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MASTER THESIS

THEME

**The importance of inbound marketing
and its role in satisfying Algerian e-
customers**

Framed by: NASRI Imane

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To my father, May Allah have mercy on him.

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To my brothers,

To my nephews,

To my mentor,

To my friends,

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List of Abbreviations

CPC: Cost-per-click

CRM: Consumer relationship management

CTR: Click-through rate

E-commerce: Electronique commerce

E-customer: Electronique customer

PPC: Pay-per-click

ROI: Return on Investment

SEM: Search Engine Marketing

SEO: Search Engine Optimization

SERP: Search Engine Results Page

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General introduction

General introduction

The rapid development of environment and technology has brought our lives into a new era. Today, many people have access to the Internet every day, and highly developed telecommunications technologies-3G, 4G, and earlier 5G-make it easier than ever to use the Internet, anytime, anywhere at an affordable cost. The world is now more connected than ever before. This huge change in our surrounding environment has greatly affected our lives. People contact every day to check news updates, exchange information, study, online shopping, and many other activities. It is the main reason for the great changes in our way of life. Our consumption habits have also changed.

The use of the Internet has become a worldwide phenomenon. It not only affects our personal lives, but also changes the way we do business and promotion. With the invention of the Internet, marketing has reached a whole new scale and has led to online marketing, the importance of digitization and online image has put companies into fierce competition to find and maintain customers' attention and earn their loyalty over the long term. This is mainly possible only if they use the right strategies to achieve these goals, and if they can find ways to elevate their relationship with customers to a new level. With all the huge digital tools available today, online marketing will enter the organizational shooting range. With the penetration of online marketing, the old traditional marketing we used to know is disappearing in the darkness.

Inbound marketing is a new form of marketing that allows companies not only sending promotional messages to people and waiting to find potential customers, but an opportunity; Customers find companies through inbound marketing. Inbound marketing focus about building lasting relationships and a positive brand reputation instead of shooting increase the company's sales. Mass marketing techniques are no longer as effective as they were before. Today, customers decide what to buy, whom to buy from, and whether they're willing to buy advertising or not.

The given study in this thesis focus in understanding the digital marketing strategy in a general way and the inbound marketing strategies specifically. The use of the inbound marketing tools from the Algerian e-customers' point of view, which lead us to propose these questions: **what are the inbound marketing strategies used to attract the online customers? And what are the most effective tools to use and theirs importance to delight e-customers?**

Hypothesis:

- Using specific online inbound marketing tools can be more efficient.

The questionnaire is the main research method, select relevant personnel information. Views of different authors, literature and other valid sources such as articles & books supplements the selected research methods.

The analysis shows the advantages and disadvantages of digital inbound marketing strategies. Through our research, we have highlighted some important issues and put forward some ideas on how to solve and improve this situation.

In the first chapter, we will try to see how the marketing developed through years than we are going to identify the digital marketing, the e-commerce; techniques and the e-customer satisfaction, then we skip to the difference between outbound and inbound marketing.

In the second chapter, we spot the light on the inbound marketing, starting by understanding the inbound marketing, methodology, and then we will see how it works by understanding its strategies and the tools used.

Literature review:

According to Goodwin (2013), taking into account the outbound and inbound marketing techniques, the decision regarding the distribution of marketing tasks depends on Resource allocation model. About strategy and tactics, Companies with larger resources should not ignore the benefits of using external marketing to reach a wider audience.

Inbound marketing involves creating memorable content. This type of marketing has a multi-channel content sharing method, focusing on blog content development and social media interaction. (Halligan & Shah, 2009; Opreana & Vinerean, 2015).

According to Vernuccio & Ceccotti, (2015); outbound marketing technology focusing on high conversion rates, the role of programs and newsletters on brand exposure, and the integration of online images into print Medium advertisement.

E-commerce retailers should use the amount of available data to optimize their online activities (Barile et al., 2018).

A systematic process is needed to define and re-adjust the use of new digital marketing techniques (Goldfarb, 2002; Clarke and Jansen, 2017). Retail is one of the industries most affected by digitalization. For their strategic decisions, marketing managers in the industry need to conduct precise research on consumer behavior considering cross-platform access to their sales channels (Hänninen et al., 2018).

With the digitization of marketing, the relationship between effort and sales is used to analyze conversion rates (Moe and Fader) and the allocation and interaction of resources used in offline and online channels (Wiesel et al., 2010; Banerjee and Badwa Ji, 2019). Research by Wiesel et al. (2010) provides an empirical example of how different online and offline marketing activities (Flyer, Ad Words, Discount, etc.) affect the purchase channel metrics. Their findings helped the company decide to allocate resources from a sales perspective, considering the reaction of one activity to another. What is interesting is that online funnel indicators have a one-way effect on offline funnel indicators.

The importance of inbound marketing continues to grow for many reasons, but there are two reasons not to lose its applicability: time and relevance. These reasons is the changes in Google and search engine optimization. The first reason is Google, as the world a leader in the search field; its algorithms are constantly evolving. All historical search engine optimization factors are affected by Google's new search results, spam has been reduced and improved Detection capability and removal

of low-quality content. The second reason is SEO practice has also been developed and now it needs to be used as part of broader marketing tool. In order to succeed in SEO, a multi-channel approach is necessary. (Fish Gold & Hegenhaven, 2013.)

According to E S Soegoto and T Simbolon (2018), they conclude that inbound marketing in digital advertising is the first choice for consumers. Inbound marketing will provide more value for product sales, and get the right target market and the right people at the right place and time through product advertising.

“For online business, traditional marketing is both inefficient and expensive and to achieve powerful business results new and effective internet marketing strategies have to be employed. The concept of digital inbound marketing might seem difficult and daunting. But by tackling each internet marketing tactic step by step, businesses can make internet marketing more manageable and start generating results”.(Alin OPREANA, and Simona VINEREAN,2015). Moreover, according to them, in digital inbound marketing, it is necessary to measure the effectiveness and efficiency of marketing and easy to manage. Online companies can fully understand their online marketing performance by measuring every strategy, plan, activity and technology it implements in every step of the sales cycle. In addition, using this information, organizations can make more effective decisions, which can ultimately drive growth and success.

According to Chouaib DAKOUAN, Redouane BENABDELOUAHED, and Hajar ANABIR (2019), inbound marketing is mainly content marketing, which aims to identify target customers and adjust communication, but it can better target audiences and better adapt to the company's communication mechanisms.

Chapter one: The evolution of digital marketing

Chapter one: The evolution of digital marketing

1. Back to the marketing history:

1.1 The emergence of the marketing sector:

For a long time, marketing was considered to be a function that appeared late in the organization. The period 1920-1940 in the USA is often associated with its emergence; Robert J. Keith notably cites it as a pivotal period in his article "The Marketing Revolution" in which he distinguishes three phases of marketing development:

- ✓ A phase of domination of the production function over all the other functions of the functions of the firm, which would end around 1920-1930, and during which the firm's only objective was to produce more to satisfy a demand that was always in excess of excess demand over supply. The economic depression, starting in 1929 forced organizations to revise their relationship with the market.
- ✓ A phase of emergence of the sales function, ending around 1950, during which the company, faced with the increase of competition and the superiority of the offer compared to the demand, the companies had to resort to techniques such market research, advertising ... etc., we then witness the premises of marketing.
- ✓ Finally, the emergence phase of modern marketing, around 1950, with the recognition of the primacy of demand over supply and the global orientation of the organization the organization towards the satisfaction of the market's needs.

As a result, in the face of increasingly fierce competition and increasingly demanding demands, marketing functions have become the central subject of thinking for companies (including all functions of the company and organization), and these functions have not been used to make the subject flourish over the years. , Modernized and enriched various effective methods and reflections, we stopped investing and working.

These thoughts focus on the means to reach potential or current consumers (called "targets") so that they can be pushed into action (buying) after the company has intervened at multiple levels. This is achieved by developing a marketing method designed to influence the latter is decision-making by selling him the offer and studying his needs. Traditionally, this method is done through a precise method: the study of the target market, segmentation, goals, positioning and operational marketing (4P). The purpose of this is to increase the company's capital and maintain its position in the market.

1.2 The evolution of marketing 1.0 2.0 3.0

The world is changing, with each technological revolution; companies are reorganizing their ways of thinking and their practices. "Every time changes appear in the macroeconomic environment, consumer behavior changes. » (P. Kotler, « Marketing 3.0 », Wiley and sons, 2010, P.40) thus, the practices, practices, and reflections in the field, which were initially focused on the product, are now centered on the "target": the consumer, a logical adaptation to the new behaviors resulting from the technological disruptions that are shaking up our era.

In his book "Marketing 3.0", P. Kotler traced the development of the discipline from its appearance to the current and future state, categorizing the practice initiated by the company for a century, and marking the three major turmoil faced by practitioners Challenge, from sales marketing to human marketing:

1.2.1 Marketing 1.0: a focus on the product:

Before the Internet and Web 1.0 era, Marketing 1.0 already existed. There were several waves in the post-war period:

Product Management (from 1950 to 1970): Born in the United States, the essence of marketing is product-centric, and it has gradually become a discipline that is taught and researched worldwide (since the 1960s). This is especially due to the mass production brought about by the Industrial Revolution. Many concepts emerged at this time, such as marketing mix, 4P and market segmentation.

=> Marketing during this period allows mass production.

Customer management (period from 1970 to 1990):

Companies are paying more attention to their customers, seeing that they are evolving in a competitive market. This was partly made possible by the work of Michael Porter, who in 1979 proposed a "Porter's 5 forces" model to highlight the competitive environment in which an industry evolves. The customer was still far from being integrated into the marketing process, but from then on, the notions of targeting, positioning and strategic marketing made their appearance and made it possible to provide customers with products that better met their expectations.

=> The marketing of this period has allowed targeting the customers.

Brand management (1990 to 2000):

Companies start to privilege one-to-one relationships, which makes this decade a transitional period between marketing 1.0 where one-to-many relationships dominate, and marketing 2.0 centered on the customer as a unique individual. This period made companies aware of the possibilities offered by technology with the first steps of the web. They then rethink their strategy by focusing more on the creation of a strong brand identity focused on the long term. The technological development will then naturally open the doors to new marketing orientations; we speak then in the early 2000s of marketing 2.0.

1.2.2 Marketing 2.0: customer orientation:

With the advent of blogs, forums, social networks and especially collective and participative intelligence, a new approach to marketing has been built. Indeed, for a long time, the consumer was only a receiver of information. However, with the arrival of Web 2.0 in the early 2000s, he started to communicate with the brand. This is one of the reasons why the web is so powerful, since it allows consumers to exchange and share their opinions, to challenge brands/companies by getting in touch with them.

Marketing 2.0 is an expression widely used on the web and which all the web experts initiated because this 2.0 language corresponds to their main activity on the internet media, while the other mass media (TV, Radio, etc.) are rather secondary for them. I specify here that these media are considered secondary but not useless, because today the best strategies integrate multichannel and / or cross-channel campaigns. It is unthinkable to have a 360° approach by excluding the other traditional media.

1.2.3 Marketing 3.0: spreading values

With the emergence of Web 3.0 and the new issues it raises such as interconnection, mobility, personalization or the dissemination of information in real time, the marketing function is once again forced to face the evolution of consumer behavior. The literature has been talking about the term marketing 3.0 since the beginning of the 2010s, with Philip Kotler's book "marketing 3.0" as the main title and which seems to be the only book to have analyzed this theme so deeply.

Definition and challenges of marketing 3.0:

To understand what marketing 3.0 is all about, Kotler compares it to previous versions of marketing by stating that

“Where marketing 1.0 was product-centric, marketing 2.0 was customer-centric; marketing 3.0 is human-centric”.

In his book, Kotler suggests that companies take a human-centric approach, mixing the human in all its emotional, intellectual and spiritual dimensions...

Human-centricity is a nice promise, or at least an ambitious goal. However, when marketing evoked the terms product and customer, respectively for marketing 1.0 and marketing 2.0, these dimensions were tangible. The applications of these marketing concepts did take place, for example with direct marketing when the focus was on products or social marketing when the focus moved to customers.

However, marketing 3.0, which focuses on the human being, remains a conceptual vision of marketing, whose only perceptible applications for the moment are the awareness of companies:

Of the importance of societal and environmental values. For example, the Timberland brand, which emphasizes its ecological approach to recycling chemical materials.

The importance of treating suppliers, customers and employees properly. It seems obvious...

The companies that will innovate in their marketing strategy and that will be at the forefront of this marketing 3.0 still under construction, will be those that will intelligently integrate consumers as human individuals and no longer as customers. The objective is to satisfy the values of the customers (complex).

With the development of new technologies, the web, social media, consumers have become aware of the power they have in their hands and their expectations towards brands and products have evolved. Thus, in the very near future, consumers will no longer be satisfied with buying products and services solely based on their characteristics or the social recommendations of their circle of influence. They will add an additional dimension to their choices, that of the environmental and societal values of brands.

Finally, the ambitious project of marketing 3.0 is to add a third dimension to the marketing ecosystem, which is characterized by a marketing that creates value for the customer, for the company and for society.

Comparison of marketing 1.0, 2.0 and 3.0

	Marketing 1.0 Product-centric Marketing	Marketing 2.0 Consumer-oriented Marketing	Marketing 3.0 Values-driven Marketing
Objective	Sell products	Satisfy and retain the consumers	Make the world a better place
Enabling forces	Industrial Revolution	Information technology	New wave technology
How companies see the market	Mass buyers with physical needs	Smarter consumer with mind and heart	Whole human with mind, heart, and spirit
Key marketing concept	Product development	Differentiation	Values
Company marketing guidelines	Product specification	Corporate and product positioning	Corporate mission, vision, and values
Value propositions	Functional	Functional and emotional	Functional, emotional, and spiritual
Interaction with consumers	One-to-many transaction	Functional and emotional	Many-to-many collaboration

Source: Kotler, P., Kartajaya, H., & Setiawan, I. (2010). *Marketing 3.0: from products to customers to the human spirit*. John Wiley & Sons.

Table1.1: comparison of marketing 1.0 2.0 3.0

Source: marketing 3.0, Kotler

2. Digital marketing:

2.1 What is digital marketing?

The first method of digital marketing defines it as traditional Marketing, its tools and strategies, on the Internet. However, its particularity The digital world and its funding for marketing facilitated Channels, formats and languages leading to tools and strategies Unimaginable offline. Today, digital marketing has become a new phenomenon that combines customization and mass distribution to achieve marketing goals, rather than a subtype of traditional marketing. The integration of technology and the diversification of equipment have led to the openness of the way we think about Internet marketing and push the boundaries to the new concept of digital marketing-user-centric, more measurable, ubiquitous and interactive. (Teresa Piñeiro-Otero and Xabier Martínez-Rolán,2016)

2.1.1 The evolution of digital marketing:

The term digital marketing was first used in the 1990s. With the advent of the Internet and the development of the Web 1.0 platform, the digital age has begun. The Web 1.0 platform allows users to find the information they want, but does not allow them to share this information on the Web. Until then, marketers around the world were still uncertain about digital platforms. They are not sure whether their strategy is feasible, because the Internet has not yet been widely deployed.

In 1993, the first clickable banner ads were launched on the market. Since then, Hotwired has purchased some banner ads for its ads. This marks the beginning of the transition to the digital marketing era. As a result of this gradual transformation, 1994 witnessed the entry of new technologies into the digital market. In the same year, Yahoo released.

Google was born in 1998. Microsoft launched the MSN search engine, and Yahoo brought Yahoo web search to the market. Two years later, the Internet bubble burst, and all smaller search engines were either thrown aside or eliminated, leaving more room for corporate giants. The digital marketing field experienced rapid growth for the first time in 2006, when the number of search engine visits reported at that time increased to approximately 6.4 billion in one month. Not to be outdone, Microsoft put MSN in the first place, and launched Live Search to compete with Google and Yahoo.

Then came Web 2.0, where people became active participants instead of passive users. Web 2.0 allows users to interact with other users and companies. Labels like "Super Information Highway" are beginning to be applied to the Internet. As a result, the number of information flows, including the channels used by digital marketers, has continued to increase. By 2004, in the United States alone, Internet advertising and marketing had brought about \$2.9 billion in revenue.

Soon, social networking sites began to appear. Myspace was the first social networking site to arrive, followed closely by Facebook. Many companies realize that all these new emerging websites are beginning to provide new opportunities for marketing their products and brands. It opened up new avenues for enterprises and marked the beginning of a new chapter for enterprises. With new resources, they need new ways to promote their brands and use social networking platforms.

Cookies are another important milestone in the digital marketing industry. Advertisers have already begun to find other ways to take advantage of the fledgling technology. One such technique is to track the common browsing habits and usage patterns of frequent Internet users in order to customize promotional and marketing aids according to their preferences. The first cookie is designed to record user habits. Over the years, the use of cookies has changed, and now cookies are encoded, providing marketers with multiple ways to collect textual user data.

2.2 The Digital Marketing Mix:

According to Philip Kotler, '*marketing mix is the mixture of controllable marketing variable that the firm uses to pursue the sought level of sales in the target market*' and it is a combination of four P's (product, price, promotion, place) introduced by E. Jerome McCarthy in his book, Basic Marketing in 1964.

Different arguments and criticisms have been made on marketing mix from the field of e-marketing. The summary of these criticisms is shown below:

Some authors believe that marketing mix can actually be used as a framework for e-marketing (Peattie, 1997; O'Connor & Galvin, 2000; Bhatt & Emdad, 2001; Allen & Fjermestad, 2001), while others asked for some (albeit small) changes to the framework to make it more suitable for the Internet environment (Aldridge et al., 1997; Lawrence et al., 2000).

However, other authors asked for the marketing portfolio framework to adopt new methods (Mosley-Matchett, 1997; Evans & King, 1999; Chaffey et al., 2000; Kambil & Galvin, 2000; Schultz, 2001, Constantinides, 2002). Their arguments are based on the lack of interaction and Personalization,

internal orientation, strategic elements and community building are all key elements in the field of e-marketing.

The digital marketing mix has not yet been officially determined. It is believed that a new element should be considered with the four characteristic policies of traditional marketing: price, product, placement and promotion, namely: customer relationship management (CRM). In the online environment, customer relationship plays a vital role, which is why it should be the strategic focus of a digital marketing strategy (Kaufman and Horton, 2014).

2.2.1 Product:

In traditional marketing, products in a narrow sense, are regarded as the result in the production process, it has some useful physical and chemical characteristics that are easy to identify, which meets the needs of consumers. In addition to the physical entity of the object, the attractiveness of the product is also given by many non-material elements (such as brand), which aims to respond to the increasingly diverse needs of consumers (Nita, 2015).

The emergence of digitization has greatly changed product policies and introduced new digital products, such as online games, programs, and music. For these products are essentially intangible, and the packaging function has been cancelled. For all products sold online, product-related information is presented on the webpage of the e-commerce store. Regarding the product's image among online consumers, it actually reflects the product's ability to meet specific consumer needs. In digital marketing, the emotional component of a product lies between two extremes:

For products with a strong brand image, such as Apple, Sony, etc., the emotional component plays a key role. Customers have a strong sense of identity with the brand, indicating that certain social status *"In 2011, the American researchers discovered that Apple products activate in the human brain the same areas that are activated during religious experiences. Neuroscientists have used MRI scans to discover that in the case of Apple fans, Apple products trigger in their brain the same reactions as the image of a deity in the minds of religious people."* (Gallo, 2015)

For products sold online that are not well-known brands, the retention rate is very low due to the diversity and accessibility of similar products.

For digital products, competitive research (studying the development and functions of similar products) is very important and useful in order to bring additional features compared to competing products. Another feature of digital marketing is the Internet and online the environment allows the needs of consumers to be easily identified, so that new products can be continuously developed to meet the needs of consumers.

2.2.2 Price:

"The price is a very important means of communication, being one of the first elements of the product wherewith buyers come into contact, and it provides a comparison basis with similar products as use value, found on the market at a specific time. Therefore, the price strategy is considered crucial in achieving the commercial goals established by the company, because the price affects the sales volume, the profit, the market share, as well as the brand image" (Nita, 2015).

Because it is an important factor in consumer buying behavior, price should be competitive (considering competitors and product value), convenient (affordable Target market), comparability (price should be equal to product value) and consistent (Should be the same across markets to ensure market sustainability) (ANUKWE, Ifeoma Grace, ILOKA Chiemelie Benneth& ONYEKE, Kenechi John, 2016)

2.2.3 Place:

“Distribution is a key component of the marketing mix, which provides the clients with goods and services carried out by the producers. In traditional marketing, the distribution role is essential in ensuring the link between production and consumption.” (Nita, 2015:18)

Compared with traditional marketing, the distribution function of digital marketing has changed. Therefore, in online marketing, the distribution channel usually involves two intermediaries between the producer and the final consumer:

Producer (P)-e-commerce store (I)-express delivery (I)-final customer (C)

1. Electronic Commercial stores commercialize products.
2. Courier company, to ensure transportation from the warehouse of the online store to the company at your doorstep.

The exception to this rule is digital products, which cancel the distribution function because customers download online products directly. Generally, even if the products purchased online come from other countries, the price of the product (including the cost of express delivery) is lower than the price of the same product used in traditional stores, because the practical addition is significantly higher than the cost of express delivery. In short, in e-commerce trade, distribution costs are often significantly lower than traditional trade. (Loredana PATRUTIU BALTES, 2016).

2.2.4 Promotion:

“In marketing, the promotional strategy plays an extremely important role in the marketing mix, ensuring a constant flow of messages and information between the company and the external environment. The communication involves more than sending a message to a receiver, because it also needs that the message be understood in the sense that it was intentionally transmitted, and the transmitter receives, in return, a feedback.” (Nita, 2015).

The digital age has imposed various changes on the communication policies of organizations. At present, any company, regardless of size, cannot lack an online communication strategy, because digital communication has some important advantages compared with traditional communication, such as:

- Cost reduction (costs of promoting the online environment are considerably lower than in the traditional communication: radio, TV, press ...)
- Accessibility: customers or prospectuses can be anytime, anywhere (at home, Work, vacation), you can access information online as long as you connect to the Internet. Communication information based on social networks is targeted at customers and used by their interests, needs, etc.
- The information provided by services such as Google Analytics can correctly configure the "buyer role" profile, allowing communication strategies tailored to the target group.

- Establish true and specific measurement standards for the results of publicity activities carried out. (Loredana PATRUTIU BALTES, 2016).

2.2.5 CRM (Consumer Relationship Management) systems:

Customer relationship management (CRM) is a technical solution that emerged in the 1970s as a tool for the company to automate the management of the company's internal sales team (Buttle, 2004). Since 2010, it has experienced exponential growth in deployment. Companies in all industries use interest as the focus of scientific research (Gil-Gomez et al., 2020; Guerola-Navarro et al.).

Based on the initial approach of CRM as a basic sales force management tool, Chen and Popovich (2003) defined CRM as The integration of process, human capital and technology to seek the best understanding of the company's customers. CRM technology solutions have evolved from basic initial methods in order to achieve more effective customer interaction, a global vision of overall management of customer knowledge and information (King & Burgess, 2008).

According to Alqershi, Mokhtar and Abas (2020) CRM is a business method that understands and influences customer behavior through effective interaction with customers to increase customer attractiveness, retention, loyalty and ultimately profitability. A successful CRM implementation can increase customer satisfaction and retention as well as it can also improve employee satisfaction, which in turn improves business performance.

Operational CRM: For Jayanthi and Vimala (2019), operating CRM is a human factor, maintenance factor, process factor, Technical factors and strategic management practices can better understand customers Product development, segmentation and full positioning. , Event management and maintenance profitability, Long-term mutually beneficial relationship with customers.

Analytical CRM: It refers to the analysis phase of the data collected during the relationship with customers, which helps to describe their behavior, understand their habits and develop appropriate marketing plans for the organization to identify sales transactions and establish long-term loyal relationships. (Wassouf et al., 2020).

Social CRM: *"In such a context, social CRM the use of social media to manage brand interactions with the customers and build long-term relationships will be an essential tool for customer engagement."* (Kotler, marketing 4.0).

According to Kotler, social CRM is a customer-driven, while traditional CRM is a company-driven. In addition, social CRM is conversational unlike traditional CRM, which is cyclical.

Social CRM can be used in three cases: to listen to the voice of the customer, to involve brand in general conversation, and to handle complaints that potentially lead to brand crises. (Kotler, Marketing 4.0).

2.3 E-Commerce:

E-commerce refers to the development of transactions between companies and/or individuals on the Internet, mainly for purchasing and selling products and services, using applications such as email, instant messaging, shopping carts, or web services, to name a few example. The gradual penetration of the Internet and its possibilities have multiplied online trade relationships. This

trend began with the transfer of funds in 1970. With the advent of the World Wide Web, it became an opportunity for traditional companies and the beginning of only online business operations. Mobile devices, especially smartphones, are booming for mobile commerce (m-commerce) i.e. electronic commerce using a mobile device. (Laudon KC, Traver CG, 2012).

E-commerce is an increasingly widespread and diverse phenomenon that opens the door; therefore, classification is difficult. In any case, the most widely used classification E-commerce is based on the nature of its transactions to see the relationship between companies and/or between them and the end customer. In this line, it can be said:

B2B: Business-to-business, these established companies operate through the Internet, consumers do not participate.

B2C: Business-to-consumer, this is the most popular and common mode on the Internet, the company sells its products.

B2E: Business to employees, this is an e-commerce model derived from the former. Only the company and its employees participate. This business generates employee participation through.

G2C: Government to consumers, which is a B2C variant of public management. This is an e-commerce model, which is becoming more and more important in its implementation through e-management.

C2C: consumer-to-consumer is common in departments related to the final consumer Each other, away from the company, for their own transactions. This is a business With the development of the crowdsourcing economy, this model has become more and more powerful.

2.3.1 E-Commerce Techniques:

2.3.1.1 Online shop:

In order to buy or sell on the Internet, an online store is not necessary, but it becomes a useful online tool for effective e-commerce (Korper, S., & Ellis, J, 2001) some of the most common parts of any online store are as follows:

- A well-structured product catalog and section, separate product images, And an accurate and honest product description.
- Shopping cart, always visible so that customers can view it, just one clicks, added products, shipping costs, taxes and discounts (if applicable), and total purchase price.
- Internal search engine, this will change as the product catalog and parts are developed.
- Allowed payment method explanation and contact/customer support areas that are more important. It is recommended to provide multiple payment methods.

In addition to the product quality matching the online store's description and pictures, the company must choose shipping options very carefully, especially in the case of physical products. (T. Piñeiro-Otero and X. Martínez-Rolán, 2016).

2.3.1.2 Affiliation Marketing:

“Affiliate marketing is a marketing practice in which a web-based merchant (advertiser) rewards one or more affiliates (publishers) for each visitor or customer brought by the affiliate marketing efforts.” (Afiliere, 2008).

Affiliate marketing is an online tagging tool widely used in e-commerce. In essence, it means introducing the commission business model into the online environment.

There are four main players in the online affiliate marketing industry: merchants (providing services and providing the services of their affiliate program participants), affiliate networks, publishers (Pay-per-click membership) and end customers.

According to Helen Southgate, Senior Online Marketing Manager of BskyB and of the Internet Advertising Bureau (IAB): *"Affiliate marketing is an excellent way to generate revenue from online advertising, regardless of the business size."* (Tims, 2011).

In essence, online affiliate marketing solutions are "win-win" because traders sell their products, affiliate members get commissions, and customers are notified about the product and pay the same amount as without affiliate marketing.

2.3.2. Customer satisfaction:

2.3.2.1 Definition:

Several authors have defined satisfaction, in order to identify the different contours of this concept we have deemed it useful to have recourse to its various authors recognized as reputable in the field. To this effect:

Kotler.P and Dubois.B define satisfaction as: "the positive or negative impression felt by a customer with regard to a purchase and/or consumption experience. It is the result of a comparison between the customer's prior expectations of the product and its perceived performance"(KOTLER.P et Al, opcit, (2006)).

According to LENDREVIE, LEVY, JET LINDON. D, satisfaction can be defined as: "a feeling of pleasure or displeasure that emerges from the comparison between prior expectations and the consumption experience"(LENDREVIE.J, LEVY.J, LINDON.D, « MERCATOR», 2009).

YVES LEGOLVAN, for his part, defined it as follows: "the satisfaction of customer needs is a goal of the marketing approach; it shows the degree of satisfaction provided by the responses to a desire"(LEGOLVAN.Y, 1995).

We can therefore see that satisfaction is a judgment, an opinion, an opinion or even an appreciation, resulting from the difference between the perceived quality and the customer's prior expectations, thus introducing the confirmation or not of expectations. It also refers to the impression of being adequately, appropriately/inadequately, and inappropriately rewarded in a purchasing situation.

2.3.2.2 Types of satisfaction:

- Global or partial satisfaction: this type of satisfaction is linked to specific dimensions (or components) of the service such as logistics, reception, comfort, security, etc. Overall satisfaction is related to the whole service, while we constitute the sum of partial satisfaction (weighted or unweight).
- One-time or cumulative satisfaction: One-time satisfaction is related to the specific experience of use, which is defined by time and space, it designates a specific sequence. The punctual satisfaction is linked to the experience of all the customers over a given period of time, for example all the orders recorded during one year.

- Comparative or isolated satisfaction: this last type of satisfaction is only linked to the company's performance, either to internal performance or to their evolution over time.

2.3.2.3 E-Customer satisfaction:

Customer satisfaction measures the extent to which products and prices meet or exceed customer expectations (Farris et al., 2010), including several stages, namely, information reception, evaluation of alternatives, purchase decision and post-purchase behavior (Kotler, 2000).

In order to be satisfied, customers must experience a pleasant sense of integration throughout the purchase process (Oliver, 1997). By comparing the current experience with the previous experience, feel the company's response to personal needs and preferences (Kotler, 2000).

Nowadays, more and more organizations tend to choose customer satisfaction as their main performance indicator because it is highly related to gaining competitive advantage and business performance (Heskett et al., 1994; Al-Refaeie et al., 2011; Drosos et al., 2015; Saeidi et al., 2015). Electronic customer satisfaction is a particularly interesting aspect.

Liu et al. (2008) developed a conceptual framework for electronic customer behavior and satisfaction analysis.

E-customer satisfaction determinants:

According to the above framework, the first determinant of e-customer satisfaction is the quality of the information provided. E-Customer satisfaction with information quality includes the information effectiveness of product and service prices, order methods, presentation of qualitative and quantitative characteristics, highlighting the company profile and disclosure of possible certifications. Appropriate and thorough information leads to an increase in the purchasing power of consumers and makes them feel safe (Wyner, 2001). Providing accurate information can enhance customer confidence, create a safe connection and related environment, and reduce uncertainty. Therefore, It improves the customer's image of the company.

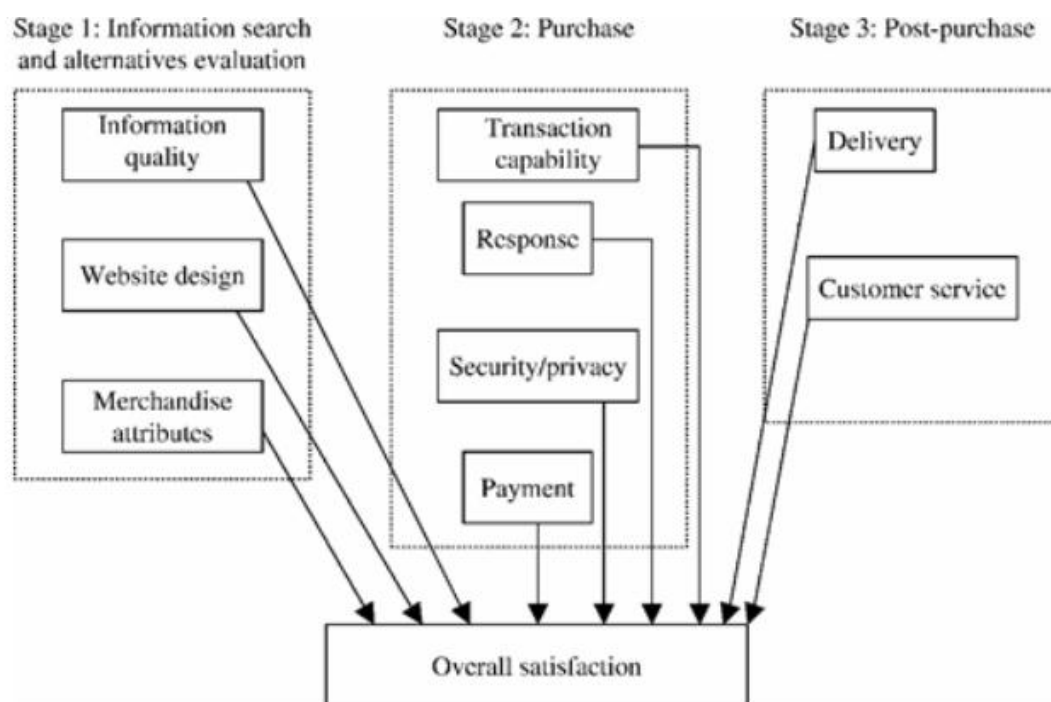


Figure 1.1: Conceptual framework of e-customer satisfaction

Source: Liu et al. (2008), *J. International Business and Entrepreneurship Development*, Vol. 11, No. 1, 2018.

The second determinant of satisfaction is related to website design. The image of the website is related to its design and aims to arouse positive reactions from its visitors (Dailey, 2004). The unpleasant image of the website may give potential consumers a negative image of the company and make difficult or prevent purchases (Sheahan, 2009). On the other hand, the pleasing and practical appearance of the website helps consumers make purchases faster and easier. At the same time, a positive first impression can make visitors ignore the negative factors they may find in the future (Yeap Ai Leen et al., 2012) the service and product attributes provided are a very important factor for purchase process. Product quality is the most important feature (Forbes, 2012; Lim and Dudinski, 2004) and seems to affect men and women at the same level (Chandrashekar and Surui, 2012).

In addition, product price is an important feature, especially in times of economic crisis (Chandrashekar and Suri, 2012). About product quality level and price, consumers usually compare with other websites to find alternatives and make a purchase decision (Kung et al., 2002).

Consumers usually do not know what products they can buy, but they buy they are because they trust their brand name and are familiar with it (Lohse and Spiller, 1998). The brand name refers to the sensory characteristics of the product, very online shopping is important for both sexes, because consumers are often the name of a company is more representative of reputation than the characteristics of the product (Saarijarvi et al., 2013). Therefore, when consumers encounter difficulties in purchasing products, the brand name plays an important role in the final decision (Ward and Lee, 2000).

The second column of the theoretical model introduced by Liu et al. (2008) contains features related to the purchase process. The first of these characteristics concerns the interaction with the website and the possibility of communication between the user and the website. Prove that electronic customers prefer to interact with websites rather than remain passive receivers of information (Ghose and Dou, 1998). The usability of the company's communication with customers emphasizes its credibility and willingness to serve them and make them feel like a member family through the exchange of information, opinions and beliefs (Luo, 2002).

Confidence in a website is a fundamental issue that concerns consumers who purchase online. Websites providing poor information, lack of evidence for the security of transactions and the fear of hackers may be a reason to make e-customers hesitate whether to make purchases or not for the fear of possible economic loss. (Chen and Barnes, 2007). The high level of confidence in websites that meet the high expectations of consumers eliminates uncertainty and guides them to make more purchases than originally envisaged (Pavlou, 2003). In addition, the company's reputation and scale help create an atmosphere of security (Chen and Barnes, 2007).

The simpler and faster the payment process, the more satisfied electronic customers are with their purchases. If the purchase process is simple, the steps are clear, and the way can be communicated safe, customers get a positive image of e-commerce sites, recommend them to family and friends, and they are likely to visit them again. This has a positive impact on the sustainability of e-commerce websites (Flavian and Guinaliu, 2006). On the other hand, if the payment process takes a long time, customers may get bored and cancel the purchase (Lohse and Spiller, 1998).

The third column of the theoretical model includes the last two factors that lead to electronic customer satisfaction, which are related to the post-purchase stage.

The use modern technology and information to facilitate the product delivery process is an important step in achieving customer satisfaction (Birgelen et al., 2005). Product transportation is a complex process, and the transit time must be short, not only for the direct customer service, but for the quality maintenance of perishable products. (Martin et al., 2005).

According to Santos (2003), after-sales service is an important factor in achieving goals. customer satisfaction. Many times, companies forget this stage because of their connection End with the customer with product delivery. However, the next stage Search products or services, pay and use products may be more important than the actual purchase, because the shopping experience is more extensive was acquired. In addition, after-sales service helps to solve any problems. This is obviously, creating a negative impression on the company does not help improve customer satisfaction. On the contrary, it will bring negative emotions to customers and reduce the chance of revisiting the site or actively mentioning the site to family and friends. Therefore, companies should consider a process to solve problems quickly and effectively, and correct any negative images, which will enhance the company's prosperity and Customer satisfaction. (Bui et al., 2011).

3. The difference between outbound and inbound marketing:

3.1 Outbound marketing: is a way of doing marketing in a traditional way in which companies conduct brand promotion activities through traditional channels such as seminars and TV, Broadcasting, newspapers, flyers, telemarketing, trade shows. The purpose is to make brands stronger. By doing so, it will be possible to achieve Potential customers and retain existing customers. Outbound marketing has developed in the past few decades; it has brought about significant results that have been proven over the years. However, the cost involved in outbound marketing is relatively high and the ROI (return on investment) is much lower (Halligan 2010).

Outbound marketing is also a strategy in brief companies promote their products and services by displaying information to consumers, even if they are not looking for these products or services (Goodwin, 2013).

Outbound marketing is based on interrupted marketing and is regarded as a traditional product promotion model. In this model, people have to stop what they are doing to pay attention to the marketing message or deal with it in some other way (Rancati et al., 2015).

3.1.1 Traditional marketing does not work anymore:

With the development of the technology, consumer behavior has changed. As the CEO of Hubspot Halligan said in 2019, there are two reasons why outbound marketing has become less effective than before. First, outbound marketing interrupts people by using cold calls or spam to make people try to keep them out. Second, people nowadays tend to search, study or shop online rather than go to seminars or trade shows far away from where they are. Digital Transformation has changed the way companies operate and deliver value to customers. The digital sphere allows people to get a lot of information through one click using a phone or computer. Therefore, the customer has become increasingly actively using digital channels to gather information and understand the product before entering the next purchase process.

3.1.2 Inbound marketing versus outbound marketing:

The difference between inbound and outbound marketing is constantly being challenged. Inbound marketing compared with the declining outbound marketing, it has now experienced growth. In addition, investment compared with other channels, the number of inbound marketing channels has increased significantly outbound marketing is either stagnating or growing slowly (Volpe, 2015).

Volpe (2015) believes that the difference between incoming and outgoing is artificial meaningless. In addition, he proposed the intersection between incoming and outgoing marketing strategies, defined as a gray area (Volpe, 2015).

Outbound Marketing	Inbound Marketing	Grey Zone
• Print Ads • Direct Mailings • Outbound Call Center • TV, Radio advertising • Intrusive online ads	• Content Marketing • Blog Marketing • SEO • Social Media Marketing • Viral Marketing • Podcasts • RSS	• E-mail Marketing • Display Advertising • Search Engine Ads • Social media (when used as broadcasting medium)

Source: adapted from Volpe (2015) and Rancati et al. (2015)

table1.2: comparison between inbound and outbound marketing

Marketing approach	Techniques	Objective	Examples
Inbound Marketing	SEO	Generate Traffic	Accurate and unique titles, meta-tags, load times, responsive design etc.
	Blog	Thought leadership and Brand Exposure	Customer Studies, Market Studies, Company Insights
	Webinar	Generate Traffic	Learning-focused and Marketing focused Webinars
	Social Media	Generate Traffic and Brand Exposure	Sharing relevant content via social networks
Outbound Marketing	Search Engine Marketing	Generate Traffic	Google Adwords, Bing Ads
	Display Ads	Generate Traffic	Quantcast Ads, Adroll, Premium Publishers
	Affiliate Programmes	Generate Traffic	Content-based, Coupon-based, & Price Comparison
Source: adapted after http://www.donckers.co/startup-marketing-a-guide-to-growth-hacking			

Table 1.3: the difference between inbound and outbound marketing.

Outbound marketing aims to promote products and services directly to the audience, and inbound marketing helps to indirectly highlight products and services in a context where consumers see themselves as the company's goals. Inbound marketing is mainly a kind of content marketing, because it is an element that can attract consumers' attention and promote their purchases. This is why the entire marketing strategy is becoming content marketing. The lack of strategy and quality content inevitably leads to failure the company's digital marketing strategy. Therefore, in inbound marketing, identify the target and adapt communication with its needs, expectations and interest play a vital role.

In addition, outbound marketing is an intrusive form of marketing, and inbound marketing is a tolerant marketing method because consumers agree to be identified and targeted; the company's communication with him did not disturb him. Newsletters, social networks, webinars, etc. Involving voluntary subscription.

“Inbound Marketing creates Top of Mind Preference, while Outbound Marketing is mainly focused on Top of Mind awareness. With inbound content marketing programs, you can move beyond simple awareness to generate preference and implicitly brand addiction, this goal can be achieved through the positioning of a brand as the preferred choice”. (Martin, 2013; Rancati et al, 2015)

Another decisive feature of inbound marketing is the measurement of online actions, which is not always possible in the offline world. This means that when the strategy and content do not achieve the expected results, they have more responsiveness and real-time decision-making capabilities, and make necessary changes. (Del Santo, 2012)

Finally, the two methods need not be opposed to each other. Each contributes some things in marketing strategy, although all authors agree on the low cost of inbound marketing. Through inbound marketing, the cost of each potential customer was reduced by 62%, thereby reducing the cost of acquiring customers. (Rancati, 2016)

Chapter 2: inbound marketing methodology, strategies, and Tools.

Chapter 2: inbound marketing methodology, strategies, and Tools.

1. Inbound marketing:

1.1. Definition:

“Inbound marketing is a business method that attracts customers by tailoring valuable content and experiences to them. Outbound marketing will disturb your audience with content they do not always want, while inbound marketing forms the connection they are looking for and solves the problems they have already encountered”(hubspot,2016).

Inbound marketing is a form of marketing that needs to be very carefully targeted. Customize communication with the audience through high-quality content. Therefore, "Inbound marketing is a strategy to connect with potential customers. Clients use materials and experience that they find useful. Use media such as Blogs and social networks, marketers hope to pass what they are looking for" (Marketing-Schools.org, 2016).

On the other hand, inbound marketing can be interpreted as a form of marketing that requires very careful targeting of the audience and customized communication through high-quality content (Patruti-Baltes, 2016).

In addition, Venisse (2016) defines inbound marketing as a way to become your own media to make it easier for audiences to convert into customers. Implementing a global inbound marketing strategy requires compliance with certain essential steps (Venisse, 2016). The first step is to develop your own Media and build qualified audiences. For companies that develop this strategy, it is important to provide interesting Content on websites, blogs or social network pages to attract and maintain an audience.

In addition, Schwebel (2017) pointed out that inbound marketing has the potential to develop brands to make them its own medium, that is, to provide content that is smart and relevant enough to attract an audience, instead of intrusive advertising (Dabi-Schwebel, 2017).

Hubspot (2018) defines inbound marketing as a strategy that attracts customers through relevant and useful content and adds value at every step of the customer's shopping journey. Through inbound marketing, Potential customers find their way through channels such as blogs, search engines, and social media (Hubspot, 2016). Unlike outbound marketing, inbound marketing does not need to compete for the attention of potential customers. By creating content that solves the problems and needs of ideal customers, the brand has attracted Qualified potential customers and build trust and credibility. Therefore, inbound marketing is a systematic approach, Let each brand become its own media, create audiences and convert them into potential customers, and then customer. The whole process works well in detail while eliminating any failures (Dabi-Schwebel, 2017).

1.1.1 Emergence of the Inbound Marketing:

Before the advent of inbound methods, marketing and advertising were outbound. According to Peter F. Drucker, a pioneer of modern business and marketing, inbound marketing can be traced back to the mid-1850s, when Cyrus Hall McCormick, who invented the mechanical harvester, used market

research to develop inbound methods to inspire consumers to understand the agricultural industry at the time. A fundamental evolution has taken place. Then, in 1888, Richard W. Sears and Alvah Roebuck did a similar thing. They published a catalog that changed from 80 pages quickly increased to more than 300 pages. The catalog is a powerful sales tool because it allows Sears and Roebuck to easily obtain information about thousands of customers at a low price.

By the 1950s and 1960s, market research became dominant, which allowed marketers to gather information about customer interests and habits. This information not only allows marketers to create more targeted campaigns and better understand consumers' buying journeys, but it also makes consumers feel more involved in the sales process.

The result of these advances was a quick rise in interruptive outbound marketing in the form of billboards, door-to-door sales, TV and radio commercials, print ads, and—perhaps the most dreaded medium of all—cold calling.

By the 1970s, Drucker's marketing foundation became more and more popular. Drucker believes that customer orientation and market segmentation are the core of a strong marketing strategy. He knows that the focus of marketing is to "know and understand customers very well so that products and services are suitable for him and self-promotion". In addition, Drucker believes that with the right marketing methods, all companies need to do is to provide products or services, so that "logistics rather than sales skills" become the key to transactions.

In 2005, Brian Halligan first used the term "inbound marketing" (Halligan and Shah, 2009; Pollit, 2011). The term inbound means to attract and attract customers. According to inbound marketing pioneers Brian Halligan and Dharmesh Shah, this holistic approach is needed because marketing strategies used successfully in the past no longer produce the expected results (Halligan and Shah, 2014). As they pointed out, when Shah was a graduate student, his startup blog successfully attracted more visitors than websites owned by companies with professional marketing teams and large budgets. Their conclusion is that "people don't want to be interrupted by marketers or harassed by salespeople. They want help".

The idea behind inbound marketing is to use marketing strategies to try to win interest Potential customers and then pull (bring) them to the company (the company's website) instead of trying pushing advertising information to them and waiting for their response. Potential attention Win customers by developing high-quality content and providing that content (Share) through multiple online channels, including search engines and social media. The term "Content" in Internet marketing refers to multiple formats, including but not limited to news, Web articles, videos, white papers, e-books, infographics, case studies, how-to guides, photos, etc.

One of the main elements of the inbound concept is the company's website, where by optimizing landing pages and subscription forms, and providing Content bait in exchange for contact information. Further conversion of potential customers into customers and turn customers into long-term loyal customers through email marketing and sound customers Relationship Management System (CRM). Keeping in mind the basic principles of inbound marketing, we must be aware the concept is not new. Instead, it enhances and combines several previously recognized Online marketing strategies, such as content marketing, search engine optimization, opt-in email Marketing and several others.

First, inbound marketing is very close to and similar to earlier marketing (if different) the marketing method is called "content marketing" (Cannon, 2000; Scott, 2005). The concept Content

marketing can also be associated with "marketing storytelling" (Smith and Keaton 2001) was engaged in practice for a long time before the advent of the Internet. "Content marketing" is marketing and business processes to create and distribute relevant and valuable content Attract, attract and attract a clearly defined and understood target audience, and use this as a goal Drive profitable customer behavior."(Pulizzi, 2012) According to proponents of inbound marketing, content marketing is only part of it (An important one) overall inbound marketing strategy (Eridon, 2011; Jarvinen and Lipiainen, 2015). On the other hand proponents of the "Content marketing" believe that complete content marketing strategy would incorporate inbound marketing principles (Pulizzi, 2011) to draw in visitors. Regardless of the dispute, both approaches emphasize the importance of the high-quality content and the idea of being found by prospects that have interest in that content.

The SEO as an inbound technique was successfully practiced long time before the concepts of content marketing and inbound marketing put their roots online. The aim of SEO is to extend the amount of tourists that come from search engines by improving onpage and therefore the off-page ranking factors of an internet site. Anyway, the SEO evolved significantly as search engines improved through time. At the beginning, the keywords and therefore the Meta tags were the most important elements to rank high. When Google was introduced in 1998, inbound (incoming) links become the main factor permanently rankings in search results. The importance of top quality content for better rankings in search was significantly increased after some major Google algorithm updates happened. These updates include, but are not limited to Florida Update in 2003, Pandas in 2011, Penguins in 2012, and Hummingbird updates in 2013 (Reddy, 2014). After all this update condemns suspicious technology and highly evaluates content quality and especially after the rise of competition, it will become very difficult to conduct SEO in isolation other internet marketing techniques and channels. The strategy used before is the search engine results page is no longer valid. This is the place for inbound marketing. As Rand Fishkin said: "Search engine optimization is a strategy. Inbound marketing is a strategy" (Fishkin and Hogenhaven, 2013), therefore, the company should adopt a more comprehensive and strategic approach to deal with Internet marketing.

Another important element of inbound strategy is email marketing. Sending Newsletters, articles or other types of email content to enhance marketing Efforts should be based on the permission of the visitor (obtained prospect or client). This type of marketing is called permission marketing, which Seth Godin (1999) originally proposes the concept. Join e-mail, Internet users can pre-register certain information in it, Content or product is just one example of licensed marketing. This concept mainly focuses on the prospective client and email policy provide permission, but do not provide a reasonable policy Attract visitor to the site so they can choose to receive emails. Since it is important Get permission to run successful email campaigns, inbound marketing adoption the concept of permission marketing is enhanced by strategies to attract visitors.

In the image below (Figure 2), we can notice the relative popularity of the term "email" "Marketing" and "Search Engine Optimization" have declined over time, while "content" "Marketing" and "Inbound Marketing" are becoming more and more popular. In other words, it is clear isolated marketing techniques are becoming less and less popular among Internet marketers because they need more the holistic approach is part of the perfect marketing strategy.

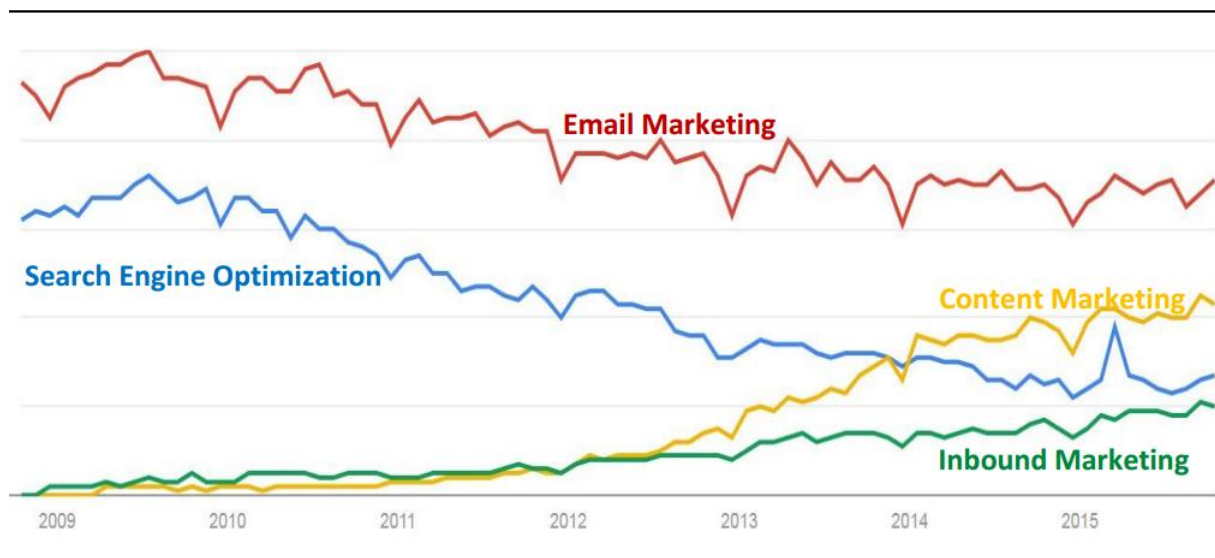


Figure 2.1: Search trend comparison (Email Marketing, Search Engine Optimization, Content Marketing, Inbound Marketing) 2009 – 2015

Source: Google Trends (09.10.2015) <https://www.google.com/trends/>.

2. The inbound Methodology:

The inbound method is a method of developing an organization by establishing meaningful and lasting relationships with consumers, prospects, and customers. It is about assessing and empowering these people's ability to achieve their goals at any stage of their journey with you.

2.1 A 3-step process:

This process includes three fields of action and reflection:

2.1.1 The quantitative field: "lead generation"

It is about generating traffic, i.e. determining a quantified objective in terms of the number of desired visitors. Then attracting visitors to a site to present its offer. This requires the creation of quality content with high added value for the visitor. This approach aims to promote and talk about the brand and its expertise to Internet users in order to see the number of visitors (and thus the number of leads) on its site and its notoriety increase.

2.1.2 The qualitative field: Lead Conversion

Once a web reputation has been established, it is imperative to facilitate access to product or service offers, through a simple and entertaining "user path", as well as accessible and accessible and meaningful calls to action, the suspect must not feel trapped by the site's by the site's proposals (in the manner of outbound marketing) at the risk of seeing the latter leave the site. A good e-reputation and an adapted offer are the main levers for conversion of a lead into a customer.

2.1.3 The analytical field: Monitoring

This approach can be done off-line or on-line, it is about studying the figures related to the strategy as well as understanding the experience that users have had throughout their visit. To compare the

objectives set with the reality achieved. This in order to optimize its strategy and refine its communication.

2.2 The Inbound Marketing Methodology Funnel and Flywheel:

Traditionally, the inbound marketing funnel has been the main model. However, the father of inbound marketing and HubSpot co-founder Brian Halligan (Brian Halligan) recently introduced a different model: inbound marketing flywheel.

Inbound marketing funnel are classic visualization strategies that can help convert potential customers into customers, and promoters. It includes four stages: attract, convert, close, and delight.

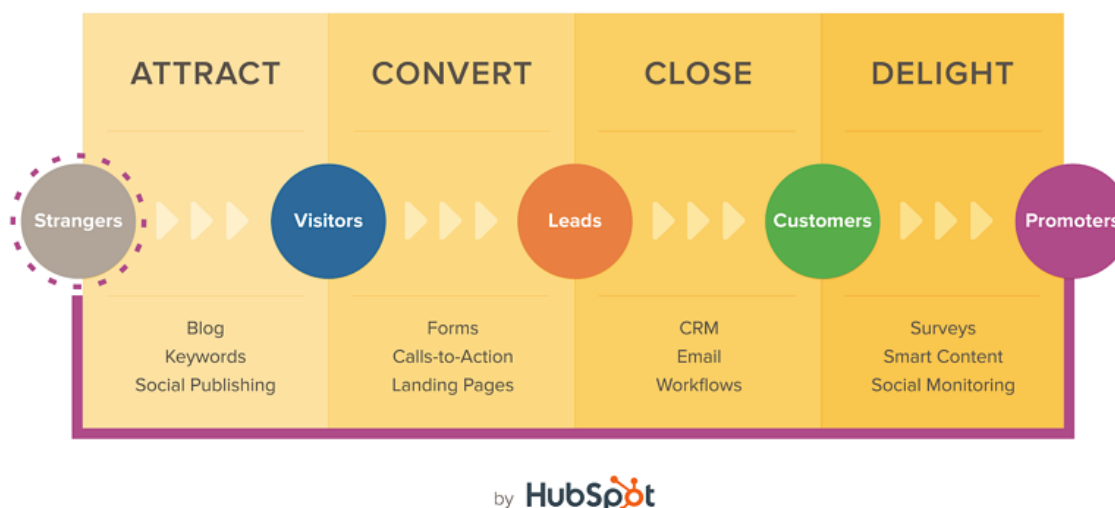


Figure 2.2: the inbound methodology funnel

Source: <https://www.hubspot.com/inbound-marketing>.

2.2.1 Attract:

The basis of inbound marketing is to attract new visitors to the website and its content. Inbound marketing channels do not interfere with potential customers through advertisements or unsolicited emails, but by providing useful content to attract potential customers and provide them with the information they need.

How do they find information? By using search keywords. Therefore, the key to the attraction phase is to figure out what potential customers are searching for, and then create high-quality content that includes these keywords.

2.2.2 Convert:

This is a place where many companies pat their backs and call it a day, thinking that if visitors are interested, they will fill out a "contact us" form. However, inbound does not mean passively waiting for potential customers to beg the company to sell to them. Instead, by obtaining their contact information, turning visitors into potential customers that can be cultivated. How is it? In return by offering them irresistible content. A good way is to add a call-to-action (or CTA) to a blog post or website page to form a form (inline or landing page) for readers to download in-depth e-books, insightful white papers or useful Prompt table. If this content is provided that is consistent with the blog or webpage that your website visitors first read (for example, a compliance checklist related to

blogs required by the new regulations), then it becomes an additional resource and adds to the company's perceived expertise.

2.2.3 Close:

Potential customers are great, but customers pay the bills. Just like a well-informed inbound marketer, enterprises reduce sales pressure in the early stages of attraction and conversion, and they can finally shine.

Now, potential customers know that the website is a content-based expert, so they are more willing to learn how to help them solve problems.

Here, content such as case studies, product demonstration webinars, and comparison fact sheets can show why it is their best company.

2.2.4 Delight:

The fourth and final stage of the inbound marketing method may sound like a simple warm and vague desire, but it is critical to the ultimate success of the inbound marketing channel. Companies not only looking for satisfied customers (although they certainly want them), but they are also looking for satisfied customers who are so excited about the combination of their content and context that they become promoters of their favorite products and services.

2.2.5 The Inbound Marketing Flywheel:

The flywheel is a model adapted from HubSpot to explain the motivation a company get when it adjust its entire organization to provide a superior customer experience. This is extraordinary in terms of storing and releasing energy. It turns out that this is very important when considering a business strategy.

The flywheel was invented by James Watt. It is just an extremely energy-efficient wheel. The amount of energy it stores depends on its rotation speed, the amount of friction encountered and the size. Think of it, as a wheel on a train or car. This energy is especially useful when considering how customers can help a business grow. (Dave Meyer, 2019).

Other models treat the customer as the result, nothing more. All the energy spend on acquiring that customer is wasted, putting the company in the first place.

The marketing flywheel is visualized as a circle or a wheel. In the center of the steering wheel, you will find ideas for growth. There are three parts around the steering wheel, which represent the actions of mutual guidance:

Attract

Here, attracting the attention of potential customers and make them start to understand the business.

Engage

Here, encouraging them to buy products by encouraging them to choose a company easily

Delight

Here, providing support for customers' after-sales and ensure that they have a good experience. On the outer edge of the flywheel, there is a note about the type of people at each stage. In most stages of attraction, "strangers". At the beginning of the "engagement" and "pleasure" phases, these strangers become "customers". Then they become "facilitators", leading more strangers in the "attracting" phase.

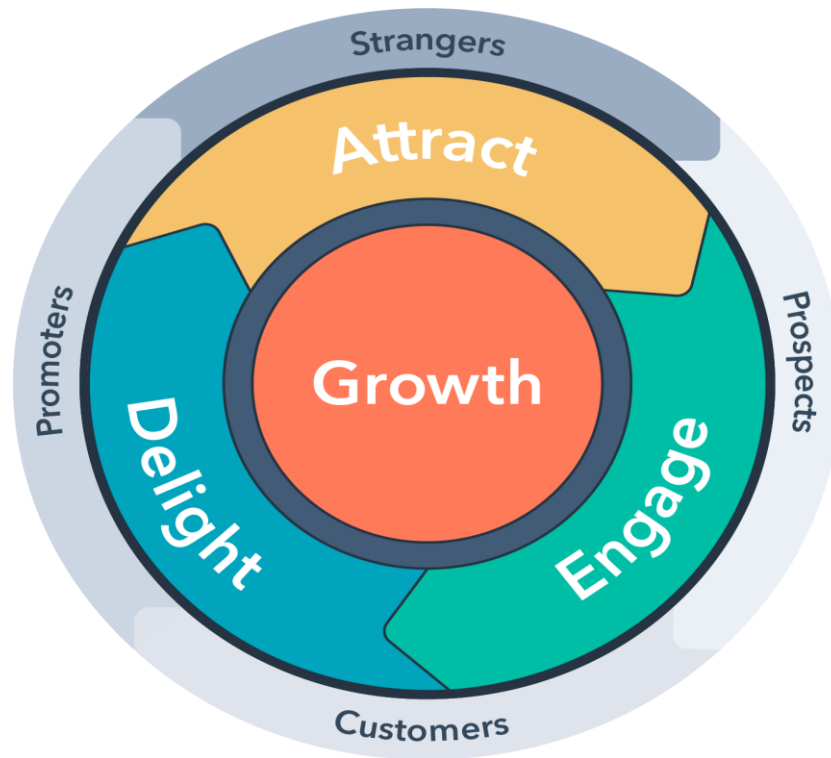


Figure 2.3: The inbound marketing flywheel

Source: Dick, J. (2018) ‘How the flywheel killed HubSpot’s funnel’, available at: <https://blog.hubspot.com/marketing/our-flywheel>. Reprinted with permission from HubSpot.

According to HubSpot, “Removing friction from your internal processes means you can spin your flywheel — and grow — faster. In addition, most importantly, when paired with the inbound methodology, the flywheel reveals the importance of the customer experience. The “delight” stage powers the “attract” stage of the inbound methodology, because of course how you treat your customers affects what prospects hear about you”. (hubspot 2021)

2.2.6 The Flywheel vs. the Funnel:

Table 2.1: comparison between the inbound marketing funnel and flywheel.

	Advantages	Disadvantages
Inbound marketing funnel	The linear design is very consistent with the sales channel. Focus more on marketing. Proved by practice for many years. Simple method, relatively easy to understand and implement.	It cannot represent how the customer helps the company develop. Momentum is lost at the bottom of the funnel. There is no connection between sales, marketing and customer service.

Source : elaborated by us.

Inbound marketing flywheel	The customer is the center of everything. Marketing, sales and service are better integrated. Eliminate friction in the customer experience.	Deviate from the basic inbound method. Oversimplifies the process of attracting website visitors and converting them into qualified potential customers.
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Funnel Vs. Flywheel

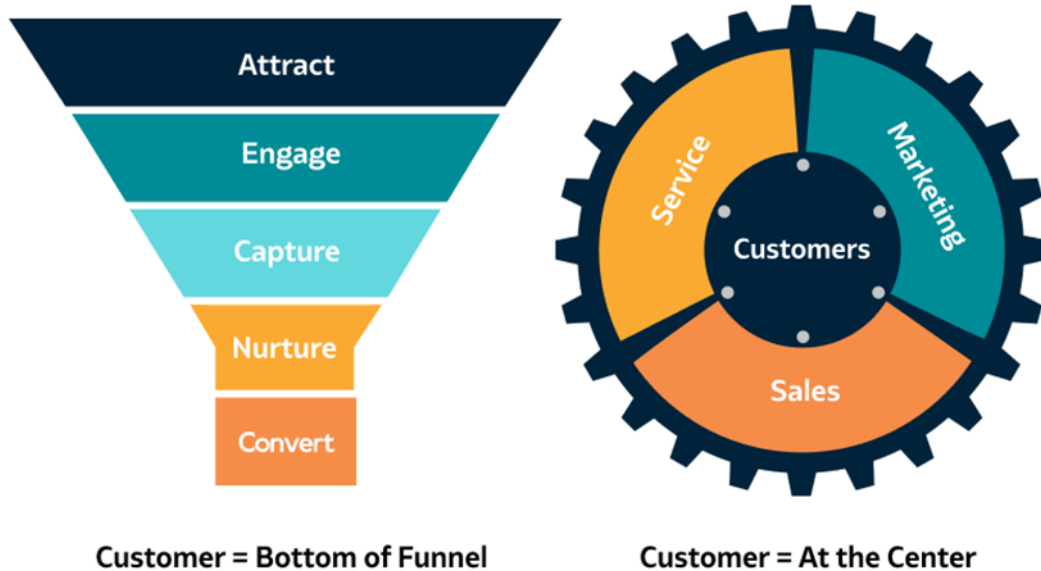


Figure 2.4: Inbound marketing Funnel vs. flywheel

Source : <https://www.gpg-callcenter.com/en/blog/marketing-funnel-or-flywheel/>

3. Inbound Marketing Strategies and tools:



Figure2.5: inbound marketing tools

Source : <https://www.hubspot.com/inbound-marketing>.

Inbound marketing strives to achieve the goal, whether it is to increase the number of readers or increase the number of Sales, which is feasible for every marketing strategy. The first step of an inbound marketing strategy is to establish an effective and realistic buyer persona. Company Profile for a wider range of consumers, it may be necessary to develop several roles to Point out the subtle differences between different personalities and the opinions of the target audience.

3.1 Attracting strategies:

According to hubspot “*Inbound marketing strategies that **attract** your target audience and buyer personas are tied to content creation and development*”

3.1.1 The buyer personas:

The role of the buyer, a fictitious representative of the consumer group, is essential for communicating with the target audience. This personality has common characteristics and interests with those potential customers who are most likely to deal with the company. Although based on traditional segmentation, the role has the characteristics of the target audience. It must understand not only demographics and professional components, but also the goals and challenges they face. The buyer persona wants to understand their values and how they obtain information and the challenges they face in achieving their goals (personal or strategic). Understanding the buyer's role means understand the target audience's

motivations, concerns, resistance to purchases, pain and anxiety. (Kevin Lehnert, Sarah GoupilandPete Brand, 2019)

In order to discover these buyer personas, companies need to spend time understanding the emotions that force consumers to take action and find solutions to problems. In order to achieve this, many questions need to be answered to develop useful and accurate profiles for each role. Although there are a variety of templates available to help understand buyer roles, we recommend the following five categories: personal/professional demographics; values and emotions; motivation and intentions; concerns; and communication/search styles. (Kevin Lehnert, Sarah GoupilandPete Brand, 2019).

Personal and professional demographic information lays the foundation for personality. Demographics can help marketers think about solutions that roles might appreciate Career and his career stage and industry.

Understanding the character's values and emotions will help overcome obstacles acquire target consumers. These are the reasons why the character may not be interested in the sales solution. The values and fears, along with goals and challenges, extend the professional demographics into the true personality of the persona. They allow the firm to see the essential components of the business and the goals.

Motivation/intention is related to the overall desire the character seeks. It ask what the specific priorities and goals are related to the concerns that caused them to search. By understanding both Personal values, motives and intentions, companies can distinguish and understand the value of its content for specific goals that meet customer needs Exceed (but also include) profits.(Kevin Lehnert, Sarah GoupilandPete Brand, 2019).

The next step is to understand the focus of the role. It means investigating the obstacles the character may encounter in solving the problem. May be internal resistance changes, industry barriers, internal costs, or lack of solutions. Not enough understanding the goals and issues the persona faces, but also the obstacles and problems to achieve these goals. (Kevin Lehnert, Sarah GoupilandPete Brand, 2019)

Finally, understand the communication/information style and negative influences that affect communication Roles can influence how companies address potential biases and how to achieve and talk to the characters. Know how to communicate with the persona is the most important. Some characters need face-to-face communication, while others prefer electronic communication. Knowing how to deal with and solve character problems with the language and methods, they understand enable companies to ensure their communication style is consistent with the audience.(Kevin Lehnert, Sarah GoupilandPete Brand, 2019).

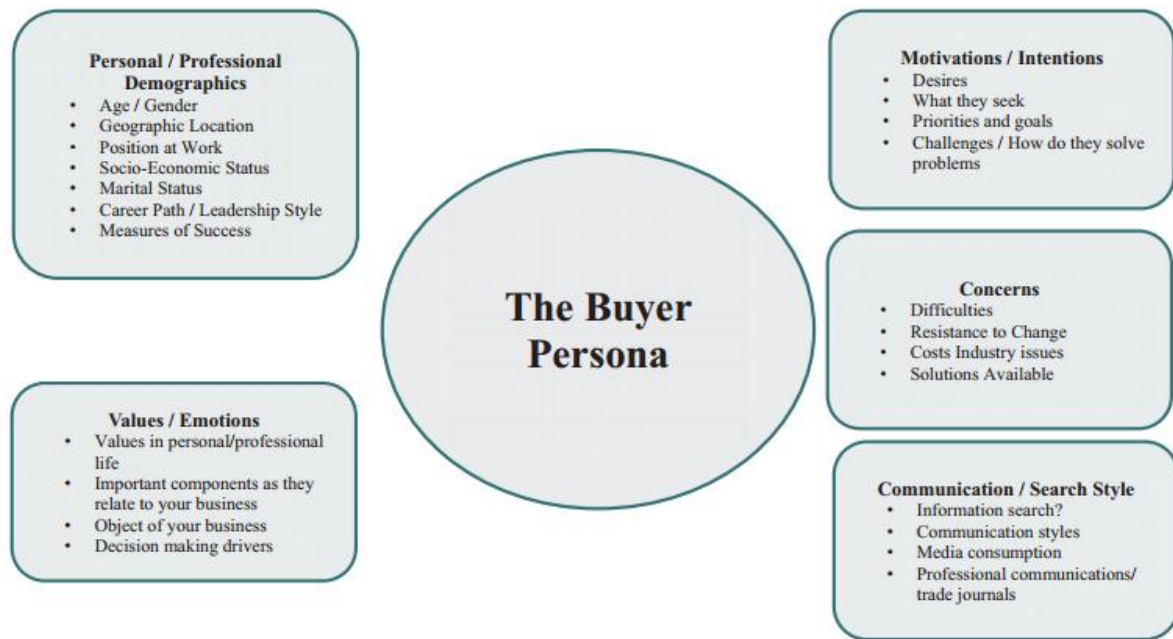


Figure2.6: diagram of the buyer persona

Source: Adapted from: Vaughan, 2017; amywright.me

After the persona is developed, the next step is to determine what he/she needs in terms of the issues, activities and results they are seeking. We determine this step as "trigger-based marketing", marketers determine the key events triggered issues or activities that cause character challenges. The main challenge in this stage of implementation is to figure out what events may cause customers before understanding the strategic challenges of the characters, seek to alleviate their pain. Having a well-thought-out buyer role can answer this question. By having a specific Buyer's thoughts and his/her problems and preferences, the closer the content will meet the needs and challenges of the role. With this content, marketers can attract personas into emotional solutions to problems that the company can now solve.

In the past, the role of providing information was based on marketers pushing information through mass media. Today, characters also have a wide range of resources available as a lot of information has been collected. To facilitate this search, companies must understand personas use and develop search engine optimization (SEO) to guide the mechanism they find their way to the solutions provided by the company. (Kevin Lehnert, Sarah GoupilandPete Brand, 2019).

3.1.1.1 Search engine optimization:

Moreno and Martinez (2013) define search engine optimization as follows:

"SEO is the process of increasing the number of visitors to a website by achieving a high rank in the search results returned by a search engine".

SEO focuses on continuously optimizing the website by increasing organic traffic and increase the visibility of the site, increase the number of visitors, and increase sales in free search results of search engines. In practice, SEO is about developing the content of a website to better meet the needs of users. Develop website technology to make it easier for search engines to read, and get the backlink of the website. SEO can be divided into on-page and off-page elements.

3.1.1.1.1 On-page elements:

Page elements lead users to believe that a page is worth visiting—how to use keywords in the content of the page, and how other words on the page are related to these keywords (Ledford, 2007).

Larson (2019) defines on-page elements as content, HTML, and website architecture. Content elements they list as keyword research, search intent, text content and media content.

Keyword planning can help find what, how, and how often people search for keywords that the company might intend to use. Search intent refers to the main goal of Internet search, that is, what a person is looking for, and the search query is what they type in the search bar. Sometimes the intent does not match the query, which affects SEO ranking on Google, because the website with the most clicks will gain higher visibility.

When writing text content online, the content should be scannable. According to Sutter (2015), scannable web content is very short, sentences and paragraphs are very short, And bold text, and bullets are used to highlight key points.

HTML elements are more technical. These elements include Meta descriptions, page titles, image titles, geotags (attributing locations to web pages), and other coding-related elements. HTML is a very basic coding language, mainly used to create websites (Larson, 2019)

Subsequently, according to Larson (2019), the site architecture focuses on optimizing the entire site, rather than optimizing specific pages on the site. These elements include website speed, URL structure, internal and external links. Reading the URL can make the website easier to scan by Google, thereby increasing the chance of reaching a higher position on the SERP.

3.1.1.1.2 Off-page SEO:

Schumacher (2019) continues to discuss off-page SEO in his article, referring to Off-page search engine optimization as all operations and activities that occur outside the website. Create natural backlinks, sharing content on social media, and participating in influencer marketing are all effective elements of off-page SEO (Lincoln, 2020).

Backlinking is a particularly effective way to gain visibility of a site. According to another article by Schumacher (2015), link-building factors (backlinking) have been the main SEO ranking factor for Google for a very long time.

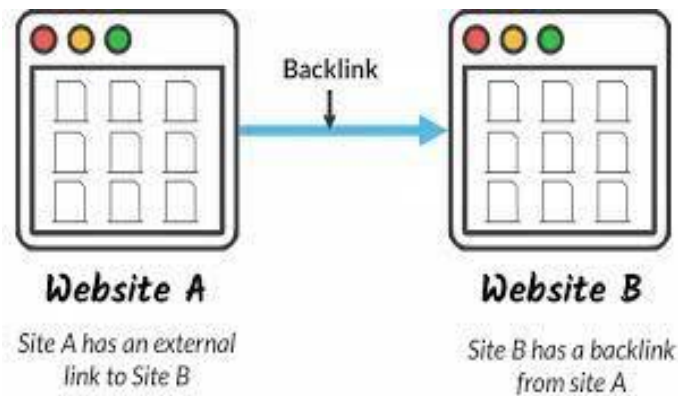


Figure 2.7: Illustration of Backlinking

Source: <https://moz.com/learn/seo/backlinks>

3.1.1.1.3 Pay per click:

Pay-per-click (PPC) is the second important form of search engine marketing strategy. Essentially, PPC is a way to buy website visitors, rather than organically attracting visitors like SEO. In addition, search engine advertising via PPC is the most popular form of SEM.

Search engines "reward" PPC activities with high-quality scores by reducing fees for clicks (Thakur, 2017), although the cost is much higher, PPC advertising usually generates return on investment is much faster than search engine optimization, because high rankings on search engines are guaranteed. However, as we will discover later, consumers do not always believe in advertising, but tend to choose organic results. Organic results are ranked based on their relevance to the query, and PPC ads are ranked based on "continuous real-time auctions run by search engines" (Agarwal et al., 2011). After winning the auction, the search engine will only pay when the consumer clicks on the paid placement.

3.1.1.1.3.1 Google Ads

Google Ads is currently the most popular PPC marketing platform in the world. Google advertising adopts a pay-per-click model, where users bid on keywords and pay for each Click on their ads. As mentioned earlier, whenever a consumer Search on search engines, search engine robots will crawl all possible content advertisers are currently bidding on relevant keywords and choosing a set of winners Have the "privileges" that appear on the SERP. Google uses first-class algorithms to choose these winners are based on their relevance, quality score, and bid amount. In other words, Google makes a decision based on the advertiser's ad rank, which is a Calculate two key factors-cost-per-click (CPC) bid and quality score. A quality Score is Google's rating of PPC ad quality, used to determine CPC.

3.1.1.1.3.2 Cost-per-Click:

Google interprets cost-per-click as setting the maximum cost-per-click bid amount, which is the maximum amount that a business can pay for each click. According to Frankenfield (2020), when advertisers set a daily budget for an ad campaign, CPC is used. Once the budget is reached (when the number of visitors you pay for clicking on the ad is reached), the ad will select the list of ads to display on the SERP from Google.

3.1.1.1.3.3 Click-Through Rate:

CTR is another important metric that helps to track advertising effectiveness. It measures the number of clicks an advertiser receives on each impression (Mackey, 2021). A high click-through rate directly affects the quality score of the ad and is therefore critical to the success of PPC. In short, CTR is how quickly your paid placements are clicked. It is calculated by dividing the total number of clicks on the ad by the total number of impressions. CTR can usually be easily accessed on any platform used to initiate PPC activities, such as Google Ads.

3.1.1.1.4 SEO and Inbound marketing:

SEO dominates digital marketing strategy because it affects Positioning of digital channels available to the organization, such as websites, blogs, Social network accounts, etc. Therefore, the web page can be optimized to become the "most Attractive to search engines" to show up first when searching Use the browser to execute.

It should be noted that SEO involves the existence of unique high-quality content follow some content rules in order to be indexed correctly by search engine.

"Given 80% of search engines, positioning on the first page of a search engine is critical People who search using Google (the most common search engine in the world) Visit only the links listed on the first page of Google. More pages are listed above, It will attract more users"(Optimized and enhanced version, 2016). Search engine optimization involves using the most searched keywords and identifying Use Google Analytics.

3.1.1.1.5 SEO Strategy:

"An SEO strategy is the process of organizing a website's content by topic to improve the likelihood of appearing in search results. Essentially, it is the process you follow in order to maximize the opportunity to gain organic traffic from search engines." (hubspot 2021)

3.1.1.1.5.1 Mobile SEO strategy:

According to hubspot, when formulating an overall strategy, mobile SEO is an important factor to keep in mind. Mobile optimization involves ensuring that website and website content are accessible to visitors on mobile devices, so they can get the same experience and the same value as a desktop browser. Mobile optimization is very important because Google uses mobile-first indexing. This means that when indexing and ranking pages for the SERP, the algorithm will use the mobile version of the site instead of crawling the desktop site.

3.1.2 Content creation:

Chaffey and Al (2000) define content as the design of text and graphic information that forms a web page. Good content is the cornerstone of attracting customers to visit the website and maintaining interest while causing repetition access. Content marketing can also be the company's intranet content or the company's Internet content. Including databases and various types of knowledge (Chaffey and Al, 2000).

In the case of Pulizzi and Barret (2009), they also define content marketing as a marketing technique Including the creation, publication and distribution of relevant, useful and valuable content in order to consumer. Content marketing tends to own the media rather than rent it. It is defined as a

marketing process Attract and retain customers by continuously creating content aimed at changing or developing consumers behavior (Pulizzi, J. and Barrett, 2009).

Handley and Chapman (2010) believe that content marketing is the whole of an individual or organization create or share to tell their story. The content is conversational, humane, and not always looking for sales. It must be a state of mind that is both timid and encouraged (Handley and Chapman, 2010).

Gunelius (2011) defines content marketing as the process of direct and indirect promotion of a company in both online and offline environments, build a brand through the benefits of text, video, or audio content all at once. It can be in long format (blogs, articles, e-books and sounds), short format (Twitter, Facebook, images...) or in the traditional form, (share content via Twitter or participate in active discussions via blog comments Posts or via online forums) (Gunelius, 2011).

Staler (2014) explained that content marketing is a dynamic technology designed to attract customers. It is a company that shares expertise and knowledge to attract potential customers and build Relationship with them (Slater, 2014).

Ramos (2014) defines content marketing as a high-quality marketing technique. Related content, it aims to obtain target audiences through education and mobilization (Ramos, 2014).

Kotler et al. (2017) Define content marketing as a marketing method, including creating, organize, distribute and amplify interesting, relevant and useful content for a clearly defined audience group to create content conversations. Content marketing is another form of brand promotion news that establishes a closer connection between the brand and the customer. After all, content marketing is about Plan, create, promote and monitor performance for the target audience, the goal is always Consider customer satisfaction and revenue generation (Kotler et al., 2017).

3.1.2.1 Content creation strategy:

“In essence, a good content strategy is often the foundation of your attract and delight stages in a buyers' journey. Along with attracting new prospects to your brand, you might also use a content strategy for sales enablement and overall customer satisfaction.”(Hubspot, 2021)

According to Caroline Forsey (HubSpot 2020), for a great content marketing strategy, marketer should:

- Set their goals.
- Conduct persona research.
- Conduct content review.
- Select a content management system.
- Brainstorm content ideas.
- Determine the type of content.
- Publish and manage the content.

3.1.2.2 Types of Content marketing:

- Blog Post: is any article, news or guide published in the blog section of a website. Blog posts usually cover specific topics or queries, are educational, have a word count ranging

from 600 to more than 2,000 words, and contain other types of media images, videos, info-graphics, and interactive charts.

- E-books: can be on a computer or specially designed handheld device Read on the electronic version of the printed book.
- Case studies: to examine the specific challenge or goal of an individual or business and how they solved it. The length of case studies can vary greatly, and they focus on many details related to the initial challenge and application solution.
- Templates: is a convenient content format to try because they bring you potential customers, and at the same time for the audience provides great value. When you provide your audience with template tools to save their time and help them succeed, they are more likely to continue participating in your content in the future.
- Info-graphics: Info-graphics can organize and visualize data in a more compelling way than using text alone.
- Videos: video is an attractive content medium and can be shared on social media platforms and websites. Compared with written content, video requires more investment in time and resources, but as visual marketing becomes more and more popular—after all, it is 40 times more likely to be shared on social media than other types of content—this is one a medium worth trying.
- Podcasts: Start if viewers do not have time or interest to read content every day, podcasts will help them find your brand.
- Social media: posting on social media is crucial time for expanding your brand's influence and providing your content to your customers. Social networks that businesses frequently post include(Facebook, Instagram,LinkedIn,Twitter,Snapchat,YouTube,Pinterest) When launching a business account on any of the above social networks, it's important to post the type of content your followers want.

3.1.3 Another attracting tools:

- Ads: *“Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect. Online advertisers (typically through their ad servers) often use cookies, which are unique identifiers of specific computers, to decide which ads to serve to a particular consumer. Cookies can track whether a user left a page without buying anything, so the advertiser can later retarget the user with ads from the site the user visited”* (Patil, 2014:188)

“As advertisers collect data about users' online activities across multiple external websites, they can create detailed pictures of users' interests to provide more targeted advertising. This aggregation of data is called behavioral targeting.

Advertisers can also use Contextual and semantic advertisements are used to target their audiences to deliver display advertisements related to the content of the webpage where the advertisement appears. (InfoSolution, 2016)

Advertisers can also place advertisements based on the user's suspicious geographic location in the following ways. The user's IP address conveys some geographic information (At least, the country or region where the user is located). The geographic information from the IP can be supplemented and refined by other agents or information to narrow down the possible location range. With mobile devices, advertisers can sometimes use the GPS receiver of the phone or nearby the location of the mobile tower.

Cookies and other persistent data on the user's machine may help to further narrow the user's location." (Srinivas, 2015)

- Video: This content format has the highest level of engagement and contagion on social media and other sites. Video can be used as a content marketing strategy to explain certain issues, showcase products or services, or show interest to the target audience. "Inbound Video" is a process of reimagining content, value, and speed to incorporate video into your inbound marketing strategy and method in a seamlessly integrated process. Viewers retain 95% of the information when watching the video, and 10% when reading the text. (Insivia) Including video in your email marketing can increase CTR (click-through rate) by 63%. (Social Media Today).
- Blogging: *"A great way to create lots of remarkable content is by starting a blog. Blogging makes sense for many types of businesses for many reasons"* (Inbound marketing, get found using Google, social media, and blogs, page 35)
The article published on the company blog is defined the company's image transcends prospects and competition, and its quality can Attract or lose customers. High-quality content on topics that customers are interested in will increase their interest Trust and loyalty to the company. Conversely, if the content is Improper and invalid, will affect the company's image, will appear Communication with customers is not professional. Therefore, the article must be based on SEO analysis and must follow the audience's interests and needs to provide all Necessary information to influence their purchasing decision.

3.2 Engaging Strategies:

After attracting potential customers, for the engaging strategies Hubspot suggest inbound sales calls and solution selling.

3.2.1 Inbound sales calls:

Inbound calls are calls to the company's customer service or support team, initiated by the customer. These calls are usually answered by the organization's call center or service desk and then deal with consumer complaints or requests. Responding to incoming calls is the main function of most customer service teams seeking to enhance the customer experience. Incoming calls are a fundamental aspect of customer service and support call centers. Most companies provide a phone number that customers can contact when they have a complaint or request. These organizations have internal call centers or remote call centers that answer calls. Some companies even have remote call centers where employees can work comfortably at home. This makes it easier for customer service teams to provide 24-hour support because their employees work in different time zones.

The call center will also use call center tools to assist in the distribution of incoming calls. Depending on the industry, the call system can screen incoming calls and analyze customer requests. The software then forwards the call to the representative best suited to solve the problem. This can significantly increase the efficiency of the call center while improving the customer experience. After the inbound call is connected, the representative will try to resolve

the issue during the first interaction. If this is not possible, the representative can follow up with the customer via email or, if necessary, by phone again. In these cases, representatives can set expectations for communication and continue to work on the case until the problem is resolved. Most customer service representatives answer incoming calls every day, but this is not the only type of phone that representatives will answer. Many customer service teams will provide inbound and outbound call options for their call centers.

3.2.1.1 Inbound calls strategy:

I. Reserve a voice channel for the people who need it most:

There is no better way to understand the customers than talking to them directly. However, the challenge is that, after taking into account labor costs, the average cost per phone is between \$9 and \$15. When doing business, some people like to call the company, some people like to use real-time chat, and some people like email. Keep a toll-free number so customers can call the company at any time, but they have to be strategic where to put it. Putting the number at the top of the homepage expands the channel of incoming calls and reduces its value, especially for mid-sized companies. Consider placing the number at the bottom of the product or pricing page, or directly below the call to action.

II. Fulfill promise and stand by at any time.

Once the company is determined to only answer the most profitable types of calls, the next step is to make sure that someone is qualified to answer the calls. They never let calls go to voicemail or administrative assistants; the person who answers the call needs to be the right person immediately. Everyone answering the phone should make every customer feel that he is the most important customer in the world.

III. Track and analyze calls:

Providing the business with different numbers to track the performance of call channels. From here, the firm will be able to track the success of advertising costs while still being able to respond to individual customers. Personalizing the numbers by putting in business cards and email signatures to provide specific numbers to potential customers in various categories. Considering subdividing inbound call channels based on service level.

IV. Let the customer data work for the company:

It is great to receive a call, but it is better to know what to do once after receiving a call. Studies have shown that if employees can access CRM data during a call, their work efficiency will increase by 15%. Anytime, anywhere access to all this accumulated and recorded information can greatly improve the performance of incoming call channels, especially when routing calls to the field or technicians.

3.2.2 Solution selling:

“Customers didn’t know how to solve their own problems, even though they often had a good understanding of what their problems were. But now, owing to increasingly sophisticated procurement teams and purchasing consultants armed with troves of data, companies can readily define solutions for themselves.”(Brent Adamson, Matt Dixon, and Nicholas Toman, the challenger sale)

Solution selling is a sales method in which sales staff will fully consider the needs of potential customers, so they can recommend specific products or services that best meet their personal problems and concerns. Solution selling is one of the best ways for salespeople to sell with empathy. It also requires critical thinking and a firm grasp of the general situation of potential customers. Solution sales are ideal for highly customized products and/or packaging industries. Selling solutions means going beyond immediate thinking. It may sound cliché, but this is about the bigger picture. Product specifications and features are important, but they are not the focus of the sale of well-executed solutions.

3.2.2.1 Solution selling plan:

- Identifying common pain points: Identifying the most common pain points for customers may be the most important part of the process-without this information, companies cannot effectively locate potential customers or propose solutions.
- Asking questions: Once figuring out the most pressing problems, product solves for buyers, asking a set of questions to help diagnose potential customers. Preparing for the right questions means that will focus on most of sales conversation on the buyer and his company, rather than the product and its features.
- Practice sales value: Solution sales are effective because it focuses on the product's return on investment, not its feature set or price. Sales manager or salesperson should understand and can demonstrate the value of the product.

3.2.2.2 Solution sales process:

Nowadays, "solution sales" is widely used, but salespeople who use this method usually follow the following sales process:

- ✓ Potential customers: looking for buyers who have products to solve problems.
- ✓ Qualification: Know the decision-making unit (DMU).
- ✓ Discovery: Diagnose the needs of buyers.
- ✓ Value-added: Cultivate customer champions; reach out to key decision makers.
- ✓ Presentation: share customized solutions; display their return on investment.
- ✓ Closing: Reaching a mutually beneficial agreement.

3.2.2.3 Solution sales interrogation:

- Determine the cause: What factors will cause the buyer's pain? How are they ranked in terms of importance and impact?
- Calculate the magnitude: How does this pain affect potential customers, their teams, other departments and/or the entire company? How many people will benefit from solving the problem?
- Get recognition: Using product to measure the buyer's interest in life. Are they excited about the solutions salesperson can provide?

3.2.3 Another engaging Tools:

- Leads flows: Lead Flows is a potential customer conversion path that converts website visitors into potential customers. They can be a slide-in box in the lower left or right corner, a pop-up overlay, or a drop-down banner triggered by scrolling, page dwell time,

or exit intent. Usually, the conversion flow of potential customers sends visitors /social/organic via email to a blog post with a CTA, then to the landing page where they fill out the form, and then to the thank you page where they can download the content. This still applies to those who need to live. Perpetual offers (i.e. training courses or webinar explanations), but for offers that do not require a login page, the lead flow is a more streamlined and flexible way to convert visitors on the website into leads. This is also helpful for those who may not have much opportunity for people to convert on their website. (Hubspot)

- **Email Marketing:** email can be used for both inbound and outbound marketing, Decades ago, companies relied on direct mailing lists to market their brands. This means sending carefully planned envelope information directly to the customer's front door. Essentially, they are engaged in external marketing-or more traditional advertising methods to convey their message to the public. These advertisements have been saturated by enterprises. The company did not send a large number of e-mails, hoping that they could generate new potential customers, but adopted a strategic method of e-mail marketing. Inbound email-marketing focuses on sending emails to people interested in their products, services, and brands.
- **Lead Management:** is the process of acquiring and managing potential customers (leads) until they make a purchase. This is a more complicated process than standard advertising, and is most suitable for e-commerce stores that establish personal relationships with customers. Providing customers with the information they need to continue through the funnel is the main goal of lead management. When different parts of the corporate marketing organization are out of date, or potential customers do not have the appropriate qualifications, customers may receive duplicate or irrelevant information leading to other death sentences for normal conversions.

Managing leads in the following steps:

1. **Lead Generation:** The first part of the potential customer management process is advertising and actual acquisition of potential customers. Before reaching a potential customer, nothing can be done.
2. **Customer Inquiry:** when the customer responds in a certain way to show that they are interested in what is offered, the management process really starts.
3. **Identity Capture:** the next part is to understand the actual identity of the customer. Some of this information can be analyzed through Google, while other information can be obtained by having the customer send it to the company.
4. **Inquiry Filtering:** once the identity is captured, its accuracy needs to be verified. This part helps the company to better understand the truth behind any information entered.
5. **Lead Grading:** after knowing their unique identity, potential customers should be filtered based on their estimated value to the company. Potential customers who are more likely to drive sales--or potential customers who provide the company with more value--should take precedence over casual users.
6. **Lead Distribution:** Qualified potential customers usually carry specific instructions and information and distribute them to the company's marketing and sales staff. Generally speaking, the customers with the highest potential value

should be handed over to the sales staff who are most likely to convert them into customers.

7. Sales Contact: this is when the sales process (the sales process is the repeatable steps taken by the sales team to convert prospects into customers) gets in progress. Sales people need to build their contact information in a way that encourages potential customers to respond, and should decide how this happens based on the potential customer's behavior at this time.
 8. Lead Nurturing: the potential customer responding to the sales contact should enter the lead nurturing process, which uses automation Follow up with individuals to help convince them of the value of the purchase.
 9. Sales Result: Finally, when the potential customer makes the purchase, the management process is over. If you need to repeat the sale, please go back to step seven.
- Conversational bots: It is an application that runs simple and repetitive automated tasks performed by users (such as customer service or support staff). The robot interaction can be a quick question and answer, or it can be a complex conversation that provides access to the service. Conversational bots are very flexible and can handle some simple commands or complex natural language processing tasks driven by artificial intelligence. They can be an aspect of a larger application, or they can be completely independent (microsoft.com)
They used to create lasting relationships with prospects on the channels they prefer and to capture the information of prospects visiting the site.
 - Marketing automation: Marketing automation is the use of software to automate the marketing process, such as customer segmentation, customer data integration and event management. The use of marketing automation allows the process to be Manual execution is more efficient and makes new processes possible.
"Marketing automation is a software but also tactics that allow Companies to buy and sell like Amazon – that is, to nurture prospects with highly Personalized, useful content that helps convert prospects to customers and turn Customers into delighted customers. This type of marketing automation typically Generates significant new revenue for companies, and provides an excellent return on the investment required."(Hubspot 2020, 1)

3.3 Delighting strategies:

A delightful inbound strategy ensures that customers are happy, satisfied, and supported for a long time after purchase. These strategies involve team members becoming consultants and experts ready to help customers. Combining thoughtful and timely Chatbot and surveys to assist support, and request customer feedback is a great way to please these people. Robots and surveys should be shared at specific points in the entire customer journey to ensure they are meaningful and valuable. Social media listening is another important strategy to satisfy customers because they use it to give feedbacks, ask questions, or share their experience with products or services.

3.3.1 Chatbot:

An AI chatbot is a program in a website or application that uses NLP (Natural Language Processing) to simulate human conversations. The chatbot is programmed to satisfy the user's needs independently of the human operator. Common functions of chatbots include answering common questions and helping users navigate websites or applications. By using machine learning and NLP, artificial intelligence chatbots can understand the intention behind customer requests, record the entire conversation history of each customer when interacting with customers, and answer their questions in a natural and humane way. Chabot also flows the inbound messaging framework (figure bellow)

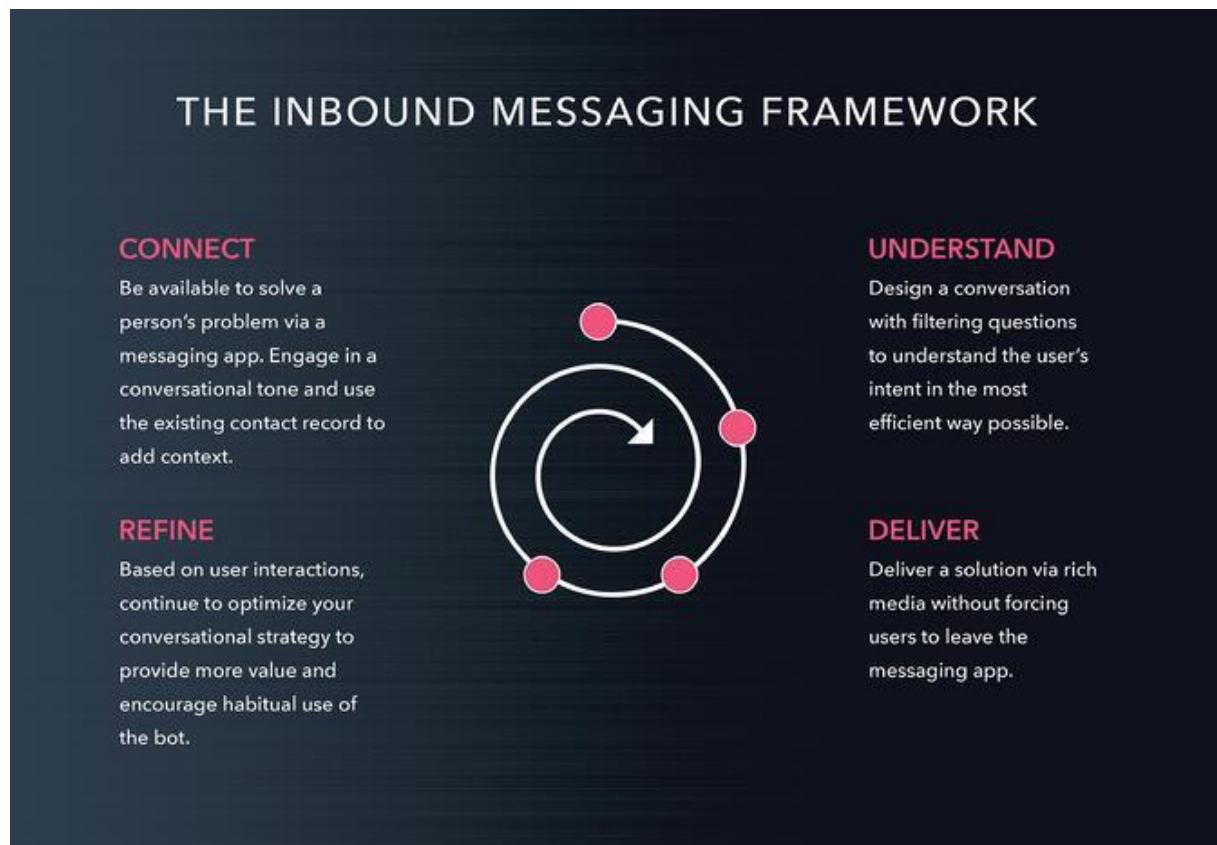


Figure 2.8: the inbound marketing framework

Source: <https://blog.hubspot.com/marketing/how-to-build-a-chatbot>

3.3.1.1 Chatbot strategy :

- The purpose of the bot: Ultimately, the purpose of robots is to provide services that people really want to use — repeatedly. No robot is omnipotent. When creating a bot, marketers will think of an existing problem, which can be solved in a more effective way, and there are two types of bots:
 - (a) Information robots: As the name suggests, these robots provide users with a new form of information consumption.
 - (b) Practical robots: These robots will complete tasks and answer questions automatically. In other words, they solve user problems or queries through chat transactions.
- Choosing the right messaging app: depending on the target audience

- Choosing the right platform to build the bot: most messenger applications have tools and documentation to help developers build bots. However, there are many platforms that can also help build bots-in some cases, none A lot of required coding, such as Motion AI, Bot kit...etc.
- Building a bot's personality: matching the bot with the brand.
- Creating the bot process: When creating a chatbot, the platform used should provide options on how to structure the conversation. Usually, this is by providing users with drag-and-drop or multiple-choice responses, or pre-loading the robot using if/then statements, (taking in consideration the inbound messaging framework).
- Linking the bot with the messaging app: connecting the bot with the app chosen.
- Testing and training the bot: testing the bot by a beta group before launching it to public.
- Promotion: once the chatbot is launched, the company promotes it.
- Continuing the Conversation: making sure that the costumers are engaging with the chatbot.

3.3.2 Costumer satisfactions surveys:

Customer satisfaction surveys are used to measure how customers feel about the company or the established experience of the company. These surveys can take many different forms and can be used to segment customers based on satisfaction scores, measure relative customer satisfaction scores over a period of time, or find insights to improve the customer experience. Customer Satisfaction Survey measures customer satisfaction scores or CSAT, which is a basic measure of customer satisfaction with product or service experience or specific interactions with customer service teams. Customer feedback provides insights to improve the product and the overall customer experience.it can improve customer retention. It confirms that they can become satisfied customers for advocates. Customer feedback helps inform decision-making.

There are several common forms of customer satisfaction surveys, which are usually performed using the popular "one question" response scale method, such as:

- Net Promoter Score: NPS is a popular survey method, especially for those in the technical field. Although this measures customer satisfaction to a certain extent, it is more aimed at measuring customer loyalty and referral potential.
- Customer Satisfaction Score (CSAT): Customer Satisfaction Score (CSAT) is the most direct method of customer satisfaction survey. Its name is there; it directly measures customer satisfaction
- Customer effort score (CES): it measures the ease of customer experience.

Surveys should be sent as soon as possible after interacting with customer support, and after a period of the customer's initial purchase, measuring the evolution of satisfaction in the customer journey at different stages of the customer life cycle.

3.3.3 Social media listening:

Social listening is the monitoring of any customer feedback from the brand's social media channels and direct brand mentions or discussions about specific keywords, topics, competitors or industries, and then analyzes to gain insights and take action on these opportunities. Social listening, therefore, is different from social supervision, which is a two-part process. Social monitoring only does the former, tracking social media mentions and conversations. However, if

there is no analysis and actionable response, the brand cannot fully meet the needs of customers. Social listening discovers the root causes behind social conversations and implements long-term strategic changes. Through social listening, companies can create content that followers really want, put forward new ideas based on industry trends, improve customer experience by directly interacting with customers, and constantly change customer strategies to adapt to current needs.

The characteristics of social media and its popularity have revolutionized business Practices such as advertising and promotion. Social networks are primitive spaces. They can generate traditional top-down communication Companion (one-to-many), but also turn this vertical and unilateral communication into a dialogue The same between users and brands (one-to-one) and even more Internet users (many too much). However, consumers are less and less interested in traditional advertising, which makes huge the pressure of marketers. The challenge is to spread complex information through messages without Overwhelm consumers. Today's consumer attitudes have undergone profound changes, and it is time to appreciate and the amount of reading of the news has been reduced a lot. The average human attention span from 12 seconds in 2000 to 8 seconds in 2013. (Kotler et al., 2017)

Social networks have played a very important role in these changes. In the past, consumers Limited to ads made in traditional media, because they do not have much choice. Today, with the advent of social networks, consumers have rich content generated by companies and even others Consumers think they are more credible and interesting. The idea is to share content on social media the network is voluntary and can be accessed on demand; unlike content shared on traditional media, Character is imposed. At the social media level, consumers can now choose what they find and like. Advertising can No longer blocking viewers, because it is an example of YouTube ads (True View), before the video, consumers can now ignore these ads after 5 seconds. If the brand or advertiser fails to attract attention in the first five issues second, they cannot complain that consumers choose to ignore the rest of their content (Kotler et al., 2017).

The use of social networks, especially through CM strategies, has become very useful in the brand's marketing methods, first, through direct and instant contact to favorably approach its brand's Internet customers. Then, they give the brand a sense of innovation and advertising taste without spending too much money. Finally, social networks allow brands to pass Interconnection between members. Brands must be very attentive, listening to suggestions, comments and the publication left by the user on the brand page. Unfortunately, considering that the content is only a longer version of the advertisement, companies often transfer their content to social media without modification. However, there is a clear difference between these two communication methods. Advertising represents the message that the brand wants to convey consumer. Although content marketing disseminates information that consumers will use to achieve their goals Personal and professional goals (Kotler et al., 2017).

3.3.4 Another delighting tools:

- Smart content: *“referred to as dynamic content, is website content that changes based on the interests or past behavior of the viewer. Smart content is designed to offer a more relevant and personalized experience to the website visitors -- one that static content cannot provide”*.(hubspot,2017)

According to Hubspot smart content can be based on the following categories:

- Ad source: Showing content to viewers based on ads clicked by them.
- Country: content based on the viewer's (customers) country.

- Device type: targeting visitors who visit the website via mobile phones, tablets, or desktop computers. Smart content tools analyze the user agent of the visitor's browser to determine their device type.
 - Referral source: displaying smart content based on how the visitor finds the site.
 - Preferred language: personalized content based on the language set within the visitor's web browser.
 - Lifecycle stage: displaying different content based on the visitor's lifestyle stage attribute value.
-
- Conversation inbox: Conversations is a tool in HubSpot where the team can view, manage, and respond to incoming messages from multiple channels (Facebook messenger, emails address ...)(Hubspot,2020)
 - Attribution reporting: Marketing attribution is a reporting strategy that allows marketers and sales teams to view the impact of marketers on specific goals (usually purchases or sales). The marketing attribution report uses a pre-built model to aggregate all relevant interactions in the buyer's journey. This can clearly answer which channels and content help achieve the company's marketing goals. Marketers will look at attribution reports to help them decide which pages and/or marketing channels can bring the most conversions.

Chapter 3: Empirical study

The roll of inbound marketing in satisfying Algerian e-customers.

Chapter 3: Empirical study; the roll of inbound marketing in satisfying Algerian e-customers.

According to data from the National Association of Traders and Craftsmen in Algeria, the e-market potential is estimated at 5 billion \$. Although the first Algerian online market appeared in 2009, with the arrival of the pan-African website Jumia, e-commerce began to take off in 2014, and the website is still the most popular online sales website in the country. OuedKniss, Batolis Yassir are leading local online sales sites besides Jumia. (The International Trade Administration, 2020). In this chapter we are going to see how Algerian deal with these e-business.

3.1. Presentation of the qualitative research:

In this section, we are going to see the methods we are going to use during this study; research objectives, the followed methodology, the data collection and finally the used tools.

3.1.1. Research objectives:

In order to reach the defined long-term goals of certain digital companies, they have to plan what to do in the short-term first. Inbound marketing can be used for both long-term and short-term development strategy.

The objective of this study is to see how the inbound marketing support digital companies to spread awareness about theirs brands, more traffic to theirs loading pages, to gain more followers on theirs social media accounts, to increase customers and maximize theirs sales and profits.

Through this research, we can help Algerian digital companies understand the importance of using inbound marketing strategies to attract more customers and satisfy them.

3.1.2 Research methodology:

We conducted a survey and posted it online so that we can use the answers to understand how Algerians deal with inbound marketing strategy if it were used by any of the digital companies' mentioned and its impact on their satisfaction.

3.1.3. Data collection:

To understand the obtained results from our survey and to define the questions we should ask the customers in order to complete our work, we managed to do some deep researches about similar national & international studies, and by the use of some statistics websites and checking some videos, blogs about how inbound marketing took the science of marketing to higher level, and also we did a research about the type of tools mentioned in the second chapter, to understand the way people interact with these tools, to get a certain perspective about this study and to know where are we standing compared to other nations.

3.1.4. Used tools:

Because of we were asking people about digital marketing and internet so the best place to do that is the internet itself, we made all the part of the survey using Google Forms and we shared the link of the survey in social media, forums, and emails. In addition, the most of analysis we're processed by Google spreadsheets.

The survey was conducted by using Google Forms tool, shared the link of the survey on the social media platforms, and then we analyzed the results obtained by using Google spreadsheets.

3.2. Survey results and analysis:

After completing the data collection, we convert the collected data into the form of graphs, interpret the results, and analyze each question asked objectively.

149 people responded to our survey after sharing it on different social media platforms, so the number of the sample used will be 149 and it will represent the e-customers in Algeria. We are satisfied with the answers obtained in the survey, and we will try to explain them in an appropriate way.

After the interpretation process, this is what we arrived to:

1) Age:

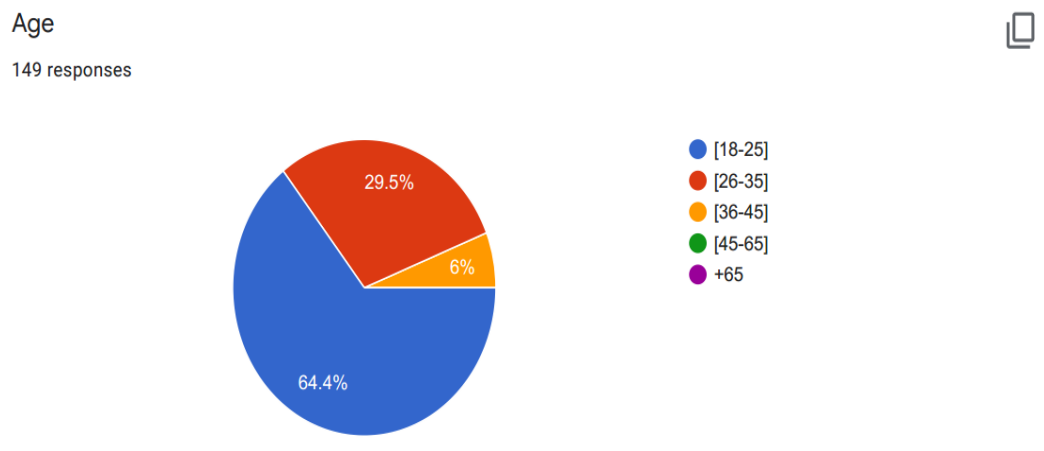


Figure 3.1: Respondent's age

Source: Elaborated by us using Google spreadsheets

The majority of the people (64.4%) who responded to our survey are between 18 to 25 year old, 29.5% are between 26 to 35 year old, and 6% are between 36 to 45 year old.

Understanding the category's age that responded to this survey is important because the company needs to know which customer category to target. That is what we called "demographic segmentation".

We noticed that most of the respondents were seen as a group of young people. This also shows that most internet users are young people, which may help Algerian companies to promote products that meet the interests of young people online.

2) Gender:

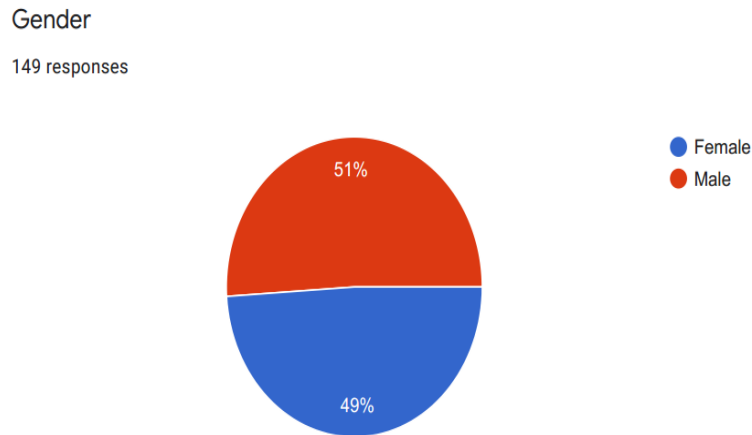


Figure 3.2: Respondent's gender.

Source: elaborated by us using Google spreadsheets.

The figure showed that 51% of the respondents are males and the rest 49% are females.

We can see that the number of the two genders that responded to this survey is almost the same. In our case, gender is important because it is part of the demographic segmentation, the company should know which of them has the most online presence so they can know how to locate them and provide them with the products, and services they need based on their gender. Also, to study the differences between them and the opinions of each of them.

3) Occupation:

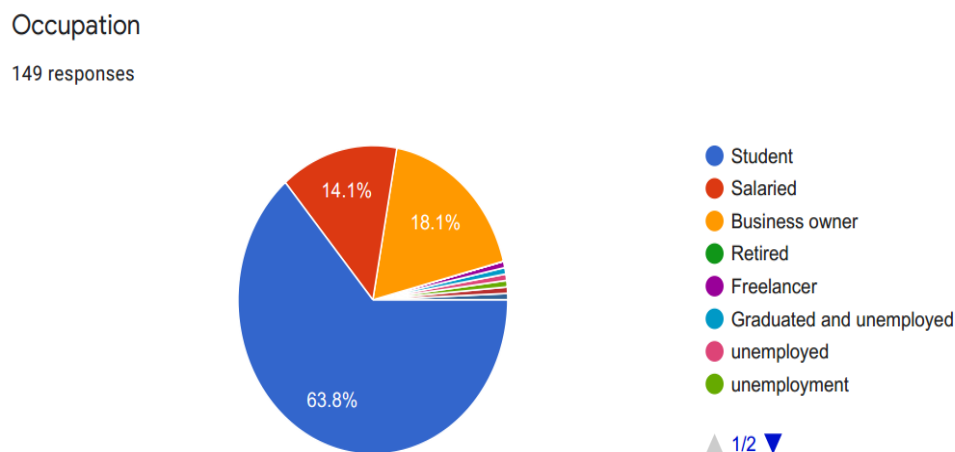


Figure 3.3: respondent's occupation.

Source: elaborated by us using Google spreadsheets.

The figure above showed that 63.8% of the respondents are students, 14.1% are salaried people, 18.1% are business owners, less than 1% are freelancers, and the rest of them 3% are unemployed people.

It is also important to understand the occupations of the people we are targeting, because it may indicate their standard of living and lifestyle, and help the company provide every product they need, and they are able to buy it.

We notice here that the majority of the respondents are students and that makes sense why most of them are between 18 and 25 years old. And about 2/10 are business owners, and few salaried people.

4) Localization:

Localisation ?

149 responses

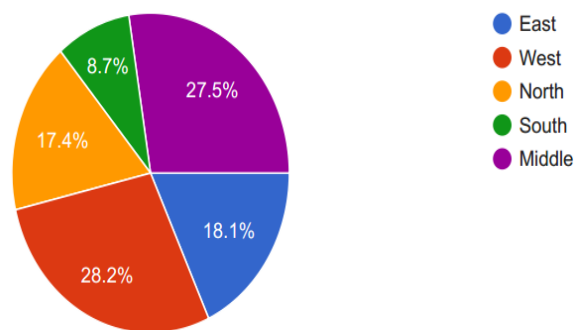


Figure 3.4: respondent's Localization.

Source: elaborated by us using Google spreadsheets.

From the people who respond to this survey 28.2% are from the west of the country, 27.5% are from the middle, 18.1% are from the east, 17.4% are from the north, and the rest 8.7% are from the south.

It is important to know from where the targets people are because it helps to understand their cultures; the way they eat, wear and talk in order to create content based on that.

Question n°1: how often do you use internet?

How often do you use internet ?

149 responses

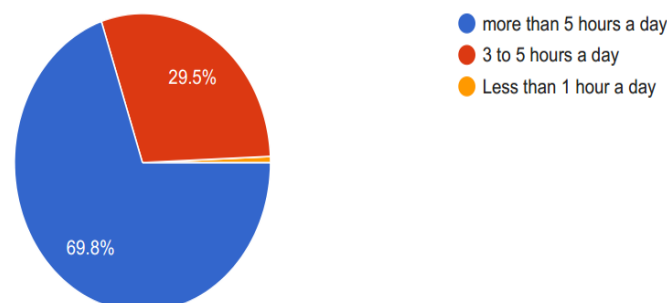


Figure 3.5: respondent's time spent online.

Source: elaborated by us using Google spreadsheets.

69.8% of the respondents of this question said that they spend more than 5 hours a day on the internet, 29.5% said that they spend from 3 to 5 hours a day on the internet, and less than 1% mentioned that they spend less than an hour per day on the internet.

It is difficult to determine the exact number of times people use the Internet with just one survey. The perfect way to get better abs specific results is to monitor them and keep their Internet usage within range 24/7, but this may be enough for us, we know how much time most of them spend on the Internet. The above chart shows that the vast majority of Algerians use the Internet for more than 5 hours a day. This also concludes that Algerian customers are more connected to the Internet than ever before. The large number of users inside the Internet is a huge opportunity for companies and organizations. They should consider this before other competitors. This should also motivate them to change the old traditional marketing and promote to new directions.

Question n°2: For what purpose do use internet?

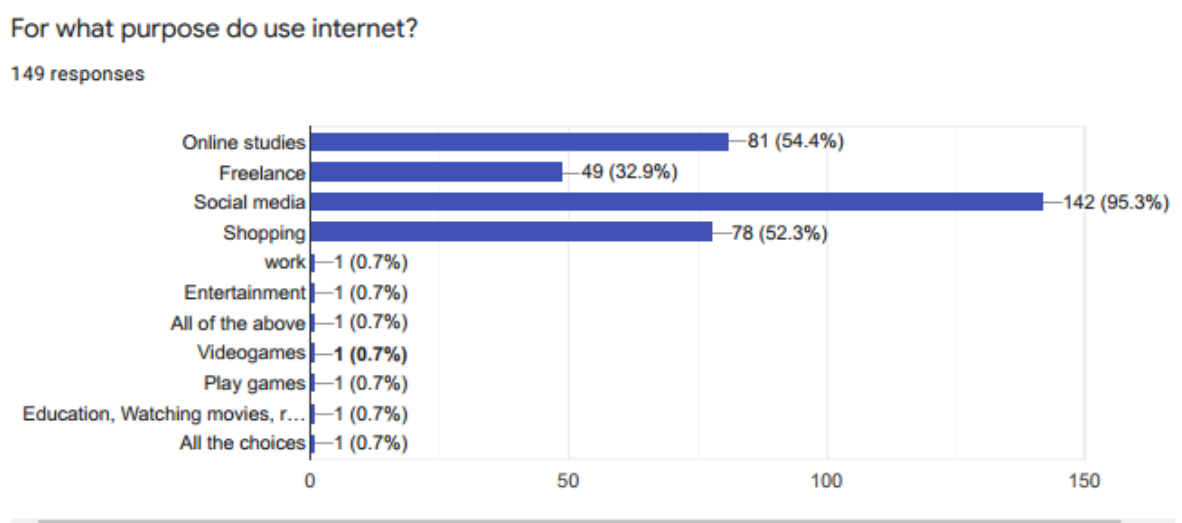


Figure 3.6: respondent's purpose of using internet.

Source: elaborated by us using Google spreadsheets.

The result shows that the majority (95.3%) of the respondents spent their time on social media, 54.4% said that they use internet for online studies, 52.3% said that they use internet for shopping, 32% said that they use it for freelance, and less than 3% said that they use it for playing video games, watching movies...etc.

We can see that the majority of Algerian people spend their time on social media. Companies have to focus more on their content shared on social media. We notice that more than 1/2 use it for online studies (the majority who respond to the survey are students) because of the pandemic Algeria adopts this strategy. More than a half are shopping online which means that companies must focus more on e-commerce.

Question n°3: do you prefer to shop online or offline?

Do you prefer too shop online or offline ?

149 responses

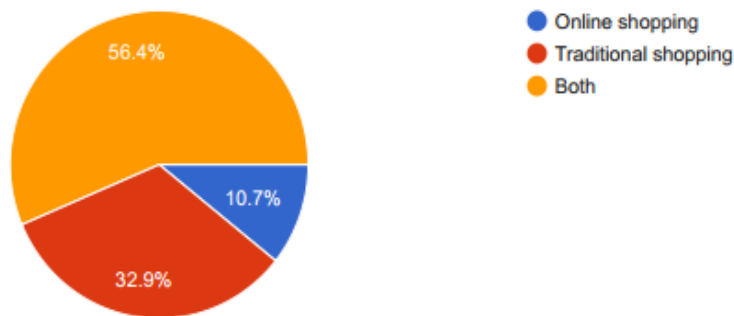


Figure3.7: respondent's preference type of shopping.

Source: elaborated by us using Google spreadsheets.

The results show that 32.9% prefer traditional shopping, 10.7% prefer online shopping, and the rest 56.4% like them both.

As mentioned before e-commerce culture started late in Algeria (2009) that is why people still prefer traditional shopping (we going to see the reasons in the next question).

Question n°4: if you don't purchase things online why?

If you do not purchase things online why? (choose as many as applicable)

107 responses

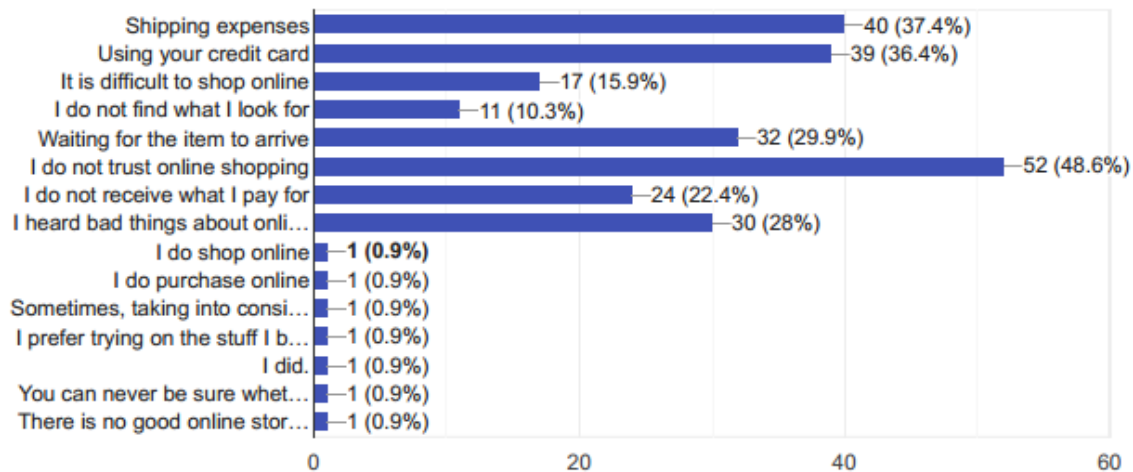


Figure3.8: respondent's reasons of not shopping online.

Source: elaborated by us using Google Spread sheet.

Based on the chart above, 48.6% do not trust online shopping, 37.4% said that they do not shop online because of the shipping expenses, 36.4% said because of using credit card, 29.9% said because they hate waiting for the item to arrive, 28% mentioned that they heard bad things about online shopping, 22.4% agree that they don't receive what they pay for, 15.9% said that it is difficult

to shop online, 10.3% don't find what they look for, the rest 6% said, because of the Algerian law, there's no good store in Algeria or they like to try on stuff before buying them.

In time of digitalization, People still do not trust online shop, this is why Companies and online businesses must work to gain e-customer's trust, reduce the shipping expenses, and work more on their image.

Question n°5: why do you prefer online shopping?

Why do you prefer online shopping (choose as many as applicable)

146 responses

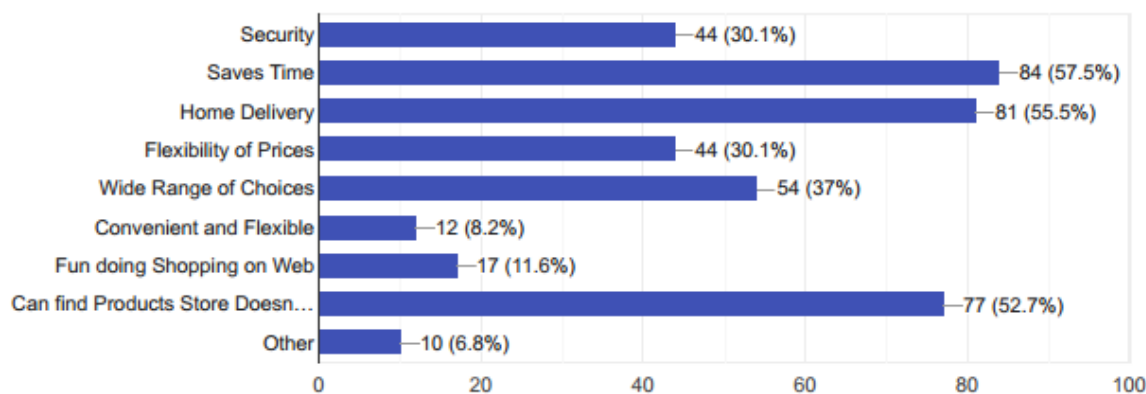


Figure 3.9: respondent's reasons to shop online.

Source: elaborated by us using Google spreadsheets.

According to the chart above, 57.5% prefer online shopping to save time, 55.5% because of the home delivery, 52.7% said that they find products store doesn't have, 37% said that online shopping is a wide range of choices, 30.1% because of the security, flexibility of prices, 11.6% find that is fun doing shopping on web, 8.2% said that is convenient and flexible, and the rest (6.8%) mentioned other reasons.

It is important that the company see the reasons why people prefer online shopping to improve them. The majority shop online to save time so companies have to make it easy and quick.

Question n°6: do you purchase from national or international websites?

Do you purchase from national or international websites ?

149 responses

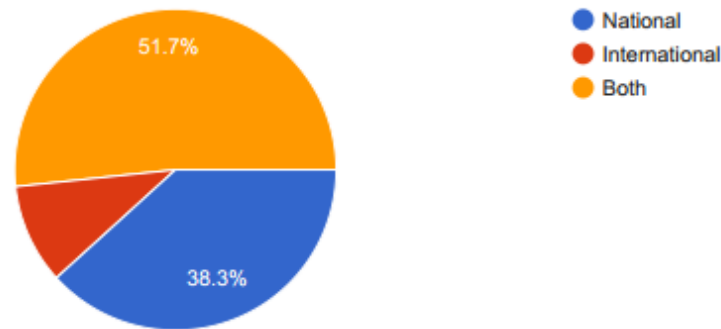


Figure3.10: respondent shopping websites.

Source: elaborated by us using Google spreadsheets.

As we can see in the chart above, 51.7% of the respondents purchase from both national and international websites, 38.3% purchase from national websites and the rest (10%) purchase only from international websites.

According to the results, companies should know from where her target audience purchase from in order to know their needs and what should the website look like.

Question n°7: how frequently do you purchase online (product/ service)?

How frequently do you purchase things online?(product or services)

149 responses

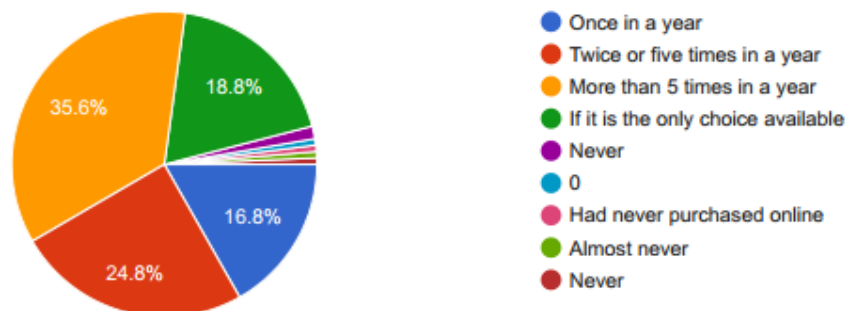


Figure3.11: respondent online shopping times.

Source: elaborated by us using Google spreadsheets.

We notice from the chart above, 35.6% purchase online more than five times in a year, 24.8% purchase online twice or five times in a year, 18.8% said that they purchase online if it is the only choice available, 16.8% purchase online once in a year, and the rest (4%) said that they never purchased things online.

Based on the results mentioned above, the majority of people who respond the survey purchase online once or more in a year, while only few people said that if it is the only choice available or never. So digital marketers have to convince this category to purchase online.

Question n°8: how much have you spent for online shopping in past year?

How much have you spent for online shopping in past year?

149 responses

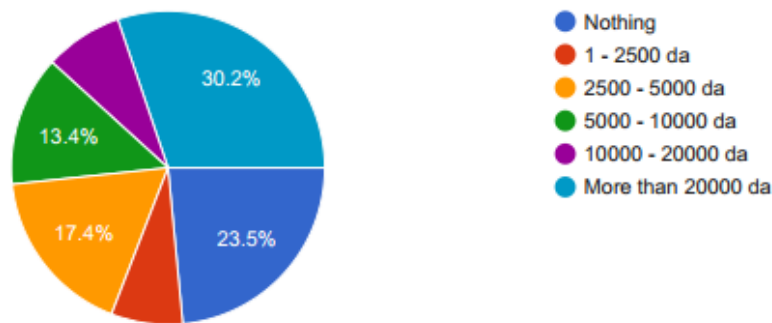


Figure3.12: respondent is online shopping cost.

Source: elaborated by us using Google spreadsheet.

30.2% of the respondents spent more than 20000da on online shopping, 23.5% said that they spent nothing on online shopping the past year, 17.4% said that they spent 2500 to 5000da on online shopping, 8.1% said that they spent from 10000 to 20000da on online shopping, and the rest(7.4%) said that they spent 2500da or less on online shopping.

As we can see, the majority spent at least 2500da on online shopping, while 1/5 spent nothing on online shopping that explain that they prefer traditional shopping.

Question n°9: Which payment method do you prefer for online shopping?

Which payment method do you prefer for online shopping?

148 responses

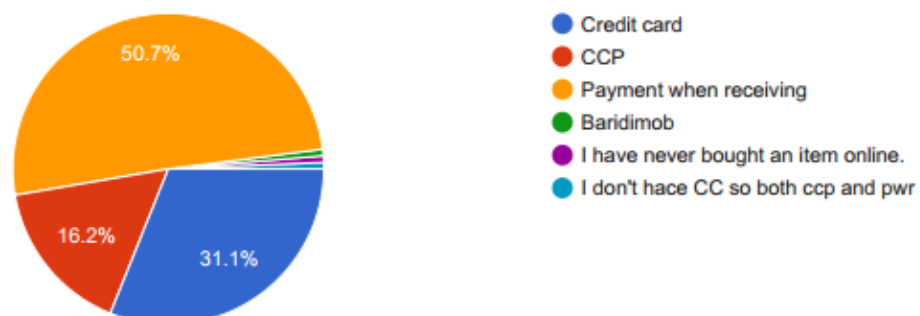


Figure 3.13: respondent's payment method.

Source: elaborated by us using Google spreadsheets.

As we can notice in the chart above, 50.7% said that they prefer to pay when they receive the items, 31.1% prefer to use credit card, 16.2% prefer to pay via CCP, and the rest (2%) said that they prefer baridimob app, payment when receiving or CCP because they don't have credit card.

According to the results above, people prefer the payment when receiving method because it is more secure, and 1/3 of the respondent use the credit card which explain that they purchase from international websites.

Question n°10: Choose 2 products you buy frequently online.

Choose 2 products you buy frequently online ?

149 responses

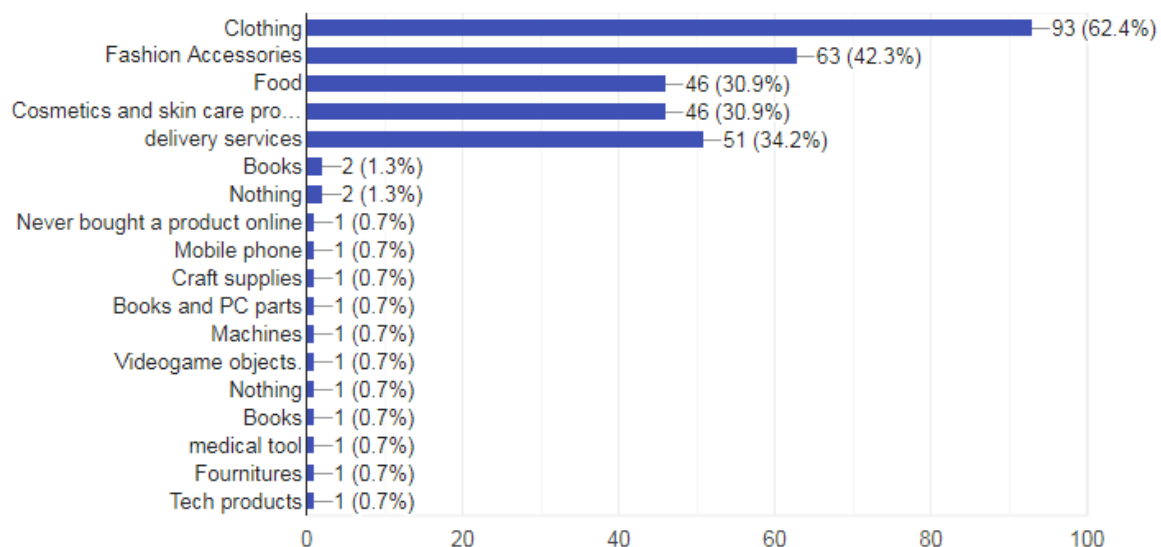


Figure3.14: products bought by the respondent.

Source: elaborated by us using Google spreadsheets.

According to the result shown in the chart above, 62.4% of the respondents buy clothing online, 42.3% of them said that they buy fashion accessories online, 34.2% said that they use the delivery services (apps or websites), 30.9% mentioned that they frequently buy food or cosmetics and skin care products online, the rest(less than 2%) said that they buy books, phones, craft supplies, machines, medical tools, tech products, videogame objects, and few said that they never bought things online.

As mentioned above, the majority of the Algerian buy clothes, fashion accessories, cosmetics so that explain why there is many online boutiques found on social media platforms, there's also many small businesses that offer food such as cakes, cookies, traditional food and that explain why 1/3 of the respondents said that they buy food online. In addition, the e-market is full of the delivery services (we will see them next).

Question n°11: Do you know one of these digital Algerian companies?

Do you Know one of these digital Algerian companies?

149 responses

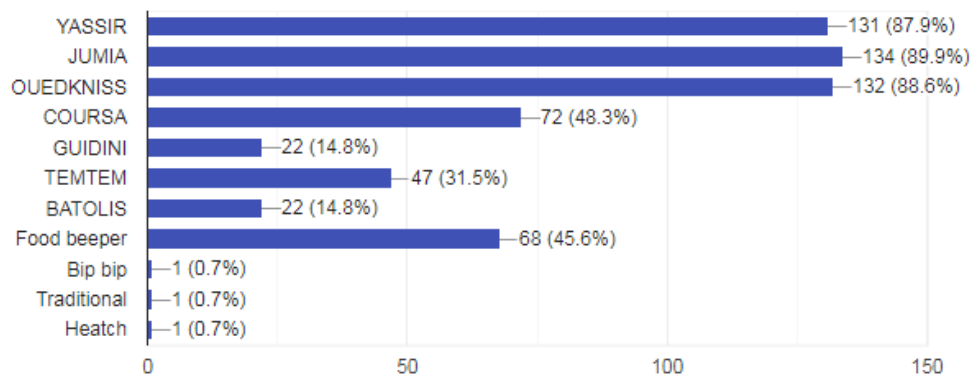


Figure 3.15: respondent's knowledge about the digital market.

Source: elaborated by us using Google spreadsheets.

As we can see in the chart above, 89.9% of the respondents know JUMIA, 88.6% said that they know OUEDKNISS, 87.9% said that they know YASSIR, 48.3% of them know COURSA, 45.6% know Food beeper, 31.5% know TEMTEM, 14.8% know GUIDINI and BATOLIS, less than 1% mentioned BIPBIP and HEETCH.

We notice that JUMIA is well known (the majority of the respondent know it) and it considers as a leader in the Algerian digital market, According to Wikipedia, Jumia was launched in Nigeria in 2012 and expanded to five other countries: Egypt, Morocco, Ivory Coast, Kenya and South Africa. In 2014, the company launched offices in Tunisia, Tanzania, Ghana, Cameroon, Algeria and Uganda, and by 2018, it was present in 14 African countries.

OUEDKNISS is a 100% Algerian online sales site, created on 2006, brings together Algeria's largest online community, enabling them to buy and sell products and services in dozens of different categories. OUEDKNISS is the largest platform for small ads in Algeria with more than 800,000 views per day. And that's explain why the majority know it.

YASSIR is a transportation service and food delivery that can be used with smartphone anywhere and anytime. It allows everyone to book a driver and move around safely, Founded in 2016 by Amel Delli, El Mahdi Yettou, Mustapha Baha, and Nouredine Tayebi and is based in Algiers, Algeria. Yassir now has more than 2 million users, it is available in 25 cities across Algeria, Canada, France, Morocco and Tunisia and is continuously expanding.

GUIDDINI, Founded in 2009 at the Sidi Abdellah incubator, Founded by MECHTA Mourad, GUDDINI specializes in digital transformation offering services oriented in E-commerce, the integration of E-payment and the organization of events in the digital and entrepreneurship sectors. GUIDDINI also supports the creation of online stores.

Food beeper is a food delivery service, based in Annaba Algeria, founded in 2017 and it is now available in 20 cities across Algeria.

Batolis.com is a 100% Algerian online sales site, created in 2015 by SPA MAMS BROS.it offer the payment when receiving.

COURSA and TEMTEM are also transportation services, the first was created in 2018 and it is available in Algiers and Oran, the second created in 2019 and it is available in Algiers. That explain the results mentioned before; more than 1/3 of the respondents use the delivery services.

Question n°12: What is your favorite part of the product/service that you consider the most valuable? (Of the company mentioned)

What is your favorite part of the product/service that you consider the most valuable? (of the company mentioned)

149 responses

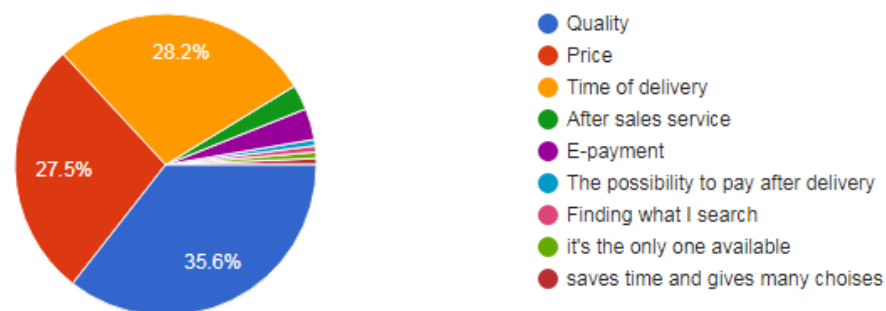


Figure 3.16: respondent's favorite part of the product/service.

Source: elaborated by us using Google Spreadsheets.

35.6% of the respondents said that theirs favorite part of the P/S is its quality, 28.2% agree that the time of delivery is theirs favorite part, 27.5% said that the price is theirs favorite part of the P/S, and the rest said it is after sales services, E-payment, possibility too pay after delivery, to save time, find what they have searched for.

We notice from the results above that the quality of the product/ service of the companies mentioned is the favorite part of the respondents, which means that the companies offer good quality. The time of delivery is also an important factor that they offer. The companies also offer competitive prices.

Question n°13: On a scale of 1 to 5 how satisfied, you are with your online experience.

On a scale of 1 to 5 how satisfied you are with your online experience ?

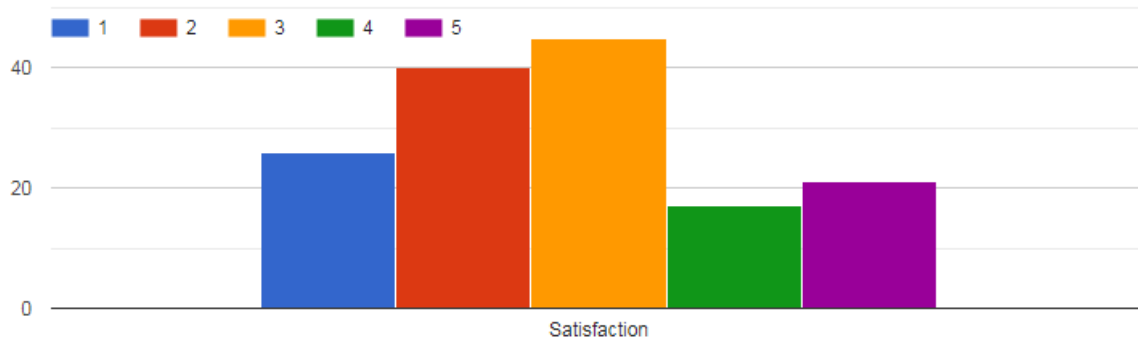


Figure 3.17: respondent's satisfaction scale with online experience.

Source: elaborated by us using Google spreadsheets.

We notice that the majority of the respondents are neutral to less satisfied with their online experience and that because of the reasons mentioned before.

Question n°14: Do you like their content shared on social media/website (videos, info-graphics, pictures, stories)?

Do you like their content shared on social media/website (videos, info-graphics, pictures, stories)

149 responses

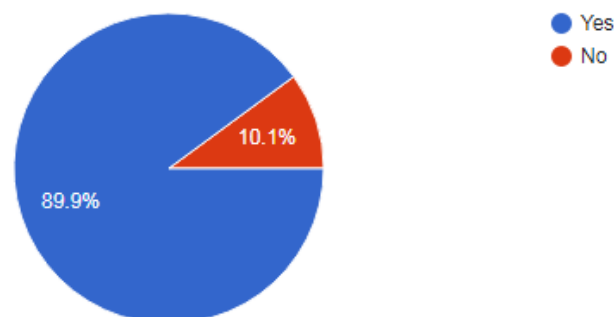


Figure 3.18: do people like the content shared on the social media.

Source: elaborated by us using Google spreadsheets.

As seen in the chart above, 89.9% of the respondents like the content shared on the social media by the companies mentioned before, and only 10.1% do not like it.

According to the results above, we notice that these companies shared smart content that the e-customers like and attract them.

Question n°15: have you ever faced a problem while purchasing online?

have you ever faced a problem while purchasing online?

149 responses

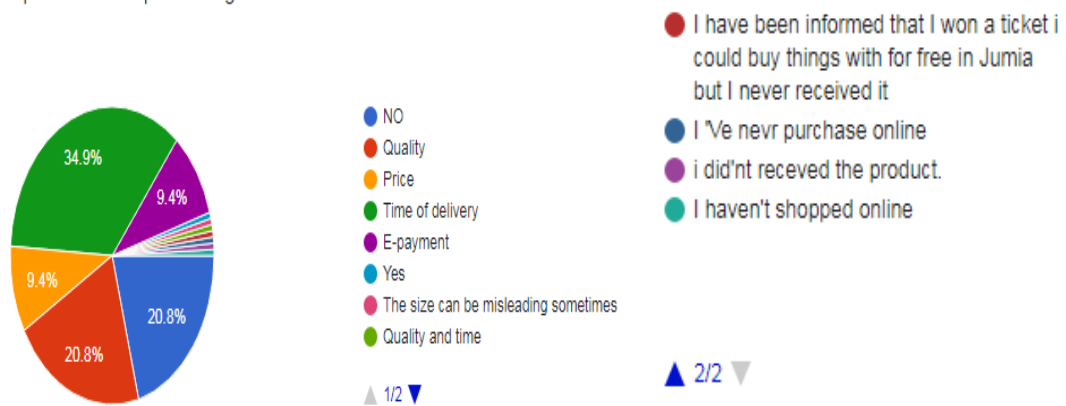


Figure 3.19: respondent's problem while purchasing online.

Source: elaborated by us using Google spreadsheets.

According to the chart above, 20.8% did not face a problem, 34.9% faced a problem of time of delivery, 20.8% faced a problem of the quality, 9.4% faced a problem of price and e-payment, and the rest faced different problems such as the size and someone mentioned that he/she gets a wrong information.

There is nothing perfect in our world, we all do mistakes but we try to fix them, so it is normal that people face problems while purchasing online, the question is that if it was fixed by the company or not and that's what we going to see in the next question.

Question n°16: How did you solve it with the company?

How did you solve it with the company ? (choose 2 answers)

141 responses

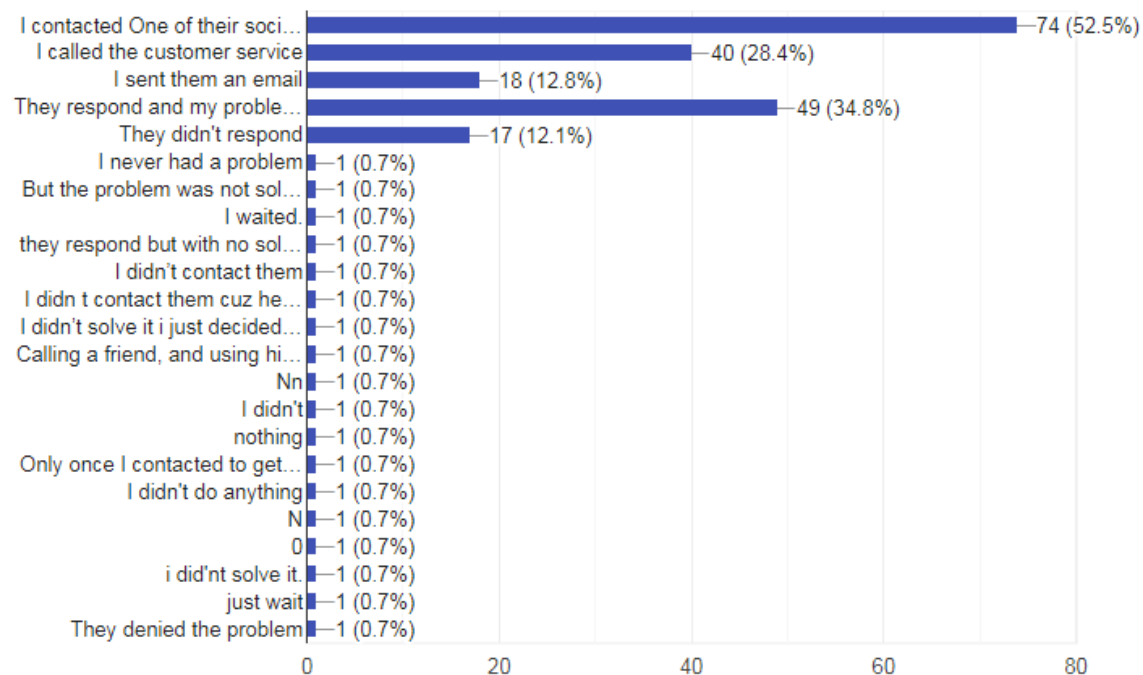


Figure 3.20: how did the respondent solve his problem.

Source: elaborated by us using Google spreadsheets.

According to the chart above, the majority of the people who faced a problem (52.5%) contacted the social media pages, 28.4% called the customer service, 12.8% sent an email.

34.8% who contacted the company said that they respond and their problem was solved, 12.1% who contacted the company they had problem with said that they didn't respond and theirs wasn't solved, and the rest said they didn't do anything or just waited, called a friend and use his card to pay, decided to not buy again from them.

As the results show, the majority of the respondent who faced a problem tried to contact the company and only few people who did not do anything.

It is important that the company solve its client's problems that is what we mentioned in chapter 2 in the engaging strategy (solution selling).

Question n°17: Rate your satisfaction with them resolving your issues?

Rate your satisfaction with them resolving your issues?

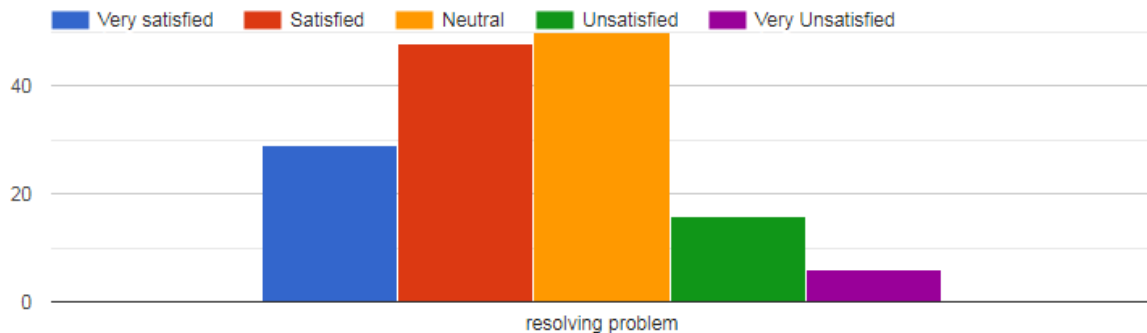


Figure 3.21: respondent's satisfaction of solving his issues.

Source: elaborated by us using Google spreadsheets.

As it is shown in the chart above, the majority of the respondents are neutral, satisfied to very satisfied of resolving their issues, and only few who are unsatisfied to very unsatisfied.

Question n°18: Did you take a feedback/satisfaction survey before?

Did you take a feedback/satisfaction survey before ? (ask me questions on Instagram for example)

149 responses

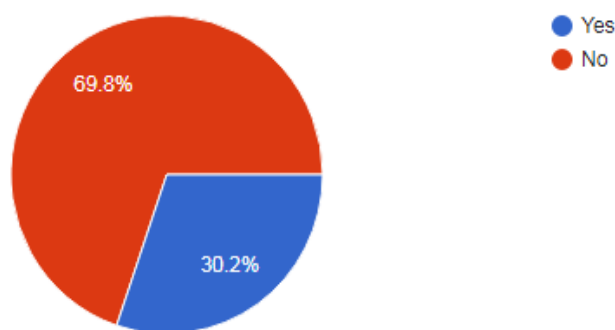


Figure 3.22: did the respondent take feedback/ satisfaction survey

Source: elaborated by us using Google spreadsheets.

According to the chart above, 69.8% of the respondents did not take a survey before, and only 30.2% who said that they did.

It is important that the company do surveys and chat with its customers online in order to know their feedbacks, needs and wants, and if they are satisfied with the services provided as, we saw in the previous chapter in delighting strategy that there is three type of surveys that the company can use.

Question n°19: If yes which company?

If yes which company?

42 responses

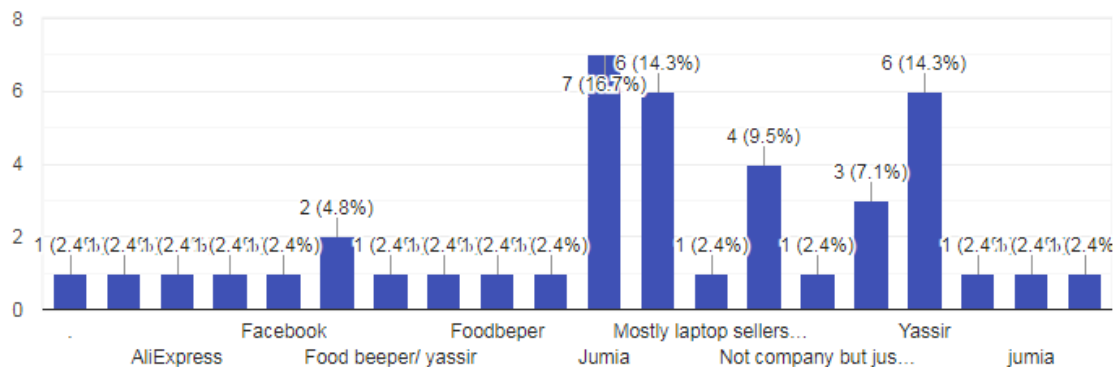


Figure 3.23: companies that do surveys.

Source: elaborated by us using Google spreadsheets.

As the chart shows, from the 30.2% who said yes, the majority (more than 32%) mention JUMIA, more than 21% mention YASSIR, more than 13% mention food beeper, and the rest said that they take surveys of online small boutiques.

The result shown above, explain why these companies are well known in the Algerian e-market.

Question n°20: Have you received an email marketing from any company mentioned before?

Have you received an email marketing from any company mentioned before?

149 responses

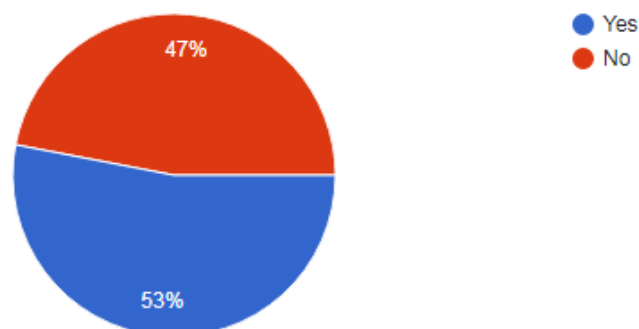


Figure 3.24: do Algerian digital companies send emails.

Source: elaborated by us using Google spreadsheets.

53% of the respondents said that they received an email marketing from one of the companies mentioned before, and 47% said that they did not.

The results in the chart above indicate that Algerian digital companies use email marketing as one of their strategies.

Question n°21: If yes, have you read it?

If yes have you read it ?

117 responses

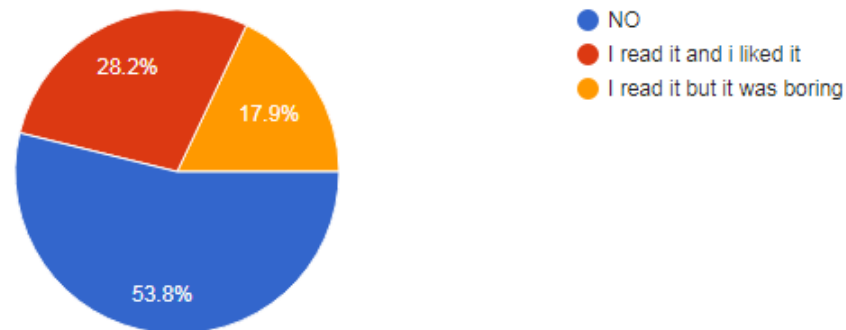


Figure 3.25: respondents react to marketing emails.

Source: elaborated by us using Google spreadsheets.

The chart shows that 53.8% of the respondent do not read marketing emails, 28.2% read and like them, and 17.9% read and found them boring.

From the few people who said they receive marketing emails, most of them do not read this email or found it boring, only few who liked this kind of emails. That explain why Algerian companies do not use as much this kind of digital marketing.

Question n°22: Have you received promo codes?

Have you received promo codes ? (from any company mentioned before)

149 responses

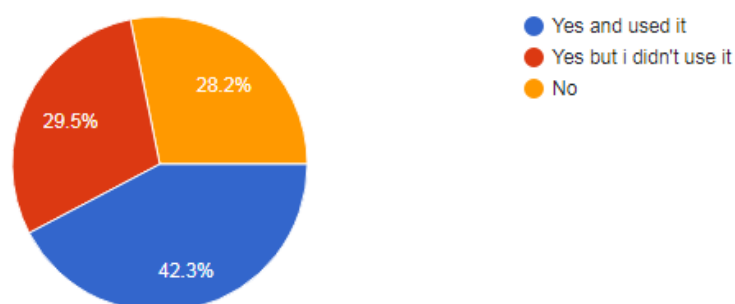


Figure 3.26: do companies mentioned send promo codes.

Source: elaborated by us using Google spreadsheets.

From the chart above, 42.3% of the respondents received promo code and used it, 29.5% received promo codes and did not use it, and 28.2% did not received any promo code.

It is important that the company send promo codes to its customers in order to engage with them and make them feel special, so they will keep their loyalty to it.

According to the results above, we conclude that the most of digital Algerian companies do send promo code and the majority of the customers interact with it.

Question n°23: How likely are you to return to purchase from the website/application again?

How likely are you to return to purchase from the website/application again?

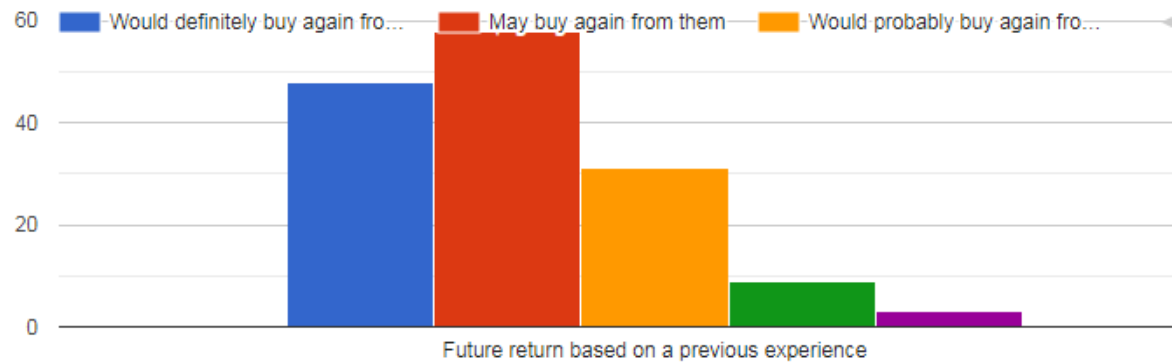


Figure 3.27: respondent willingness of return to the website/ application.

Source: elaborated by us using Google spreadsheets.

According to the chart above & based on the respondent's answers, we can see that the majority said that they may/would return to purchase again from the website/app, and only few people who said that they would not return.

Based on the mentioned results above we can notice that the vast majority of the Algerian e-customers would like to purchase again from the website and it proves that they got what they wanted which caused a certain degree of satisfaction.

Question n°24: Did you recommended the website/application to others before?

Did you recommended the website/application to others before ?

149 responses

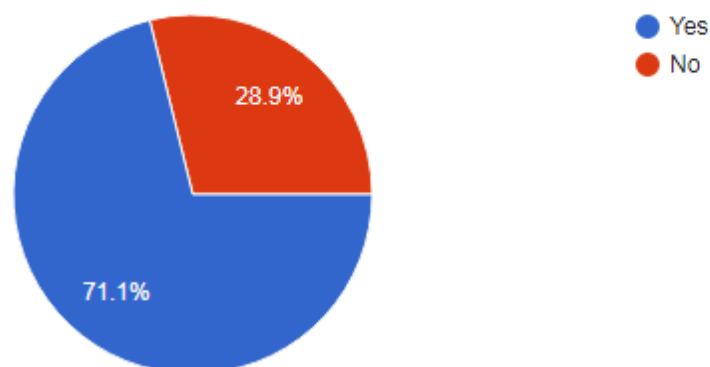


Figure 3.28: did the respondent recommend the website/ application.

Source: elaborated by us using Google spreadsheets.

The chart above shows that 71.1% of the respondents recommended the website/application before, and 28.9% of them said that they did not recommended it before.

According to the results mentioned above, we can see that the vast majority of the Algerian people recommended the website/ application, which means that they were very satisfied with their experiences.

Question n°25: How likely are you to recommend the product/ service to others?

How likely are you to recommend the product/ service to others?

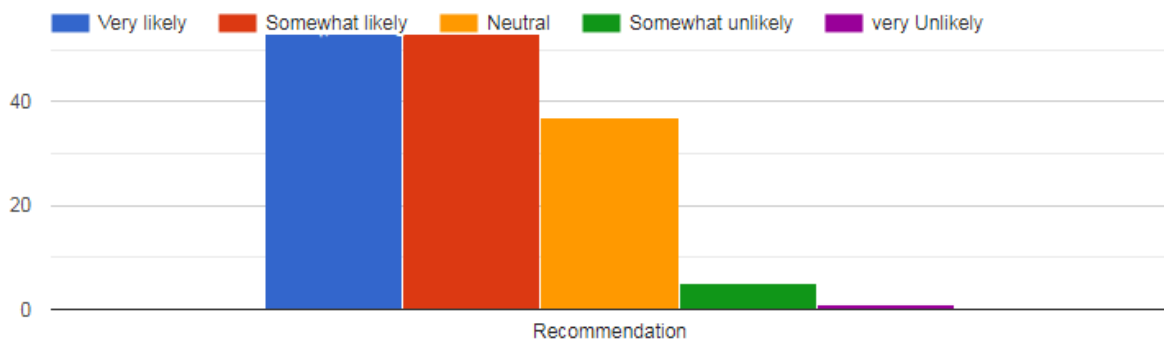


Figure 3.29: respondent's willingness of recommendation.

Source: elaborated by us using Google spreadsheets.

As it is shown in the chart above, the majority of the respondent are very likely to somewhat likely to recommend the product/ service to others, 1/5 are neutral, and only few people who said that they are somewhat unlikely to recommend the product/service to others.

Based on the results mentioned above we can see that the vast majority are ready to recommend the product/ service that they used because they satisfied and delighted so they consider themselves as brand's ambassadors.

3.2.1. Summary of the survey:

From the sample of 149 people, we received the following results:

- From 149 person 76 males and 73 females responded to the survey.
- Most of them are between 18 and 25 years old (group of youth).
- The vast majority of the respondents use the internet for more than 5 hours per day.
- Social media was the most used tools in the internet by the respondents.
- The massive majority of the users use the internet to communicate (social media), study online, and to shop online.
- More than a half of them prefer online and traditional shopping.
- 52 respondents, who prefer traditional shopping, do not trust online shopping.
- The vast majority prefer online shopping to save time, and for the home delivery.

- 77 respondents purchase from national and international websites, and 57 respondents purchase from national websites only.
- The vast majority do purchase online at least once in a year.
- 114 of the respondent spent money for online shopping last year.
- Half of them prefer to pay when they receive the product/service
- Most of the respondent buy clothes online.
- The vast majority of the Algerian people are aware of the digital market.
- Quality, price, time of delivery are the most favorites parts of the products/ services to our respondents.
- The majority of our respondents are satisfied with their online experience.
- 134 respondent agree that they like the content shared on social media by the digital companies.
- Most of our respondents faced a problem of quality, price, time while purchasing online.
- Most of them contacted the company via social media pages or called the customer service and their problem was solved.
- The vast majority of the respondent are satisfied with resolving their problem.
- 103 of our respondents did not take a feedback/satisfaction survey before.
- 45 of our respondents take a feedback/satisfaction survey of YASSIR, JUMIA, and Food beeper.
- Many users said that they receive marketing emails, few of them read and like it.
- 103 of the respondent received promo codes, 63 of them used it and 44 didn't.
- The vast majority of our respondents are likely to return to the website/ application.
- 106 of the respondents recommended the websites/ application to others, and most of them are likely to recommend it again.

3.3 Conclusion:

Based on the survey interpretations, we conclude that inbound digital marketing is growing concept in the modern age, and if it was adopted and used in a proper way, then digital companies and small businesses in the Algerian territory will benefit from it and direct them towards achieving their goals. On the other hand, Algerian customers use the most social media, and this use is increasing every day. Algerian customers' heavy use of social media is a huge opportunity market for companies that want to increase their sales performance and enhance their relationship with Customer relationship, establish a communication network with them, and keep them close and updated. As we have seen in the above study, social media listening is considered one of the most effective strategies in online inbound marketing, it helps to increase and automate the number of sales and interact with customers. Most of Algerian people are aware that e-commerce is the future of the commerce field, even if they had problems while purchasing online they were satisfied when theirs issue was solved, so the ability of resolving the customer's problems helps the company to gain the his confidence, improve and automate the number of sales and the marketing process. Customer satisfaction surveys in the other hand are the less used tools by the Algerian digital companies, and this is a mistake by them because it is important to know is the customers are satisfied, we would like to recommend them to use it. Marketing emails tools need to be improved because according to our study the majority of the Algerian costumers do not read these emails or do not like them, so we kindly recommend these companies to improve and to reconsider about inbound marketing emails.

After the observation and the interpretation of our survey's results and the information we collected from it, it's interest us to give some of our own recommendations to the Algerian companies and organizations.

- Improve their social media pages and upload daily
- They must insist on feedbacks & opinions to know where they are standing comparing to other.
- Use the customers' emails, their social media profiles, etc. to build a database for each customer they deal with so that they can follow them and send them new ads.
- Use chats bots and improve their smart content to give the customers a better experience.

General conclusion

General conclusion

The global purchases made via the Internet are worth billions of euros. Over time, more and more companies realize the new potential and apply e-commerce. Therefore, e-commerce will develop rapidly in the next few years.

Due to the fierce competition among companies that currently offer e-commerce Service, it is necessary to determine the way to create a competitive advantage and gain market share. The way for a company to gain a competitive advantage is to communicate with their customers and listen to their needs. Customer satisfaction is an important factor; it should be one of the company's main purposes.

Inbound marketing has been widely known for years. Many companies have adopted it to increase their sales and profits. However, there are still many companies adhere to traditional marketing. One main reason is time. On the other hand, applying inbound marketing requires several steps to see results.

In order to implement an inbound marketing strategy, making an appropriate plan is more than just enough; companies need to understand different types of customers so that they can create content that suits them. In addition, inbound marketers must have solid writing And editing skills to ensure that the information interacts with the customer.

In order to achieve its goals, the inbound strategy goes through three specific phases; attracting visitors by creating content, converting visitors to leads and engage with them using inbound sales, marketing emails and others tools, finally delight them using chat bots, social media listening and other tools mentioned above, so they will be satisfied, lifelong customers and promoters.

Companies that successfully rank high on the first page of search engines through SEO and content strategies, provide customers with necessary information, are the "winners" of the "digital war" using inbound marketing tools.

In a highly competitive global environment, such as an online environment, inbound marketing is undoubtedly the most effective form of marketing organization.

Through the survey published on social media, we try to better understand the dynamics of inbound marketing strategies and emphasize its importance and its tools to be able to define the most suitable method for the Algerian digital market.

This work is an attempt to make Algerian digital companies believe that inbound marketing in the digital century is the key to integration with customers and develop some guidelines. We believe this is useful and helpful for better implementation of digital strategies in Algeria.

After the results obtained from the survey, we conclude and confirm the hypothesis “Using specific online inbound marketing tools can be more efficient.” However, we say that using a combination of various tools can be used more effectively.

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The importance of the inbound marketing in delighting E-customers in Algeria

Dear madam/ sir ,

I am a final year undergraduate marketing student in the higher school of management. I am undertaking a research for my dissertation which aims to investigate How Algerian deal with the digital companies.

Please be assured that your responses will be kept confidential and will only be used for academic purposes.

Thank you for your time.

* Required

1. Age *

Mark only one oval.

☐ [18-25]

☐ [26-35]

☐ [36-45]

☐ [46-65]

☐ +65

2. Gender *

Mark only one oval.

☐ Female

☐ Male

3. Occupation *

Mark only one oval.

- ☐ Student
- ☐ Salaried
- ☐ Business owner
- ☐ Retired
- ☐ Other: _____

4. Localisation ? *

Mark only one oval.

- ☐ East
- ☐ West
- ☐ North
- ☐ South
- ☐ Middle
- ☐ Other: _____

5. How often do you use internet ? *

Mark only one oval.

- ☐ more than 5 hours a day
- ☐ 3 to 5 hours a day
- ☐ Less than 1 hour a day
- ☐ Other: _____

6. For what purpose do use internet? *

Check all that apply.☐ Online studies☐ Freelance☐ Social media☐ ShoppingOther: ☐ _____

7. Do you prefer too shop online or offline ? *

Mark only one oval.☐ Online shopping☐ Traditional shopping☐ Both

8. If you do not purchase things online why? (choose as many as applicable)

Check all that apply.☐ Shipping expenses☐ Using your credit card☐ It is difficult to shop online☐ I do not find what I look for☐ Waiting for the item to arrive☐ I do not trust online shopping☐ I do not receive what I pay for☐ I heard bad things about online shoppingOther: ☐ _____

9. Why do you prefer online shopping (choose as many as applicable)

Check all that apply.

- ☐ Security
- ☐ Saves Time
- ☐ Home Delivery
- ☐ Flexibility of Prices
- ☐ Wide Range of Choices
- ☐ Convenient and Flexible
- ☐ Fun doing Shopping on Web
- ☐ Can find Products Store Doesn't Have
- ☐ Other

10. Do you purchase from national or international websites ? *

Mark only one oval.

- ☐ National
- ☐ International
- ☐ Both

11. How frequently do you purchase things online?(product or services) *

Mark only one oval.

- ☐ Once in a year
- ☐ Twice or five times in a year
- ☐ More than 5 times in a year
- ☐ If it is the only choice available
- ☐ Other: _____

12. How much have you spent for online shopping in past year? *

Mark only one oval.

- ☐ Nothing
- ☐ 1 - 2500 da
- ☐ 2500 - 5000 da
- ☐ 5000 - 10000 da
- ☐ 10000 - 20000 da
- ☐ More than 20000 da

13. Which payment method do you prefer for online shopping? *

Mark only one oval.

- ☐ Credit card
- ☐ CCP
- ☐ Payment when receiving
- ☐ Other: _____

14. Choose 2 products you buy frequently online ? *

Check all that apply.

- ☐ Clothing
- ☐ Fashion Accessories
- ☐ Food
- ☐ Cosmetics and skin care product
- ☐ delivery services

Other: ☐ _____

15. Do you Know one of these digital Algerian companies? *

Check all that apply.

- ☐ YASSIR
☐ JUMIA
☐ OUEDKNISS
☐ COURSA
☐ GUIDINI
☐ TEMTEM
☐ BATOLIS
☐ Food beeper

Other: ☐ _____

16. What is your favorite part of the product/service that you consider the most valuable? (of the company mentioned) *

Mark only one oval.

- ☐ Quality
☐ Price
☐ Time of delivery
☐ After sales service
☐ E-payment
☐ Other: _____

17. On a scale of 1 to 5 how satisfied you are with your online experience ? *

Mark only one oval per row.

	1	2	3	4	5
Satisfaction	☐	☐	☐	☐	☐

18. Do you like their content shared on social media/website (videos, info-graphics, pictures, stories) *

Mark only one oval.

☐ Yes

☐ No

19. have you ever faced a problem while purchasing online? *

Mark only one oval.

☐ NO

☐ Quality

☐ Price

☐ Time of delivery

☐ E-payment

☐ Other: _____

20. How did you solve it with the company ? (choose 2 answers)

Check all that apply.

☐ I contacted One of their social media pages

☐ I called the customer service

☐ I sent them an email

☐ They respond and my problem was solved

☐ They didn't respond

Other: ☐ _____

21. Rate your satisfaction with them resolving your issues? *

Mark only one oval per row.

	Very satisfied	Satisfied	Neutral	Unsatisfied	Very Unsatisfied
resolving problem	☐	☐	☐	☐	☐

22. Did you take a feedback/satisfaction survey before ? (ask me questions on Instagram for example) *

Mark only one oval.

- ☐ Yes
☐ No

23. If yes which company?

24. Have you received an email marketing from any company mentioned before? *

Mark only one oval.

- ☐ Yes
☐ No

25. If yes have you read it ?

Mark only one oval.

- ☐ NO
☐ I read it and i liked it
☐ I read it but it was boring

26. Have you received promo codes ? (from any company mentioned before) *

Mark only one oval.

- ☐ Yes and used it
- ☐ Yes but i didn't use it
- ☐ No

27. How likely are you to return to purchase from the website/application again? *

Mark only one oval per row.

	Would definitely buy again from them	May buy again from them	Would probably buy again from them	Unlikely to buy again from them	Would never buy again from them
Future return based on a previous experience	☐	☐	☐	☐	☐

28. Did you recommended the website/application to others before ? *

Mark only one oval.

- ☐ Yes
- ☐ No

29. How likely are you to recommend the product/ service to others? *

Mark only one oval per row.

	Very likely	Somewhat likely	Neutral	Somewhat unlikely	very Unlikely
Recommendation	☐	☐	☐	☐	☐

Thank you**

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Abstract:

This thesis aims to study the importance of the inbound marketing in delighting e-customers in Algeria. This thesis accommodates information about digital marketing, inbound marketing and e-customer satisfaction. Methods used in the thesis help attract & better understand customers, find effective ways to reach probable customers, create a long list Potential customers.

Our graduation thesis is composed of two part, theoretical part; which is divided to 2 chapters; the first chapter is introductory and defines digital marketing. Chapter two deals with the inbound marketing methodology, strategies, and its tools. The empirical part in Chapter 3.

To realize this study, we chose qualitative research; we conducted a survey & published it online so we can understand through the answers how Algerian e-customers deal with different inbound marketing strategies and its importance to satisfy them. We conclude that using inbound marketing strategies & tools helps satisfying e-customers.

Key words: inbound marketing, digital marketing, e-customer satisfaction, inbound marketing tools.

Résumé

Cette mémoire vise à étudier l'importance de l'inbound marketing dans la satisfaction des e-clients en Algérie. Cette thèse contient des informations sur le marketing numérique, l'inbound marketing et la satisfaction des e-clients. Les méthodes utilisées dans la thèse permettent d'attirer et de mieux comprendre les clients, de trouver des moyens efficaces pour atteindre les clients probables, de créer une longue liste de clients potentiels.

Notre mémoire de fin d'études est composé de deux parties, partie théoriques ; il est divisé en deux chapitres, le premier chapitre est une introduction et définit le marketing numérique. Le chapitre 2 traite de la méthodologie, les stratégies et les outils du l'inbound marketing. Et la partie empirique dans le chapitre 3.

Pour réaliser cette étude, nous avons choisi une recherche qualitative ; nous avons mené une enquête et l'avons publiée en ligne afin de comprendre à travers les réponses comment les e-clients algériens traitent les différentes stratégies d'inbound marketing et son importance pour les ravir. Nous concluons que l'utilisation de stratégies et d'outils d'inbound marketing permet de satisfaire les e-clients.

Mots clé : l'inbound marketing, marketing digital, la satisfaction d'e-clients, les outils de l'inbound marketing.

ملخص

تهدف هذه المذكرة الى دراسة أهمية التسويق الوارد لإسعاد ورضا العميل الإلكتروني في الجزائر تحتوي هذه الأطروحة على معلومات حول التسويق الرقمي والتسويق الداخلي ورضا العملاء الإلكترونيين. تساعد الأساليب المستخدمة في الأطروحة على جذب العملاء وفهمهم بشكل أفضل، وإيجاد طرق فعالة للوصول إلى العملاء المحتملين، وإنشاء قائمة طويلة من العملاء المحتملين

تتكون أطروحة التخرج من جزأين، جزء نظري؛ الذي ينقسم إلى فصلين، الفصل الأول تمهيدي ويعرف التسويق الرقمي

يتناول الفصل الثاني منهجية التسويق الداخلي واستراتيجياته وأدواته والجزء التجريبي في الفصل 3

لتحقيق هذه الدراسة، اخترنا البحث النوعي؛ لقد أجرينا استبياناً ونشرناه عبر الإنترنت حتى نتمكن من خلال الإجابات فهم كيف يتعامل العملاء الإلكترونيون الجزائريون مع استراتيجيات التسويق الداخلي المختلفة وأهميتها لإرضائهم. نستنتج أن استخدام استراتيجيات وأدوات التسويق الداخلي يساعد على رضا العملاء الإلكترونيين

الكلمات المفتاحية التسويق الداخلي التسويق الإلكتروني رضا الزبون الإلكتروني أدوات التسويق الداخلي