred choice among competitors.

2.2. Company's reputation

2.2.1. Corporate reputation

“Corporate reputation refers to how a corporation is viewed by all of its stakeholders, including its employees, clients, shareholders, and the general public.

It is influenced by the company's activities, goods, and communications with stakeholders. Outside variables, including media coverage and market trends, also influence it.

A good company reputation can be one of a company's most valuable assets because it can lead to more trust, customer loyalty, and happy employees, as well as financial performance and benefits like higher stock prices and more revenue.

On the other hand, a bad reputation can lead to severe problems, such as less trust, customer churn, and financial losses.”¹

According to our reference, company's reputation or well known as corporate reputation, it reflects how the company is perceived and viewed by various stakeholders (External members like customers, partners and the general public. Internal members like employees, managers etc...).

¹https://www.questionpro.com/blog/corporate-reputation/#What_is_Corporate_Reputation
18/05/2024 at 13:15).

(consulted:

Additionally, corporate reputation depends on influencing factors including the company's actions, the quality of its products or services, its communication with stakeholders, its ethical practices, its financial performance, and its response to crises or controversies. Also, external factors like media coverage, market trends and industry regulations can also significantly impact corporate reputation.

A positive reputation fosters trust and loyalty, while negative one can lead to significant challenges and financial losses.

Among the countless companies known for their strong corporate reputations, Apple stands out as a prime example. Renowned for its cutting edge technology, sleek design, and commitment to user privacy, Apple has built a brand synonymous with innovation and quality. The company's products, such as the iPhone, iPad, and MacBook, have revolutionized industries and garnered loyal customer followings worldwide.

Apple's strong corporate reputation enhances its brand value and underscores its position as a leader in the technology sector.

2.2.2. **E reputation**

“E-reputation is defined as the image perceived on the web of a company, a brand, an individual or a product, whether on search engines, reviews platforms, social networks, digital word of mouth, etc. However, e-reputation has become key to influencing the purchasing decisions of the French people. Today, e-reputation, particularly through online customer reviews which has become the primary factor in selecting a company, as highlighted by an IFOP report released in 2023 on customer review trends.”¹

So, E-reputation is the reputation of company portrayed and influenced by information available on the internet. It encompasses online presence, interactions, feedback, and mentions across various digital platforms including social media, review sites, forums, blogs, and news articles.

“Reputation and e-reputation are closely linked and refer to the same purpose. Although the challenges are different in the face of current digitalization issues, the objectives remain

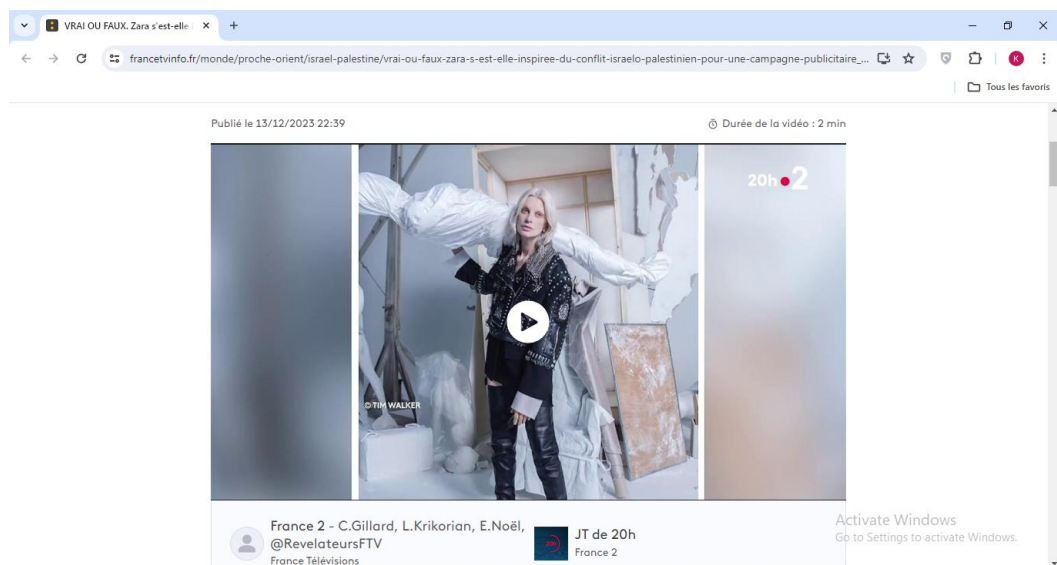
¹<https://www.guest-suite.com/blog/e-reputation-definition-fonctionnement> (consulted: 18/05/2024 at 13:16).

similar: create and maintain a positive brand image among the public, which will constitute a competitive advantage.”¹

Corporate reputation covers everything about how a company is perceived, including its e-reputation, while the E reputation is a specific aspect within the digital world.

To clarify, the most current E reputation case is *“In a Zara advertisement video, a woman carries a statue wrapped in a sheet on her shoulder, which provoked the anger of numerous internet users, who accused the brand of mocking the victims of the bombings in Gaza.”²*

Figure 08: Zara's E-reputation incident



Source : https://www.francetvinfo.fr/monde/proche-orient/israel-palestine/vrai-ou-faux-zara-s-est-elle-inspiree-du-conflit-israelo-palestinien-pour-une-campagne-publicitaire_6241329.html

The incident described negatively impacted Zara's e-reputation as it drew widespread condemnation from internet users. Accusations of insensitivity and mockery towards the victims of the Gaza bombings, this led to a significant backlash online through calls for boycotts and criticism using hashtags on social media.

¹*Idem.*

²https://www.francetvinfo.fr/monde/proche-orient/israel-palestine/vrai-ou-faux-zara-s-est-elle-inspiree-du-conflit-israelo-palestinien-pour-une-campagne-publicitaire_6241329.html (consulted: 18/05/2024 at 13:17).

This case also had a negative impact on Zara's corporate reputation as well. This led to boycotts, manifestations, decreased consumer trust and damage to the brand's overall reputation in the eyes of its stakeholders including customers, employees, and investors.

2.3. Online presence

Online presence of a company refers to its visibility and representation across various digital platforms and channels on the internet. It encompasses the company's website, social media profiles, online advertising, search engine rankings, content marketing efforts, email marketing campaigns, and online reviews.

Having a strong online presence is crucial for companies to effectively reach their target audience, engage with customers, and build brand awareness in the digital space.

As we explore the online presence, this multifaceted aspect of online presence encompasses various channels and mediums through which businesses engage with their audience, disseminate information and promote their products or services.

2.3.1. Company's online presence ways

Owned media, earned media, and paid media each play distinct roles in shaping this online presence and contributing to brand visibility.

“Do you know the winning trio of digital marketing? It highlights the different areas contributing to your digital marketing strategy, and is divided into three categories: “earned media” (free visibility acquired by the company), “owned media” (visibility owned by the company) and “paid media” (visibility purchased by the company).”¹

“Owned media refers to the digital assets your brand or company owns, like your website, social media profiles, blog content, or imagery.

Earned media, also called earned content, is anything written about or created about your business that doesn't come from paid advertising or sponsorships. It's published by a third party, like press mentions or media outlet coverage, people sharing your content via their networks, user-generated content, and even word-of-mouth marketing from satisfied customers.

¹ <https://asana.com/fr/resources/digital-marketing-strategy> (consulted: 18/05/2024 at 13:18).

Paid media is the opposite of earned media, and it refers to any vehicle or channel you spend money on to catch the attention of your buyer personas.”¹

After these references, we can classify our online presence through three different channels (owned, earned and paid media):

2.3.1.1. Owned media

1. Website

- **Informational website**

Showcase the company, its products and services, its team, and contact information.

"In addition to text, informational websites can include images, audio and video. The main purpose of an informational website is to share key messaging with the website visitor. Many are created to convey details of the five Ws of an organization, the who, what, how, where and why the business exists. The site should share information about the business and how people can get in touch. Frequently seen sections on an informational website include a homepage, an about page and a contact page. A common goal of an informational website is visibility. "²

Informational sites are popular with government, educational, or non-profit organizations as well, who use them to educate and inform website visitors and it is known as institutional websites.

As an example, HEETCH's informational website where we can find all about HEETCH, it serves as an informational hub where users can learn about their services, contact information and all about them.

For institutional website, we have the website of Ministry of Foreign Affairs and National Community Abroad, where they post news and press releases (interviews and declarations), information about the services for foreigners like the entry visa to Algeria and the passport service, consular affairs and ministry politics.

¹ <https://blog.hubspot.com/marketing/digital-strategy-guide> (consulted: 18/05/2024 at 13:18).

² <https://www.linkedin.com/learning/how-to-plan-your-website/what-is-an-informational-website> (consulted: 18/05/2024 at 13:20).

- **Transactional website**

A transactional website is an online platform that enables users to engage in transactions or perform specific actions, such as making purchases, booking appointments or subscribing to services.

So it supports an activity of selling products or services. The objective of the site is to generate income from this activity. The site also provides information for consumers who prefer to buy or collect their goods in store.

The examples include e-commerce stores and online marketplaces, online banking platforms, booking websites, and subscription-based services. We take as an example Apple's website which function as a transactional platform where it sells its products and services.

- **The portal site or media site**

A portal site is a website that acts as a gateway or single point of access to a variety of information and services from different sources. It gathers content and functionalities from various providers and presents them in an organized way, as MSN works.

It provides information on a wide range of topics, and links to a large number of sites. Portal sites can generate revenue through advertising, sales commissions, and consumer data sales.

MSN is considered a portal website. It serves as a collection of internet services and content from Microsoft and third party providers, offering a variety of features such as news, weather, entertainment, and more.

If we browse MSN shopping offers, we found many selling items from different website sources, when we choose a Decathlon product, we are directed to the Decathlon website to complete our purchase. That's how the portal website functions.

- **The experiential site**

Experiential website offers an online brand experience .The goal is to create an emotional connection and make the user feel like they are having an experience, rather than just browsing a website. The products may possibly be available for sale on the site.

We use as an example Nike React, this website uses interactive elements to let visitors virtually design their own Nike shoes. We can explore different colors and styles, even see how the shoe would move in different environments.

2. Social media profiles:

A company's social media platform works by providing a space where consumers can engage with the brand and each other. Companies create profiles or pages on these platforms such as Facebook, Twitter, Instagram, LinkedIn and others, and share content such as product updates, promotions, and industry news. Consumers can follow the company's page, interact with its content by liking, commenting, and sharing, and reach out to the company directly through messages or comments. Additionally, these platforms often offer features like marketplace section where users can buy and sell goods directly within the platform. Through these interactions, companies can build relationships with consumers and create a sense of community around their brand.

○ Social media stats

Today, with billions of active users across various platforms, social media has become a powerhouse for brand visibility, customer engagement, and lead generation.

"If we rank platforms by monthly active users – which offers perhaps the most consistent basis for comparison – the latest “official” data suggest that Facebook still comes out top at a worldwide level.

Figures published in Meta's Q3 2022 investor earnings report show that the platform now has 2.958 billion monthly active users (MAU), which equates to almost 37 percent of the world's total population.

Meanwhile, YouTube's latest “official” statement indicates that the platform has “over 2 billion monthly logged-in users”, but figures published in the company's own advertising resources suggest that the platform now attracts more than 2.5 billion users each month.

Instagram has consolidated its position amongst the top social media platforms since our October 2022 report too, with the company recently announcing that it has 2 billion monthly active users.

That puts the platform in similar territory to stablemate WhatsApp, although it's worth noting that Meta now reports WhatsApp attracts 2 billion active users per day, so its monthly user figure is likely even higher.

WeChat rounds out the top five, with Tencent's most recent investor earning announcement revealing that the platform now has more than 1.3 billion monthly active users.

However, Kepios analysis indicates that users in China still account for the vast majority of WeChat's global user base."¹

"Data published in Meta's advertising resources indicates that Facebook had 20.80 million users in Algeria in early 2023.

Updates to Google's advertising resources indicate that YouTube had 22.70 million users in Algeria in early 2023.

Numbers published in Meta's advertising tools indicate that Instagram had 8.40 million users in Algeria in early 2023.

Data published in Meta's advertising resources indicate that ads on Facebook Messenger reached 13.60 million users in Algeria in early 2023.

Figures published in LinkedIn's advertising resources indicate that LinkedIn had 3.20 million "members" in Algeria in early 2023.

Data published in Snap's advertising resources indicate that Snapchat had 6.95 million users in Algeria in early 2023.

*Numbers published in Twitter's advertising resources indicate that Twitter had 1.15 million users in Algeria in early 2023."*²

3. Blogs

A blog is a type of website or online platform where an individual or a group of writers share their thoughts, opinions, experiences, or expertise on various topics. Blogs typically consist of regularly updated posts presented in reverse chronological order, with the most recent posts appearing first.

Anyone with access to a blogging platform can become a blogger and share their thoughts and ideas with an online audience, they may include individuals sharing their personal experiences, opinions, or expertise on a particular subject. Bloggers can also be professionals, such as journalists, experts, or influencers, who write about specific topics related to their field or industry.

¹ https://datareportal.com/reports/digital-2023-global-overview-report?utm_source=DataReportal&utm_medium=Country_Article_Hyperlink&utm_campaign=Digital_2023&utm_term=Algeria&utm_content=Global_Overview_Link (consulted: 18/05/2024 at 13:20).

² <https://datareportal.com/reports/digital-2023-algeria> (consulted: 18/05/2024 at 13:21).

Blogs may also include multimedia content such as images, videos and links to other websites or resources. Readers can engage with blog posts by commenting, sharing and interacting with the content.

We use as an example TechCrunch, A blog focused on technology news, analysis, and reviews, with a particular emphasis on startups and venture capital.

TechCrunch functions as an online blog platform where it publishes articles, news stories related to technology and startups. It covers a wide range of topics such as new product launches, industry trends and interviews with key figures in the tech world.

4. Search visibility

Company can also be present on search engine's results page like google, it is when users search for relevant keywords or phrases related to the company's products, services or industry. The higher a company ranks for relevant searches, the more likely potential customers are to find it.

In our search for “AirPods” on Google, the top result, was the Apple website. This indicates that Apple ranks high on Google's results page, likely due to effective search engine optimization (SEO) techniques.

5. Emails

Email, short for electronic mail, is a digital communication method that allows users to exchange messages and files over the internet. It typically involves composing a message using an email client or web interface.

The message is then delivered to the recipient's email inbox, where they can read, reply to, forward, or save it for later reference.

Emails are one of the company's online presence ways, by engaging with customers directly in their inbox. Through carefully crafted email campaigns, companies can promote their products or services, share valuable content, and establish meaningful connections with their audience.

6. Mobile apps

Mobile apps, short for mobile applications, are software programs designed to run on mobile devices such as smartphones and tablets, they can be downloaded and installed from

digital distribution platforms like the Apple App Store for iOS devices and Google Play Store for Android devices.

These apps can be developed for various platforms, including iOS and Android, and offer features tailored to meet the needs and preferences of the target audience.

Company can also be present through mobile apps, by providing customers with convenient access to products, services, and information, and offering features such as push notifications, in-app messaging, personalized content, and e-commerce capabilities.

These companies' apps are designed to offer a seamless and interactive user experience, and enable companies to strengthen their brand visibility.

The most popular local example is YASSIR mobile applications, which allow users access to their services, information, and a variety of features.

7. Webinars

Webinars, short for web seminars, are online presentations, workshops, or lectures conducted over the internet in real time. They allow presenters to share information, interact with participants, and engage in discussions.

Webinars typically involve a combination of audio, video, and presentation slides, with participants joining remotely from their computers or mobile devices.

Participants can ask questions, provide feedback, and engage with the presenter and other attendees through chat, polls, and Q&A sessions.

Organizing online events like webinars is a way for the company to be present online. Zoom is one of the most popular platforms for webinars and video conferencing, we have other ones like Google Meet and GoToWebinar.

Also several social media platforms offer features that allow to host live events, including webinars like Facebook Live, Instagram live, YouTube live..., and some companies choose to host webinars directly on their own websites.

8. Podcasts

A podcast is a digital audio file or series of files that are made available on the internet for streaming or downloading. They are often produced as a series with regular episodes released on a recurring schedule, such as daily, weekly, or monthly.

Podcasts on a company's online presence are created by the company to engage with its audience, provide valuable content and promote its products or services. These podcasts can cover topics related to the company's industry.

They can be hosted on the company's website, shared on social media or distributed through podcasting platforms like Apple Podcasts, Spotify, or Google Podcasts.

One example of a company that promotes its products through podcasts is Casper, a mattress company. Casper launched a podcast called "In Your Dreams" where they discuss sleep-related topics such as dreams, sleep science, and tips for better sleep. While the podcast isn't directly about mattresses, it aligns with Casper's brand values of promoting better sleep and overall wellbeing. Throughout the episodes, they subtly mention their mattresses and how they contribute to a good night's sleep.

2.3.1.2. Paid media

1. Online advertising

“Online advertising, also known as internet advertising, refers to the practice of promoting products, services or brands on the internet through various digital channels. It encompasses a wide range of techniques and strategies, including display ads, search engine marketing, social media advertising, and video advertising. The main goal of online advertising is to create brand awareness, drive website traffic, and generate leads or sales.”¹

2. Online directories

Online directories are online platforms that gather and organize information about businesses, organizations, or individuals within specific categories or industries.

Most of online directories are considered paid media because companies often pay for enhanced listings within these platforms to increase their visibility and reach potential customers.

These directories serve as a centralized resource for users looking for information about various products, services or professionals.

¹ <https://www.breakcold.com/fr/explain/online-advertising> (consulted: 18/05/2024 at 13:22).

Examples of online directories include Yelp, Yellow Pages, Google My Business, and Angie's List.

We take YELP platform that allows users to search for restaurants, shops, services, and other establishments in their area, read reviews from other customers, and make informed decisions about where to spend their money.

Yelp provides a platform for businesses to create profiles and provides for customers to leave reviews, ratings and photos about their experiences with those businesses.

2.3.1.3. Earned media

1. Online reviews and ratings

Another way for companies' online presence is through user generated feedback and evaluations of their products, services, businesses or experiences that are posted on the internet. These reviews can be found on various platforms such as review websites, social media, search engines, e-commerce sites and industry specific forums or apps. They typically include written comments along with a rating system, often represented by stars or other symbols, to indicate the user's satisfaction level or opinion about the item or service being reviewed.

They provide valuable insights into the customer experience and can influence the perceptions of potential customers. Positive reviews and high ratings can enhance credibility and trustworthiness, attracting more customers and boosting sales. Conversely, negative reviews can damage reputation and deter potential customers.

TripAdvisor is travel online reviews and ratings website, where users can find reviews, recommendations, and information about hotels, restaurants, attractions, and other travel-related services.

TripAdvisor operates by allowing reviewers to post about various companies. Companies can then verify their identity and add all their information and offers.

We took the Travelodge London City Hotel from the platform as an example and we had all photos and reviews from travelers and also a pictures published by the hotel management staff. After all reviews, the hotel received a rating of 4.5 out of 5 based on 3438 reviews.

2. Online news and mentions

Another presence way is the references or articles about the company and its product, industry, and events. These articles published by authorized journalists on digital platforms such as news websites, blogs or social media.

These mentions contribute to the visibility and reputation of the company.

We take the website of major news organization and media CNN, outlet known for its 24-hour television news channel. Which provides news coverage on a wide range of topics, including politics, world events, business, entertainment, and more.

On the business news CNN mentioned Apple for a 'bug' in its latest iOS software that suggests the Palestinian flag emoji when some users search for the word “Jerusalem” in the emoji keyboard.

3. Online forums and communities

Online forums and communities are virtual platforms where people with similar interests, hobbies, or goals come together to share information, ask questions, discuss topics, and engage in conversations.

Online forums and communities play a crucial role in enhancing a company's online presence by providing a platform for customers and stakeholders to engage with each other and with the brand. So companies can create their own forums or participate in existing online communities related to their industry or niche.

By actively participating in these forums, companies can address customer queries, gather feedback, share valuable information, and allows companies to monitor discussions about their brand, products, or services, enabling them to address any issues promptly and build positive relationships with their audience.

Reddit functions as a social online forums. Users, also known as "Redditors," can submit content such as links, text posts, images and videos to the site's various communities, called "subreddits." Other users can then vote on these submissions, exchange information, pose questions, and participate in discussions.

Nike's subreddit, r/Nike, serves as a community hub for fans and consumers of Nike products with one million members. Users on this subreddit can share their experiences with Nike's products, discuss upcoming releases, and engage in conversations about the brand.

Section 3: the digital marketing tools

Online presence is one of the most popular and powerful ways to generate visibility, awareness and reputation for a company and it is improved through digital channels, including digital marketing strategies according with their tools.

*"The digital marketing strategy consists of a series of actions that help businesses achieve their goals through online marketing. In other words, a strategy is simply a plan of action to achieve one or more previously defined objectives. For example, a company's goal is to generate 25% more leads on its website compared to the previous year."*¹

Based on the reference the digital marketing tools are the tactic and the act of the digital marketing's strategy

*"Generally speaking, marketing tools refer to the tools, techniques or strategies used to facilitate the development, improvement and promotion of a company's products and services"*²

*"Digital tools refer to technology-based software, applications, or online platforms that are designed to enhance productivity and efficiency in various fields such as communication, collaboration, learning, and design."*³

These tools is divided to many categories with different objectives. Company needs to navigate a complex array of tools and techniques to effectively reach and engage their audience.

1. Content marketing

American Marketing Association (AMA) defines content marketing as: *"According to the Content Marketing Institute, content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action."*⁴

¹<https://blog.hubspot.fr/marketing/guide-strategie-marketing-digital> (consulted: 18/05/2024 at 13:22).

²<https://business.adobe.com/fr/blog/basics/marketing-tools-definitions-and-examples>(consulted: 18/05/2024 at 13:23).

³ <https://thoriqnoor.com/understanding-what-are-digital-tools>

⁴<https://www.ama.org/pages/commonly-asked-marketing-questions/> (consulted: 18/05/2024 at 13:26).

Content marketing tools are software applications that empower various stages of this process. Tools we will need are depend on our content marketing goals.

1.1. Content creation

“Content creation is the foundation of all modern digital marketing efforts. It’s defined as the process of conducting research, generating strategic ideas, crafting those ideas into high-value collateral and then promoting those pieces to a target audience. Digital content takes many forms, including web pages, blogs, infographics, videos and social media posts.”¹

So, we can split the content creation context into two main categories

- **Writing and Editing:** In content creation, writing involves crafting original and engaging content tailored to the target audience, while editing ensures correctness, consistency, and professionalism. Grammarly or Google Docs are tools that can help us make this creation.
- **Design and Visual:** Design and visuals are the eye-catching teammates in content creation, they work with the writing to grab attention, make information clear, and leave a lasting impression. We have numbers of programs working on the designs and Visuals, the most known are Figma and Adobe illustrator.

Visuals are the images, illustrations, infographics, or videos that complement the written content. While design refers to the overall layout and presentation of the content and this includes things like Using fonts, colors, to create a visually pleasing and easy to read experience.

1.2. Content planning and scheduling

Content planning and scheduling involve the strategic organization and timing of content creation and publication.it allowing us to plan and schedule content in advance. From brainstorming ideas to creating content assets and determining publication dates, every step is carefully mapped out in the content calendar.

Trello, Asana and Coschedule are platforms that allows us to plan and schedule our content and also includes features for content like analytics and reporting.

¹ <https://www.brafton.com/what-is-content-creation/> (consulted: 18/05/2024 at 13:27).

By creating a consistent flow of high quality content across our owned media channels (website, social media and email marketing) and other channels, we can attract visitors and increase our online visibility.

2. Website marketing

“Website marketing is the process of promoting your website on the Internet. It is one of the online marketing channels you can use as part of your overall digital marketing strategy. The main goal of a website marketing campaign is to get more visits to your website.”¹

Website marketing strategy are realised by tools such as SEO search engine optimization the most important one.

2.1. Search Engine Optimization (SEO)

“SEO stands for search engine optimization. SEO practitioners optimize websites, web pages and content for the purposes of ranking higher in search engines, like Google. SEO is a set of practices designed to improve the appearance, positioning, and usefulness of multiple types of content in the organic search results. This content can include web pages, video media, images, local business listings, and other assets.”²

Following this definition, SEO is the practice of orienting our website to rank higher on a search engine results page (SERP) so that we receive more traffic. The aim is typically to rank on the first page of Google results for search terms that mean the most to our target audience.

2.1.1. SEO techniques

In the realm of search engine optimization (SEO), strategies are often categorized into two main camps: black hat and white hat techniques.

These are terms used to classify the many different ways to utilize SEO in order boost traffic to a website or page.

¹ <https://www.reliablesoft.net/website-marketing/> (consulted: 18/05/2024 at 13:27).

² <https://moz.com/learn/seo/what-is-seo> (consulted: 18/05/2024 at 13:28).

2.1.1.1. White hat SEO

White hat SEO focuses on implementing SEO tactics designed for a human audience (not the search engines) and that are also in line with the approved terms and conditions of search engines and this is achieved by:

- Offering quality content and services by the content creation.
- Fast site loading times which ensures a smooth user experience by delivering content quickly.
- Optimize our site for smartphones and tablets to be a mobile friendliness.
- Using descriptive with rich keyword language to help search engines understand our website's topic and rank it higher for relevant searches.
- Making our site easy to navigate for visitors.

2.1.1.2. Black hat SEO

Ranking on the SERPs (search engine result pages) is excellent for business, as it exposes us to lots of growth opportunities. However, if we use the wrong techniques we can destroy our search engine ranking instead.

While black hat SEO methods might promise quick results, they can lead to search engine disapproval from platforms like Google and Bing, ultimately causing a rapid decline in rankings.

Black hat SEO tricks are a bad approach to search engine optimization (SEO). The negative SEO impact will lower our SERP positioning. Alternatively, white hat SEO is more ethical and will positively affect our website's ranking.

Black hat SEO techniques are many and we should avoid them, these are the most known techniques:

- Use invisible text by hiding it with white text on a white background or super tiny font tricks users but gets flagged by search engines.
- Using unrelated keywords in the content, because Black hat focuses on gaming the search engine algorithms to unfairly rank pages for keywords that are often unrelated to the page content.
- We can pay a website owner to place a link to our website on their content, and that's called paid links or purchased backlinks.

- Also we can optimize a temporary page on our website with specific keyword. The goal is to get this temporary page to rank well in search results for the chosen keyword, once the temporary page starts ranking, we swap its content with the content we actually want to rank for the target keyword. This technique known by Page Swapping.
- The Keyword Stuffing, involves unnaturally repeating a target keyword (keyword related to our content) multiple times throughout our content. This practice aims to manipulate search engine algorithms and rank higher for those keywords.

2.2. Web analytic

“Wikipedia defines web analytics as “the measurement, collection, analysis and reporting of web data for purposes of understanding and optimizing web usage.” The goal of web analytics is to understand more about how users interact with your web content so you can optimize your website and reduce inefficiencies.”¹

Web analytics tools are software applications that help website owners and marketers track, measure, and analyze website traffic and user behavior. That’s by knowing:

- The number of people visit our website.
- The origin of our visitors. (From where they come, from search engines, social media or referring websites).
- What pages our visitors view.
- The duration of visitor stays on our website.
- The devices visitors utilize to access our website.
- The activities performed by visitors on our website.

All this data can be used to improve our website in a number of ways, such as identifying and fixing usability problems, optimizing our SEO, creating more targeted content and improving our marketing strategy.

3. Social media marketing

“Social media marketing is a process that empowers individuals to promote their websites, products, or services through online social channels and to communicate with and tap into a

¹ <https://journals.ala.org/index.php/dtp/article/view/6057/7769> (consulted: 18/05/2024 at 13:30).

much larger community that may not have been available via traditional advertising channels.”¹

Social media marketing strategy depends on tools to make it realized, so we have

3.1. Social Media Optimization (SMO)

Social Media Optimization (SMO), involves tactics to improve the visibility and engagement of our social media profiles and content through many techniques.

- **Techniques**
 - **Profile Optimization:**
 - Complete our profile by fill out all sections of our profile thoroughly, including the username, bio, profile picture and cover photo.
 - Use relevant keywords which people might use to search for our brand or content, by put them in our bio and profile descriptions.
 - For more search optimization we use the relevant keywords in our usernames and profile URLs (if allowed by the platform).
 - **Content Optimization:**
 - Create high quality content, share it and customize it to match to each platform's format and audience preferences.
 - Craft compelling captions with clear write and engaging one that encourage interaction (questions, calls to action).
 - Use relevant hashtags to help people discover our content. However, we should avoid overusing or irrelevant hashtags.
 - Optimize post timing by schedule our posts to go live when our target audience is most active on the platform.
 - **Technical SEO:**
 - Include a link to our website in our social media profile bio and also adding website links strategically in our posts when relevant.
 - Use social media buttons on our website to make it easy for visitors to share our content on their social media channels.

¹ Weinberg Tamar (2009), *the New Community Rules: Marketing on the Social Web, 1st Edition, O'Reilly Media, California. Page 3.*

3.2. Social media analytics

“Social media analytics is the process of analyzing information gathered from your social media channels and using it to optimize your campaigns and inform your business strategy.”¹

We can distinguish many types of analytics tools and the main ones provide us depth data and insights into social media performance, audience demographics, engagement metrics and content effectiveness. Platforms such as Google Analytics, Facebook Insights and Twitter Analytics, we count them as analytics tools.

3.3. Social media monitoring tools

“A number of paid options are available if your brand is large and gets lots of mentions. These tools can be helpful to identify positive and negative buzz, as well as to delegate responding duties within your company.”²

So, on the other side we have monitoring tools which enable us to monitor social media conversations, track brand mentions, monitor competitor activity and identify relevant trends and insights. Tools like Mention, Brandwatch and Social Mention can provide us these features.

3.4. Influencer marketing tool

This tool presented by platforms which allow businesses to connect with influencers and facilitate influencer marketing campaigns, including influencer discovery, collaboration, and performance tracking. We found the platforms Influencity, Upfluence, and AspireIQ.

4. Email marketing

“Email marketing refers to the design and sending of emails as a direct marketing channel.”³

To make it simpler, email marketing is a strategy where businesses send targeted emails to promote their products, services.

¹ <https://www.cision.com/resources/articles/what-is-social-media-analytics/> (consulted: 18/05/2024 at 13:30).

² Zarrella Dan (2009), *the Social Media Marketing Book*, O'Reilly Media, California. Chapter 10, page 191.

³ <https://www.brevo.com/fr/blog/email-marketing/> (consulted: 18/05/2024 at 13:31).

“Keeping up with the latest e-mail marketing tools and trends is important because e-mail marketing is always evolving and integrating with new marketing methods such as social media and mobile devices.”¹

4.1. Email marketing optimization

These are currently the most well known tools for email optimization:

- **Listing management**

This tool help us build and manage our email subscriber list, including adding, segmenting and organizing contacts based on demographics, interests and behavior.

- **Email creation and design**

By the email creation tools, we can use drag and drop editors and pre-designed templates to create high quality, personalized and professional looking emails without needing any coding expertise.

Additionally, it provide us a mobile friendly design and a legal compliance which follow the Antispam laws for a good sender reputation.

- **Email automation**

Email automation tools are a type of email marketing software that allows us to send emails automatically based on specific actions or events, such as welcoming new subscribers, re-engaging inactive subscribers or regular content emails.

4.2. Email analytics and reporting

Allow us to track key metrics like open rates, conversion rates, and unsubscribes to measure campaign performance and gain valuable insights to improve our strategy.

Mailchimp and Constant Contact are software programs which provide us “All in one” tool, including all previous tools with many supplementary features.

¹ Arnold John (2011), *E-Mail Marketing For Dummies, 2nd Edition*, Wiley Publishing, New Jersey. chapter 18, page 549.

5. Mobile marketing

Like we mentioned before in the previous section, our company can establish an online presence through a mobile application and enhancing its visibility. So for a good mobile marketing improvement we can focus on a main tool which is the (ASO) App Store Optimization.

5.1. App Store Optimization (ASO)

“To put it simply, app store optimization means doing SEO on the stores that reference all mobile applications to ensure that a mobile application stands out on the right keywords searched by Internet users, mainly on Google Play Store and the Apple App Store.”¹

App Store Optimization is the process of optimizing an application ranking in the app store to improve its visibility within the search results and achieve a higher conversion rate of downloads.

(ASO) techniques are almost similar as (SEO) techniques, they are based on:

- Like the (SEO) technique we use the keyword optimization by writing relevant keywords in our app title and description to improve our visibility in search results.
- Optimize our app icon by using an eye catching icon to attract users' attention and encourage clicks.
- Completing the application's data with screenshots and videos showcasing the app's functionality and user experience.
- Encourage users to leave positive reviews and ratings by ask satisfied users at opportune moments with clear reviews requests in the application.
- Working on the localization by translate our description, and screenshots into multiple languages to reach a wider audience.
- Regular application updates by keeping it always updated with new features.

AppTweak is the best software tool for App Store Optimization including all mentioned techniques with analytics features.

¹ <https://www.leptidigital.fr/webmarketing/seo/app-store-optimization-aso-12322/> (consulted: 18/05/2024 at 13:32).

6. Online advertising

Like we have mentioned in the previous section, “*online advertising refers to the practice of promoting products, services, or brands on the internet through various digital channels.*”¹

Online advertising utilizes a vast toolbox for company's promotion, the most modern and useful tools are:

6.1. Website advertising tools

- **Pay-per-Click (PPC) advertising**

“Organizations can bid for placement in Google search results by purchasing Google AdWords, a pay per click (PPC) advertising program.

Here’s how it works: You offer to pay Google a certain cost per click (CPC) anytime your ad is shown to searchers based on what keyword they searched on. You pay for how often people click on your ad and visit your website—not how often your ad is shown (impressions).”²

This tool falls under the umbrella of the search engine advertising (SEA), the advantage of (PPC) is when users search for the relevant keywords terms, our ad appears at the top of search engine results pages (SERPs) and we only pay when someone clicks our ad, and we use Google Ads platform for this offer.

- **Display advertising**

Also Google Ads use the Google Display Network from millions of websites to show our targeted ads to the right audience from simple banner to rich media ads with animation (text, image or video).

We choose our target audience and set a budget for how much we'll pay each time someone sees or clicks our ad and google ads will place these ads on "third party" websites and apps relevant to our target audience.

¹ <https://www.breakcold.com/fr/explain/online-advertising> (consulted: 18/05/2024 at 13:33).

² Halligan Brian, Shah Dharmesh (2014), *Inbound Marketing: Attract, Engage & Delight Your Customers Online*, 3rd Edition, Wiley, New Jersey. Page 46 chapter 6.

6.2. Social media advertising tools

Social media platforms like Facebook, Instagram, Twitter, and LinkedIn offer powerful advertising tools. It allows display ad formats like images, videos, and interactive content.

We have Facebook Ads Manager, LinkedIn Ads and Twitter Ads, they enable businesses to create and manage paid advertising campaigns to reach their target audience.

6.3. Mobile advertising tools

○ In-App Advertising

This tool presents ads displayed within mobile applications, like banner ads at the bottom of the screen or video ads in between levels of a game.

Google Ads or Facebook Ads, allowing us to create and manage ads directly in the application ("in-app" ad campaigns).

Chapter2:

Case study of digital marketing tools' impact on company's visibility

Section 1: Presentation of the higher school of management and digital economy (ESGEN)

1. Technical support

Name: higher school of management and digital economy

Legal status: state-owned

Creation: 17/07/2017

The head office: university center, 42003 Kolea, Algeria

Website: <https://www.esgen.edu.dz/>

Phone number: 024380108

Domain: public field activity

Activity: higher education

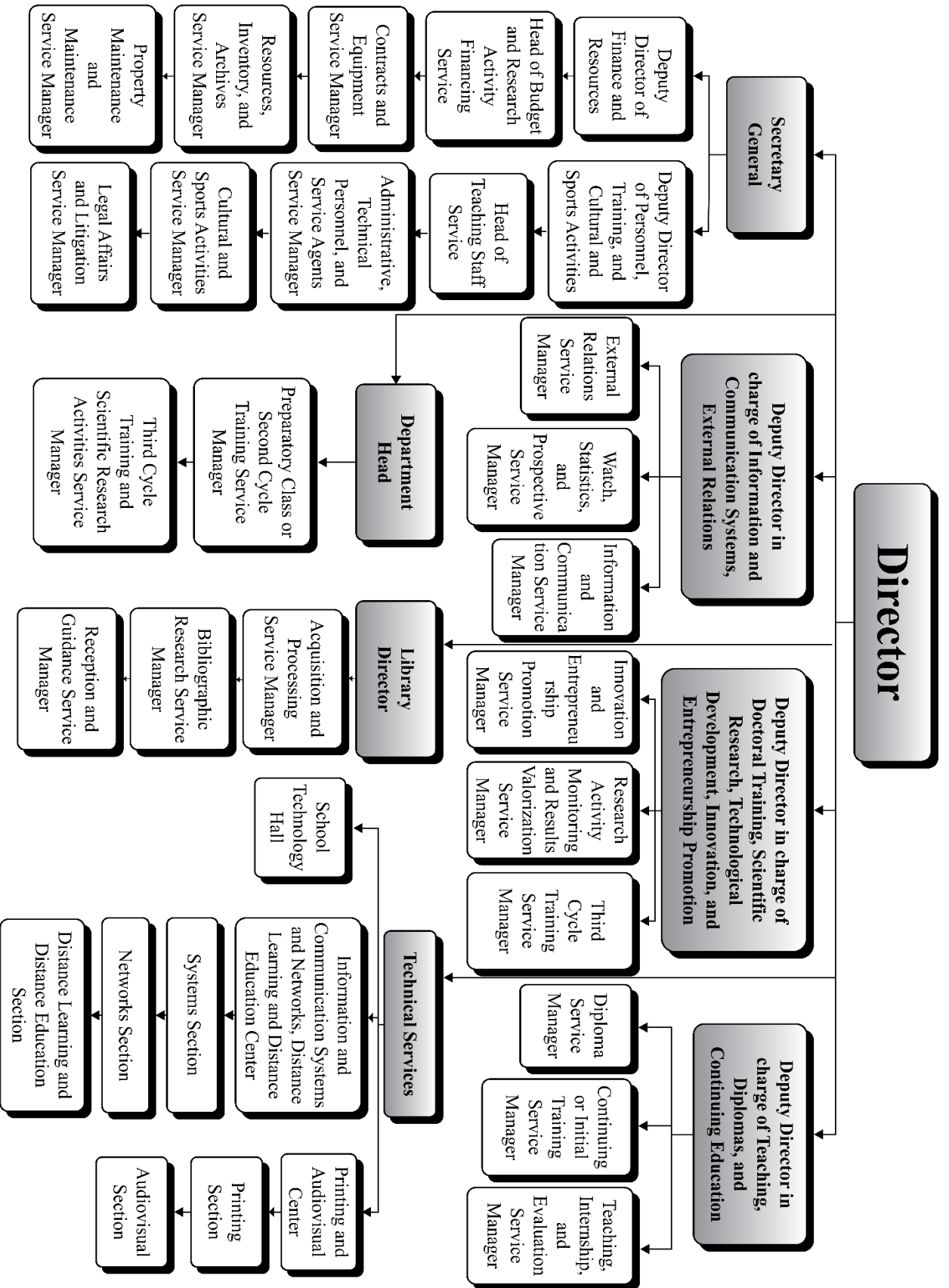
Staff: 148

2. ESGEN creation

The Higher School of Management and Digital Economy (ESGEN) is the first specialized higher education institution in Algeria focusing on the management and development of the digital economy. Its establishment stemmed from the transformation of the Preparatory School in Economic Sciences, Commerce, and Management Sciences (E.P.S.E.C.G) as per the inter-ministerial decree of 17/07/2017.

It operates as a state entity located in Kolea, Algeria and comprises 148 employees including contractual staff, administrative and technical services (ATS) and teaching staff.

3. ESGEN organization chart



4. ESGEN objective

- Becoming a key player in the emergence of a skilled elite in the field of management and digital economy, capable of effectively communicating, persuading and transmitting knowledge on the ground, while supporting the transition from traditional to digital economy. This endeavor aims to enable Algeria to address the challenge of catching up with the observed delay in an international climate characterized by an expansion in (ICT) and innovation techniques.
- Contribute to the advancement of scientific research in the realms of knowledge, expertise and digital technologies.
- Specializing in research on digital technologies and their managerial, commercial, and economic dimensions to establish itself as a leading Algerian institution of reference and excellence in the field.

5. ESGEN missions

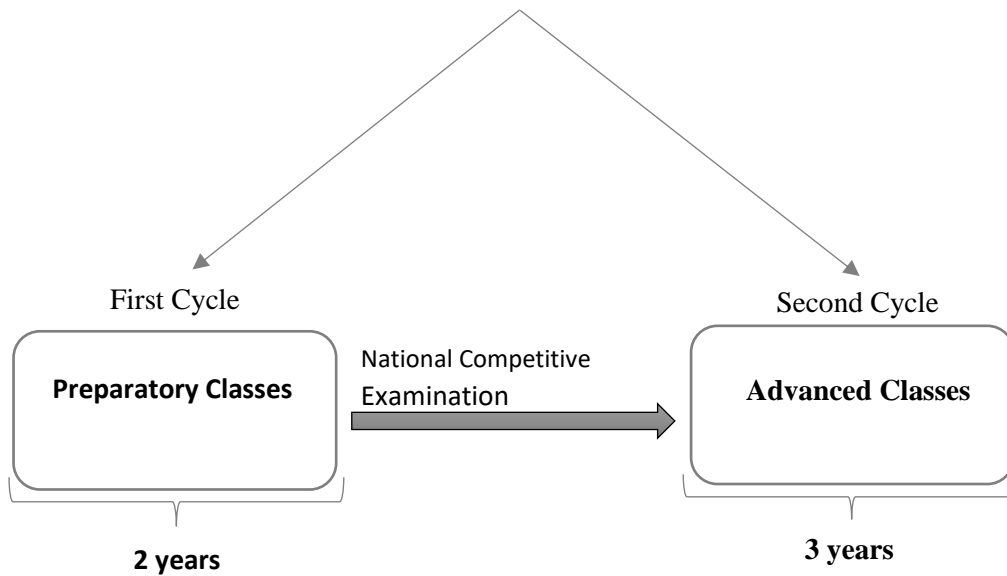
- Ensure the training of highly qualified professionals for the benefit of administrative and socio-professional sectors.
- Address the skills gap identified in the fields of management and digital economy.
- Meeting the challenges of the globalized economy grounded in the utilization of new technologies.
- Train young professionals destined to assume managerial responsibilities in a globalized and ever-evolving digital domain.
- Prepare students to become responsible managers capable of international adaptation, equipped with the abilities to adjust to economic transformations resulting from the development of (ICT) and innovation technologies.

6. ESGEN values

- Innovation and excellence in research and education.
- International recognition of the quality and visibility of education.
- Open-mindedness and creativity.
- Sense of responsibility and professionalism.

7. Education path

Figure 09: ESGEN Education path



Source: developed by the researcher

8. Educational resources and capacities

The ESGEN is comprised of the following infrastructure:

- 1008 teaching places.
- Four lecture halls.
- An auditorium.
- 19 classrooms with a capacity of 50 seats each.
- 2 language laboratories.
- Internet access spaces.
- A videoconferencing room.
- A research laboratory.
- A library with a collection of 11,000 books covering various specialties and languages.
- A reading room with a capacity of 200 seats.
- A faculty room.
- A sports field.
- Medical and dental facilities.
- A student lounge.

Section 2: Methodology of study and data presentation

1. Methodology of study

The purpose of this second chapter is to outline the methodology used in the research process, to effectively undertake this research endeavor overall and address our initial research question specifically, particularly in confirming or refuting the hypotheses posited at the outset, we adhered to a rigorous methodology aimed at gathering the most dependable data to yield optimal outcomes.

“A research method is the procedure chosen by the researcher to provide an empirical response to their research question. This procedure consists of a series of steps and elements upon which the researcher bases their scientific approach.

The research method used is determined by the research topic and its objectives, so it is the question that guides the researcher in making this decision”¹

2. Study objective

The aim of this study is to address the primary question posed, which pertains to gaining insight into the analysis of digital marketing tools and the extent to which it impacts a company's visibility.

3. Study choice

In order to examine all proposed hypotheses and achieve a meaningful outcome, we have chosen a quantitative study based on observation presented in the form of usability testing. This approach enabled us to observe users navigating our website, which is primarily the focus of this study, in order to obtain more reliable results.

We have chosen also a quantitative study based on Key Performance Indicators (KPIs) as metrics used to assess the impact of social media tools on the school's visibility, these studies would be quantitative in nature involving numbers and data that can be measured.

4. Definition of quantitative study

4.1. Quantitative study

¹ D.Saidatou, (2019), *Méthodologie de recherche et théories en sciences comptables*, Presses de l'Université du Québec, Québec. Page 50

Quantitative research is a methodology centered on gathering numerical data and conducting statistical analyses to evaluate hypotheses, explore relationships and elucidate phenomena.

Observation stands as a foundational approach employed across different quantitative study methodologies. Researchers systematically observe participants, settings, or phenomena to grasp their inherent meanings.

- **Observation techniques:**

- Participant observation: The researcher actively participates in the setting being observed, becoming somewhat integrated with the group. For example joining a sports team to observe team dynamics.
- Non-participant observation: The researcher observes from a distance, minimizing their influence on the setting. Like observing children at play in a park from a discreet location.
- Structured observation: The researcher uses a predefined observation schedule or checklist to collect data on specific behavior. The researcher specifies in a detail, so the problem clearly defined and the information needed has been specified. For example observing classroom interactions and only focusing on teacher-student communication
- Unstructured observation: The researcher has a broad focus and adapts their observations based on what emerges in the setting. The observer monitors all aspects of the phenomenon unlike the structured observation like observing a community meeting to understand its overall dynamics.

In our study we use the Non-participant observation to observe how visitors behave in our website and how they interact with the features, we also gaining insights into user experience and observe how visitors experience the website.

- **Observations needed:**

- **Total website visitors:** This represents the total number of unique individuals who have visited our website within the specified time period.
- **Total pageviews:** Pageviews is the total number of times any page on our website has been viewed.
- **Average session duration:** This indicates the average amount of time users spend on our website during each visit.

- **Bounce rate:** The bounce rate represents the percentage of visitors who navigate away from our website after viewing only one page, without interacting further.
- **Top traffic sources:** Top traffic sources is the channels or methods that bring the most visitors to our website. Top traffic sources typically include:
 - **Organic Search:** This refers to traffic that comes to our website from search engines like Google, Bing, etc., through unpaid (organic) search results.
 - **Social Media:** This includes traffic from various social media platforms such as Facebook, Instagram and LinkedIn.
 - **Direct Traffic:** Direct traffic represents visitors who land on our website by typing our URL directly into their browser or using bookmarks.
 - **Referral Traffic:** Referral traffic comes from other websites that have linked to ours.
- **Devices used:** This breakdown shows the distribution of website traffic across different devices.
- **Top pages viewed:** This section highlights the most popular pages on our website.

Key Performance Indicators (KPIs) is measurable values that directly track progress toward achieving predetermined goals within a program, intervention or organization. Established prior to research initiation, KPIs are strategically selected to align with the research question or objective.

By monitoring and analyzing these KPIs, researchers can gauge the success of the program or intervention under investigation.

Key Performance Indicators (KPIs) in quantitative studies typically involve metrics related to the specific objectives and goals of the research.

KPIs include measures and the choice of them depends on the research objectives and the nature of the data being collected and analyzed.

For our study we aim to measure the social media performance of the school and try to analyze it with specific KPIs based on the available data.

- **KPIs used**

For studying the impact of digital marketing tools on visibility, it's important to track various Key Performance Indicators (KPIs) that can provide insights into the effectiveness of our social media marketing strategies. Here are the KPIs that are particularly relevant:

- **Reach:** This indicates the total number of unique users who have seen our post since it went live.
- **Impressions:** This counts how many times our content has been displayed on a screen. It does not necessarily mean it was clicked on, just that it was shown.
- **Engagement:** This measures the level of interaction (likes, shares, comments) content receives relative to the audience size. This metric reflects the percentage of users who actively engage with our content.
- Engagement Rate= $\frac{\text{Total Reach}}{\text{Total Engagements (likes, comments, shares, etc.)}} \times 100\%$
- **Brand mentions:** is when users mention our school name or relevant hashtags organically.
- **Click-Through Rate (CTR):** This is the percentage of people who clicked on a link (published with the post) out of the total number of people who saw the post.
- $\text{CTR} = \frac{\text{Total Impressions}}{\text{Total Clicks}} \times 100\%$
- **Follower growth:** This metric is simply the difference between our follower counts at two points in time.
- Follower growth= $\frac{\text{Net New Followers}}{\text{Total Followers at the beginning of the period}} \times 100\%$

These KPIs will help us evaluate the effectiveness of social media and its digital marketing tool in enhancing visibility and engagement.

Section 3: Data presentation, analysis and results of the analytics.

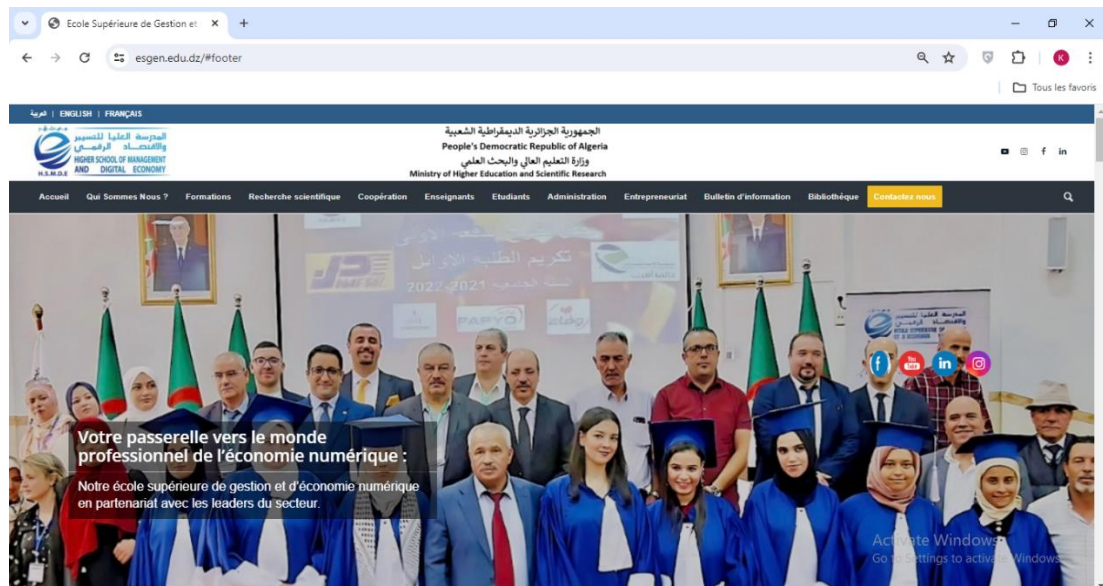
1. ESGEN online presence

ESGEN School maintains a strong online presence through its website and various social media platforms, with social media platforms Facebook, Instagram and LinkedIn.

1.1. Website

ESGEN website is an institutional website which serves as a centralized hub for accessing information about the academic programs, admission procedures, school events and contact information. It offers a user-friendly interface, enabling prospective students, parents and stakeholders to navigate seamlessly and find the information they need.

Figure 10 : ESGEN website platform



1.2. Social media profiles

ESGEN leverages the three main social media platforms Facebook, Instagram, and LinkedIn to engage with the community, share updates about school news, showcase student achievements and foster a sense of belonging among current and prospective students.

Through regular posts, stories and interactive content, the school effectively communicates its values, mission and achievements to a wider audience, enhancing its visibility and reputation in the digital sphere.

- Facebook

The school is present with a Facebook profile for 13K followers.

- Instagram

The school have a 3575 followers for Instagram profile.

- LinkedIn

For the LinkedIn ESGEN present with 1741 followers.

- YouTube channel

The school have a 7640 subscribers.

2. ESGEN digital marketing tools

At ESGEN, we harness the power of digital marketing tools to expand our visibility and keep in touch with our community. We use the main digital tools strategies mentioned in the theoretical part:

2.1. Content creation

Our school create a compelling content to the prospective students, their families and stakeholders by using Figma and adobe illustrator for the Design and Visual content. It also develop a content calendar to plan posts around school events and community happenings using Coschedule platform. The most common content by the school are:

- News updates articles about recent happenings at the school, such as awards won by students or staff, updates on school projects, and changes in administration.
- Blog Posts covering a range of topics such as educational trends, teaching strategies and student life.
- Event Recaps Coverage of past school events and Announcements of upcoming events.
- Interviews by videos or podcasts, for Features on students and teachers sharing their experiences, achievements and how the school has impacted their lives.
- Visual content showcasing school activities, classroom interactions and special events.

2.2. search engine optimization (SEO)

Our school optimizes the website continuously to ensure it ranks well in search engine results, making it easy for new prospective students to discover us. By using white-hat techniques

according with analytics tools to ensure good results. After consulting the website pages and content we observed that school apply the known ethical techniques:

- Offering high quality content by the previous content creation techniques.
- Fast site loading times and mobile friendliness site.
- Website easy to navigate for visitors.
- Writing clear and professional descriptions that include relevant keywords to our educational field.

All this techniques help us orienting our website to rank higher on a search engine results page (SERP) so that we receive more traffic.

We follow this process with google analytics to track and analyze website traffic and user behavior to improve our search engine marketing strategy. That's by knowing:

- The number of website visitors.
- From where our visitors come, from search engines, social media or referring websites.
- What pages our visitors view.
- The duration of visitor stays on our website.
- The devices visitors utilize to access our website.
- The activities performed by visitors on our website.

2.3. Social media optimization (SMO)

Our school effectively employs social media optimization techniques to enhance its online presence and engage with the community on Facebook and Instagram. Where we regularly post updates on school events, achievements and daily activities.

Our community manager uses an efficacy techniques to improve our social media optimization by:

- **Profile optimization:**
 - A completed profile on Facebook and Instagram including professional username and a perfect profile picture and cover photo for both platforms.
 - We also use relevant keyword to education sector on the username and our bio, which people might use to search for our school.
 - The community manager provide all about us from the phone number to localization and contact information.

- **Content Optimization:**

If we check our social media posts we can all agree that they include:

- High quality content, shared and customized to match each platform's format.
- Compelling captions with clear write.
- Relevant hashtags to help people discover our content.
- An optimizing post timing, when the most people are active on the platforms.

- **Technical SEO**

- We have on our Facebook profile and Instagram a link to our website in the bio, we also can find website links in some posts.
- We find social media buttons on our website to make it easy for visitors to share our content on their social media channels and visit our social media profiles.

This SEO process technique can help us exchange visitors from the website and the social media profiles to enhance our online presence.

3. **Data presentation**

3.1. **tools used for data collection**

Observation is the method employed for the quantitative study to gather the requisite information for this method; it serves as our tool for describing the aspect we have chosen to study, whether it involves Google Analytics data .This process primarily aims to collect information from the ESGEN website regarding the influence of digital marketing tools on the school's visibility.

We use the Facebook insight and Instagram insight for the data collection which help us gain valuable insights into how our social media strategy is influencing our school's visibility.

3.2. **Website data**

We picked a different periods for studying the first are from the previous 3 months from our current date and the second ones are from 3 months of last year.

Table 05: Total website data of Previous Three Months (mars, April, May 2024)

Website Metrics	rate
Total Website Visitors	12,000
Total Pageviews	42,000
Average Session Duration	2 minutes
Bounce Rate	45%
Top Traffic Sources:	
Organic Search	25%
Social Media	35%
Direct Traffic	20%
Referral Traffic	20%
Devices used	
Desktop	40%
Mobile	55%
Tablet	5%
Top Pages Viewed	
Home Page	10,000 views
About Us Page	5,000 views
Contact us Page	3,000 views

Table 06: Total website data of three months from Last Year (mars, April, May 2023)

Website Metrics	rate
Total Website Visitors	9,000
Total Page views	31,000
Average Session Duration	1 minutes 45 seconds
Bounce Rate	55%
Top Traffic Sources:	
Organic Search	40%
Social Media	20%
Direct Traffic	25%
Referral Traffic	15%
Devices used	
Desktop	50%
Mobile	45%
Tablet	5%
Top Pages Viewed	
Home Page	6,000 views
About Us Page	2,500views
Contact us Page	2,000views

3.3.Social media data

For our KPIs we don't have to calculate them with their formula equations we can only collect the results from the analytics tools (Facebook insights and Instagram insights).

- **Facebook**

Table 07: Facebook data (April 2023)

Facebook Profile Metrics	rate
Total Followers	11,600
Total Page Likes	8,700
Reach:	
Average Weekly Reach	6,300
Peak Reach	10,300
impressions	
Total Impressions	110,000
Average Impressions per Post	2,000
Engagement:	
Total Engagement (Likes, Comments, Shares, Reactions)	6,000
Average Engagement per Post	220
Click-Through Rate (CTR):	
Average CTR	
Highest CTR Post(An engaging video showcasing school achievements)	3.8% 6.5%
Brand mentions	47
Demographics:	
Age Distribution	18-24: 65% 25,+35: 35%
Gender	Male: 45% Female: 55%
Location	National: 95% International: 5%

Table 08: Facebook data (April 2024)

Facebook Profile Metrics	rate
Total Followers	13,500
Total Page Likes	10,200
Reach:	
Average Weekly Reach	8,500
Peak Reach	12,000
impressions	
Total Impressions	150,000
Average Impressions per Post	3,500
Engagement:	
Total Engagement (Likes, Comments, Shares, Reactions)	9,500
Average Engagement per Post	260
Click-Through Rate (CTR):	
Average CTR	4.2%
Highest CTR Post(An engaging video showcasing school achievements)	7.8%
Brand mentions	96
Demographics:	
Age Distribution	18-24: 70% 25,+35: 30%
Gender	Male: 40% Female: 60%
Location	National: 90% International: 10%

- **Instagram**

Table 09: Instagram data (April 2024)

Instagram Profile Metrics	rate
Total Followers	3575
Impressions	32,900
Reach	6,860
Profile Views	780
Website Clicks	123
Engagement	1,760
Brand mentions	83
Audience Demographics:	
Age Distribution	18-24: 70% 25,+35: 30%
Gender	Male: 40% Female: 60%
Location	National: 90% International: 10%
Stories Analytics	
Average Story Views	2,000

Table 10: Instagram data (April 2023)

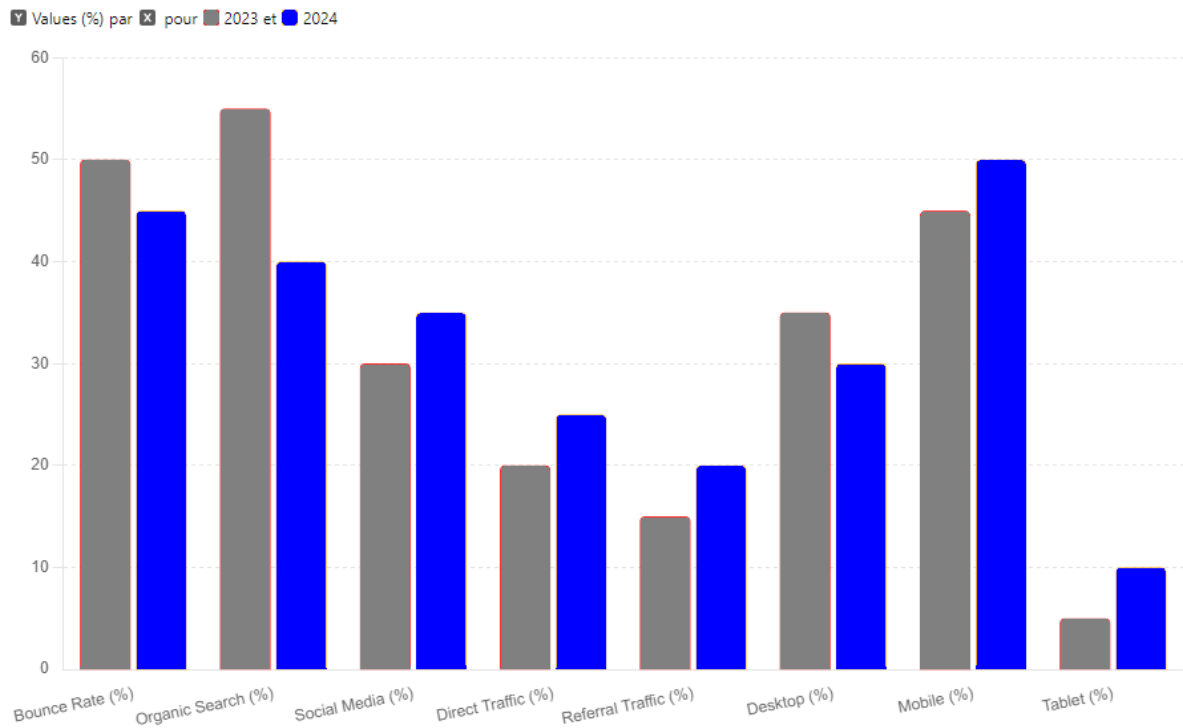
Instagram Profile Metrics	rate
Total Followers	2836
Impressions	19,200
Reach	3,250
Profile Views	467
Website Clicks	97
Engagement	962
Brand mentions	39
Audience Demographics:	
Age Distribution	18-24: 65% 25,+35: 35%
Gender	Male: 45% Female: 55%
Location	National: 90% International: 5%
Stories Analytics	
Average Story Views	1,500

4. Data analysis

4.1. Website analyses

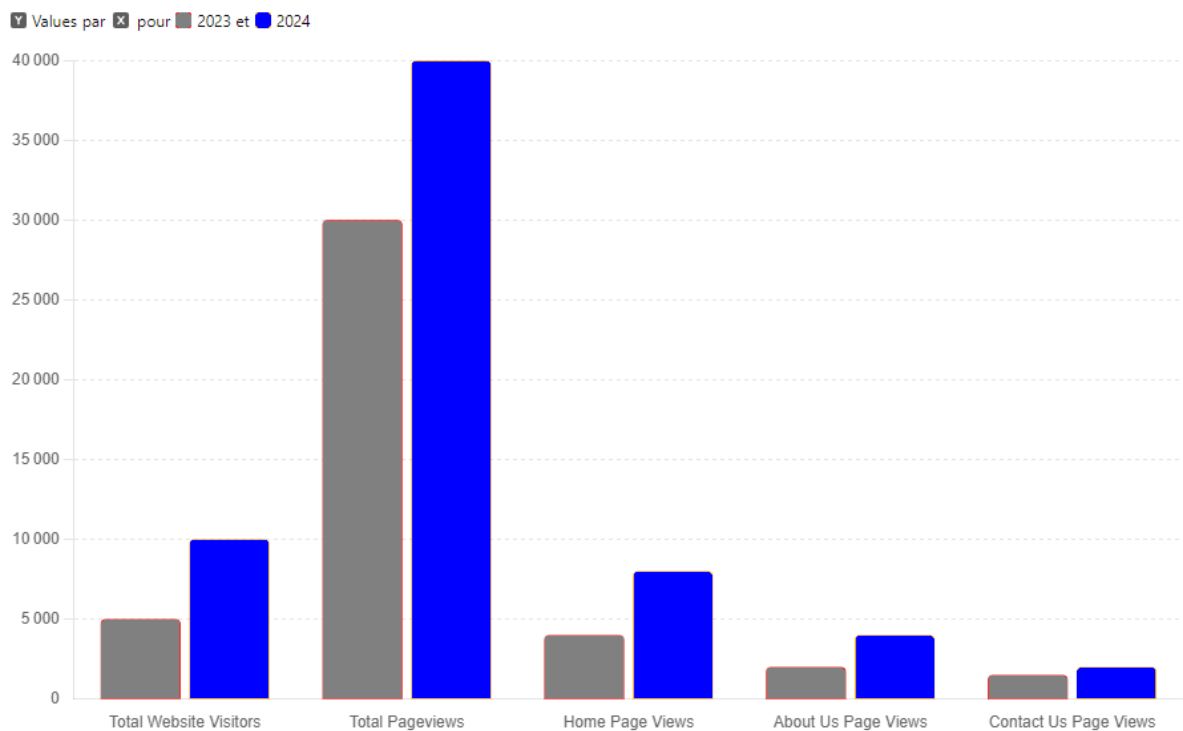
To be able to conduct a thorough analysis of our school website's analytics, we will carefully evaluate each statistic for the two specified time periods and benchmarking our own historical data by compare trends in order to detect any areas that have had increase or loss in stability.

Figure 11: Clustered bar chart of website analytics in percentage



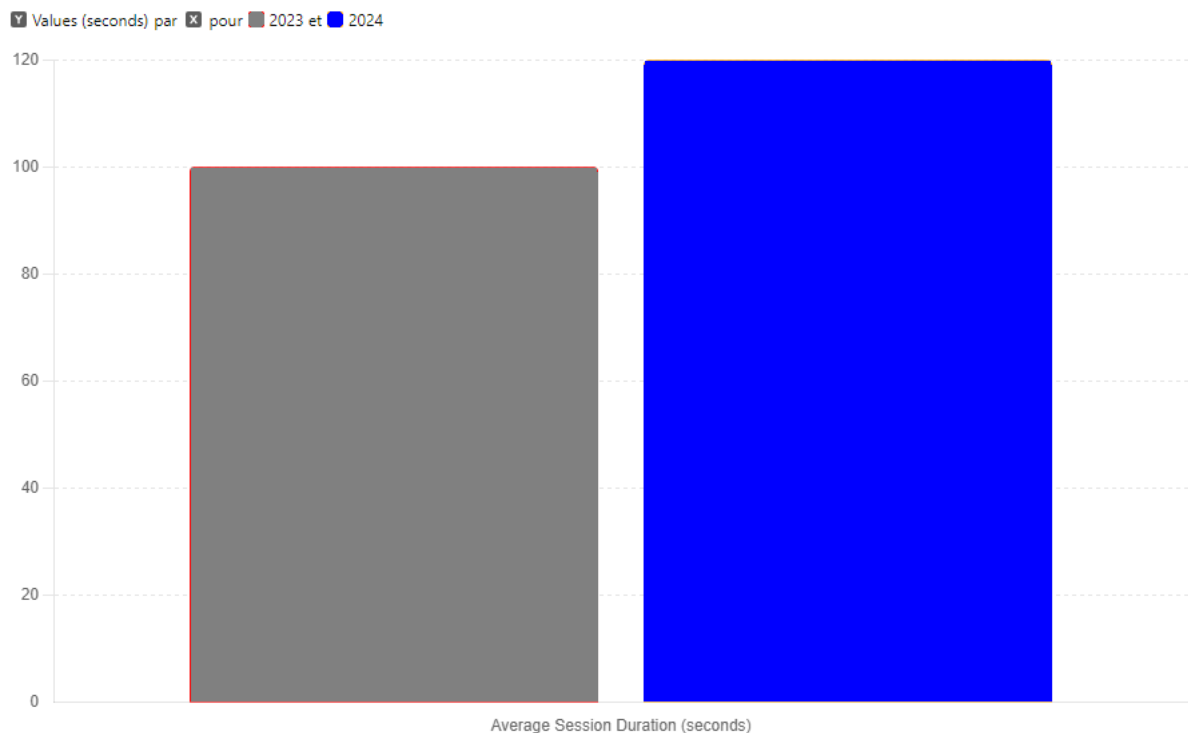
Source: developed by the researcher

Figure 12: Clustered bar chart of website analytics in numerical values



Source: developed by the researcher

Figure 13: Clustered bar chart of session duration in seconds



Source: developed by the researcher

- The overall number of visits has shown a significant increase, indicating a growth of around 33%. This indicates enhanced visibility and expanded reach of the website on a cycle of one year.
- Also, a marked improvement with a 35% increase in pageviews. This indicates not only more visitors but also that individuals are exploring more pages per visit.
- The session duration has been prolonged by 15 seconds, indicating a slightly elevated degree of engagement or increased consumption of content per visit.
- A lower bounce rate in 2024 means that more users were drawn in and decided to stay on the page rather than exit. This decrease of 10 percentage, indicating a closer match between the content and the expectations.
- There is an obvious shift in the sources of traffic. The dependence on organic search has declined, when the impact of social media has significantly increased.

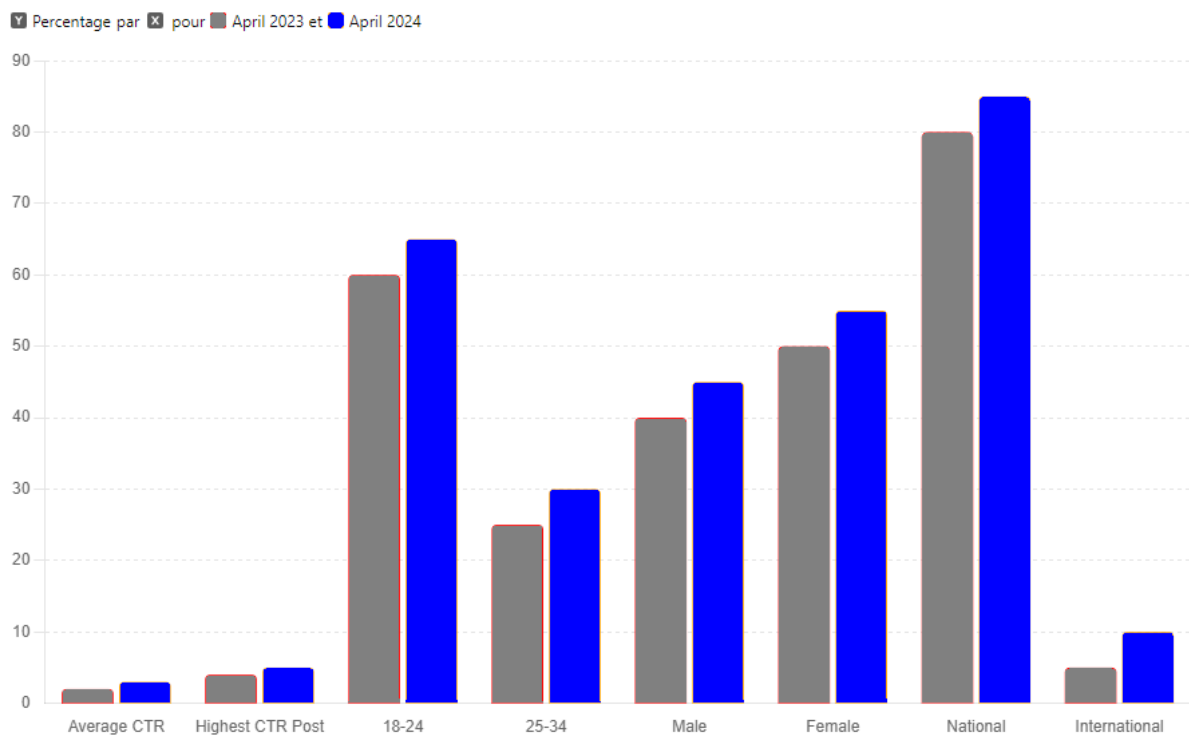
- The data indicates a transition towards increased utilization of mobile devices. There has been a 10% decrease in the use of desktop computers, while mobile usage has increased by 10%.
- There has been an increase in traffic to all of the top pages, with the Home Page experiencing the biggest rise. This suggests improved engagement with core pages.

4.2.Social media analyses

This analysis focuses on the social media analytics data for ESGEN on Facebook and Instagram specifically for the months of April 2023 and April 2024. By comparing key metrics between the two periods, we aim to identify trends and insights that will inform strategic decisions for school's social media presence.

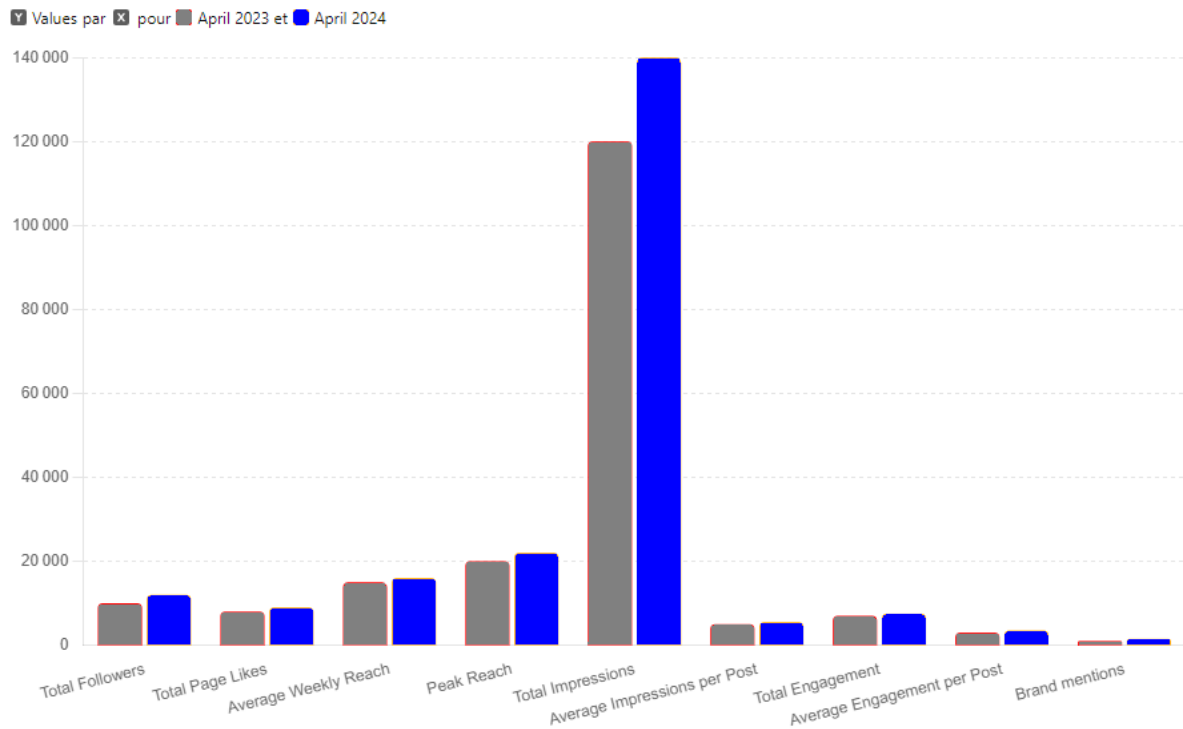
- **Facebook**

Figure 14: Clustered bar chart of Facebook analytics in percentage



Source: developed by the researcher

Figure 15: Clustered bar chart of Facebook analytics in numerical values



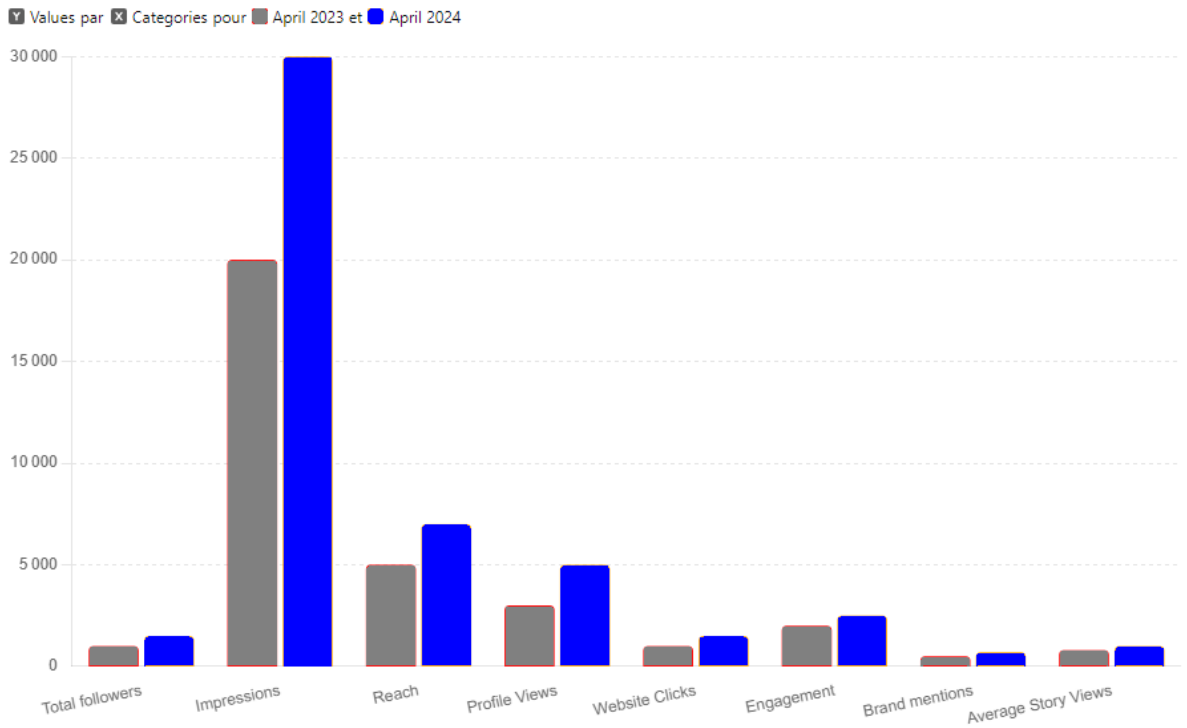
Source: developed by the researcher

- There has been a significant increase in the overall number of followers and page likes between 2023 and 2024, with a percentage increase of 16.38% for followers and 17.24% for page likes, indicating growth in the audience's interest in the school's Facebook page.
- The reach indicators in 2024 show an increase compared to 2023, with a percentage reach growth of 34.92%. Signifying that the content is reaching more people.
- In 2024, the number of impressions has significantly increased by 36.36%, suggesting that the content is being watched with greater frequency.
- With a percentage rise of 58.33% in 2024, engagement indicators have improved. Also showing that the audience is engaging more actively with the content.
- In 2024, the average click-through rate (CTR) experienced a marginal increase of 0.4% compared to 2023. This indicates that there has been an enhancement in the ability to generate traffic towards external links.
- There is a big rise in brand mentions in 2024, with a numerical increase of 49 mentions. Which means that Facebook users are seeing and hearing more about the school.

- For the demographics between the two periods, there are slight variations, but overall, the majority of the audience consists of young adults aged 18-24, with a higher representation of females. The increase in international audience in 2024 suggests a broader reach of the school's Facebook page.

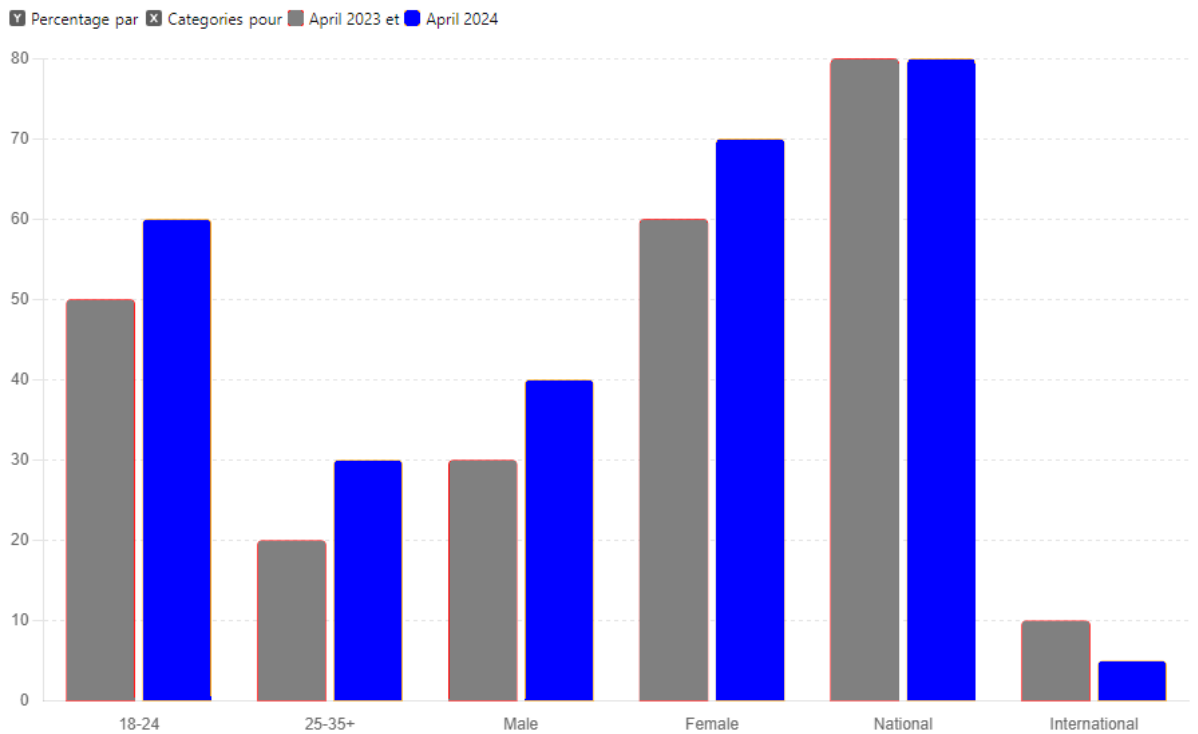
- **Instagram**

Figure 16: clustered bar chart of Instagram analytics in numerical values



Source: developed by the researcher

Figure 17: clustered bar chart of Instagram analytics in percentage



Source: developed by the researcher

- The overall number of followers has increased by 739, with a percentage increase of 26.08%, from 2023 to 2024, indicating a growth in the Instagram audience.
- The number of impressions has experienced a substantial increase of 13,700, with a percentage increase of 71.88% in 2024, suggesting that Instagram users are seeing the content more regularly.
- When comparing 2024 to 2023, reach more than doubled with a numerical increase of 3,610. Also suggesting that more people are seeing the content.
- The data indicates a rise in profile views in 2024, with a numerical increase of 313 view and a percentage increase of 67.13%. Indicating an influx of visitors to the school's Instagram profile.
- In 2024, there has been a rise in the number of clicks on the website link placed in the bio, with a numerical increase of 26 and a percentage increase of 26.80%. Showing a boost in the ability to attract visitors to the school's website from our Instagram profile.
- The level of engagement has gone up a lot in 2024, with a numerical increase of 798 and a percentage increase of 82.78%. Which means that people are interacting with

the content more. A noticeable rise in school mentions in 2024 indicates that the school is more visible and known on Instagram.

- While there are some minor differences in the audience's demographics between the two periods, young adults between the ages of 18 and 24 make up the majority of the audience overall, with a higher percentage of females. The surge in global viewership in 2024 indicates a wider scope of the school's Instagram presence.
- The average number of story views in 2024 has risen by 500, with a percentage increase of 33.33%, meaning that more users are seeing our Instagram stories.

5. Results of the analytics

To address our problem, we conducted quantitative research on the influence of digital marketing tools on a company's visibility. We focused on the practical field and examined the role, practices and contribution of digital marketing tools to the company's visibility within the school where we completed our internship.

Results discussion

By adopting the digital marketing tools in our school's visibility development strategy, we could determine its success through the previous analysis of the results obtained.

Website marketing tools effectiveness

- Both of the High-Quality Content from Visual Content to the News Updates. And professional relevant keywords in descriptions for the search engine helped us Increase Number of Visitors and Pageviews, this success due to the content creation and SEO tools for attracting more visitors and encourages visitors to explore more pages.
- The prolonged session duration gained by the detailed blog posts and the compelling content, which engage users longer and increase the time they spend on the site.
- Using of the relevant keywords in descriptions for the search engine and our website easy navigation helped us decreased bounce rate and retaining visitors.
- the Shift in the website Traffic Sources with increase from social media source reached by the use of social media to promote our content and shift traffic sources from organic searches to social platforms by placing our website link the social media bio.
- Mobile Friendliness and Fast Site Loading site attracts and retains mobile users which Increased the utilization rate of Mobile Devices

Social media marketing tools effectiveness

- The professional username and a perfect profile picture, contact information and relevant keyword to education sector on the username and the bio. Helped us increase in Followers for both platforms Instagram and Facebook.
- The content optimization by the High-quality content posted at optimal times, combined with relevant hashtags, makes content much more visible and likely to show up in user feeds more often, which leads to more Reach, Impressions, story views and also the brand mentions.
- The engaging captions and compelling content encourage more interactions from viewers which improved the engagement rate.
- Website links including our website link in posts and bios slightly enhances traffic to the external links which cause an increase in Click-Through Rate (CTR) and also the website clicks rate.

The adoption of digital marketing tools in our school's visibility development strategy has yielded significant results. Through effective content strategies, SEO techniques and SMO tactics school attracted more visitors to their website and encouraged exploration of its content, also attracted more followers and increased engagement in their social media platforms, ultimately increasing our online visibility.

So, digital marketing tools play a crucial role in elevating our school's visibility in the online landscape, ultimately enhancing its brand awareness and reputation.

In order to continue the positive performance, the managers of the community departments need to keep work on our reputation by utilizing the digital marketing tools to make us more visible online and establish a solid reputation in the educational sector.

6. Recommendation for school's strategies

The primary objective of our school is to convert prospective students into enrolled current ones. This can be efficiently accomplished by using a blend of customized outreach programs, such as open house events and community workshops, together with strong digital marketing methods to improve online visibility.

The continuous improvement through visibility mechanisms plays a critical role in refining educational offerings and bolstering the school's reputation, thus attracting more students and fulfilling its foundational goal within the Algerian educational sector.

Our school provide every year around 300 place for the new bachelor and these are our school acceptance degree evolution from 2019.

Table 11: ESGEN bachelor acceptance degree

ESGEN acceptance degree	The academic year
13.88	2019
14.50	2020
15.50	2021
15.50	2022
14.99	2023

Source : <https://eddirasa.com/2023-بكالوريا-لحاملي-القبول-معدلات/>

Upon examining the figure, it is evident that our school admission degree for the bachelor's program has steadily risen over the years, starting from our initial years and continuing to the present. Obtaining a high degree of acceptance for the new bachelor's program among prestigious high schools and universities can be considered a significant development for our school's goals and reputation. It is evident that there is a consistent increase in demand for our school programs each year.

We are able to say that, among the most significant methods and approaches used by the ESGEN, the school's visibility from its reputation to its online presence, had a significant impact on the positive outcomes. Accordingly, to carry on with school's position at the high level, we should keep up with the latest digital marketing tools and trends and also can:

- Consider investing in paid advertising campaigns such as Google Ads or social media ads to increase the school's visibility and reach a wider audience. Target these ads based on demographics, interests, and online behavior to maximize their effectiveness.
- Implement targeted email marketing campaigns to communicate with prospective students, parents and other stakeholders.
- Explore opportunities to collaborate with influencers connected to the educational field and strategic partners to amplify the school's message and reach a broader audience by leverage their networks and credibility.

General conclusion

In summary, our research aimed to analyse the impact of digital marketing tools, specifically those used by ESGEN on the visibility of the establishment. We conducted a quantitative study that involved observing and key performance indicators (KPIs). We collaborated with the head of the ESGEN community manager department, focusing on digital marketing strategies and tools, and how they affect the school's visibility.

According to the findings of our research, digital marketing tools exert a wide range of influences on major corporations. Our survey enabled us to discern the effects of these tools specifically in relation to visibility and reputation.

The study and internship we conducted, offered an opportunity to comprehend how an organization creates its digital marketing strategy, and we had the opportunity to use our theoretical knowledge in a professional environment.

To address the question at hand: “How can digital marketing tools impact a company’s visibility?” the results of our investigation allow us to confirm the previous hypotheses that will allow us to figure out the central question.

So the first hypothesis stipulating that:” ESGEN effectively uses a mix of diversified digital marketing tools.” According to our research **the hypothesis is confirmed**, proving that our school applies various digital marketing tools.

Our second hypothesis states that:” ESGEN benefits of strong online presence. “. The data collected **refute this hypothesis**, illustrating that our school has a humble online presence.

While it is possible to support the third hypothesis proposed that:” The digital marketing tools used by ESGEN have a positive impact on the visibility of the school.” illustrating that tools such as SEO, social media marketing and content marketing have a substantial impact on enhancing the school visibility and reach.

To conclude, obtaining these results was not an easy task, given that we encountered several constraints that limited our research. Nonetheless, we hope that this modest work has achieved its objectives and that the school will take into account our previously mentioned recommendations.

Moreover, the ideas presented in this thesis remain open to further enhancement and research by forthcoming students in future classes, based on more extensive data and better-developed knowledge.

Bibliography

Books:

- Ronald R Gist, 1971, Marketing and society: a conceptual introduction.
- Edward L. Bernays, 1928, propaganda.
- Tracey Tuten, 2010, Study guide: principles of marketing 13th edition.
- Philip Kotler, 2003, Marketing Insights from A to Z: 80 concepts every manager needs to know, first edition.
- Philip Kotler, Kevin Lane Keller, Marketing Management, 15th edition, global edition.
- Ryan Damian, Jones Calvin (2009), Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation.
- Bhatia Puneet Singh (2017), Fundamentals of Digital Marketing.
- Weinberg Tamar (2009), the New Community Rules: Marketing on the Social Web, 1st Edition.
- Zarrella Dan (2009), the Social Media Marketing Book.
- Arnold John (2011), E-Mail Marketing For Dummies, 2nd Edition.
- Halligan Brian, Shah Dharmesh (2014), Inbound Marketing: Attract, Engage & Delight Your Customers Online, 3rd Edition.
- D.Saidatou, (2019), Méthodologie de recherche et théories en sciences comptables.

Websites:

- The Definition of Marketing. Retrieved from <https://www.ama.org/the-definition-of-marketing/>
- Definition du Marketing Digital. Retrieved from <https://www.insec.com/faq/definition-du-marketing-digital/>
- Definition du Marketing Digital Retrieved from <https://www.forbes.com/advisor/business/what-is-digital-marketing/>
- Brand Awareness. Retrieved from <https://www.investopedia.com/terms/b/brandawareness.asp>
- Corporate reputation definition. Retrieved from https://www.questionpro.com/blog/corporate-reputation/#What_is_Corporate_Reputation

- E-Reputation Definition. Retrieved from <https://www.guest-suite.com/blog/e-reputation-definition-fonctionnement>
- Zara's e-reputation incident. Retrieved from https://www.francetvinfo.fr/monde/proche-orient/israel-palestine/vrai-ou-faux-zara-s-est-elle-inspiree-du-conflit-israelo-palestinien-pour-une-campagne-publicitaire_6241329.html
- Owned, earned and paid media strategies. Retrieved from <https://asana.com/fr/resources/digital-marketing-strategy>
- Owned, earned and paid media strategies. Retrieved from <https://blog.hubspot.com/marketing/digital-strategy-guide>
- Informational Website definition. Retrieved from <https://www.linkedin.com/learning/how-to-plan-your-website/what-is-an-informational-website>
- Digital 2023 Global Overview Report. Retrieved from https://datareportal.com/reports/digital-2023-global-overview-report?utm_source=DataReportal&utm_medium=Country_Article_Hyperlink&utm_campaign=Digital_2023&utm_term=Algeria&utm_content=Global_Overview_Link
- Algeria Digital Report 2023. Retrieved from <https://datareportal.com/reports/digital-2023-algeria>
- Online advertising definition. Retrieved from <https://www.breakcold.com/fr/explain/online-advertising>
- Digital marketing strategy through online marketing. Retrieved from <https://blog.hubspot.fr/marketing/guide-strategie-marketing-digital>
- Digital marketing tools definition. Retrieved from <https://business.adobe.com/fr/blog/basics/marketing-tools-definitions-and-example>
- Content marketing definition by American Marketing Association. Retrieved from <https://www.ama.org/pages/commonly-asked-marketing-questions/>
- Content creation definition. Retrieved from <https://www.brafton.com/what-is-content-creation/>
- Website marketing definition .Retrieved from <https://www.reliablesoft.net/website-marketing/>
- SEO definition. Retrieved from <https://moz.com/learn/seo/what-is-seo>
- Web analytics definition From Journals of the American Library Association. Retrieved from <https://journals.ala.org/index.php/dttp/article/view/6057/7769>

- Social media analytics definition. Retrieved from <https://www.cision.com/resources/articles/what-is-social-media-analytics/>
- Email marketing definition. Retrieved from <https://www.brevo.com/fr/blog/email-marketing/>
- app store optimization definition. Retrieved from <https://www.leptidigital.fr/webmarketing/seo/app-store-optimization-aso-12322/>

Table of content

Chapter1: The transformation of marketing in the digital age

Section 1: The evolution of marketing

- 1. Origins of the marketing concept**
- 2. Definition of marketing**
- 3. Marketing channels**
- 4. Evolution of digital marketing**
 - 4.1. Transformation from traditional to digital
 - 4.2. Rise of the internet
 - 4.2.1. Origins of the internet
 - 4.2.2. The World Wide Web
 - 4.2.3. Internet stats
 - 4.3. Growth of 'E' concepts
 - 4.3.1. E-business and e-commerce
 - 4.3.2. E-marketing and online marketing
- 5. Digital marketing definition**
- 6. consumer behavior evolution**
 - 6.1. The traditional consumer behavior
 - 6.2. Consumer 2.0 behavior

Section 2: the field of company's visibility in its digital presence

- 1. The concept of the company's visibility**
- 2. The main factors of company's visibility**
 - 2.1. Brand Awareness
 - 2.2. Company's reputation
 - 2.3. Online Presence
 - 2.3.1.1. Owned media
 - 2.3.1.2. Paid media
 - 2.3.1.3. Earned media

Section 3: the digital marketing tools

1. Content marketing

- 1.1. Content creation
- 1.2. Content planning and scheduling

2. Website marketing

- 2.1. Search Engine Optimization (SEO)
- 2.2. Web analytic

3. Social media marketing

- 3.1. SMO (Social Media Optimization)
- 3.2. Social media analytics
- 3.3. Social media monitoring tools
- 3.4. Influencer marketing tool**

4. Email marketing

- 4.1. Email marketing optimization
- 4.2. Email analytics and reporting

5. Mobile marketing

- 5.1. App Store Optimization (ASO)

6. Online advertising

- 6.1. Website advertising tools
- 6.2. Social media advertising tools
- 6.3. Mobile advertising tools

Chapter2: Case study of digital marketing tools' impact on company's visibility

Section 1: Presentation of the higher school of management and digital economy (ESGEN).

- 1. Technical support**
- 2. ESGEN creation**
- 3. ESGEN organization chart**
- 4. ESGEN objective**
- 5. ESGEN missions**
- 6. ESGEN values**
- 7. Education path**

Educational resources and capacities

Section 2: Methodology of study.

- 5. Methodology of study**
- 6. Study objective**
- 7. Study choice**
- 8. Definition quantitative study**

Section 3: Data presentation, analysis and results of the analytics.

- 7. ESGEN online presence**
 - 7.1. Website
 - 7.2. Social media profiles
- 8. ESGEN digital marketing tools**
 - 8.1. Content creation
 - 8.2. search engine optimization (SEO)
 - 8.3. Social media optimization (SMO)
- 9. Data presentation**
 - 9.1. tools used for data collection
 - 9.2. Website data
 - 9.3. Social media data
- 10. Data analysis**
 - 10.1. Website analyses
 - 10.2. Social media analyses
- 11. results of the analytics**
- 12. Recommendation for school's strategies**