

People's Democratic Republic of Algeria
Ministry of Higher Education and Scientific Research
Higher school of management
Tlemcen



MASTER DESSERTATION

**The impact of the digital communication on the
brand image.**

Study case: Ooredoo Algeria - Sense Conseil.

Framed by:
Kherroubi Khaoula.

Graduated: 27/09/2021

Jury members:

Name	Grade	Role	ESTABLISHMENT
Mme. CHAIB DIAZIA	MCB	<i>PRESIDENT</i>	<i>UNIVERSITY OF TLEMCEN</i>
<i>Mr. METAICHE</i>	MCA	<i>EXAMINER</i>	<i>HIGHER SCHOOL OF MANAGEMENT - TLEMCEN -</i>
Mr. MOHAMMED BENBOUZIANE	MCA	<i>SUPERVISOR</i>	<i>HIGHER SCHOOL OF MANAGEMENT - TLEMCEN -</i>

Academic year: 2020/2021

Abstract:

The concept of brand image is a very rich concept because it is related to many other marketing concepts. In order to gain recognition and increase their visibility, companies are increasingly using the digital communication channels to enhance their brand image.

This is why it is more important than ever for companies to develop a strategy that will allow them to reach their consumers the most.

As part of this thesis, we studied the impact of digital communication on brand image. Through a quantitative study carried out on the Ooredoo brand, we were able to confirm that Ooredoo's digital visibility and presence via its digital communication channels and especially social media impact positively. Meanwhile the associations that are strongly related to Ooredoo's brand are not the reason to let people engage, but the interactivity and the reactivity of the brand can provide a positive brand image.

Keywords: Digital Communication, Social media, Brand image, Brand Awareness, interactivity, visibility, engagement.

Dedication

This thesis work is dedicated to my Mom, my favorite person, who has been a constant source of support and encouragement during all the challenges during my studies and my life. I'm truly thankful for having such a wonderful Mom like you. This work is also dedicated to my sister, Amina who has always being by my side and loved me the way I'm.

To all who taught me a lesson and crossed my learning journey in this life.

Acknowledgement

First of all, I would like to thank Allah for letting me through all the difficult in my life.

I'm honored to express my acknowledgement and to give my warmest thanks to my supervisor Mr. Mohamed Benbouziane, thanks.

My deepest thanks to the director of Sense Conseil agency Mr.Nassim LOUNAS for opening the doors of the agency to let me perform my internship.

Especial thanks to Miss SAID Fella and BENLABED Abdelhafi the responsible of the department of Social media and content marketing who were there for me and taught me a lot about this field, to all the Social media department team, Lilia, Naila and Nawel.

Thanks to all our teachers from the Higher School of Management who have been doing their best to provide and share their knowledge and motivate us to learn more

Thankful and grateful for the supportive family and friends who are around me.

I'm overwhelmed in all humbleness and gratefulness to acknowledge my depth to all those who helped me to make this simplest work get done (Marwa, Juba and Mr. Iznasni for all the mental support).

Abbreviation list:

SEM: Search engine of marketing.

SEO: Search engine of optimization.

SEA: Search engine of advertising.

PPC: Pay Per click.

AMA: American Marketing Association.

CRM: Customer relationship.

List of tables:

Table 1: traditional marketing and digital marketing	13
Table 2: Short and long term objectives of a content marketing	18
Table 3: Definitions of social media platforms.	32
Table 4: The obligations of the brand	45
Table 5: The distribution of the sample by gender.	79
Table 6: Age distribution of the sample	80
Table 7 : socioprofessionnel category distribution of the simple	82
Table 8: the socioprofessionnel category distribution of the sample.....	83
Table 9: the offers of the Ooredoo brand	83
Table 10: degree of knowledge of the offers	84
Table 11: the offers known through different channels of digital communication.	85
Table 12: Rate of following the digital channels of Ooredoo	88
Table 13: Reasons of not being part of the digital community of Ooredoo.....	89
Table 14: The duration of the community membership.....	91
Table 15: Reasons of not following Ooredoo's brand.....	92
Table 16: The use of the digital communication.	94
Table 17: The associations of Ooredoo.....	96
Table 18: The unicity of associations.	98
Table 19: The visibility of Ooredoo brand through the different channels.....	101
Table 20: The level of interaction and engagement with Ooredoo.	103
Table 21: The e-reputation of Ooredoo brand from its followers.	105
Table 22: Recommendation.....	108

List of figures:

Figure 1.1 : Web 1.0 /2.0/3.0 Summary	10
Figure 1.2: Web characteristics and evolutions	11
Figure 1. 3 The content life cycle	20
Figure 1.4: Types of content	23
Figure 1.5: Email marketing.	27
Figure 1.6: The Most known social media platforms.	30
Figure 1.7: Steps of social media marketing.	31
Figure 8 : The world's most valuable brands	43
Figure 9: Brand life cycle	46
Figure 10: Brand's signs	47
Figure 11 : Brand identity layers	54
Figure 12 Sence Conseil's Chart	66
Figure 13 Illustration of all the clients of Sense Conseil Agency	67
Figure 14: Logo's evolution.	70
Figure 15 Facebook account of Ooredoo Algeria.	72
Figure 16 Instagram account of Ooredoo Algeria.	73
Figure 17: Ooredoo's web site for companies.	73
Figure 18: Ooredoo's website for the particulars.	74
Figure 19 Ooredoo's YouTube account	74
Figure 20: The distribution of the sample by gender	80
Figure 21: Age distribution of the sample	81
Figure 22: the offers known through different channels of digital communication.	86
Figure 23: the offers known from the digital channels.	86
Figure 24: The percentage of the effective digital channel.	87
Figure 25: The rate of following the digital communication channels.	88
Figure 26: Reasons of not being part of the digital community.	90
Figure 27: The duration of community memebership.	91
Figure 28: Reasons of following Ooredoo.	93
Figure 29: The use of the digital communications.	94
Figure 30: Ooredoo brand associations.	97
Figure 31: The unicity of the associations.	99
Figure 32: The visibility of Ooredoo brand on the different communication channels.	102
Figure 33: The level of interaction and engagement with Ooredoo.	104
Figure 34: E-reputation.	107
Figure 35: Recommendations.	109

Content:

List of abbreviation.

General introduction.

Chapter 1: The digital communication and it channels.

Notions leading to digital communication:..... 7

1.1 Definition of traditional marketing:7
1.2 Definition of the web and its evolution:8
1.3 The evolution of the web:8
1.4 Evolution to digital:11
1.5 Definition of digital marketing:12
1.6 Comparison between traditional marketing and digital marketing:13
1.7 Digital marketing mix:14

2 Digital communication: 16

2.1 Content Marketing:17
2.2 Digital communication channels:23
2.3 The objectives of digital communication:35

Chapter 2: The brand and its image.

1 Generality of brand & Brand Concept: :42

2.4 The history of the brand:42
2.5 Definitions of the Brand:43
2.6 The brand life cycle:44
2.7 The brand's signs :46
2.8 Types of brands and their strategies:49
2.9 The functions of the brand :52

3 Brand equity: 53

3.1 Brand image:.....53
3.2 Brand identity:54
3.3 Brand Loyalty:55

4 Brand Image:	56
4.1 Brand image levels:	57
4.2 Brand image associations:.....	57
4.3 Some of close meaning to brand image:	58
4.4 Relationship between Brand Communication and Brand Image:	59
4.5 Brand Image Relationship to Brand Trust.....	59
4.6 The agents that produce the image:.....	60
4.7 The main tools for measuring brand image:.....	60
4.8 Successful brand:	61
Chapter 3 : the empirical study	65
1 Presentation of the host organization:	65
1.1 Sense Conseil:.....	65
1.2 Sense Conseil's clients	67
1.3 Presentation of the Ooredoo group:	68
2 Empirical study:	76
2.1 Research methodology:.....	76
2.2 Analysis and interpretation of results:.....	79

General introduction

General introduction:

With the advent of Web 3.0, social media have changed the way people and companies interact with each other, by creating a new concept of communication and information exchange. This has led millions of people to be interconnected to exchange between them and to share discussions, many of them related to brands. It is important to note that today's companies are obliged to adapt to the changes and evolutions on the web to stay in touch with customers and keep an eye on the market. Web 3.0 provides brands with a set of tools, platforms and concepts based on Marketing 3.0 which is an updated version of traditional marketing.

However, communication is affected by the development of digital technology. Companies have quickly understood the interest of using new methods of communication, especially those that target a large audience, by applying a new type of communication called digital communication and investing on them.

Moreover, the Internet user is no longer the receiver of information. He has become a co-creator of value who actively participates in the creation of content. He can give his opinion on the products and services he has purchased with other Internet users or with advertisers. They can also express themselves quickly, freely and easily on any topic by starting a discussion or by joining an existing conversation, in a public and visible way. They can also choose whether or not to return to a given site, and thus interact with the associated brand.

With all these changes, companies have understood the interest of using and resorting to digital communication, in order to develop and maintain their online presence and to attract the attention of consumers to their product or service, but more importantly to promote their notoriety and to reinforce their brand image in the eyes of their customers and create a positive impression in people's minds counteract their competitors and also allow them to improve their e-reputation.

In a context of tough competition between the three mobile operators Mobilis, Ooredoo and Djezzy, with the evolution of Internet, the Algerian market of the telecommunication market has known a remarkable acceleration. It is in this context that the company Ooredoo understood the indispensability to mark its presence on the Web in order to reach a large audience and be attentive to its customers. The interest to study the impact of the communication on the brand image comes down to the importance of understanding the effectiveness of Ooredoo's digital strategy through its different digital channels and measure its effect on its brand image.

In this thesis, we will try to find out the effective digital communication channels of Ooredoo brand to increase its image, and this by trying to answer the following problematic: **what is the impact of the digital communication on the brand image?**

GENERAL INTRODUCTION

The problematic posed leads us to ask other questions which are:

- What are the effective communication channels that increase the visibility and notoriety of Ooredoo?
- What is the relationship between the engagement and the brand image, and what does make Ooredoo's followers engage with it?
- How could the interactivity of Ooredoo impact its brand image?

Hypothesis:

To answer these two sub-questions, we made three assumptions which are:

- Digital communication through social media has more impact on the visibility and the notoriety of Ooredoo.
- The engagement of Ooredoo's followers is related to the positive associations they have about the brand.
- The interactivity and interconnectivity of Ooredoo with its customer may lead to a positive brand image.

Among the reasons that led us to choose this research theme and to want to treat it:

- Because it is a subject that interests us a lot, and we think that it would be useful for us so that we can complete our training to be able to apply what we are going to learn to the learn about the professional environment.
- Since it is a current theme in digital marketing, and that each company should take it into consideration.
- The theme is not often treated in research papers in Algeria and in the world.
- The importance of new technologies for the Algerian company in the improvement of its brand image.

Through this thesis, we wish to refine our reflection on this theme that. Indeed, our objective is to acquire a certain digital expertise that will allow us to open the doors of this rapidly expanding universe. Our internship, within the social media department of the Sense Conseil agency, allowed us to have a concrete vision of the problematic. We hope to bring our recommendations and ideas to Ooredoo Algeria company.

To understand the research subject we have a descriptive approach and by means of:

Documentary research: by referring to books, reports, articles, scientific works, websites.

GENERAL INTRODUCTION

A quantitative study: is about the collection of information that it is done on the basis of the quantitative method by elaborating a questionnaire, in order to collect the information and the necessary answers to our questions, while using Google Forms (for the questionnaires) and the computer software Excel to well treat the collected data.

on the basis of the results of a questionnaire carried out among Algerian Internet users and Ooredoo's followers.

This thesis is structured in three chapters:

- In the **first chapter**, we have evoked the important notions that led to the appearance of digital communication and we discussed the different channels of digital communication and its objectives.
- The **second chapter** will be dedicated to the generality of the brand, then the brand equity so we can develop the concept of the brand image.
- The **third chapter** will be consecrated to the presentation of the organization of our study case, the research methodology and finally the empirical study, which will present the main results of the quantitative study and their discussion.

The literature review:

Digital communication:

According to Maronne (2018), digital is everywhere. By observing around us, we notice that it is the human being who is digitalizing and not the company. It is therefore up to the company to adapt to this new environment, to these structural and behavioral changes and must at all costs take this phenomenon into account in its strategy.

Habib (2013) judges that for all companies, it is not only a question of integrating digital communication and penetrating digital media that counts, but how to take advantage of them and exploit them well. Because the challenge is very important for the company that must carefully manage its presence on the Web.

According to Borges (2009), social media marketing is the new marketing strategy that buyers want to show more engagement on it. It is a revolutionary method that enables businesses to connect with their customers and build strong relationships.

GENERAL INTRODUCTION

Menten (2019) emphasizes the opportunity of social networks in the company to maintain a customer relationship, maintain or forge its brand image compared to its competitors. According to the same author, social network marketing is increasingly important in the purchase decision of consumers, but nevertheless the perception towards the brand amplifies word-of-mouth. Therefore, the company can create both positive and negative buzz through the virality of social networks.

Pelet (2017) explains how the relationship between corporate communications and brand image can be changed by new content. This topic shows how content can help companies create a good image and communicate with their customers. The author argues that the difficulty of controlling a reputation has increased due to the rise of digital media. The power of the Internet allows people to create and distribute content that can affect a company's reputation. Social networks are also known to transform mundane comments into powerful statements that can change a customer's mind. The rise of social networks has given people the ability to create and distribute content that can influence a brand's reputation. This is a powerful tool that can transform a harmless social interaction into a serious communication crisis.

Brand image:

According to Algharabat (2020), there is a positive relationship between engagement and customer-based brand equity (with its dimensions: awareness / brand associations, perceived quality and brand loyalty). As for Hutter et al (2013), they find a significant influence of consumer engagement and brand awareness. For their part Bonhomme et al (2010) affirm the existence of a positive relationship between involvement in user-generated content and the dimensions of brand equity namely (brand image through brand associations in terms of strength, and uniqueness, brand awareness, perceived brand quality and brand loyalty).

GENERAL INTRODUCTION

Finally, Huerta-Álvarez (2020), in response to the challenges posed in the most recent literature, highlights in his study the relationships between the elements of brand equity, namely image, awareness and relationship to the brand, and perceptions about the value of the brand and their impacts on commitment to the brand. This means that the more positive brand awareness and image are, the more favorable brand commitment is.

**Chapter 1: The
digital
communication and
its channels.**

Introduction:

Digital communication breaks the boundaries of temporal and spatial conceptions. It eliminates the constraints of time and place and allows us to communicate wherever we are. It is no longer possible to transmit information through a linear process and to establish a relationship with a recipient.

With the mass of Internet customers, the challenge for organizations to be available on the Internet is growing. Internet users are advancing rapidly and organizations must remain aware of this speed to avoid being left behind.

In this chapter we are going to mention the important notions that led to the appearance of the digital communication, and we will define it with its different channels and objectives.

1 Notions leading to digital communication:

1.1 Definition of traditional marketing:

According to the American Marketing Association (AMA) Board of Directors, marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings of value to customers, clients, partners and society at large.

Dr. Philip Kotler defines marketing as “the science and art of exploring, creating, and delivering value to satisfy the needs of a target market at a profit. Marketing identifies unfulfilled needs and desires. It defines measures and quantifies the size of the identified market and the profit potential. It pinpoints which segments the company is capable of serving best and it designs and promotes the appropriate products and services.”

As for Jean-Pierre Helfer, Jacques Orsoni and Jean-Louis Nicolas define marketing as follows: “Marketing is a process, a set of decisions and acts of management, based on the methodical study of consumers and, more broadly, the market. While satisfying profitability objectives, marketing allows the company to offer a product or service that

meets the expectations of one or more target customers” (Jean-Pierre Helfer Jacques Orsoni & Jean-Louis Nicolas, 2009)

1.2 Definition of the web and its evolution:

The existence of the Internet began in the 1950s and gained momentum during the 1960s. In 1993, Tim Berners-Lee launched the World Wide Web, which became an integral part of the Internet. The word 'Internet' is used to describe the globally interconnected network of computers, most times written with a capital 'I', and sometimes without it.

The World Wide Web (known as "WWW", "Web" or "W3") is that the universe of network-accessible information, the embodiment of human knowledge. The World Wide Web was initially conceived by CERN, where Tim Berners-Lee, now the Director of the Wide Web Consortium [W3C]. The web is a collection of hypertext protocols and various other multimedia techniques. (About The World Wide Web (www.w3.org))

1.3 The evolution of the web:

Web 1.0 was the first implementation of the World Wide Web “**traditional web**”. It provided very little interaction between the consumers and the website (Tim Berners-Lee, 1998) .The role of the web was very minimal in nature. Web 1.0 was the first generation of the web. It was mainly focused on providing information and content delivery space for people on Uniform resources Identifiers (URLs). In other world, the web provided us with very little interaction with the content.

Web 2.0 “social web” is the second generation of web. it has been defined by Dale Dougherty in 2004 as a read-write web (Tim Berners-Lee, 1998). The concept started with a brainstorming session between Media live International and O'Reilly. The technologies of web 2.0 enable people to organize and manage large global gatherings with those who are interested in social interactions.

Web 2.0 is that new platform that aims to understand the rules of success in building applications that take advantage of the network effect. According to Tim O'Reilly, web 2.0 is the creation of new rules for the computer industry and that is a conceptual framework

that refers to the various characteristics of the web. These include participatory media, social media, and relationship technologies (blogs, texts, videos, images or others) and here The web is becoming more democratic and dynamic. The consumer's opinion is constantly solicited and it takes a liking to this virtual socialization.

Web 3.0 “Semantic Web” is referred to the Structure Data which is a set of data that can be linked to various applications in order to enable them to be more effective (Ossi, Nykänen; 2003). It supports various aspects of data management, mobile internet access, creativity and innovation, and customer satisfaction. It can also improve the efficiency of data collection and processing.

Web 3.0 is a web where data is shared instead of owned. It eliminates the concept of website and enables people to use it wherever they are (Noori; 2007) .There is a degree of structure between objects that is not apparent in terms of semantic content. The web of data is envisioned as an open-source environment where data can be linked and analyzed (Sareh Aghaei, Mohammad Ali Nematbakhsh and Hadi Khosravi Farsani; 2012)

Figure 1.1 : Web 1.0 /2.0/3.0 Summary

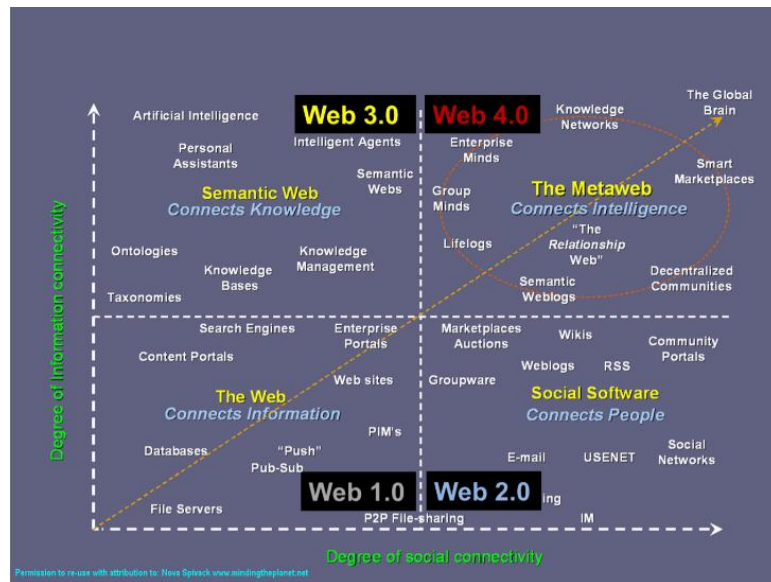
Web 1.0 / 2.0 / 3.0 Summary		
Crawl	Walk	Run
Web 1.0	Web 2.0	Web 3.0
Mostly Read-Only	Wildly Read-Write	Portable & Personal
Company Focus	Community Focus	Individual Focus
Home Pages	Blogs / Wikis	Lifestreams / Waves
Owning Content	Sharing Content	Consolidating Content
Web Forms	Web Applications	Smart Applications
Directories	Tagging	User Behavior
Page Views	Cost Per Click	User Engagement
Banner Advertising	Interactive Advertising	Behavioral Advertising
Britannica Online	Wikipedia	The Semantic Web
HTML/ Portals	XML/ RSS	RDF / RDFS / OWL

Source : Web 1.0 vs Web 2.0 vs Web 3.0 vs Web 4.0 vs Web 5.0 – A bird’s eye on the evolution and definition | (wordpress.com)

The main difference between web 1.0, 2.0, and 3.0 is that web 1.0 is considered as the read-only web targets while web 2.0 is targeted at content creativity of producers and users, and web 3.0 targets on linked data sets.

Web 4.0 can be considered as an intelligent electronic agent and a unified web (Jonathan Fowler and Elizabeth Rodd; 2013) it works seamlessly with humans and machines. Its concept was conceptualized as a symbiosis web. Simply a machine could read the contents of the web and decide what to execute next. It would then react in the form of creating a better and more powerful website (Stefan Decker, Michael Erdmann; 2013).

Figure 1.2: Web characteristics and evolutions



Source: www.webevolution.com

The web is widely considered to be a major technological advancement of the 21st century. Its evolution has deeply affected commercial and social practices.

1.4 Evolution to digital:

The term "digital" refers to a new universe of companies that challenge traditional tools. In 2004, the evolution of mass marketing has led to the rise of one to one marketing, which is differentiated by the target and the messages.

The evolution of marketing has changed to a one to few models which was defined by the segmentation of the customer and the messages that were sent to that individual. The emergence of the internet has allowed us to take into consideration the various consumer segments and develop a personalized offer.

1.5 Definition of digital marketing:

Digital marketing is the practice of promoting products or services through digital distribution channels, such as mobile platforms and Smartphones (Taken Smith, 2012)

Digital marketing is referred to "Achieve marketing goals through the use of electronic communication technology" (Chaffey, D. (2012). Digital marketing is a process that uses technology to improve the knowledge of customers by matching their needs ((Chaffey, 2013)

Digital marketing is a process utilized for various industries and their particular characteristics (Kothari & Saxena, 2004; Ricciuti, 1995).

In concrete terms, digital marketing means managing the organization's presence on all media and online platforms (websites, search engines, social media, mobile applications, e-mails, etc."Definition of digital marketing" Financial Times; Retrieved 22 August 2015. These various technologies allow to reach the objectives of attracting new customers, but also to maintain the loyalty of the current customers. However, for digital marketing to be successful, it is necessary to integrate these technologies. Nielsen (10 March 2016). «Understanding people and how they use technology is the key component of digital marketing (Ryan, 2016)

According to Zidane (2017), "digital marketing is also defined as the use of digital means to carry out marketing activities, digital means the modern means of communication developed with the advent of information technology, the Internet, and information, the Internet, and social media".

In today's world, digital marketing is more than just promoting products. It also involves developing a relationship with the consumers that can be maintained and even developing the loyalty and the commitment of some of them to the brand.

1.6 Comparison between traditional marketing and digital marketing:

Table 1: traditional marketing and digital marketing

Traditional Marketing	Digital Marketing
Traditional marketing includes print, broadcast, direct mail, and telephone.	Digital marketing includes online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click.
No interaction with the audience	Interaction with the audience
Results are easy to measure	Results are to a great extent easy to measure
Advertising campaigns are planned over a long period of time	Advertising are planned over short period of time
Expensive and time-consuming process	Reasonably cheap and rapid way to promote
Success of traditional marketing strategies can be celebrated if the firm can reach large local audience	Success of digital marketing strategies can be celebrated if the firm can reach some specific number of local audience
One campaign prevails for a long time	Campaigns can be easily changed with ease and innovations can be introduced within any campaign
Limited reach to the customer due to limited number of customer technology	Wider reach to the customer because of the use of various customers technology
24/7 year-round exposure is not possible	24/7 year-round exposure is possible

No ability to go viral	Ability to go viral
One way conversation	Two ways conversation
Response can only occur during work hours	Response or feedback can occur anytime

Source: Zhazira Idrysheva and al (2019)

1.7 Digital marketing mix:

(Inspired by How Does Digital Media Affect the Marketing Mix? Trends and Challenges (maryville.edu))

The digital marketing mix is a framework used by marketers to plan their marketing strategy. It helps them identify the various components of their marketing approach and then develop a strategy that fits to their business model. From the traditional marketing mix 4P's (promotion, price, product and place) created by E.Jerome McCarthy in 1960, Booms and Bitner developed to 7P's

Product:

The product is the object that is marketed. The 4Ps concept takes into account all attributes (packaging, brand, quality, after-sales service and other associated services, etc.). Digital technology enriches this approach and completes the service offer. For example, a cookbook could be enriched online with tutorial videos to watch. The sale of a product online could be complemented by training on how to use it in the store.

Price:

The price is the rate at which a product or service is sold to the market. It is usually fixed, and can vary during sales periods. Digital marketing also allows for various pricing policies, such as availing a product according to the demand and supply. It can also create specific promotions for one or more sales channels.

Place (Distribution):

The distribution policy aims to define all the channels that a brand chooses to sell its products. Through digital platforms, a product or service can be sold online. This method of selling a product or service is very popular in today's world.

Promotion (Communication):

The promotion is a broad concept that encompasses all the elements of communication around a product or service. It can be used to communicate more easily all the details of the company's operations to its target. For example: through social media, a brand can connect with its customers in a way that's totally different from traditional communication methods. This allows creating a dialogue between the customer and the brand. Also the use of email has brought the product or service closer to the consumers, where paper mailings could not.

The website allows companies to create a permanent showcase, open a store 24 hours a day, or have a platform to network and communicate with their customers at any time. Its ability to allow companies to communicate with each other has multiplied.

Personnel/People: customer relations:

Social Media and forums have become valuable tools for marketers, allowing them to connect with their consumers and build stronger relationships.

A good product or service is no longer just about satisfying the user. It also comes with a great customer relationship before and after the purchase; the user expectations more than just the product itself, he expects the brand to be able to provide responsive and efficient customer service throughout the experience. The role of advice becomes essential and the "Personal" becomes central.

Personalization:

Personalization is a process that enables companies to customize their products and services according to the needs of each customer. This allows them to reach out to them in a way that fits their specific goals. The variations can intervene on many components: color, size, addition of an element (logo, name, etc.), purchase/subscription options, number of users, features, etc. Target, segment, modulate.

Physical evidence:

The intangible object of an offer is often presented online: any physical evidence of its existence. Therefore, the presence of such elements on a website reassures the user that the company is real as phone number labels, physical address, photo of the company or of the physical store, and opening hours of the customer service department show that the company exists and that it can be reached.

Added also; permission marketing is a process that helps brands retain their consumers' trust by developing transparent and honest values.

2 Digital communication:

The rise of technologies has greatly impacted communication processes in the business world. The creation of electronic devices and equipment has helped in the development of effective marketing practices (Chen & Lin, 2019).

Marketers use digital communication to establish direct communication with customers through digital transmission technology (Bird, 2007)

Through digital communication technology, marketers can reach out to their clients in real-time and deliver personalized content and offerings to a service user (Holliman & Rowley, 2014)

The style of communication has been altered by the use of digital technologies. The capabilities of communication have been broadened by the emergence of new platforms and methods such as interaction, accessibility, customer engagement, customization, measurability (Deighton, 1996; Merisavo et al., 2007; Salehi, Mirzaei, Aghaei, & Abyari, 2012; Edelman & Heller, 2015)

Gay, Charlesworth, & Esen (2007) argued that digital marketing communication can help deliver compelling messages without sacrificing customer satisfaction. Due to the increasing popularity of digital marketing communication, it has become more prevalent in today's world. It allows businesses to reach out to their customers in an instant and customize their messages and actions (Adam, Ibrahim, & Syahputra, 2020).

Likewise, consumers are showing their frequent involvement with the digital marketing activities by purchasing through digital channels, providing their likes and dislikes, ratings, feedbacks, opinions and recommendations, sharing information, and directly engaging with marketers (Classen & Friedli, 2019).

Some other definitions of the digital communication:

According to OUALIDI Habib he defines digital communication as "Digital communication is a new discipline of communication but also marketing. The term refers to all actions (of communication and marketing) aimed at promoting products and services through a media or a digital communication channel, in order to reach consumers in a personal, ultra targeted and interactive way. The new objective of companies is to target their consumers not only on the web but through all digital media". (OUALID, (Habib) ; 2013)

Digital communication can be defined as information exchanged between different Internet users via digital systems. As part of a marketing strategy, digital communication is used to transmit targeted messages to well-defined targets at specific times in order to capture the attention of others and signal that the brand is there.

2.1 Content Marketing:

Definition of content marketing

Content marketing refers to the strategies and tactics that aim to interest, engage and involve prospects, customers or influencers through regular, high-quality editorial content.

Content can be presented in various formats, such as blogs, white papers, e-books, case studies, and forums (Hollebeek & Macky, 2019). There are also various ways to present content, such as videos and articles. Creating a good content is key to attracting and retaining readers, and an excellent way to promote a startup or business (Dr. Madhu Bala, Mr. Deepak Verma, 2018) and it is the most important part of the digital marketing (Taiminen & Ranaweera, 2018).

The research body highlighted the various publications that supported the role of content marketing in today's digital world as being a widely-accepted, trustworthy digital marketing practice (Gaikwad & Kate, 2016; Kingsnorth, 2017; Patruti Baltes, 2016; Slade, 2016; Vein, 2015) Most publications indicate that blogs are the primary platform for content marketing. However, Slade stated that visual content is very important in terms of increasing website traffic. Baltes stated that blogs help in communicating a company's image. Through the use of online articles and videos, companies can help improve their image and attract potential customers (Slade, (2016); Vein (2015)).

According to kotler "content marketing, also called editorial strategy, develops a marketing strategy that involves the creation and distribution of media content by a brand in order to acquire new customers" (<https://www.Hrimag.Com/Le-Marketing-DeContenu>)

Content marketing objectives:

Content marketing is a strategy that involves creating and distributing content. It is focused on increasing a brand's visibility and customer acquisition, customer loyalty. For an optimal planning of the content marketing strategy, it is also wise to distinguish between short-term and long-term goals:

Table 2: Short and long term objectives of a content marketing

Short-term goals	Long term goals
Drawing attention to the company	Build a brand image and/or have positioning as an expert in a specific field (Ryan, 2016)
Extend the reach by distributing content via content distribution via social media	Build an active community
Increase the traffic on your website (especially with new users)	Create trust and optimize the company's reputation
Get more user participation from users through viral content shareable content (create a buzz).	Improve your ranking in search engines
Generate valuable backlinks	To make visitors come back to your site

	Connect with influencers
	More Conversions

Source : Content Marketing, inspired by Short and Long Term Content Marketing Goals (koozai.com)

The objectives of content marketing actions are of various kinds and can be classified as follows :

Content marketing is a strategy that uses content to attract and retain new customers. It is used to increase sales and conversion rates (Mccoy, 2016), The goal is to enhance the pre-purchase experience by creating a positive word of mouth and encouraging the use of a product and build brand loyalty.

Content Marketing Life Cycle: (Inspired by :
<https://www.growthfamily.com/marketing-de-contenu/>)

A content lifecycle indicates exactly where and how much energy to put into a content marketing to achieve a positive ROI. Most marketers end up working on parts of the content marketing lifecycle: TOFU, MOFU, and BOFU.

2.1.1.1 Tofu (Top of the Funnel)

The TOFU spirit is a conceptual framework that proposes various practices related to discovery. These procedures are related to the notions of seduction and attraction. It is conveyed in a compelling educational vision. The goal is to gradually introduce the brand as an expert in the field of excellence. For example a person who want to solve problem or to satisfy a need, but does not know how to do it. The TOFU includes a mass of educational content that is designed to inform the suspect about how to meet his need.

2.1.1.2 MOFU (Middle Of The Funnel)

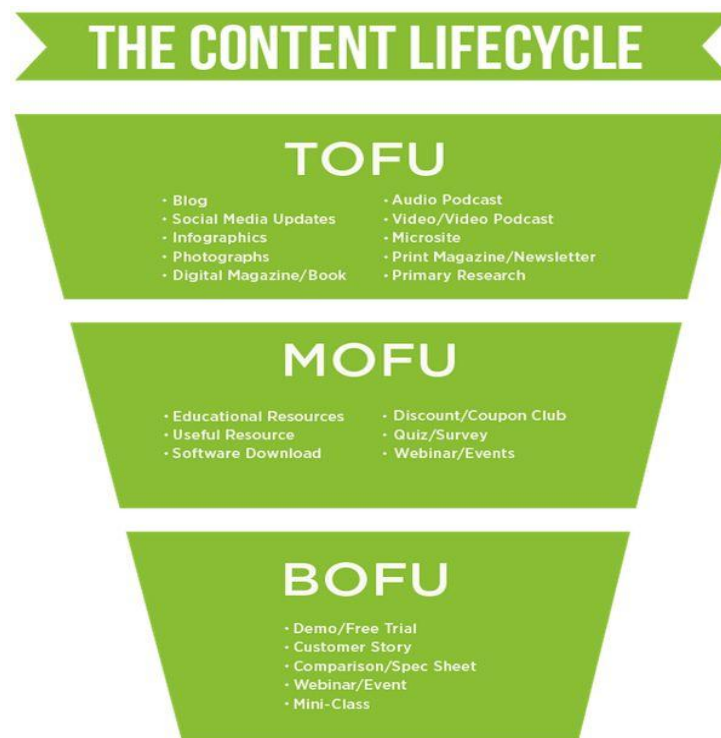
When a prospect encounters a problem, it turns them into a lead. The goal is to select the best solution that fits their needs while sharing the values that they bring to the table.

The content of a site is very important to attract visitors. It is the moment when they become curious and want to know more.

2.1.1.3 BOFU (Bottom of The Funnel)

After establishing the commercial action, the suspect has notices that the company has made a good offer so it will be the right moment to convince them

Figure 1. 3 The content life cycle



Source: <https://www.growthfamily.com/marketing-de-contenu/>

Forms and Types of Content:

In terms of content, it can be divided into various forms: text, images, and videos. There are also various types of content such as blogs, multimedia, interviews, and interactive content.

2.1.1.4 Video

- **Multimedia:** is becoming more important in today's communication. This is due to the increasing use of mobile internet surfing.
- **Collaborative work or webinars:** A webinar is a type of online meeting that is commonly used to make a presentation or to conduct a short training. It is also used to target people who are already involved in the marketing and sales cycle.
- **Podcasts:** A podcast allows listeners to discover a brand in a different way. Their numbers are growing; for example 155 million of the American population listened to podcasts on the first 4 months of this year 2021. If a company wants to talk to specific people or facilitate conversations, the use of this medium will be beneficial.

2.1.1.5 PDF

- **Ebooks:** An ebook is a document with at least ten pages, ebooks have been proven to be very effective in increasing sales leads. They are also known to bring a level of trust and credibility to the customers.
- **Tutorial:** A tutorial is a common use case in content marketing. It involves guiding someone through the discovery of a product or service. It is very useful for social media platforms as it attracts a large number of users.

2.1.1.6 Visual:

- **Infographics:** Infographics are visual representations of a set of data related to a specific topic. They are very useful for Internet users and are commonly shared on social media platforms.

2.1.1.7 Interactive

The ability to engage and capture customers is the key to unlocking the power of interactive content. The customer experience requires active participation and learning is therefore more powerful.

- **Quiz:** This helps the company to identify the most important concepts; it also helps the organization to gain a better understanding of how digital media works.
- **Giveaways:** the importance of giveaways, is to increase a brand's visibility and engagement, and to show a brand in a new light

2.1.1.8 Text

- **Interview :** This process is used for gathering information about the potential customers of a particular company. It is conducted with open-ended, question-and-answer sessions. The objective of the interview is to get a good sample of their answers.
- **The newsletter:** A newsletter is a great way to keep up with the latest news and offer valuable content to potential customers. It's also a way to retain a prospect.
- **The quote:** The quote is often shared on social media platforms. It is a short and playful message that can be easily defined by a state of mind. The content of this image often generates a large number of comments and shares.

Figure 1.4: Types of content



Source: <https://socialbarrel.com/content-marketing>

2.2 Digital communication channels:

There is a different communication channels that are used.

Search engine marketing (SEM) :

The indispensable channel for all the companies:

2.2.1.1 Definition of “website”:

Websites are public-accessible web pages that contain a common domain name. They can be built and maintained by anyone, regardless of their organization or design.

2.2.1.2 The advantages of a website:

- A business card of the company

- A permanent and detailed advertising
- A platform available 24 hours a day, 365 days a year
- Stand out from the competition
- A better service and support for the customers
- Unlimited source of information and easy updating
- Credibility, notoriety and good visibility for the company

According to research of Dou et al. (2010); the majority of internet users rely on search engines to find information (Shih, Chen & Chen, 2013). Search engine marketing can be done in two different ways. One is by displaying the most relevant search results in the search engine, and the other is by linking to the site that gets the most clicks.

2.2.1.3 Search Engine Optimization (SEO) :

The first way is Search Engine Optimization (SEO); SEO is about being well "listed" on search engines. Basically, search engine optimization is a process that involves modifying a website to get it to rank better for a specific search term. This is done in order to get the most relevant and natural results for that search term. Although Google wants to prevent sites that are not optimized for search engines from being on the top of the SERPs, it does not want to prevent sites that are legitimate from being on the top. The website should address technical issues related to content and query matching, crawling, indexing, and interpreting non-text content (Dr. Madhu Bala, Mr. Deepak Verma, 2018).

Creating content is very important in order to improve the visibility of your website on the search engine. Doing some research is also necessary in order to know the exact keywords that are used by Internet users when they type in terms of activity.

2.2.1.4 Search Engine Advertising (SEA):

The second way companies can work on search engine marketing is through search engine advertising – or SEA – it is a type of search advertising that occurs when

advertisers pay to have their web search results shown alongside organic search results (Ghose & Yang, 2009).

Depending on the business structure, the company can choose between Pay-Per-click or Cost-Per-click model. There are also different platforms for advertising. By far, Google Ad Words (on Google Network) and Bing Ads (on Yahoo Bing Network) are the most popular (Dr. Madhu Bala, Mr. Deepak Verma, 2018).

PPC: Pay per click is a type of paid search that works like natural search. It places the word "ad" next to the search results, and it's usually used to attract visitors.

CPC: This involves paying for each click on the company ads.

Display advertising:

Advertising in the digital age: called display, online advertising is increasingly used. Currently used on Facebook, Google, and many other social networks (Zarrella, 2010) advertising can be divided into two categories. The advertisements by promotional and commercial links, called "search", and the advertisements that appear as banners or visuals, the most used called "display". (J. Azimi, R. Zhang et al 2012).

Online advertising is a type of marketing that occurs when firms send out letters to their customers about their products or services. It allows them to reach out to their users through various online platforms (Dhore & Godbole, 2019). They say Information that is easily accepted is often presented in a pleasant context (Mishra & Mahalik, 2017). Online marketing is a strategy that uses the Internet to attract potential customers and drive website traffic (Budiman, 2021)

The online advertising requires planning and budget, as well as a good client relationship. Display ads are very easy to track and allow you to measure your conversion rates in real time. It's important to create a compelling and memorable ad that will catch the attention of the audience. This can be done in various ways, such as creating a compelling and memorable message, finding the right place to place it, and so on.

Among the advantages of display advertising are the following (Zarrela, 2010)

1. Make your brand, idea or service popular among the target group.
2. To notify the public about the presence of your brand or service in the market.
3. Banners have a good visibility.
4. Little space to display the message, it must be clear and concise.
5. Involve the public and keep them engaged with the brand
6. Supports of different sizes.

Email marketing:

With email marketing, businesses can reach out to their customers in a variety of ways (Ugonna et al., 2017). It is also a type of direct marketing that uses email to communicate with their audiences (Lodhi, & Shoaib, 2017). E-mail marketing is a vital part of any marketing campaign (Rai, 2018) . It can be considered for every email that is sent to potential or existing customers.

Email marketing campaigns are still one of the most effective ways to reach a target audience. Clothing brands and e-commerce sites get great results with seasonal promotions, while taking care of their "prospects" through newsletters. Having an email list allows you to stay in touch with your customers, regardless of the algorithm changes made by social media and also staying in regular contact by email will ensure the building of a real relationship of trust with the customers and that they remember the company but there is a necessity to find ways to bring something new to the table so that the customers don't unsubscribe from the list (Navdeep S. Sahni S. Christian Wheeler, Pradeep Chintagunta , 2018)

Figure 1.5: Email marketing.



Source: Is Email Marketing Still A Valid Business Strategy? - DemotiX

2.2.1.5 The steps of an emailing campaign:

For a successful emailing campaign we have chosen the most important steps which are the following:

- ✓ Define the objectives for which you want to opt for an emailing ;
- ✓ Build an email contact list;
- ✓ Set up a targeting strategy;
- ✓ Create a compelling message and associate your personal and original to catch the attention of the targets ;
- ✓ Use a call to action CTA button by including a link from your website for them to go and check it out to get more information about your content and about everything to make it easier for them to convert and take to action;
- ✓ Schedule your emailing to be sent, choosing the right time;

- ✓ Monitor the performance and analyze the results of your campaign, by setting up a tracking system or also called tracking that will allow you to analyze the performance of your emailing campaign and the ROI.

2.2.1.6 Email can house a variety of content types: Digital Communication Strategies (maryville.edu)

- Discounts and offers for seasonal deals, new product launches, and customized recommendations
- Blog post roundups of recent articles from the brand website or third-party websites, which can even be categorized by vertical and distributed to segmented audiences
- Birthday or anniversary messages to check in with current customers and build affinity, which may even include a gift or deal for the occasion
- Surveys to learn more about how consumers enjoy the brand experience and services
- Exclusive content, such as sneak peeks at product launches, Q&As, or behind-the-scenes information
- Daily or weekly newsletters to keep audiences up to date on company developments, newly published content, and opportunities to engage with the brand
- Personalized recommendations for content or products based on previous customer behavior

Mobile Marketing:

Mobile marketing allows consumers to easily identify the benefits and needs of a product or service they buy (Mohamed et al., 2016). It also influences their purchasing decisions(Tiffany et al., 2018)

Mobile marketing is the most important channel, very broad and is used by both individuals and professionals. It is designed to work seamlessly across desktop and mobile platforms. It features a variety of features and functionalities that allow it to run smoothly and efficiently. It is even more important to target a young audience when it comes to mobile marketing. Mobile marketing can hyper-target by taking into account various audience segments and geographic data.

The top priority is to make sure that the entire website and content is "mobile friendly," which means it's adapted for mobile use. This often extends to simple, concise designs and content: text is clear, buttons are large, and videos are subtitled so that the message remains accessible.

2.2.1.7 Mobile marketing application:

There are two types of mobile applications:

2.2.1.8 Websites:

The website corresponds to the adaptation of a website so that it can be consulted by mobinants, this type of website was created for the problems of browsers encountered when consulting a basic website on mobile device. It allows bringing more quickly to the mobinants condensed information coming from a website consultable from a computer.

2.2.1.9 Mobile applications:

They are accessible from the virtual desktop of the mobile device and allow to use the functionalities of the Smartphone during their operation.

The application store is the place where mobile users can obtain mobile applications. To stand out from the competition, mobile app developers must continuously improve their offerings and offer a unique and quality offer.

The web is characterized by its double door. Its ability to be accessed everywhere is now widely available in real time. Its ability to work like a sensor is also widely used.

Social media marketing:

Social media : Malka (2014, p.6) "Social media are Internet platforms that allow people to share information, collaborate, create and develop communities"

Tuten (2020) defines social media marketing as the use of various social media platforms and tools to create, communicate, and deliver digital marketing strategies for an organization.

It allows people to interact, share, create and consume online content (Lyons, McCreanor, Goodwin, & Moewaka Barnes, 2017)

Social media marketing is a type of digital marketing that is rapidly growing (Abdel Fattah AL-AZZAM, Khaled AL-MIZEED, 2021). It is a combination of various digital marketing activities that are commonly utilized to reach and influence targeted consumers (Omar & Atteya, 2020). With the release of new tools and applications for social media marketers, those social media have gained better and more actionable insights (Nur, 2021). A company can promote its products and services. It is also a great tool for managers to keep up with news and updates (G. Killian, K. McManus, Bus. Horiz, 2015).

Figure 1.6: The Most known social media platforms.



Source : <https://bullsmarket-group.fr/>

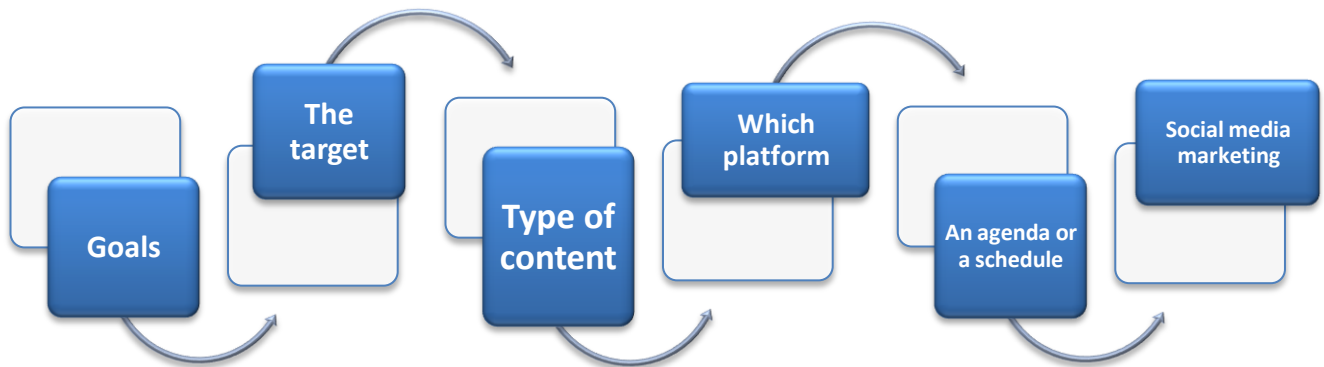
Unlike other channels such as television, print or billboard advertising, social media brings a whole new dimension: interaction. Instead of simply broadcasting a message to the masses, social media offers the opportunity to interact with customers and listen to

what they have to say. There are many different platforms: Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, Snapchat... there is a free and natural marketing (Facebook groups, stories, Messenger, instagram reels, IGTVetc.), or paid (Facebook's paid ads, Snapchat ads for example). All businesses should be available on at least some of these social media (Manning, J, 2014).

The effort expended can easily be multiplied as users will like, comment and share content with their contacts and Facebook Ads, in particular, are very sophisticated these days and allow a company to target a specific demographic.

Steps of creating a social media campaign:

Figure 1.7: Steps of social media marketing.







Source: Social media marketing steps: Created by my own inspired by Sense Conseil Agency.


Social media should be part of the content marketing strategy anyway, and the steps mentioned earlier apply here as well: Setting goals, targeting an audience, decide what kind of content wanted to be created, then what format and channels to use. For social

media, however, you should also create a posting schedule, to know when to post what. The whole point of social media is to be able to interact with the audience.

Table 3: Definitions of social media platforms.

Social media	Definition
<p data-bbox="276 510 408 539">Facebook</p> 	<ul style="list-style-type: none"> <li data-bbox="831 456 1418 712">✚ Is a social network that can be used personally (career, entrepreneurs) and by a business that will use a page to establish their presence. Facebook has rules that must be known and respected. <li data-bbox="831 730 1418 981">✚ It is effective for building an engaged social community, which founder Mark Zuckerberg hopes will “encourage meaningful social interactions.” <li data-bbox="831 1003 1418 1422">✚ The functioning of Facebook is based on a semantic search engine that allows Facebook to know which profiles are socially connected. This will allow Facebook to propose very personalized results. The proposed results indeed take into account what the network of contacts has recommended.
<p data-bbox="300 1503 427 1532">LinkedIn</p> 	<ul style="list-style-type: none"> <li data-bbox="831 1449 1418 1700">✚ Is the leading professional social network with over 400 million professional profiles. A LinkedIn profile is more than a resume, it is the main representation of an online profile. <li data-bbox="831 1722 1418 1870">✚ LinkedIn allows to talk about everything, not just job. LinkedIn is a tool for visibility, networking,

	<p>recruitment, marketing, communication or sales. LinkedIn has the advantage of offering a number of free features. However, LinkedIn is increasingly moving towards a paid model.</p>
<p>Instagram</p> 	<ul style="list-style-type: none"> ✚ Instagram is a mobile photo, video, stories sharing and editing application. Initially developed for the iPhone, it is now available on Android. ✚ The images, videos and stories published are related to the lifestyle you want to communicate with your products. ✚ Social Media Today found that most brands use Instagram Stories, ads, and IGTV (for long-form videos) to reach audiences. Instagram provides a hub for fashion, beauty, and celebrity content.
<p>Youtube</p> 	<ul style="list-style-type: none"> ✚ Youtube is a video sharing site, created in February 2005 and bought by Google in October 2006. Thanks to this acquisition, Youtube videos are particularly well referenced on Google. Highly requested by Internet users, the presence of videos on a website is part of the criteria for referencing and ranking of Google. There is a function on Google to search only for results on

	<p>videos. Youtube is not only a sharing platform. It is a search engine where the user can find information.</p>
<p>Twitter</p> 	<p>✚ Topics such as television, sports, and world news do well on Twitter, according to its 2018 Year in Review. Brands and consumers use the platform to live-tweet their favorite events, follow and contribute to trending hashtags, and connect one-on-one through public interactions or direct messages. Twitter is also a go-to platform for customer service, as many brands have created separate customer care accounts for inquiries.</p>

Source : Bladier, 2016.

According to Bladier (2016), there are more than 170 social media platforms in the world.

Few of them are widely used. Companies cannot have a presence in all these platforms, it is all these platforms, it depends on the target and the country in which they carry out their activity.

Chatbots:

With digitalization, you can handle more of your customers' requests and give them all the information they need to move on to purchase. This is possible thanks to the development of AI and chatbots.

These bots can support your customer service, answering simple questions and selecting the requests that require human intervention. The use of chatbots is already well underway. These bots offer benefits to companies, but also to users: there are those who would rather talk to a bot than send an email. And that's because of the speed of the answers they can provide.

This is another digital communication channel that can be used. It could be either by implementing a chatbot directly on Messenger, which the customers will access via Facebook page, or on the website.

Communication (and marketing in general) should be much more linked to the product and customer service departments of the brand. It is no longer possible to build a communication without considering the customer satisfaction and the efficiency of the product because it will not be useful if the product does not meet the expectations of its users.

2.3 The objectives of digital communication:

- Digital communication can be used for business purposes. The company communicates on a product, a service, a brand, to attract new customers, to build loyalty, gain visibility, sell and expand its market share;
- Digital communication is also a matter of brand image. The discourse of the organization's discourse, the forms of this discourse that are embodied in different contents (images, texts, videos, etc.); on digital platforms shape a universe, even an imaginary around the brand, its products and/or its services; and the brand awareness.
- Digital communication also aims to inform. It is about using digital channels to deliver information that can be commercial, legal, practical, political, or to facilitate access to a service (Pelet 2017).
- Communication may be the principal tool for knowing and meeting the aspirations of the customer.

- Convert a visitor into a buyer thanks to communication on the website delivering a relevant message that helps the visitor in the formation of his perception or in the achievement of a marketing result desired by the company.
- Build loyalty among current consumers by implementing actions that encourage them to buy more and more often.

Specific objectives:

Some of the most fruitful objectives of the digital communication is improving:

2.3.1.1 Online presence and visibility:

The presence dimension refers to the degree to which an individual can know that his/her peers are in the virtual world or the real world. This dimension is often linked to the virtual world's bridge that connects the real and virtual worlds (Kietzmann et al., 2011).

Online presence is easy to explain and accomplish. Having a website live and digital communication channels on the web constitutes online presence. It is as simple as that. This is the very first step every company that is serious about introducing their brand online, takes in order to stake their claim on the World Wide Web. It is an absolute must for new businesses in today's internet dominant world.

Visibility is the combination of three attributes: availability, approval, and dissemination of information, and often portrayed as a key financial incentive for users of social media platforms ((e.g., Abidin, 2016; Bishop, 2018; Cotter, 2018; Duffy, 2017). The digital advertising economy elevates these sites and constructs visibility for them through a financially incentivized system (Gandini, 2016; Hearn, 2010).

Making a site **visible** is a different beast altogether. First and foremost, online visibility is all about **SEO** and how successfully the company executes it. **The use of sponsored links;** Advertisers with an important online presence and not using sponsored links are very rare. But this generalization of the use of paid search should not hide some disparities: not everyone invests on Adwords for the same reason. The first reason to invest

on sponsored links is quite simple: generate traffic quickly and simply. The advertiser pays, the traffic arrives mechanically. It may be advertisers who invest in addition to a very good natural referencing to be sure to capture the maximum of prospects: this is how many advertisers make ads appear on keywords of their own brand. This practice also aims to obtain high click rates on these ads to improve its visibility, as well as to personalize the message of the ad and prevent competitors from occupying the first place.

2.3.1.2 Digital Customer relationship:

The rise of Internet marketing has made it so that consumers are now more aware of the variety of products and services that they can buy through all the communication channels (Onete et al., 2017). They are also more prone to reacting to the messages sent by other people. And they are more connected to other consumers and are better informed through the communication channels.

Through digital communication, businesses can reach out to their customers and provide them with support and assistance. Social media interaction allows businesses to gather feedback from their customers and make changes if necessary (Hudson, et al, 2016). It has become increasingly common for companies to use social media platforms to communicate with their customers. This method of communication can help them manage the feedback that they receive and build trust in their customers.

Chaffey (2011) states that social media marketing is "encouraging customer communications on the company's own website or through its social presence."

2.3.1.2.1 Interactivity and engagement:

Interactive communication with consumers means a successful customer experience, from which it produces a sense of spiritual connection with the brand

With digitalization, you can handle more of your customers' requests and give them all the information they need to move on to purchase, implementing a technology strategy to improve interaction and engagement with the costumers, technology-savvy customers requires mobilizing digital infrastructures and new marketing practices. The expectations

that customers place on the marketing and customer service functions place considerable pressure on the company to engage in a simultaneous and instantaneous relationship to address issues in real time. Marketers have the ability to personalize their communications, and also interact with consumers like never before. With digital technologies, companies can more easily identify the most influential consumers, in order to engage them in a way that influences them to give positive reviews of the product or brand.

2.3.1.2.1.1 Interactivity:

The term "interactive" in communication is indicated as an ability to address an individual, and the ability to receive and remember the individual's response. Interactivity is considered a good communication way, by expressing itself explicitly in a conversational context of interactivity, which allows creating links between the brand and the consumer. Through social media, a customer can connect with other people and businesses. This interaction can be enhanced through the use of mobile platforms and the ability to modify existing products and services to meet the needs of today's customers (Sashi, 2012). According to Prahalad and Ramaswamy; The interaction between buyer and seller is where value is created and captured.

Rapp et al. (2013) assumed that through social media, retailers and suppliers can easily communicate and interact with each other. This method can help enhance the long-term orientation of both parties and increase the frequency of brand interactions. The researchers also concluded that social media is beneficial for both the retailer and the buyer.

So interactivity is defined as the process of participating in a two-way communication, which is based on the consumer's perception of content and elements of the message. It plays a critical role in social media, as it can help develop a brand's experiences and influence how social media is used in terms of performance.

2.3.1.2.1.2 Online Engagement:

Online engagement is considered a behavioral perspective where the consumer has an active relationship with the brand, (Helme-Guizon & Magnoni, 2016) which is manifested by a co-creation of value (Katherine N, Lemon & Peter C, Verhoef, 2016) and it also corresponds to the activities performed by the consumer during his interaction with the brand on the social network, in other words, his participation in activities initiated by or related to the brand (Helme-Guizon & Magnoni, 2016).

According to De Vries and Carlson, customer engagement on Facebook affects the brand performance of businesses. The research found that the intensity of engagement is influenced by the social value of the brand page and the co-creation value of the customer.

Customer engagement is about the emotional attachment that a person has to a particular brand or service. When a company engages its customers with its brand, they feel connected to its products and services. This is called customer engagement. Creating a culture of continuous engagement helps organizations move beyond mere behavioral change by developing strong emotional connections with their customers (Rohit Bansal, 2016).

Social Media played a vital role in customer engagement. Some forms of social media include blogs, wikis, and podcasts. They were used by different companies for different purposes (Rohit Bansal, 2016).

Conclusion:

The use of digital technology has made it possible to generate new content that seeks to redefine values. According to the evolution of its tools, new formulas have been implemented to continue capturing the attention of customers, attracting new ones and, at the same time, developing significant involvement profiles.

In summary, as digital communication plays an essential role in people's daily lives, businesses that would like to achieve more efficient marketing productivity are encouraged to apply these tools. However, For that reason, digital communication should be applied in a proper structure with suitable tools in different part of the strategy to help marketers gain the potential benefits and over challenges.

In a digital environment, communication is a fundamental component of social coexistence. It has specific characteristics that are different from Autonomous interactions (M., Shumate, A. O'Connor, J. Commun,2010).

Chapter 2: the brand and its image

Introduction:

A positive brand image can help a company create unique associations with its customers. According to Keller, the key factors that influence a brand's image are the attributes that make it special. These attributes can help a company create a positive perception among its customers (keller,2008) The strength of a brand association depends on how well its information can survive in the context of a brand image. Due to the competitiveness of the market, companies have to think differently about their brand associations. Instead of creating a competitive advantage through their association with a particular brand, they have to think of other ways to differentiate themselves.

1 Generality of brand & Brand Concept: :

Today, the brand represents the main capital of the company which consists in building a strong and positive image in the eyes of the consumers, because it plays a very important taking the decision to buy and also participates in the satisfaction during the use of the product, which increases the possibility of re-purchasing this brand. The concept of brand image is a very rich concept because it is connected with many other marketing concepts. As a result, it can create a certain ambiguity in the terms and lead to a certain confusion between the concepts.

In this respect, this chapter begins with a first section that aims to introduce the history of the concept of the brand, by initially approaching the various definitions of the brand, then we mention the indicators and the various elements which constitute the brand, as well as its different functions and finally its types.

In the second section, we approach the concept of "brand image" which is the fundamental element of any product or service.

2.4 The history of the brand:

Antiquity is the period of the first great civilizations of the world, where revolutions were born, one of which is the appearance of the brand. The oldest brand was discovered in China, at the beginning of the third millennium Phoenicians, Egyptians, Romans knew it,

sealed or engraved on pottery, building stones, tiles, or even everyday objects (LENDREVIE (J), LEVY (J), LMANDON (D) ; 2003).

These marks could indicate the trade of the craftsman, the geographical origin of the manufacture, its recipient when it was powerful; it was also sometimes a simple distinction with the aim of the purpose of counting the objects produced to collect his emolument (BENOIT (S.H); 2006).

In the middle Ages, the guild system reinforced the notion of a distinctive brand by the manufacture of each product to a precise standard. This usage established the beginning of a trademark legislation that was to grow. The industrial revolution of the 19th century consecrated the birth of the industrial brand (Phenix lighters in 1821, Botot water in 1840) even if it still had a signature value; it was still the embryo of the brand as a true commercial vector for manufactured products. Also at that period of time, the development of the press, of posters, and at the end of the century, of the cinema, gave the brands the means for a growth that still follows today the exponential curve drawn at that time. Today, brands are multiplying more and more; they encourage the development of more homogeneous and unified consumption (BENOIT (S.H); 2006)

Figure 8 : The world's most valuable brands

Rank	Brand	Brand Value	1-Yr Value Change	Brand Revenue	Industry
1	Apple	\$241.2 B	17%	\$260.2 B	Technology
2	Google	\$207.5 B	24%	\$145.6 B	Technology
3	Microsoft	\$162.9 B	30%	\$125.8 B	Technology
4	Amazon	\$135.4 B	40%	\$260.5 B	Technology
5	Facebook	\$70.3 B	-21%	\$49.7 B	Technology

Source: The world's most valuable Brands Marty SWANT March 5 2021

2.5 Definitions of the Brand:

There are as many definitions of the brand in marketing and it cannot be defined in a single way. It continues to be a topic of debate among different researchers, experts and authors.

According to Philippe Kotler or the difference approach: "a Brand is a name, a term, a sign, a symbol, a design or the combination of all these elements used to identify the products or services of a seller or a group of sellers and to differentiate them from competitors " (P.Kotler,B.Dubois,2004)

In the earlier days, people used to mark their cattle or clay pots with a burnt mark. "The word brand comes from old Norse brandr, meaning to burn." (Keller, 2008)

Kotler defines the brand as a set of visual, sound, or symbolic elements that distinguish it on a market and serve as a reference for the consumer. For him, the brand is part of a commercial and competitive relationship.

The brand is a guide to the customer, in other words, the customer knows what to expect from the offer. And for Walter Landor, founder of the consulting firm Landor Associates, "The brand is a promise" This means that it is a promise made by the seller to the buyer.

Through different approaches of several authors, the following definition has emerged: "A brand is a mental marker on a market that is based on tangible and intangible values". Which means the brand is the sum of complex values that make up the product and enrich it. It is a sum of functional and material values and psychological and immaterial values that allow satisfying the expectations of consumers.

Based on these definitions, the brand is therefore a set of symbols residing in the mind of the consumer as an impression and perception of the qualities and flaws of a product or service, whether real or imaginary, in order to allow him to distinguish and choose such product or service.

2.6 The brand life cycle:

The brand life cycle is composed of three main stages (time of heroism, time of wisdom, and time of myth) (G.Lewi et P.L.Desprez; 2013) unlike the product life cycle, which is composed of four stages. It is important to know that the existence of this cycle depends on the existence of the product.

The time of heroism:

In this first stage, the mission of the brand is to create a breakthrough and be a distinctive reference for the company on a market through innovation.

One of the most important elements of innovation is audacity. This element allows the company and its employees to exploit their mental and physical capacities at an optimal level. This time is characterized by: the transgression, the encounter, and the targeting (G.Lewi and P.L.Desprez; 2013).

The time of wisdom:

this is the second stage of the brand's life cycle and the period when the brand organization starts to get tired of its daily activities and of playing the role of the hero in the market. In this stage, the brand is recognizable by the consumer in the market. The objective of the brand is the geographical extension; the extension of the brand (new product) or extension of the target to ensure its continuity with the consumer (G.Lewi and P.L.Desprez ;2013).

Myth time:

Becoming a myth brand is about becoming a legend in humanitarian history, becoming part of the human environment and the brand's name enters into everyday language.

This period is the final phase of the brand life cycle, reaching this stage means reaching maturity and a higher degree of awareness. In this phase, the mythical brands are no longer simple, but tools of expression on the image of individuals or countries and culture transmission.

Table 4: The obligations of the brand

Brand time	Obligation of the brand
Origin: Brand launch	<ul style="list-style-type: none"> • The product, the name and the logo
First time: Time of heroism.	<ul style="list-style-type: none"> • A new way of understanding a market.
Second time: Time of wisdom.	<ul style="list-style-type: none"> • Understanding the meaning of the brand. • Brand extension

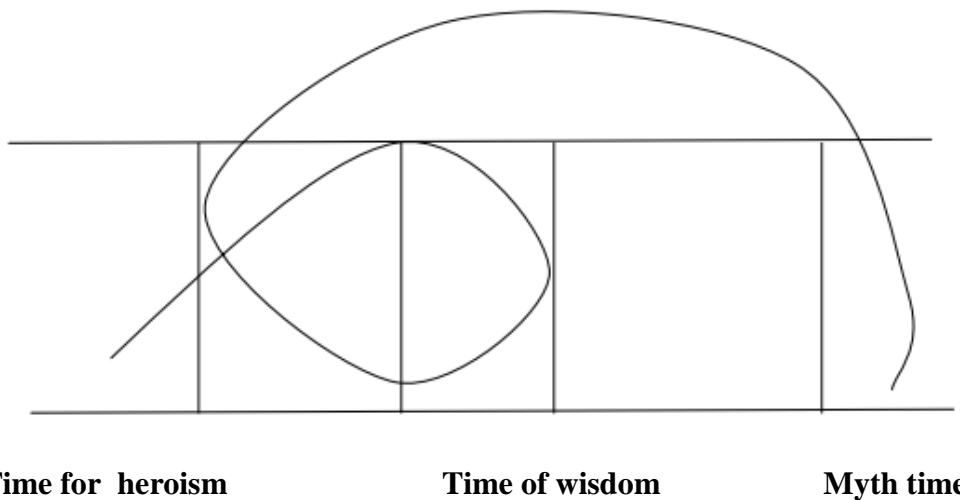
Third time:

Time of myth

- **The development of eternal values.**
- **Envolement in society.**
- **The internationalization of the brand.**

Source : (G.Lewi, P.L.Desprez,2013)

Figure 9: Brand life cycle



Source : G.Lewi, J.Lacoeuilhe ,2013

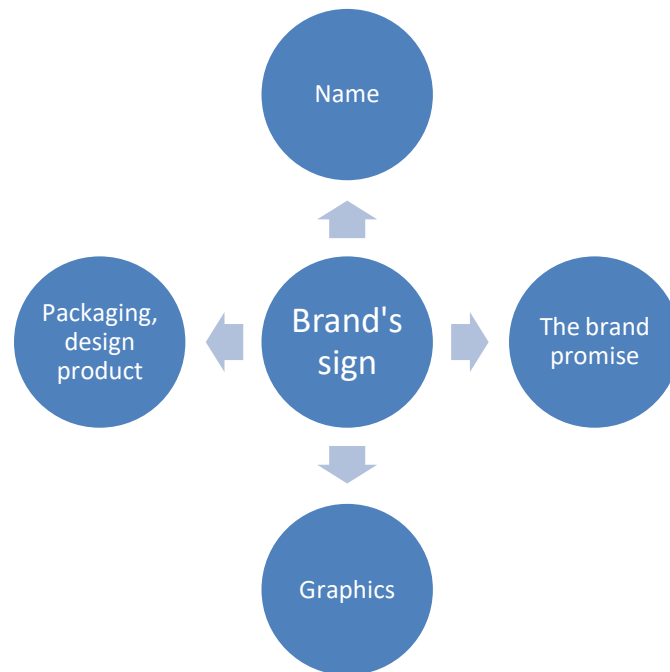
The graph allows us to understand how the brand evolves during the three stages of its life cycle. The brand is confronted with different changes during its life on the economic level or on the product itself. Reaching the last stage which is the myth, is an absolute achievement, because few companies can do it, and it requires a minimum of 50 years. And after that the brand will have to make innovative, even revolutionary changes to its products, or outright design new products in order to attract a new customers (G.Lewi, J.Lacoeuilhe ,2013).

2.7 The brand's signs :

The signs of the brand are the set of signs that allow customers to recognize a brand. And it is composed of four essential axes that can be seen in the figure below.

Figure below and which we will discuss next:

Figure 10: Brand's signs



Source: LENDREVIE (J), LEVY (J), LMANDON (D) : Mercator, 11 ème édition, Dunod , Paris, 2014 ,p.788

The name:

There are several ways to give your brand a name, which leads us to have several types of names: (CATHERINE (L.G), 2009)

- **The patronymic:** many brands bear the name of their founder or creator.
- **The acronym:** it is the transformation of a corporate name of a product or service into an acronym to which it is necessary to give a sense by actions of communication and above all to have a name that is the least complex possible. This allowed a better readability and capitalization around its name.
- **Geneticism:** this consists of associating a name with a brand according to the name of its product category.
- **The fancy brand:** it is a name in the sense has nothing to do with the product or activity of the company, it was chosen spontaneously.

The brand promise:

the name expresses the promise attached to the product.

In addition to all the methods for choosing a name for your brand, the name also has qualities that are : (LENDREVIE (J) et LEVY (J), 2003)

- Be short and easy to remember.
- Not have undesirable connotations.
- Be international, not only to avoid bad connotations in other languages but also to facilitate other languages but to facilitate pronunciation and reading.
- Be available and legally protectable.
- Possibly facilitate the positioning of the brand (for promise).

Packaging and product design:

A. Packaging: "is the set of material elements that, without being inseparable from the product itself, are sold with it in order to allow or inseparable from the product itself, are sold with it in order to allow or facilitate protection, transport, storage, display, identification and use by customers". (LENDREVIE (J) et LEVY (J),2003)

Product packaging has a great importance in the marketing strategy of a brand. It is not only used to protect the products but also to:

- To provoke the act of purchase.
- To seduce the customer and to inform him about the characteristics of the product, and It gives a certain image to the product.

Its formatting allows to emphasize the product and to protect the environment. There are three categories (levels) of packaging:

Primary packaging: which is in direct contact with the product (product container).

Secondary packaging: which contains a product already packaged.

Tertiary packaging: Which allows handling and facilitates transport. It is of interest to distributors rather than to final consumers.

Design:

A method of creating products that allows the consumer to identify the aesthetic and functional personality of a product and to differentiate a brand on a shelf by sight.

2.8 Types of brands and their strategies:

There are three kinds of brands which are :

- **Manufacturers' brands.**
- **The brands of distributors.**
- **Internet brands.**

Manufacturer's brands:

The brands of manufacturers go back to a long time but they especially developed from the industrial revolution of the 19th century.

2.8.1.1 The strategies of the manufacturers:

a) Personalize the brand: The product brand: "We speak of a product brand when the brand is associated with a single product".(CHANTAL Lai, 2005) This univocal personalization allows a clear market occupation.

b) Inserting a mark into a family of marks: Two brand naming policies can be used to signal to the consumer that the product belongs to a group: the line brand and the range brand.

The line-brand: it declines a successful concept by proposing complementary products that are very similar (the Pantene line of wipes, shampoos, conditioners and care products).It gives great strength to the proposal and maintains a coherent image to all the products offered. As it can borrow from a pre-existing reputation and positioning, it allows for rapid distribution of new extensions and reduces launch costs.(JEAN-JACQUES Lambin, Chantal ,2008)

The range mark: "a mark that signs several homogeneous products (belonging to the same category of products or to similar products) with an identical promise".(Chantal Lai,2005)

This brand makes it possible to benefit from a pre-established brand capital, while leaving more freedom for innovation. On the other hand, it may fear the trivialization of the name.

c) Authenticating the source of a brand:

In order to maintain greater autonomy in launching its products, a company may simply authenticate the source, such as a guarantee provided by a parent brand. The differences between the following three strategies are so subtle that they are sometimes confused.(Jean-jacques Lambin et Chantal,2008)

The umbrella brand: "an umbrella brand is considered to be a brand that covers a set of heterogeneous products, each of which benefits from a specific promise"(Chantal lai , 2005). It is not very restrictive and makes it possible to capitalize on international notoriety.

The source brand: this is identical to the umbrella brand, but it allows the product to have an individualized name.

The cautionary mark: "We qualify as a cautionary mark a brand that appears on heterogeneous products and which, unlike the umbrella brand, is followed by another mark: the first name brand" Chantal Lai , 2005).

Private label brands:

Private label brands (or own brand labels) are products sold by retailers with their own packaging but produced by a third party.

Private label brands' strategies:

Distributors adopt several strategies to sell their products, which are the following: (Jean-jacques Lambin, Chantal, 2008)

a) Defending themselves on price:

Generic brands: these are umbrella brands of distributors that cover products . They have a uncluttered, single-color packaging, reminding the brand by a symbol, but sometimes apparently completely independent of the brand.

b) Copying national brands:

Counter-brands: these are own brands with the explicit objective of diverting customers from a manufacturer's brand that is well known in its category. The tactic consists in choosing a brand name, a packaging, and colors that imitate as closely as possible the brand name as closely as possible, at a lower cost. The goal is to create confusion, or even simply to send the explicit message "the two products are identical... but at different prices".

Trademarks: here the distributor provides a product of identical quality to that of the national brands, but at a lower price than the leading brand, by explicitly associating the name of the brand.

Of all the private labels, the brand name is the most typical. In it three values are combined: place, good and link. One of the key functions of is to put the brand name forward on the widest possible range of products.

c) Differentiate the brand:

Private labels have become tools for differentiating the brand, wishing to create a brand image, specific and different from its direct competitors by creating products that are unique to its stores, which are called house brands.

Internet brands

These brands are recent since they appeared in the early 1990s. There are three types of Internet brands: (Chantal Lai,2005)

- Brands created specifically for an online activity. Examples: Yahoo, Amazon, Meetic.
- Traditional brands that use their own name on the Internet. Examples: fnac.com, sncf.fr, liptzon.fr.
- Traditional brands that use a new name to develop or communicate on the internet.

2.9 The functions of the brand :

The brand plays important roles for the consumer as well as for the company; we can then distinguish functions for the company and others for the consumer.

For the consumer:

The brand creates value for the consumer:

- ❖ The brand is a sign of commitment and trust towards the market. It is a guarantee of quality and performance. The brand reduces the risk perceived by the customer.
- ❖ The brand can enhance the value of individuals. It implements a process of identification and projection. Some consumers recognize themselves and/or share the values conveyed by the brand.
- ❖ The brand facilitates the purchasing process thanks to its graphic identity, its notoriety, or its communication campaigns. The brand favors routine behaviors and therefore lazy loyalty (<https://blog.init-marketing.fr/>) (<https://www.friendly-agence.com>)

For the company:

A brand is a tool for distinguishing the products or services of a company, the identity, and the image that the company wants to give to its customers, not only of its products and services but also of itself, through them.

There are three main purposes that serve to position it in the customer's universe, to convey a favorable image to the customer and to establish a relational link with him:

- ❖ **Positioning the brand:** that is to say, helping the customer to identify it among the various offers that are presented to them.
- ❖ **Conveying a favorable image:** i.e., making (providing) the customer systematically recognize and attribute positive qualities to the brand's product or service.
- ❖ **Establish a relational link with the customer:** i.e. create and maintain a link which may be rational, based on guarantees and trust, or which maybe emotional (Duprat (F), Hermel (L), Louyat (G),2009).

3 **Brand equity:**

Brand equity is a fundamental concept for modern businesses. It has been the subject of academic interest and research for a decade. Despite considerable scholarly attention, there is no single consensus on the best measurement tools to capture this multifaceted concept (Mackay, 2001; Raggio and Leone, 2001). Part of the reason for the multiple definitions approaches taken to measure the concept, both from a financial and consumer perspective (Christodoulide, de Chernatony, 2010).

Other researchers have also differentiated the utilitarian, or functional, dimensions from the hedonic, or experiential, dimensions hedonic, (i.e. experiential) dimensions of purchase motivations and attitudes towards products and brands (Batra and Ahtola, 1990; Babin et al.1994; Voss et al. 2003) Batra R.,Ahtola O.,1990)They highlight that the hedonic dimensions correspond in fact to sensory attributes, therefore of an experiential attributes, therefore of an experiential type, associated with an affective gratification. The relationship with the brand is then qualified as affective (Voss et al,2003) Voss K.E., E.R. Spangenberg et B. Grohmann,2003) We will therefore also call this affective relationship, which encompasses the hedonic and experiential dimensions.

In the case of functional or utilitarian dominance, the relationship is qualified as "cognitive".

We support the point of view that the modalities of the relation to brands vary according to the content of their concept/image. We therefore expect that brands whose concept is predominantly:

- Affective (hedonic and/or experiential) determines brand attachment,
- Functional (utilitarian) leads to trust in the brand
- Symbolic leads to identification with the brand

3.1 Brand image:

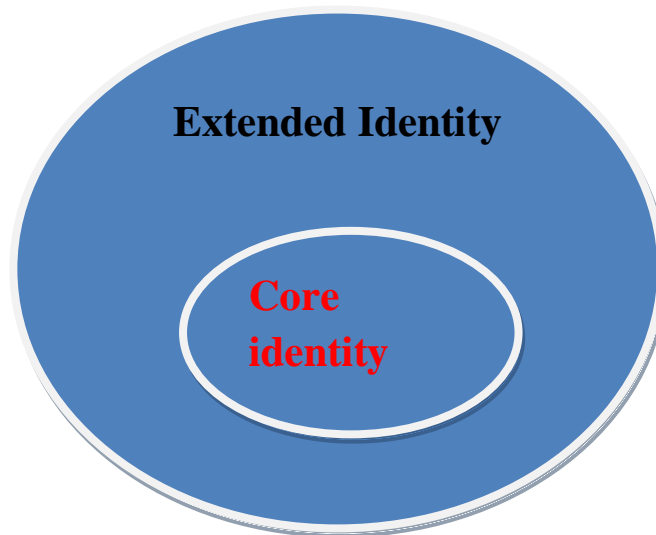
According to Kotler & Keller (2016), Brand image is a perception that is formed by the consumers' experience of the brand. This is what makes the brand stand out. The brand image is a conceptual representation of a brand's attributes and usage scenarios (Hawkins & Mothersbaugh, 2010).Brand image is a measure of a brand's quality. This concept can be

used to evaluate the consistency of a product or service from a given brand (Salinas & Perez (2009) in Chimonoma (2016).

3.2 Brand identity:

Brand identity is a set of associations that describe the brand's purpose and direction. It is similar to an image (Aaker 1996, 68) Brand identity is the part of a brand that is created by the brand owner. It consists of two layers; the core identity and the extended identity (Brand Identity – A brand building concept 2010).

Figure 11 : Brand identity layers



Source: Kapferer (1995)

According to Aaker, a brand's core identity is the reason why a brand exists and what it stands for. An extended identity refers to the additional details that make a brand complete.

Analysis through the Kapferer prism:

The values emitted by the company and its brand can be classified and organized around the 6 facets of the prism proposed by Kapferer (1995):

- **The Physical:** all the objective characteristics of the brand, its name, its graphics, its sound and smell signature, etc...

- **Personality:** the character of the brand. An effective way to personalize the brand is to associate it with a fictional or real character.
- **The Relationship:** The brand is often the occasion of a transaction between people, an exchange. This facet, essential for service companies, indicates what the relationship with the customer is based on, i.e. the relationship between the brand and its clientele or between the brand's customers.
- **Culture:** The brand is a cultural universe, because every product is the concretization and support of a culture. By culture, we mean a system of values, a source of inspiration. The country of origin is a cultural reservoir for the brand.
- **The Reflection:** The brand always builds a reflection, i.e. an image of the buyer or the user to whom it seems to address. It is a brand for salesmen, for fathers, for show-offs... Frequently, the reflection is confused with the target. The target is the description of the potential buyers and users of the brand; the reflection is not the target, but the external image that the brand gives of this target. The reflection allows the identification of the target (it must make the target people want to look like the reflection).
- **Metallization:** Through our consumption, we maintain a certain type of relationship with ourselves; the brand then allows the consumer to express the way he sees himself.

3.3 Brand Loyalty:

According to Schiffman & Kanuk (2014) brand loyalty is a form of consistent consumer preference to make purchases on the same brand on specific products or certain service categories. Brand loyalty is a way in which consumers express satisfaction with the performance of a product or service that has been consumed (Ballester & Aleman, 2001; Ruswanti, Herlambang & Januarko, 2016). To measure brand image, it will adopt the theory of Chauduri & Holbrook (2001) in Chimonoma (2016)), someone is said to be loyal to a brand, if that person will use the same brand in their next purchase.

4 **Brand Image:**

Brand image is the key driver of brand equity. It is the consumer's perception of the brand (Aaker 1996). Aaker (1991) explained that brand image is a set of associations that may not even reflect objective reality.

Brand image is usually evoked by asking consumers the first word/image (sometimes called the "top of mind") that they think of when they mention a certain brand. When the response changes greatly, is unpopular or involves non-image attributes such as price, it indicates a poor brand image

A positive brand image can help a company create unique associations with its customers. According to Keller, the key factors that influence a brand's image are the attributes that make it special. These attributes can help a company create a positive perception among its customers (keller,2008) The strength of a brand association depends on how well its information can survive in the context of a brand image. Due to the competitiveness of the market, companies have to think differently about their brand associations. Instead of creating a competitive advantage through their association with a particular brand, they have to think of other ways to differentiate themselves.

Brand image is also regarded as a description of the offer of the company which includes the symbolic meaning associated customers through specific attributes of the products or services. Not only that, the brand image may also reflect some of the strongest associations of a brand such attributes are intangible, abstract benefits and customer attitude at every different product categories above if a brand of product or service associated with products in diverse categories (KOTLER (P) and KELLER (K.L),2012). Brand image is a perception in the mind of the customers a good impression of a brand. The good impression could arise if the brand has a unique advantage, good reputation, popular, trustworthy and willing to provide the best service (Chaudhuri (A) and Holbrook (M.B), 2001)

Due to the competitiveness of the market, companies have to think differently about their brand associations. Instead of creating a competitive advantage through their association with a particular brand, they have to think of other ways to differentiate themselves.

According to Park et al. (1986), the construction and maintenance of the brand image is prerequisite to the brand management. Theoretically, all products and services could be demonstrated by functional, symbolic or experimental elements, through which brand image is established. Up to now, scholars haven't come to an agreement on the definition of brand image. Throughout prior literature, researchers define brand image mainly from four perspectives: blanket definitions, meanings and messages, personification, cognitive or psychological element.

4.1 Brand image levels:

the levels of the brand image: Brands can be presented in different forms. According to the definition of brand image, we can identify three distinct levels to break down an image, a so-called real image, and another desired and perceived one (Breillat (J), 2015)

The real image:

The real identity can be defined on the basis of objective elements and numerical indicators that make it possible to define the size, level of activity and development of an organization. It consists of the reality of each organization with its strengths and weaknesses, including its strategic and competitive positioning in a market or market segment.

The desired image:

The desired image is based on the way an organization wishes to be perceived by a target population. It is the result of a work of shaping reality, aiming at highlighting certain dimensions (real or supposed). We are in the field of corporate communication, brands and advertising.

Perceived image:

Perception of the brand by the public as a whole or by a certain category of people, at a given time. We evaluate the perception of the image by the recipient.

4.2 Brand image associations:

Brand equity is largely based on the associations that consumers link to the brand name. These associations may include product-related attributes, attributes related to a celebrity endorsing the brand (Alain, 2016).

The perception of a brand is presented in the memory of individuals as a set of associations representing the knowledge related to the brand (Michel, 2013). The number of associations likely to be activated at the mention of this brand depends on the intensity of the links that connect the brand to the associations attached to it. The author explains the analysis of the brand image which is based on the identification and understanding of all its associations that are attributed to it by the intended target (customers and non-customers).

To do this, image studies are based first of all on the analysis of these associations identified by the intended target according to three characteristics:

- **The strength of the associations** (strongly linked or weakly linked) ;
- **The valence of the associations** (positive or negative);
- **The uniqueness of the associations (unicity)** compared to competing brands (not unique or unique).

4.3 Some of close meaning to brand image:

The reputation:

A reputation that is increasingly difficult to defend. To move from the notion of image to the notion of reputation, you have to pass the test of time. Maintaining one's reputation over time is increasingly critical. The society of mistrust and the multiplication of counter powers permanently challenge the best established reputations (Vaublan,2019)

Brand reputation is a concept close to brand image. The use of the term brand reputation generally refers largely to what is said about a brand by consumers and opinion leaders Lai (C), 2009)

Reputation is also a matter of perception of the character and behavior of something. It is the result of an awareness of what affects our senses, influences the stimuli or messages we receive and the meaning we give them and is divided into two phases which are the sensation by which the individual registers external stimuli and the interpretation he makes of it in order to give it a meaning (Kotler et al.,2006)

Brand Trust:

Brand trust is the perception of reliability when viewed from a consumer's perspective based on their experience or interactions characterized by the fulfillment of expectations for the performance of the product (Costabile, Raimondo & Miceli, 2002). According to Kotler & Amstrong (2014), trust is the willingness of consumers to trust a brand because there is an expectation that it can provide positive results. As for measuring brand image, it will adopt the theory of Chauduri & Holbrook (2001) dalam Chinomona (2016), that someone believes in the brand of the product or service.

4.4 Relationship between Brand Communication and Brand Image:

Chinomona (2016) explains the need for marketers to communicate the customer's experiences related to a brand, customer satisfaction experiences using the brand, and how this brings pleasure so that it makes them want to buy the product again and again. Riegner (2007) states that brand communication generated by online users is essential by which customers can obtain information about products or services. When a good message from a brand is conveyed to customers, the brand image will develop (Arif et al. 2017).

4.5 Brand Image Relationship to Brand Trust

Companies that focus their marketing efforts on strengthening brand image will provide an increase in building brand trust and brand loyalty (Lee & Jee, 2016). A positive brand image will increase customer trust which in turn will have an impact on their trust in a brand (Kotler & Keller, 2016). It can be said that before buying a product, consumers will find out about the product to be purchased (Stiawan & Syah, 2017; Imelia & Ruswanti, 2017). In the end, the more confident customers are in the brand, the more likely they will trust the brand (Chinomona, 2016).

Working on the mentioned points will enable a company to create a positive brand. This, in turn, will allow differentiating an organization's products and services from those of others, and increasing the companies' efficiency in their marketing expenditures and the activities associated with it.

4.6 The agents that produce the image:

(Arnaud (D.B), Lendrevie(J), 2014)

- Brand and its identity: name, visual and audio identification system, brand history, values attached to the brand and the company.
- The product: Product attributes, new products (innovation is a determining factor in the evolution of the evolution of an image), the experience gained from using the brand's products (other of the brand's products (other determining factors),time, gesture, mode of use of the product... etc.
- What others say: word of mouth, editorial, blogs, consumer opinion review sites, etc.
- The image of the distribution: the places
- Brand awareness: an unknown brand is suspect.
- Competition: brands are perceived in a relative way.

4.7 The main tools for measuring brand image:

In this section we will focus on brand awareness. This knowledge can be subdivided into three measures of knowledge (KORCHIA Michael,2008):

Evaluated (subjective) knowledge represents the level of knowledge that the individual thinks he has about the brand;

Objective knowledge represents the level of knowledge that an individual really knows about the brand;

Experience is the number of purchases and frequency of use of the brand.

Advertising pre-tests:

This test is carried out before the launch of an advertising campaign. It is carried out by analyzing the effectiveness of a particular advertising message or different versions of a message.

In the first phase, consumers are asked to watch television programs. The messages are then shown among other messages.

Explicit measures :

When a person makes a purchase decision, he or she wants to remember the brand and the advertising message. This is the most critical step in the process of acquiring a product or service.

Implicit measurement:

Is a technique used by advertisers to determine what people know about their brand. It can be used to evaluate different types of measurement; recall, spontaneous awareness, attitude studies.

Surveys and studies:

Surveys and studies are often carried out to collect feedback from consumers. They are usually focused on analyzing and improving the customer satisfaction levels of the company, qualitative and quantitative.

4.8 Successful brand:

“A successful brand is one that shows a memorable and positive image. In contrast to the previous concept, a successful brand is one that highlights the hidden qualities of a product.” (Kapferer 2004) In other words, brands are not simple names; brands are names with individuality.

In any case, for a company to be successful at creating a positive brand image it is important to consider the key brand factors, which include:

- Heritage.
- Assets and capabilities.
- People.
- Innovation perceived quality for the customers.

Chapter2: The brand and its image.

- Local and global orientation.
- Good company vibes.
- The size and performance of the corporate.

Conclusion:

The brand image of a company is very important for both the survival of the organization and for the consumers. Both the consumers and the company benefit from having a recognized brand.

The image that the company projects must be perceived on a positive way by the consumers in order to be successful,

To know the position of its brand image, the company can perform a survey among its consumers

Chapter 3 : the empirical study

Introduction:

This chapter will include the practical part of research paper, elaborated during our internship at the digital communication agency **Sense Conseil**.

In order to better develop this chapter, we have divided it into three parts. The first part was devoted to a presentation of the digital communication agency Sense Conseil at which I carried out my internship, the second part will address the presentation of the company Ooredoo Algeria which was my case study. While the third part, which is the most important, will be the subject of our field investigation.

1 Presentation of the host organization:

Sense Conseil is the organization that kindly welcomed us to carry out our research. It is a 360° communication agency. It manages the communication of several Algerian and multinational organizations. Ooredoo is one of its best customers, who entrusted it with the mission of managing and maintaining its brand image.

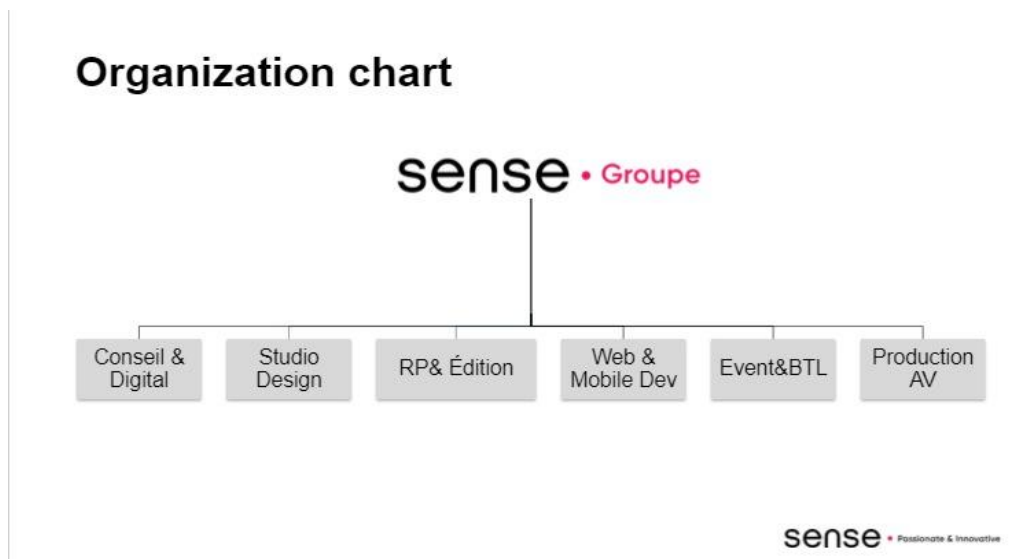
In what follows, we will first introduce Sense Conseil. Then, we will present Ooredoo, the case recommended by Sense Conseil to carry out our research.

1.1 Sense Conseil:

Sense Conseil is a consulting agency in integrated communication, ranging from marketing strategy consulting to project implementation. Its expertise covers marketing, communication and digital. It has the first digital advertising agency in Algeria.

Its values are respect, transparency and listening to the customer. Its responsibility is to reach a high degree of commitment towards its customers.

Figure 12 Sence Conseil's Chart



Source: intern document of Sence conseil

Sence conseil's professions

- Studio Design
- Web and mobile development
- Public relations and influence consulting
- Conseil and social media management
- Events and BTL
- Audiovisual and production
- Press release writing

1.1.1.1 Digital marketing and social media department:

The management of social networks is one of the main strengths. Sense Conseil agency was the first to introduce in Algeria the concept of social media, as it is also a pioneer in digital advertising.

Sense puts its knowledge of the world of social networks in Algeria to the disposal of its customers. its advises them on the current trends and also on the choice of platforms that best suit their industry.

Moreover, its expertise in content marketing allows it to design for its customers, messages well adapted to their audiences. Its goal is to always respond concretely to specific objectives:

- Building a community.
- Community management.
- Awareness and image campaigns.
- Advertising campaign.
- Loyalty campaign.
- Conversion campaign.

1.2 Sense Conseil's clients

Sense conseil collaborates with a multitude of brands that are very well known and very old in the Algerian market. Moreover, the agency diversifies the sectors of activity by trying to touch all the domains such as the automobile, the food-processing industry, the air sector and many others, etc.

Figure 13 Illustration of all the clients of Sense Conseil Agency





Source: Sence Conseil Agency's documents

1.3 Presentation of the Ooredoo group:

The Ooredoo group (formerly Qtel for Qatar Telecom until March 2013) is a telecommunication company of Qatari origin. It has several stakes in various communication companies including Wataniya Telecom, Tunisiana, Asiacell, and Indosat. During the year 2012, the former Qtel acquires 30% of Asiacell to rise to 60% for an amount of \$ 1.47 billion, but also acquires the 42.7% in Wataniya Telecom that it did not own for \$2.2 billion to become the majority shareholder of the group.

The Ooredoo group is a leading international communications company, with operations covering the Middle East, North Africa and Southeast Asia. Operations covering the Middle East, North Africa and Southeast Asia. Since the Ooredoo group

Ooredoo group market:

Ooredoo group operates in more than 12 markets around the world, the countries in question are:

- Algeria
- Oman
- Indonesia
- Qatar

Chapter 3: the empirical study.

- Iraq
- Tunisia
- Kuwait
- Palestine
- Maldives
- Laos
- Myanmar
- Singapore

Presentation of the company

Today Ooredoo, previously called Nedjma (star in Arabic), is the third mobile telephony operator in Algeria to have obtained the license of mobile telephony operator in Algeria.

Ooredoo represents the commercial mobile brand of the Wataniya Telecom Algeria group.

The operator is ranked 3rd in terms of subscribers with more than 13 million subscribers.

The 2G phone numbers of Ooredoo subscribers begin with the code 05 xx xxxxxx which gives a phone number with 10 digits. The provisional numbers start with the code 05 40 xx xxxx. Ooredoo Algeria launched in December 2013 its 3G network under the 3G++ label.

History

Wataniya Télécom Algérie was a subsidiary of the Kuwaiti company Wataniya Télécom entered Algeria for the first time in December 2003 to be the third operator to obtain the mobile telephony license and to enter the mobile telecommunication market. In August 2004 WTA officially launched for the first time on the market under the name brand name of Nedjma.

The entry of WTA was a little late compared to other operators, which already covers all Algeria. That why WTA has invested a lot and has not lisiniated on the means to catch up,

it's delay, that's why at the end of 2005 the network of the Nedjma covered the majority of the Algerian territory thanks to a rapid deployment policy.

In March 2007, Qtel (Qatar Telecom) became the majority shareholder with more than (51%) of Wataniya Telecom Kuwait which consequently holds 80% of WTA.

In November 2013, the Qtel group decided to change its name to Ooredoo, and thus changed the name in each country where it operates to harmonize and unified the name.

Thus, in November 2013, the CEO of Nedjma announced that the new name of Nedjma had become Ooredoo with still the same slogan "Dima Maakom".

Towards the end of 2013, Ooredoo Algeria launched its 3G++ offer alongside its competitor Mobilis.

Figure 14: Logo's evolution.



Source : Sence Conseil Agency's documents.

Missions and objectives of Ooredoo:

Every company has a vision that serves to describe a desired future state. Its statement must be clear, precise and have a determined validity in time. The vision can be changed to adapt to circumstances, while the mission remains identical.

Ooredoo Algeria shares the global vision of the Ooredoo group which is a vision of 20/20: it is a global vision which consists in being the number 20 operator in the world in 2020

1.3.1.1 Missions of Ooredoo:

Ooredoo Algeria's mission is to:

Chapter 3: the empirical study.

- Provide telecommunication services allowing the exchange of voice, text and data to provide telecommunication services allowing the exchange of voice, text and digital data and audiovisual telecommunications.
- Establish and manage interconnections between other operators of cell phone networks national and international networks in order to ensure good communication of the various customers.
- Ensure and monitor the availability of products for all customers throughout the national territory.

1.3.1.2 Objectives of Ooredoo:

- To be the leader in the mobile telecommunication market in Algeria.
- To have the maximum number of subscribers
- To ensure and offer an unequalled and quality customer service.
- Facilitate and promote communication for the whole population and companies in Algeria.
- To be a pole of hatching for the talents.
- To offer easy to use and accessible solutions that will satisfy the needs of the market.
- To be efficient in all actions undertaken.
- Maintain and develop leadership.
- Conquer new market share.
- To cover all the corners of the country, even the most remote.
- To create customer loyalty and satisfaction.

Value of the Ooredoo Company:

Since its creation, Ooredoo (formerly Nedjma) has always advocated change and development in continuity as its slogan. Since the change of name of the company

Ooredoo Algeria, it is not only the name that has changed since new values have been added which are the one that the group Ooredoo advocates in each country where it operates, these values are.

- **Caring:** Ooredoo takes care of its customers and each other. Supporting them, trusting them, respectful of others and responsible.
- **Connecting:** Ooredoo always seeks to engage with its customers on a human level. We are collaborative and part of the communities in which they operate.
- **Challenging:** Ooredoo tries to be progressive; always looking to improve and always trying to always trying to make a difference.
- **Ooredoo citizen operator:** Ooredoo claims to be a stakeholder in the Algerian society that's why it supports several citizen actions, which range from the field of culture to sport to science as well as various other activities through sponsorship and patronage.

In sum, the commitment of Ooredoo aims not only to encourage to do more, but also to support and help the development, providing the necessary tools to achieve this through mobile devices.

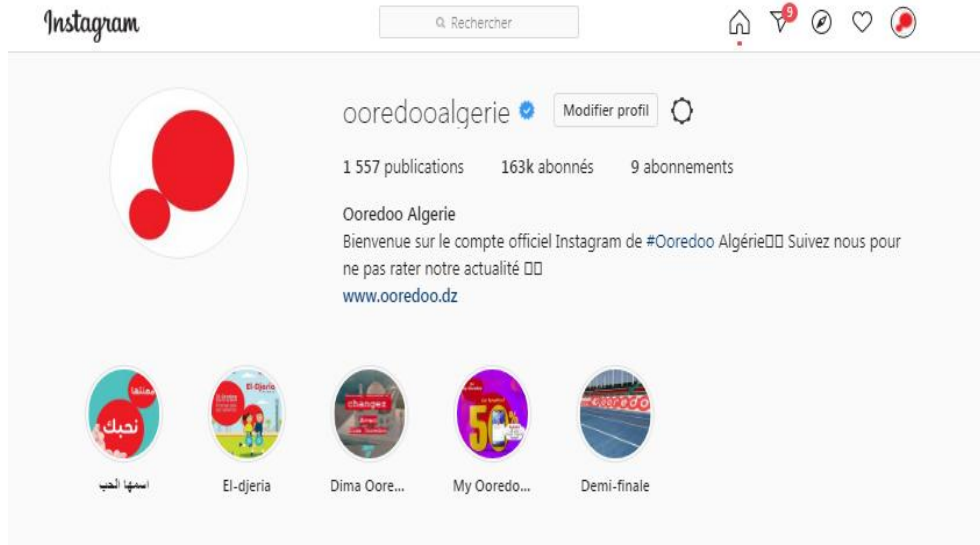
The digital communications channels of Ooredoo:

Figure 15 Facebook account of Ooredoo Algeria.



Facebook's community : 6 105 774 likes.

Figure 16 Instagram account of Ooredoo Algeria.



Plus than 163k followers on Instagram.

Figure 17: Ooredoo's web site for companies.

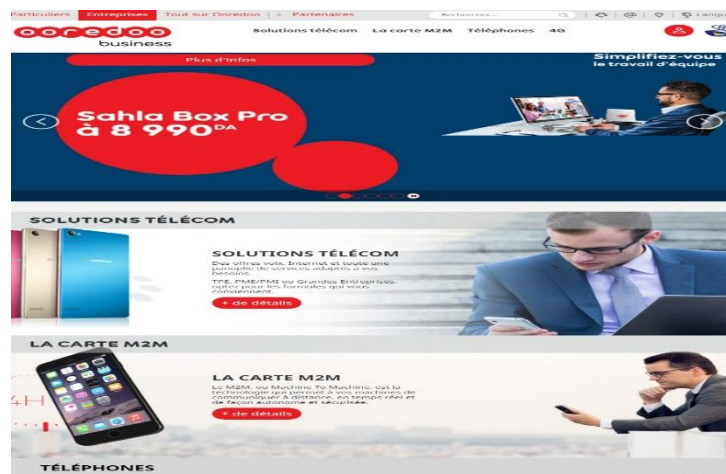
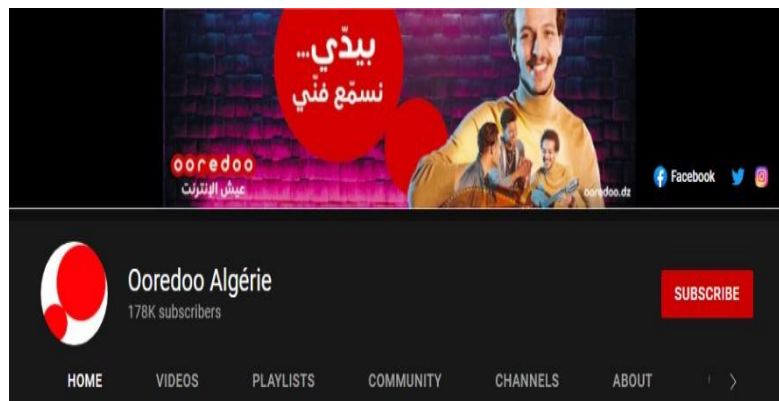


Figure 18: Ooredoo's website for the particulars.



Figure 19 Ooredoo's YouTube account



Plus than 178k subscribers on YouTube channel.

Marketing Department:

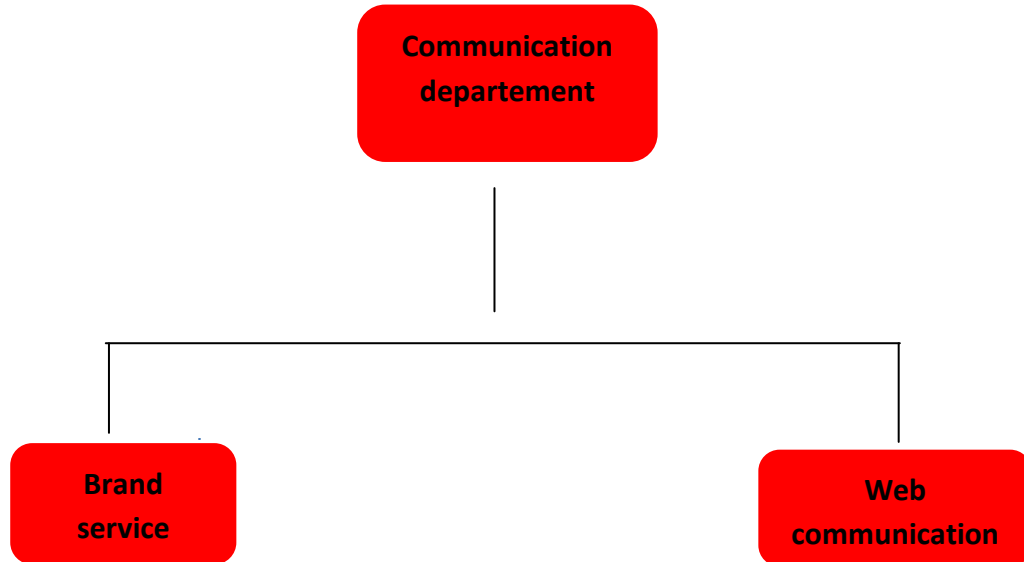
1.3.1.3 Presentation of the department:

This department is one of the most important and strategic departments within the company, as it deals with both consumers and is responsible for competitive intelligence part.

This department is composed of several sub-departments that deal with marketing strategy, economic intelligence and market research, as well as customer satisfaction surveys among Ooredoo's customers.

The mission of this department is the promotion of the brand and the Ooredoo products to consumers, as well as the management of the CRM.

The sub-department of communication is composed of two parts the first one the service brand, and the second part the service of web communication.



Source: Ooredoo Algeria's documents

1.3.1.4 Missions and responsibilities of the web communication department

The main missions of the web communication department are:

- To give complementary services to consumers.
- Facilitate the relationship between the company and its customers.
- Manage the different social networks of the company.
- Improve the company's e-reputation and increase its notoriety among Internet users.
- Get closer to consumers and listen to them.
- Present the new offers and products of the company.

There are 3 people in charge of this department:

Head of the web service: His main mission is the management of the website of Ooredoo Algeria, as well as the ergonomics of its content, as well as the management of the website and its update.

Responsible for social networks: he is responsible for the management of the social media of the company, and the creation of the content and the sharing on the different social networks of the company as well as the management of their news feed.

Responsible for mobile applications: He is responsible for the design and management of the company's mobile applications, as well as the management of the company's in the app stores.

2 **Empirical study:**

After having carried out a documentary study which allowed us to collect theoretical information concerning our research problem, we judged that this information is not sufficient to answer our need, we opted for a quantitative study on a sample of 254 people from the population to be able to have quantified and measurable results.

We conducted a sample survey, because in our case, it seems the most appropriate to understand how digital communication can impact the brand image of Ooredoo and to be able to verify our assumptions and draw conclusions.

Our investigation approach is therefore to proceed with the collection of data from posting the survey online on Google Form. For data processing, Microsoft "Excel" to analyze the results.

In this third section, we will first present our survey. Secondly, we will analyze our results, and finally we will suggest some recommendations.

2.1 **Research methodology:**

We will devote this part of the chapter to our investigation, which allowed us to make a judgment on our research and, above all, which gives certain logic to our work. To explain this method, we will follow this plan:

Presentation and objective of the survey:

In our study framework we have chosen explanatory studies which are by far the most form of marketing research.

- **Type of study:**

In order to answer our question, we have chosen explanatory studies, through the quantitative method of data collection, processing and analysis, which will allow us to determine the impact of digital communication on the brand image, and to answer our questions in a quantified way.

- **Survey objective:**

The objective of our survey is to determine the impact of digital communication on the brand image of Ooredoo Algeria, in Algeria.

And to properly identify our problem we opted for a survey of consumers, guided by the following assumptions:

- Digital communication through social media has more impact on the visibility and the notoriety of Ooredoo.
- The engagement of Ooredoo's followers is related to the positive associations they have about the brand.
- The interactivity and interconnectivity of Ooredoo with its customer may lead to a positive brand image.

Survey sampling:

Conducting a sample survey will inevitably entail addressing several specific issues such as the choice of the population, the choice of the type of sampling and the determination of the sample size.

In our study framework we chose the followers of the brand Ooredoo Algeria as the main population.

- For the selection of the sample components, we used the non-probability method because it is much simpler and does not require the probabilistic method because an exhaustive list of the population, so we chose the most used method which is convenience sampling.

We defined the size of our sample as 254 people in the beginning to study the notoriety Ooredoo's offers and the effective digital communication channels that let to know them.

But after that we fixed our population on 152 who are the followers of Ooredoo's brand digital communication to have more specific results.

Our questionnaire was intended for Algerian individuals but specifically for followers of the brand Ooredoo Algeria. A questionnaire based on 16 questions.

- **The associations of Ooredoo's brand:** We have highlighted the associations that the brand conveys through its website and the associations perceived by the general public posted on Facebook and Instagram. The table below summarizes the three types of associations collected:

Table 5: Brand associations' categories of Ooredoo.

Association categories.		
Associations perceived by consumers	Associations transmitted by Ooredoo on its brand	Associations perceived by consumers
-Poor Internet quality	-Good Internet connection	-Humanitarian company
-Good Internet quality	-Market leader	-Good network quality
-Poor coverage network	-Best Internet offers	-Internet speed
-Poor customer service	-Good network coverage	-Market leader in the market leader.
-Thief	-Good customer service	-Citizen operator.
-Scammer	-Humanitarian company	-Innovative vision
-Best Internet Offers	-Innovative vision	-Best quality/price ratio.
-Expensive mobile offers	-Citizen operator	
-Liars.	-Dynamic company	
	-Event organizer	
	-Customer-oriented performance	
	-Market leader in the telephony market.	

Source: Elaborated by us from the Website, the Ooredoo Facebook and Instagram pages.

Data collection:

Through the various studies we conducted, we were able to gather enough information to formulate a proper survey and to define the questions that we should ask our population in order to complete our work. We also tried to analyze the most effective digital communication channels to improve the brand image, and how being visible and interactive can impact the brand image of Ooredoo.

We tried to formulate a simple questionnaire, clear and easily understood by the different respondents, in order to obtain the data necessary to achieve the objective of the research.

Our survey lasted about 20 days, from July 10th to 30th in some groups of the digital platforms.

2.2 Analysis and interpretation of results:

Once the fieldwork is completed, we have collected information that we must analyze and interpret in order to interpret in order to test the research hypotheses and make recommendations.

The static processing of the information collected in the field is done with Microsoft Excel which is a data processing system used to conduct statistical analyses and generate various tables, graphs and diagrams.

Data sheet:

A. Gender:

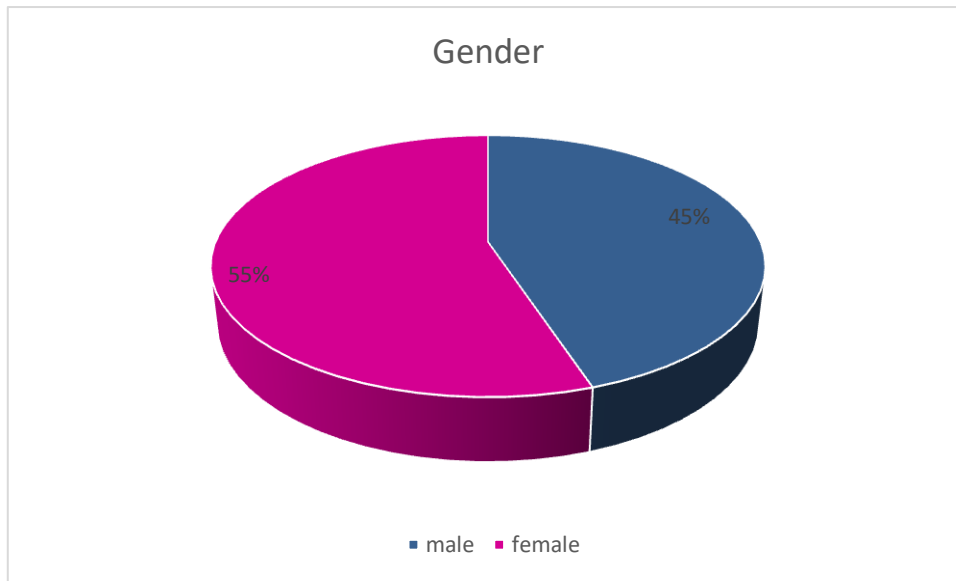
Question 1: what is your gender ?

Table 6: The distribution of the sample by gender.

Gender	male	female	total
frequence	114	140	254

Source : elaborated by us with Microsoft Excel.

Figure 20: The distribution of the sample by gender



As it is shown in the figure above we notice that 55% of the respondents are female, and therest 45% are male.

As it was mentioned in the begening of the survey that the aim of it is to investigate the brand image of Ooredoo, it is important to take a look about the gender of people who were interested to express their image about Ooredoo. So the higher percentage of the respondents was female more than male.

B. Age:

Question 2: What age range do you fall into?

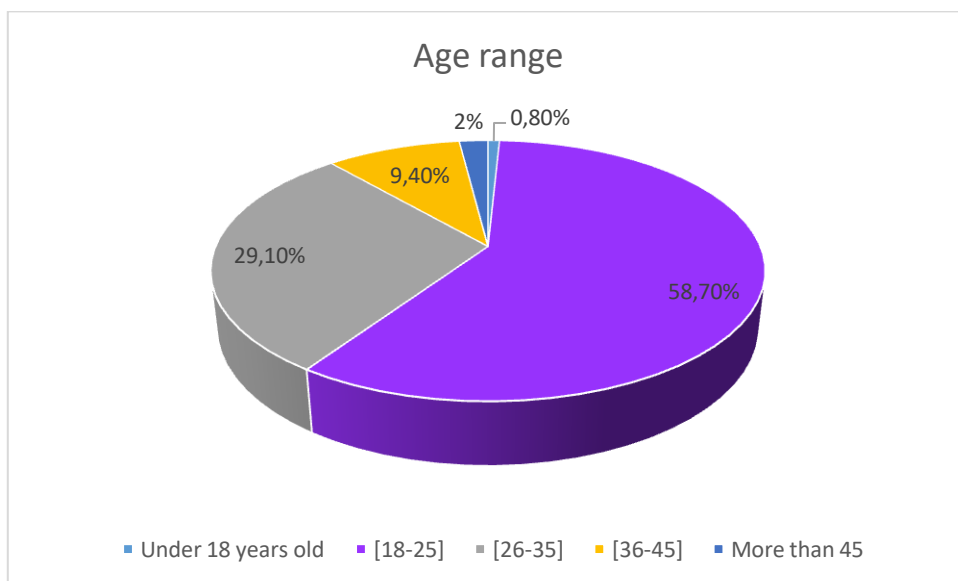
Table 7: Age distribution of the sample

Age range	Percentage	Frequence
Under 18 years old	0,80%	2
[18-25]	58,70%	149

[26-35]	29,10%	74
[36-45]	9,40%	24
More than 45	2%	5
TOTAL	100%	254

Source : elaborated by us with Microsoft Excel.

Figure 21: Age distribution of the sample



58, 7 % of the population are between 18 and 25 years old, meanwhile 29,1% are between 26 and 35 Years old 9,4% between 36 and 45 years old and just 2% who are more than 45 year old.

Knowing the target audience's age helps us understand their motives and helps us develop a customized marketing strategy.

We can clearly see that the majority of our respondents are from the youth category; meaning that the world of Internet and social media platforms are predominantly in use by the youth.

C. Socio-professional category:

Question 3: What is your socio-professional category?

Table 8 : socioprofessionnel category distribution of the simple

Socio-professionnal category	Percentage	Frequence
Student	52,80%	134
Employee	24,40%	62
Executive	4,70%	12
Founder & manager of a startup	3,10%	8
Freelancer	4%	10
Trader	4%	9
Unemployed	7%	19
Total	100%	254

Source : elaborated by us with Microsoft Excel.

Table 9: The socioprofessionnel category distribution of the sample



The figure above is showing, respondents who answered to our survey 52.8% of them are students, (24,4%) represent employees, (4,7%) executives,(4%) are traders and freelancers,(3,01 %) are founder and CEO of startups and 7% are unemployed.

D. Notoriety of the brand ad its offers:

Question 4 : What are the offers of the Ooredoo brand that you know?

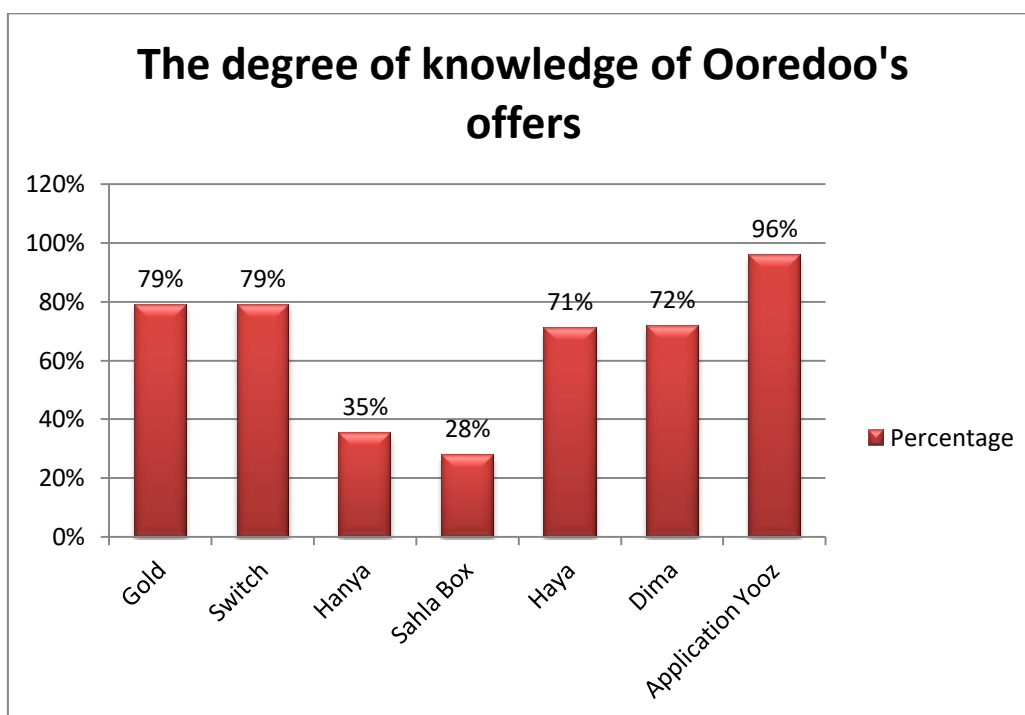
Tableau 10: the offers of the Ooredoo brand

The degree of knowledge of Ooredoo's offers	Frequence	Percentag e
Gold	200	79%
Switch	200	79%
Hanya	89	35%

Sahla Box	70	28%
Haya	180	71%
Dima	182	72%
Application Yooz	243	96%

Source : elaborated by us with Microsoft Excel.

Table 11: degree of knowledge of the offers



From the graph above, we can conclude that those who are familiar with the brand Ooredoo they could recognize the following offers: The Mobile application YOOZ is mentioned by 96% from 254 of the of respondents as the most known offer, Switch and Gold by 79% respondents, Dima by 72%, Haya by 71%, Hanya by 35% and Sahla Box by 28% respondents.

YOOZ is the latest digital innovation of Ooredoo. It is a mobile application that allows users to experience a variety of features and new services and being recognized by 96% in such a short time after being launched is related to the notoriety of the brand and by observing the degree of knowledge of the other offers we can conclude that Ooredoo has a high degree of assisted notoriety on its majority of offers.

Question 5: Through which digital communication channel did you learn about these offers?

Table 12: the offers known through different channels of digital communication.

The offers known through different channels of digital communication	Ooredoo's website	Social media	Google Ads or Facebook Ads (sponsored posts)	Word of mouth Digital
Gold	22	98	100	34
Switch	12	120	108	14
Hanya	4	103	93	54
Sahla Box	40	137	71	6
Haya	12	127	98	8
Dima	5	115	129	6
Yooz App	0	99	150	5
My Ooredoo	3	94	91	66

Source : elaborated by us with Microsoft Excel.

Figure 22: the offers known through different channels of digital communication.

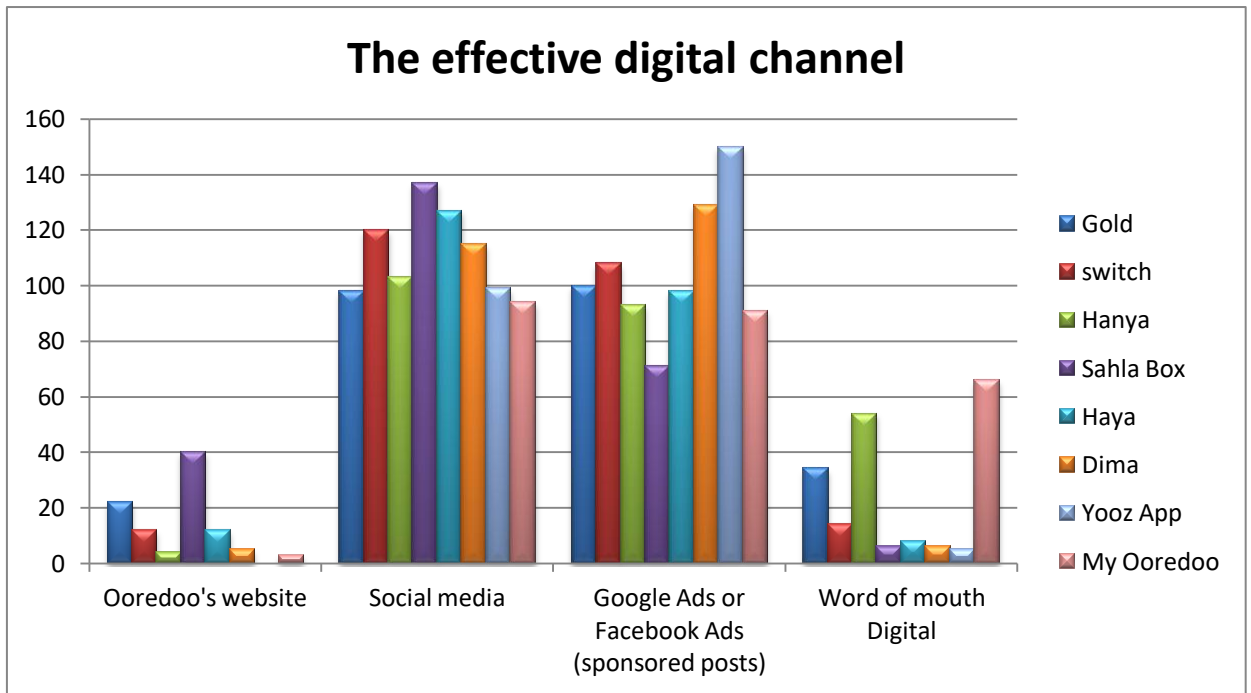
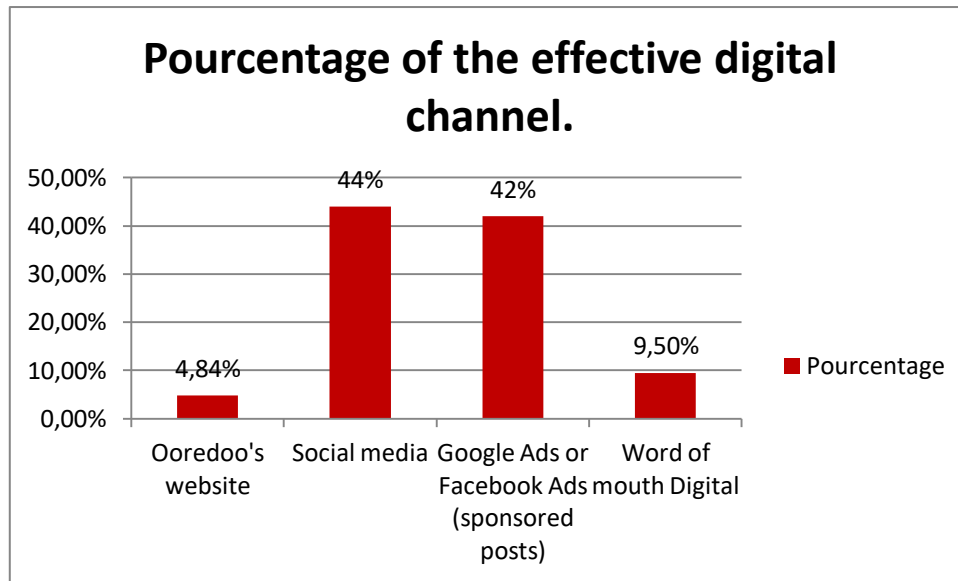


Figure 23: the offers known from the digital channels.

	Ooredoo's website	Social media	Google Ads or Facebook Ads (sponsored posts)	Word of mouth Digital	Total
Frequence	98	893	840	193	2024
Percentage	4,84%	44%	42%	9,50%	100%

Source : elaborated by us with Microsoft Excel.

Figure 24: The percentage of the effective digital channel.



According to the analysis, the most mentioned digital channel are Social media and Display (Advertising) with a respective percentages of 44% and 42 %, and the others as word of mouth digital and website with a respective percentages of 9,5% and 4,84%.

Observing these results we can confirm that the digital strategies of Ooredoo are paying off, because Ooredoo invest on social media as the first digital channel while on Advertising as the second channel. And that can lead us to know that social media and online Advertising are the effective digital channels when it comes to knowledge of offers.

We conclude that the investment allocated to social media and Display is well rewarded given the notoriety of the brand.

Question 6: Do you follow any of Ooredoo's social media or digital communication channels?

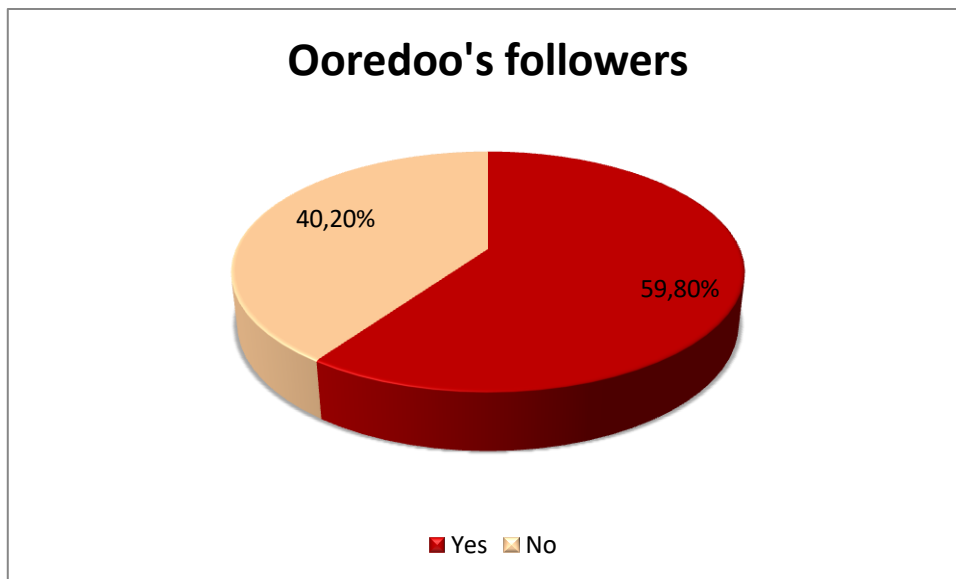
This filter question was asked to better specify the test and avoid errors in the results as well as to give more reliability.

Table 13: Rate of following the digital channels of Ooredoo

Folowers	Percentage	Frequence
Yes	59,80%	152
No	40,20%	102
Total	100,00%	254

Source : elaborated by us with Microsoft Excel.

Figure 25: The rate of following the digital communication channels.



After this filter question, we continue our survey just with the people who consider themselves as followers of Ooredoo and we could notice that the 152 people questioned (presenting 59,80% of the population questioned) are followers of Ooredoo.

But we would like to know why the 40,2% of the respondents didn't join the digital community of Ooredoo Algeria.

- When the answer was No; there was another question: Why don't you follow the digital communication channels of the Ooredoo brand?

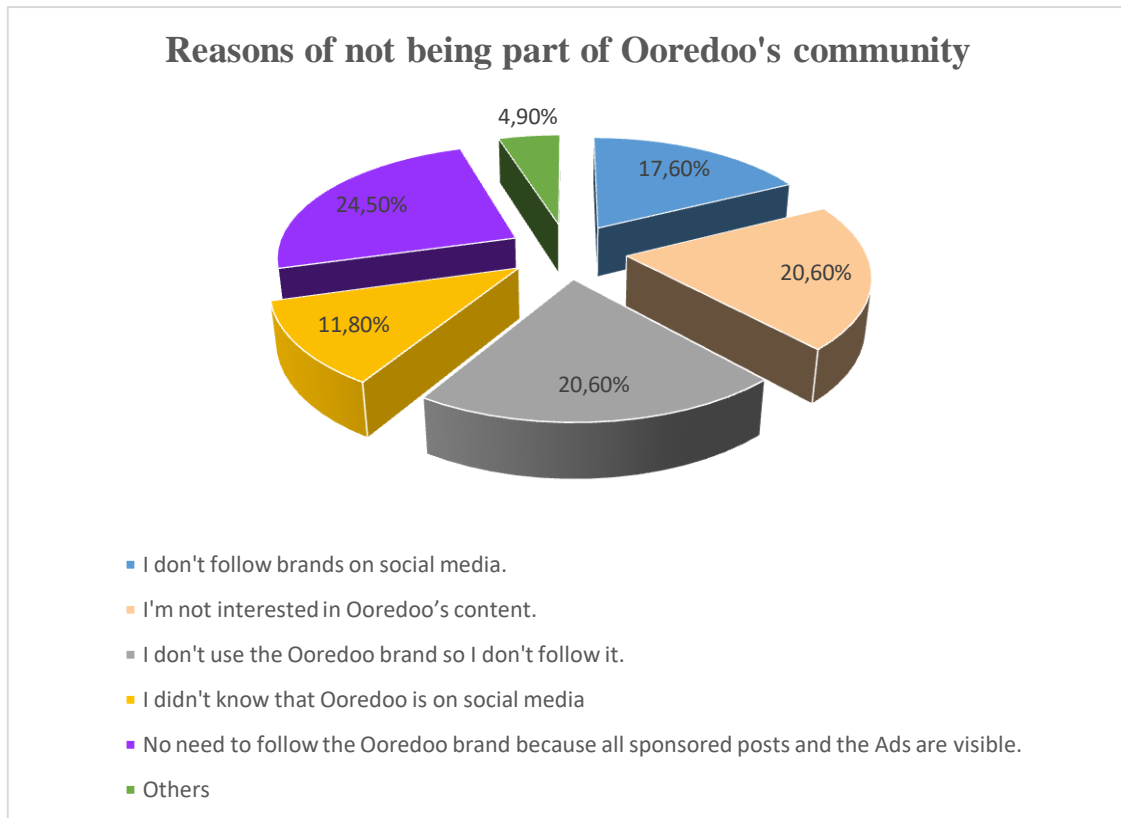
This question is an extension to the 3rd question and it was asked mostly to investigate the visibility of Ooredoo.

Table 14: Reasons of not being part of the digital community of Ooredoo.

Reasons of not being part of Ooredoo's community	Percentage	Frequence
I don't follow brands on social media.	17,60%	18
I'm not interested in Ooredoo's content.	20,60%	21
I don't use the Ooredoo brand so I don't follow it.	20,60%	21
I didn't know that Ooredoo is on social media.	11,80%	12
No need to follow the Ooredoo brand because all sponsored posts and the Ads are visible.	24,50%	25
Others	4,90%	5
Total	100%	102

Source : elaborated by us with Microsoft Excel.

Figure 26: Reasons of not being part of the digital community.



In this question we gave some propositions to know the reasons why the 40.2% (102 individual) of the respondents didn't join the digital community of Ooredoo and also to investigate the visibility and if the image that they have about the brand.

We found that :

- ✚ 24.5% of respondents are not following the brand for the fact that Ooredoo's sponsored posts and Ads are enough visible.
- ✚ While 20.60% are not interested in Ooredoo's content, and the same portion of the respondents assumed that they don't use Ooredoo brand.
- ✚ 17.6% choose the propositions that the propositions that they don't follow brand on
- ✚ 11.8% were not aware that Ooredoo is on social media, which mean that the brand is not visible for them or they don't use more frequently social media.

- ✚ The rest 4.9% was answering that they don't know the reason why, or that they have a negative image about the brand or they prefer other brands.

Reasons are different from one to one, but Ooredoo should be working more on its visibility since 11.8% were not aware about the existence of Ooredoo on social media.

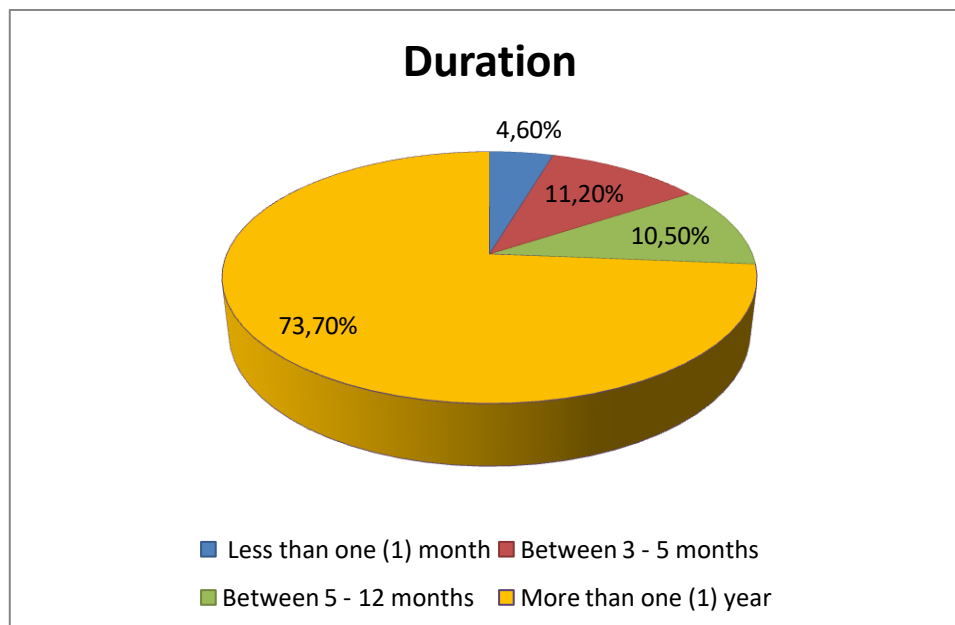
Question 7: Since when do you follow the Ooredoo brand on social networks?

Table 15: The duration of the community membership.

Duration	Percentage	Frequence
Less than one (1) month	4,60%	7
Between 3 - 5 months	11,20%	17
Between 5 - 12 months	10,50%	16
More than one (1) year	73,70%	112
Total	100%	152

Source : elaborated by us with Microsoft Excel.

Figure 27: The duration of community membership.



As it is shown in the graph above the big majority of the followers of Ooredoo are following its digital channels or platforms for more than one year which can make them more credible to judge the brand image of the brand, the minority of the respondents are following the brand for less than one month.

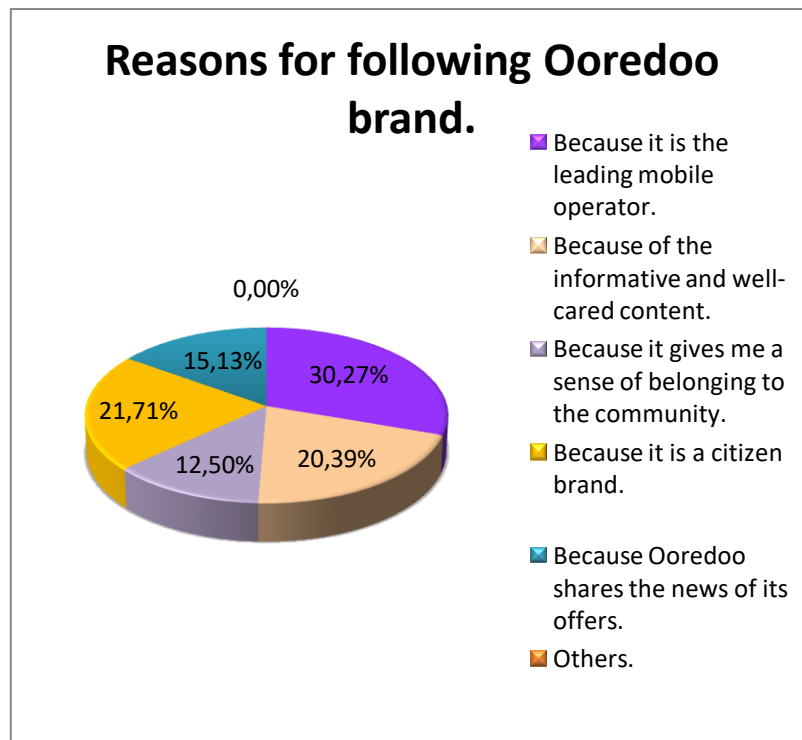
Question 8: What are the reasons for following Ooredoo?

Table 16: Reasons of not following Ooredoo's brand.

Reasons for following Ooredoo	Percentage	Frequence
Because it is the leading mobile operator.	30,27%	46
Because of the informative and well-cared content.	20,39%	31
Because it gives me a sense of belonging to the community.	12,50%	19
Because it is a citizen's brand.	22%	33
Because Ooredoo shares the news of its offers.	15%	23
Others	00%	0
Total	100,00%	152

Source : elaborated by us with Microsoft Excel.

Figure 28: Reasons of following Ooredoo.



In this question we aim to identify some of the brand associations and value in the mind of its followers.

From the graph above we find out that 30.27% of respondents are following Ooredoo for the reason of being the leader mobile operator, 22% see that Ooredoo is a citizen company, 20.39% Because of the informative content, 15.13% to keep updated about its offers and the rest are because it gives them the feeling of belonging to the community.

We noticed that the followers of Ooredoo are divided to different categories who interested most about the symbolic associations as (leader, citizen company, feeling of belonging) otherwise there is whom who are interested about the functional associations such sharing news about the offers. Meanwhile others who are interested about the good content.

So we can say that the highest portion of respondents consume Ooredoo for the functionality of the service of the offer, so the brand has managed to get its message across to its target.

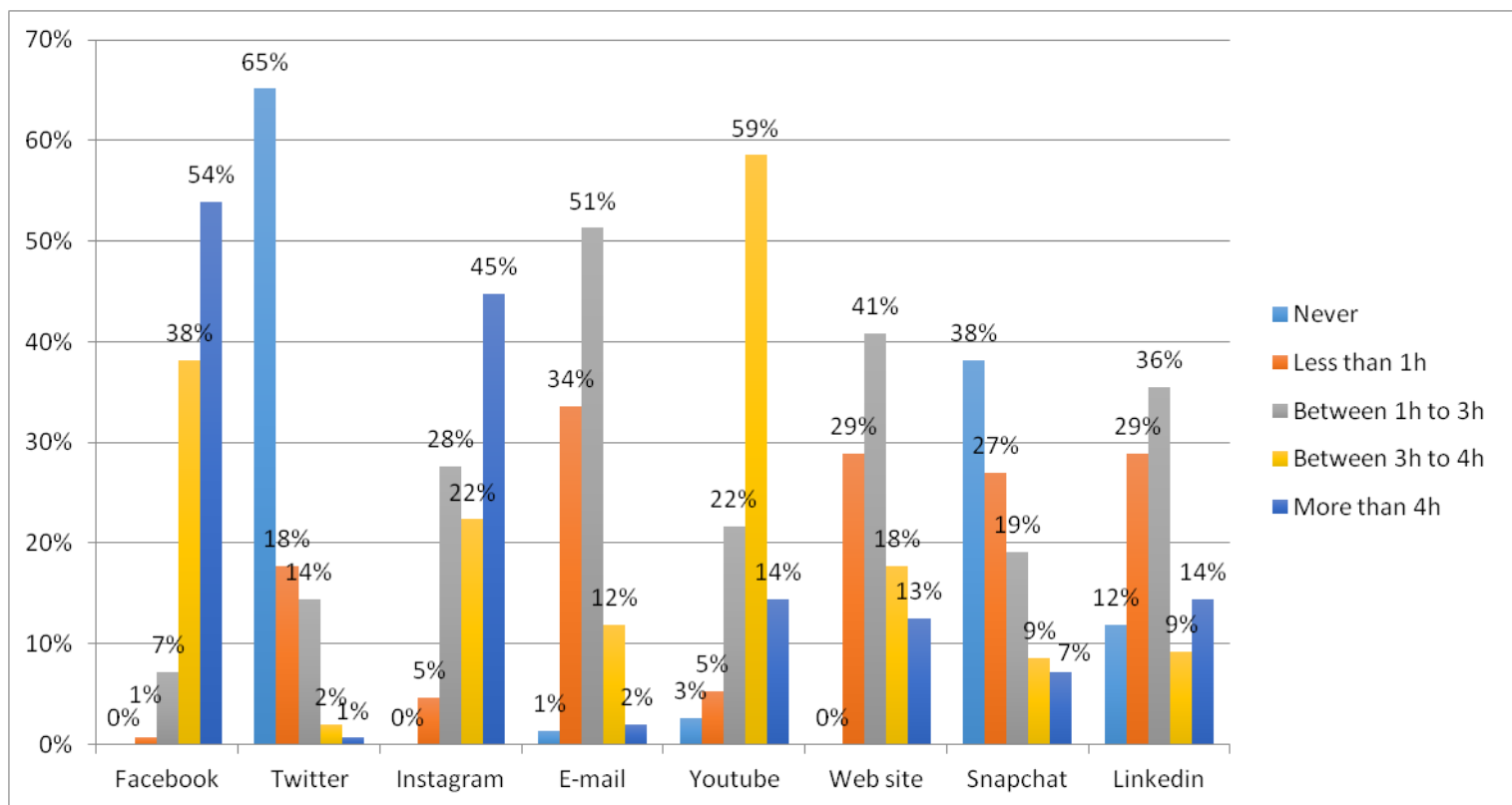
Question 9: How often you use these digital channels?

Table 17: The use of the digital communication.

The use of the digital channels	Never	Less than 1h	Between 1h to 3h	Between 3h to 4h	More than 4h
Facebook	0	1	11	58	82
Twitter	99	27	22	3	1
Instagram	0	7	42	34	68
E-mail	2	51	78	18	3
Youtube	4	8	33	89	22
Web site	0	44	62	27	19
Snapchat	58	41	29	13	11
Linkedin	18	44	54	14	22

Source : elaborated by us with Microsoft Excel.

Figure 29: The use of the digital communications.



We may be specified in this answer not to neglect respondents; from the graph above the most used digital channels are Facebook and YouTube by Ooredoo's followers.

- ✚ **Facebook** is extensively used by 54% and 38% more often between 3h and more than 4h a day which makes them "Facebook 'consumers'"
- ✚ **YouTube** is highly used by 59% and 22% of the respondents for 3 hours and more.
- ✚ The majority of the respondents doesn't use Twitter so they are not big fan of it, even its users they don't spend so much time on it.
- ✚ When it comes to **Instagram** is used by rates as 28% for 1hour, 22% for plus than 2 hours and 45% more than 4hours a day which makes it the 3rd main social media.
- ✚ **Email** is used with the rate of 51% between 2 and 3hours a day that can be an indicator of checking emails on working days and 12% who utilize it more than 4 hours which can be a portion that Ooredoo can maintain them by newsletters or email marketing.
- ✚ **Website** is used by 41% Between 1 and 3 hours a day.
- ✚ Snapchat and LinkedIn have an average rate of utilization.

We can conclude that again **social media** is the main and effective digital channel of communication; Facebook and YouTube are the highly used platforms from it. Ooredoo may continue adopting Facebook as its first social media platform where it publishes more often and try to maintain the interconnectivity with its customers there.

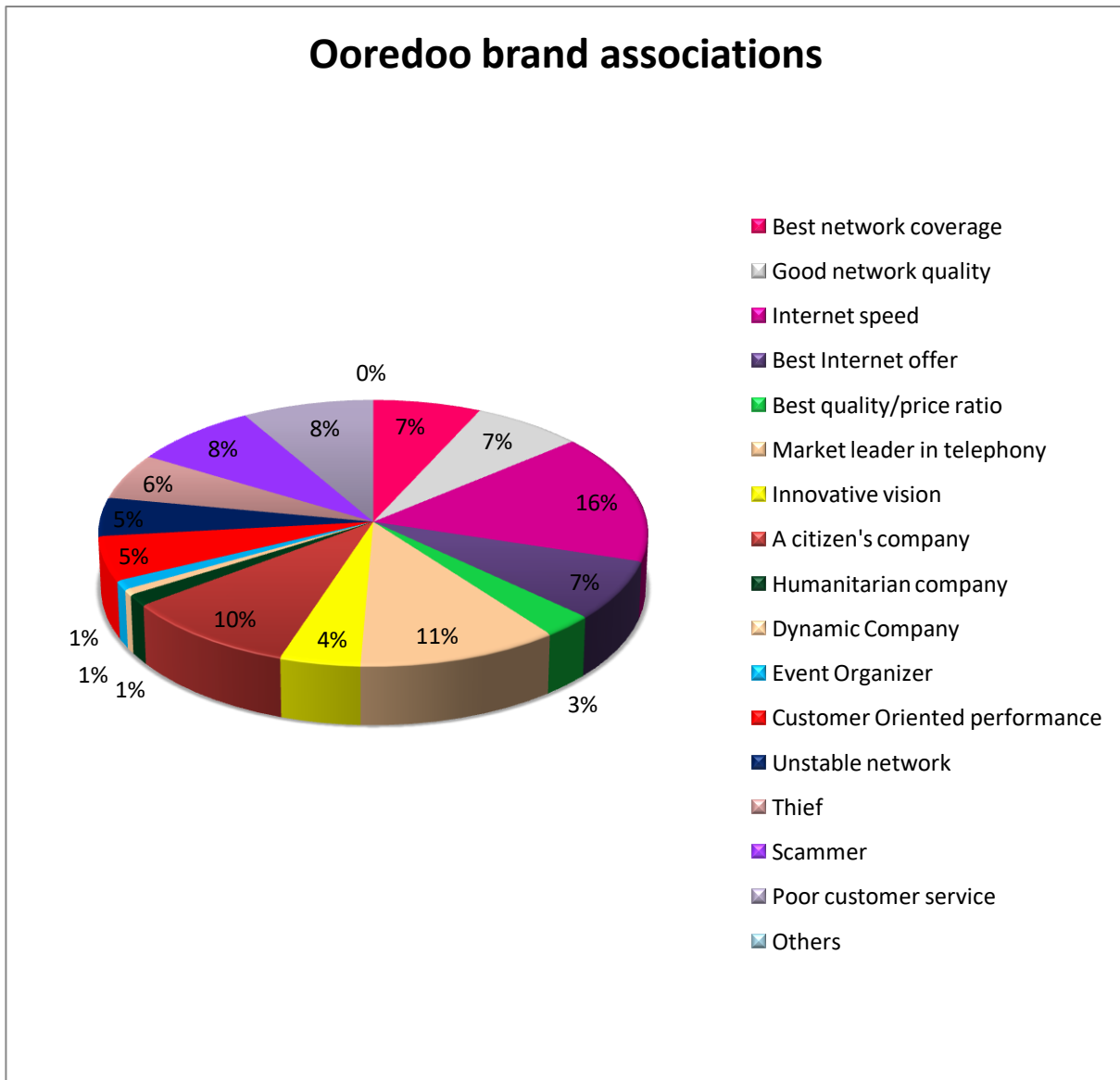
Question 10: For you what are the characteristics that Ooredoo brand has ? Which are those that cross your mind?

Table 18: The associations of Ooredoo.

associations	Frequence	Percentage
Best network coverage	50	6,89%
Good network quality	51	7,02%
Internet speed	115	15,84%
Best Internet offer	52	7,16%
Best quality/price ratio	20	2,75%
Market leader in telephony	80	11,02%
Innovative vision	32	4,41%
A citizen's company	70	9,64%
Humanitarian company	10	1,38%
Dynamic Company	5	0,69%
Event Organizer	8	1,10%
Customer Oriented performance	39	5,37%
Unstable network	34	4,68%
Thief	41	5,65%
Scammer	58	7,99%
Poor customer service	61	8,40%
Others	0	0,00%
Total	726	100,00%

Source : elaborated by us with Microsoft Excel.

Figure 30: Ooredoo brand associations.



Based on the table and graph above, we can see that the associations that are strongly associated with the Ooredoo brand are:

- ✚ **"Internet speed"** as the first associated word, represented with a rate of **15,84%**.
- ✚ The second association is **"Market leader telephony"** with a rate equal to **11.02%**.
- ✚ The third association is **"A citizen's company"** with a rate equal to **9,64%**.
- ✚ The fourth association is **"Poor customer service"** with a rate equal to **8,4%**.

- ✚ The Fifth association is "**Scammer**" with a rate equal to **7,99%**.
- ✚ The Sixth association is "**Best internet offer**" with a rate equal to **7,16%**.
- ✚ The Seventh association is "**Good network quality**" with a rate equal to **7,02%**.
- ✚ The Eighth association is "**Best network coverage**" with a rate equal to **6,89%**.

We note that the Ooredoo brand is strongly associated with four (4) **functional** associations (Internet speed, Best internet offer, Best network coverage and Good network quality), three (3) **symbolic** associations (A citizen company, market leader on telephony and Scammer) and one (1) **experiential** association which is Poor customer service.

Question 11: Among the terms associated above (see question 6) name 3 that you think are unique to the Ooredoo brand?

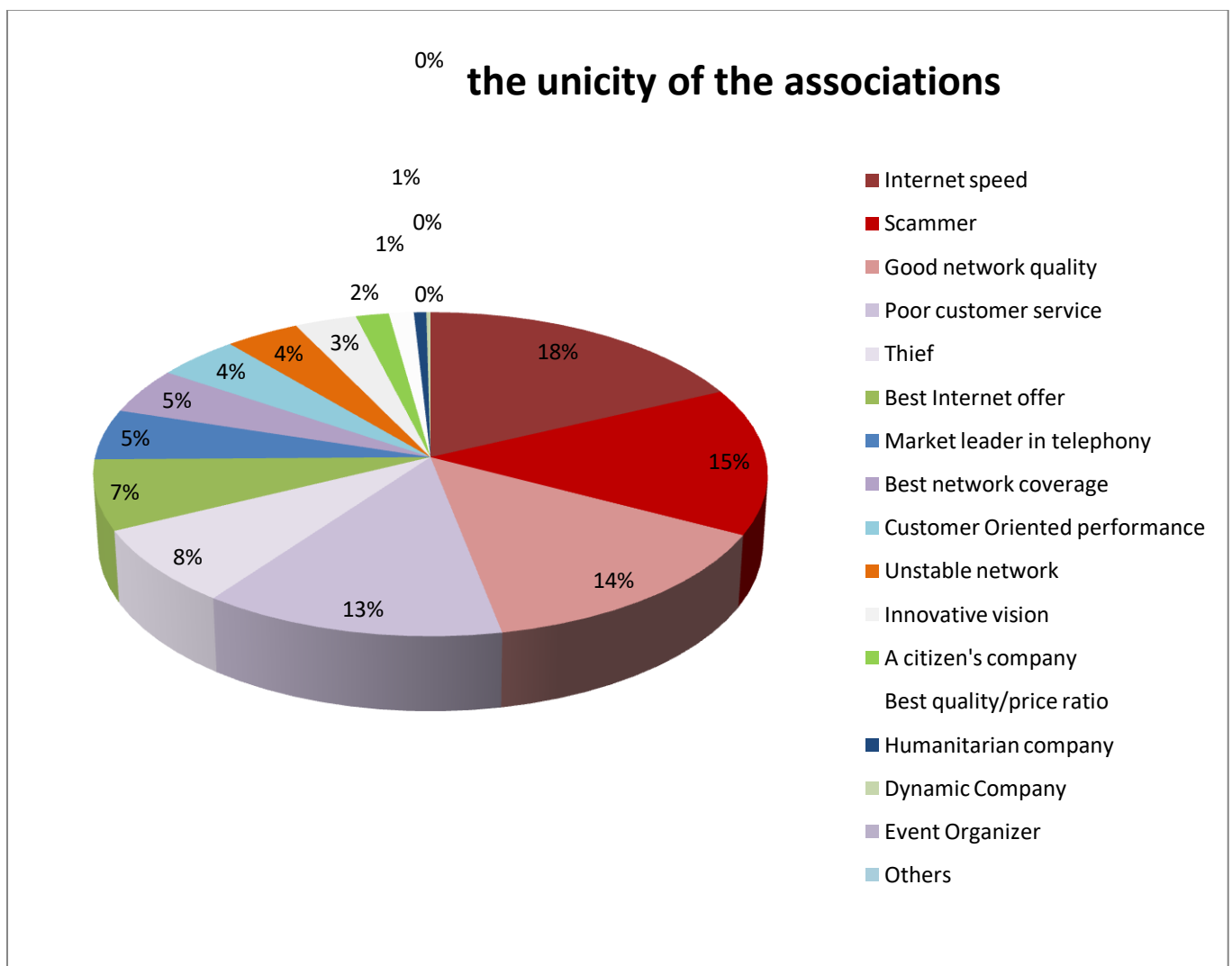
Table 19: The unicity of associations.

Brand associations	Frequence	Percentage
Internet speed	82	17,98%
Scammer	67	14,69%
Good network quality	65	14,25%
Poor Customer service	60	13,16%
Thief	35	7,68%
Best Internet offer	32	7,02%
Market leader in telephony	23	5,04%
Best network coverage	21	4,61%
Customer Oriented performance	20	4,39%
Unstable network	18	3,95%
Innovative vision	15	3,29%
A citizen's company	8	1,75%
Best quality/price ratio	6	1,32%

Humanitarian company	3	0,66%
Dynamic Company	1	0,22%
Event Organizer	0	0,00%
Others	0	0,00%
Total	456	100,00%

Source : elaborated by us with Microsoft Excel.

Figure 31: The unicity of the associations.



As it's shown on the figure the unique associations of Ooredoo are:

- Internet speed that get 17.98%.

Chapter 3: the empirical study.

- Scammer with the rate of 14.69%.
- Good network quality with 14.24%.
- Poor customer service with 13.16%
- Thief got 7.68%.
- Best internet offer 7.02%.

And we can conclude that the unicity associations:

- ✚ Three (3) of the associations are **functional** association (Internet speed, good network and best internet offer)
- ✚ Three (3) of them are **experiential** (Scammer, poor customer service, thief) and they represent a negative associations which can highly affect the brand image. The brand Ooredoo should take the right tips to change this image from its customers 'mind.

Question 12: How much do you agree with his statements?

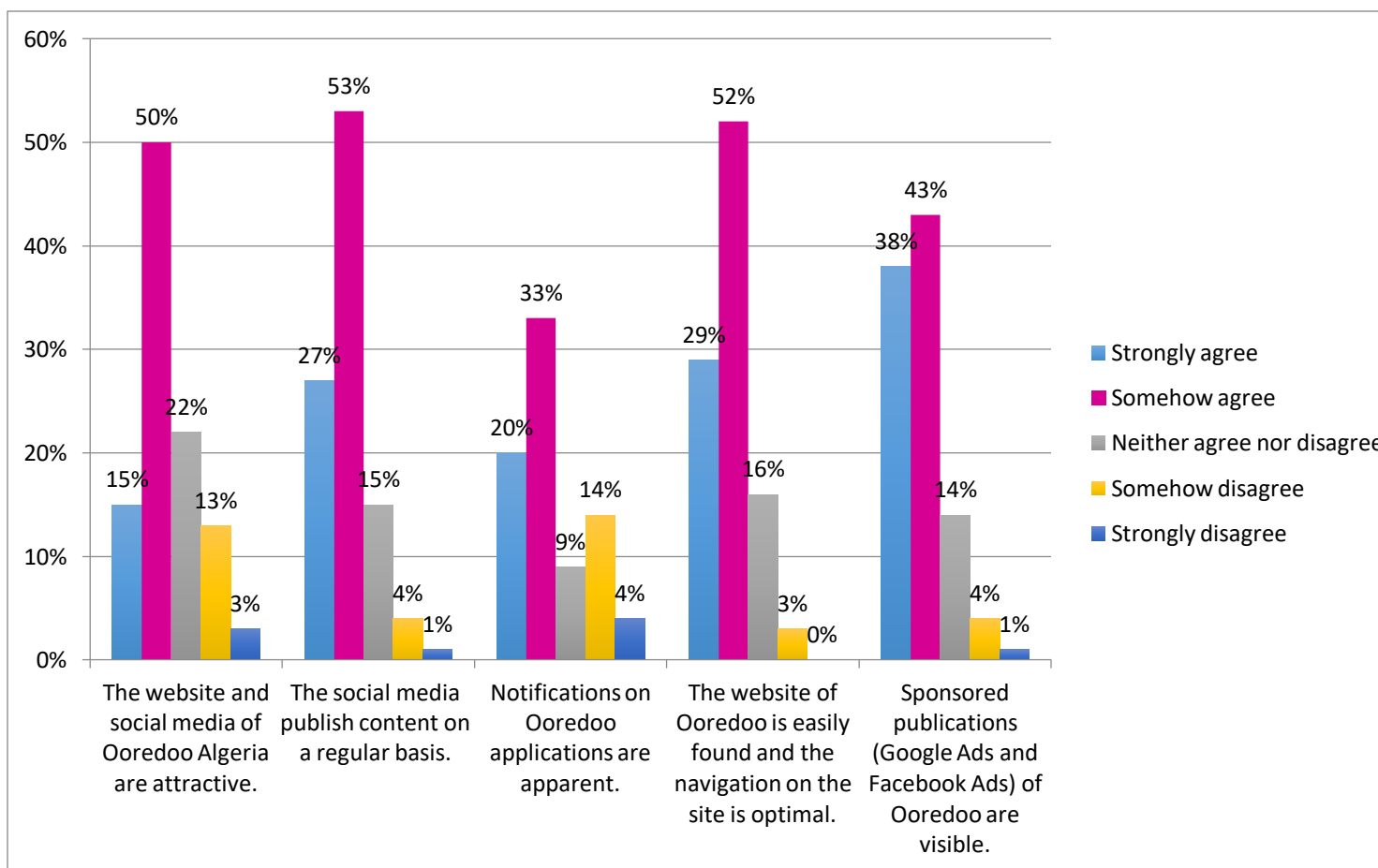
The question here is more to investigate the presence and the visibility of the company on the different digital communication channels:

Table 20: The visibility of Ooredoo brand through the different channels.

Visibility	Strongly agree	Somehow agree	Neither agree nor disagree	Somehow disagree	Strongly disagree	Total
The website and social media of Ooredoo Algeria are attractive.	23	76	33	16	4	152
The social media publish content on a regular basis.	41	80	23	6	2	152
Notifications on Ooredoo applications are apparent.	30	50	44	22	6	152
The website of Ooredoo is easily found and the navigation on the site is optimal.	44	79	24	5	0	152
Sponsored publications (Google Ads and Facebook Ads) of Ooredoo are visible.	58	65	21	6	2	152

Source : elaborated by us with Microsoft Excel.

Figure 32: The visibility of Ooredoo brand on the different communication channels.



The paragraph above shows that the answers were as it follows:

- ✚ Half of the respondents (50%) assumed that somehow the **website** and the **social media** of Ooredoo are attractive, while 15% strongly agree and the very minority (3%) claimed the no visibility, 22% kept they answer neuter.
- ✚ For the regular content of social media 53% of the respondents answered that they somehow agree, 27% strongly agree due to the visibility of **the social media** posts on their feed, 15% kept their answers neuter, Just 1% who claimed that Ooredoo is not publishing a regular content on social media. We can conclude that the content of social media is almost visible for all the respondents.
- ✚ Notifications on Ooredoo apps are apparent in somehow for 33% of the respondents 20% assumed that they are strongly apparent, while 14% claimed that

they don't receive them. We can conclude that the Mobile marketing has some flipping statistics from one to other individual.

✚ The SEO is absolutely working on as 52% and 29% Somehow and strongly agree respectively while we conduct 0% who disagrees, the SEO and the web development of Ooredoo are optimum.

✚ The Ads are visible for the majority of the followers.

Finally we can conclude that all the digital channels that Ooredoo uses are creating visibility for its followers (the social media marketing, the SEO, the Mobile marketing and the display). And as the main channel Social media is setting on the top of the channels.

Question 13: What is your level of interaction (or engagement) with Ooredoo on social media?

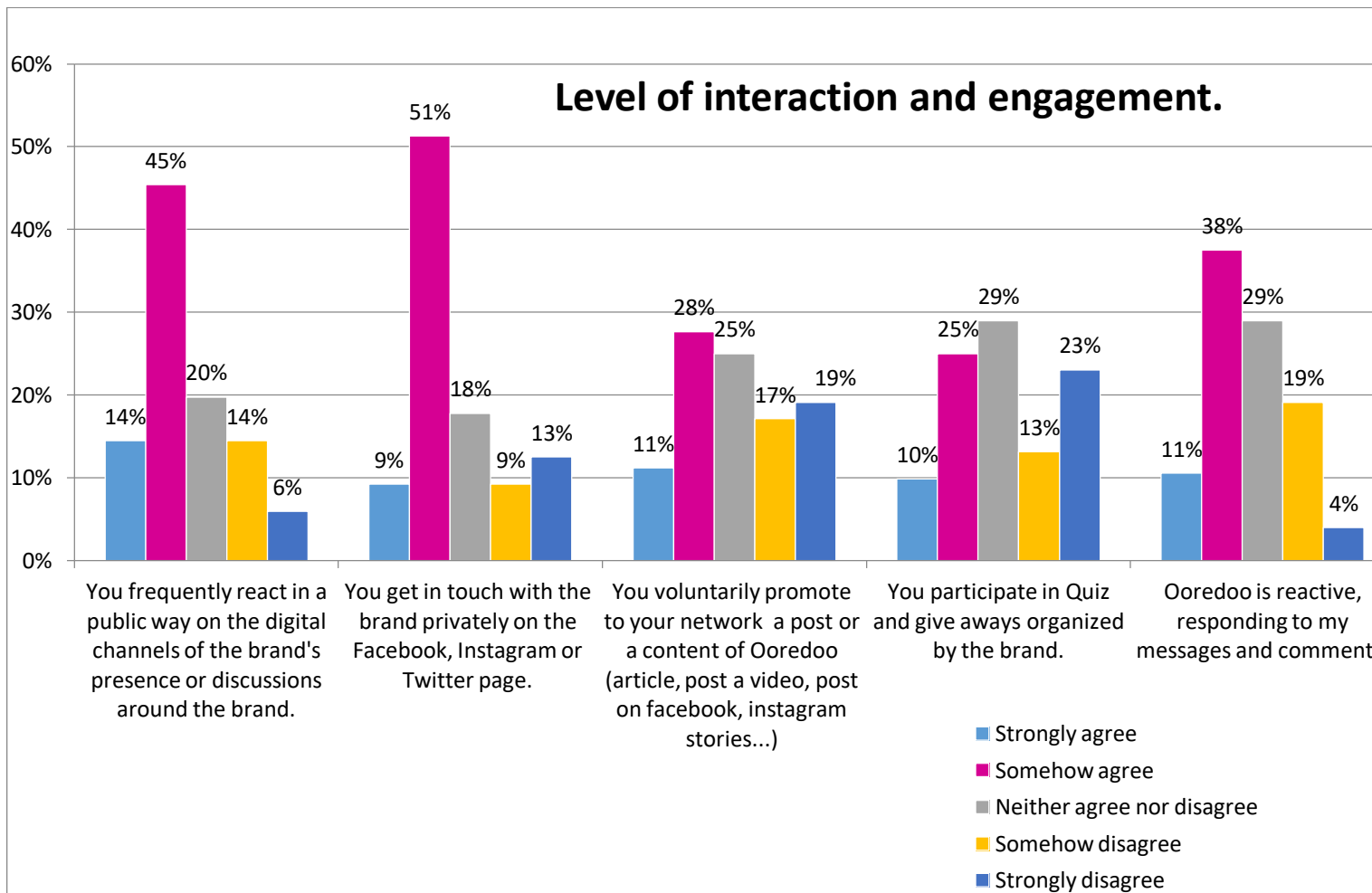
Table 21: The level of interaction and engagement with Ooredoo.

Level of interaction	Strongly agree	Somehow agree	Neither agree nor disagree	Somehow disagree	Strongly disagree	Total
You frequently react in a public way on the digital channels of the brand's presence or discussions around the brand.	22	69	30	22	9	152
You get in touch with the brand privately on the Facebook, Instagram or Twitter page.	14	78	27	14	19	152
You voluntarily promote to your network a post or a content of Ooredoo (article, post a video, post on Facebook, instagram stories...)	17	42	38	26	29	152

You participate in Quiz and give aways organized by the brand.	15	38	44	20	35	152
Ooredoo's proximity messages provide a good relationship with its customers.	16	57	44	29	6	152

Source : elaborated by us with Microsoft Excel.

Figure 33: The level of interaction and engagement with Ooredoo.



The present graph was for the aim to study the level of interaction and engagement from the followers of Ooredoo, and here it is more about social media, because social media is the platform that keep the customers and brands connecting and interacting more with each other, in the third statement about promoting content of Ooredoo we included a blog because it is a content that

Ooredoo shares with its customers on its website and our main goal to talk about the different digital channels not just social media platforms.

According to the graph:

- ✚ We could get very satisfactory results when it comes to reacting on public way and also when getting in touch with the brand privately with important rates respectively 45% and 51% who somehow agree, and strongly agree with the respective rates 14% and 9%.
- ✚ 28% promote voluntarily to their network the content of Ooredoo, while 25% were neuter in their answer, and the rest of them respond somehow disagree and strongly disagree with 17% and 19% which means that they don't recommend the content of Ooredoo to their network.
- ✚ A portion of 29% of the respondents don't agree nor disagree on the participation in Quiz and Give-aways organized by the brand, while 25% of them somehow agree, 23% strongly disagree. And we can say that so close to each others.
- ✚ Reactivity of Ooredoo's brand represents its engagement to keep a good relationship with its customers and to be the company that listen to the needs and claims of its customer on its digital platforms, was somehow agreed by 38% of the respondents and 29% kept their answer neuter, 19% as and disagreement and 4% strongly disagreement about this statement which could mean that they have a bad experience while contacting and interacting with Ooredoo by messages or comments.

Question 14:

E-reputation:

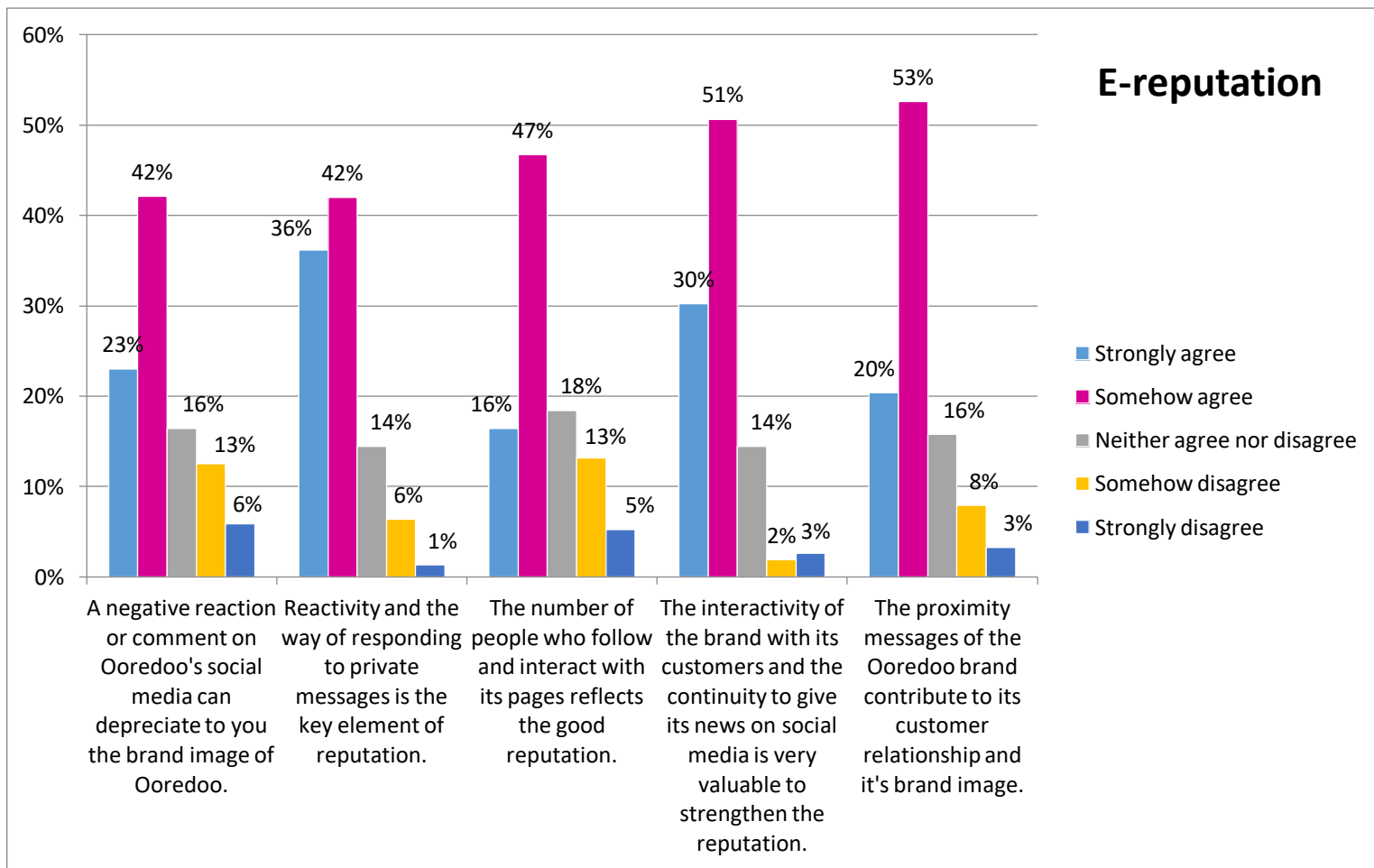
Table 22: The e-reputation of Ooredoo brand from its followers.

E-reputation	Strongly agree	Somehow agree	Neither agree nor	Somehow disagree	Strongly disagree	Total
--------------	----------------	---------------	-------------------	------------------	-------------------	-------

			disagree			
A negative reaction or comment on Ooredoo's social media can depreciate to you the brand image of Ooredoo.	35	64	25	19	9	152
Reactivity and the way of responding to private messages is the key element of reputation.	55	65	22	8	2	152
The number of people who follow and interact with its pages reflects the good reputation.	25	71	28	20	8	152
The interactivity of the brand with its customers and the continuity to give its news on social media is very valuable to strengthen the reputation.	46	77	22	3	4	152
The proximity messages of the Ooredoo brand contribute to its relationship and its brand image.	31	80	24	12	5	152

Source : elaborated by us with Microsoft Excel.

Figure 34: E-reputation.



The E-reputation is a crucial part that encompasses the both digital communication and a part of the brand image that a customer could get while he is on the digital channels associating his observation, his feeling, his impression and his experience with the brand.

Observing the graph we can see how much the followers of Ooredoo relate to this statement, and how much they:

- ✚ Get influenced by the opinion of the others who belong to the same community when it comes to a negative reaction or comments that depreciate the brand image for them (42% and 23%) somehow agree and strongly agree about this, and also when it comes to the number people who follow and interact with the brand that reflects a good reputation (47% agree and 16% strongly agree); that's due to the social influence and the feeling of social belonging.

✚ Assume with very important rates how it's crucial for them to increase the reputation; the reactivity of the brand, the way of responding on messages and its interactivity with its customers (42%, 36%, 51%, and 30%).

✚ Attach great importance to the proximity messages as 53%.

We observe that there is a part of people who kept their answer neuter about these statements with a similarity of rates (14% and 16%).

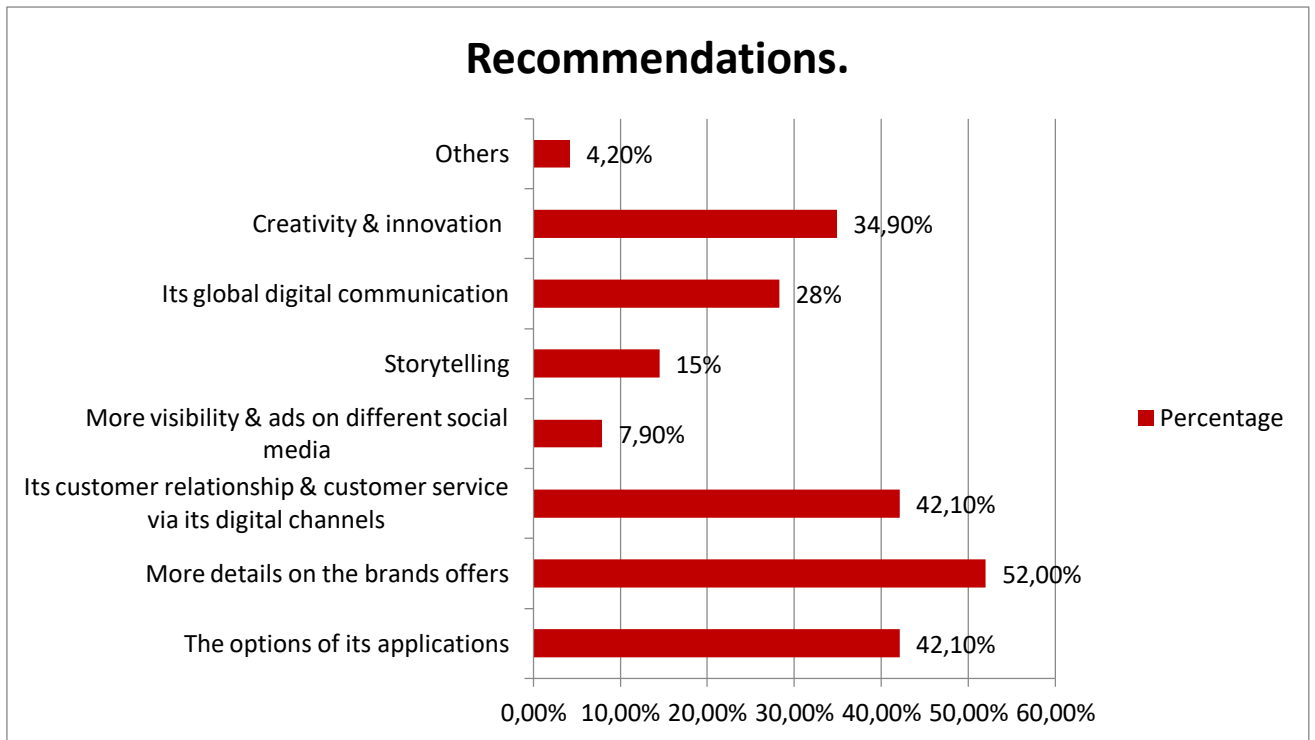
Question 15: On which criteria would you like Ooredoo to improve its digital communication?

Table 23: Recommendation.

The options of its applications	42,10%	64
More details on the brands offers	52,00%	79
Its customer relationship & customer service via its digital channels	42,10%	64
More visibility & ads on different social media	7,90%	12
Storytelling	15%	22
Its global digital communication	28%	43
Creativity & innovation	34,90%	53
Others	4,20%	6

Source : elaborated by us with Microsoft Excel.

Figure 35: Recommendations.



We can consider the recommendations the most choose from its followers to improve its digital communication are:

- ✚ More details on the brands offers, which is mainly from the users of the brand service.
- ✚ At the same place; its customer relationship via digital channels and the option of its applications.
- ✚ Others are recommending more creativity and innovation.
- ✚ The proposition of its global digital communication is repeated for 28% which is important rate from the followers of Ooredoo.
- ✚ Others recommendation were (offers, stop spamming with its posts especially on Ramadan, its network) just one answer was dedicated to the digital communication others were about the function of the brand.

Summary of the survey:

Taking into consideration the survey elaborated online on a sample of 254 people, we could summarize the results as follows:

- The gender 55% is female.
- 58, 70% are between 18 and 25 years old.
- 52, 80% are students.
- The Mobile application YOOZ is mentioned by 96% from 254 of the respondents as the most known offer and Ooredoo has a high degree of assisted notoriety on its majority of offers.
- The social media and online Advertising are the effective digital channels when it comes to knowledge of offers with a respective percentages of 44% and 42%
- Continuing our survey just with the people who consider themselves as followers of Ooredoo, the 152 people questioned (presenting 59, 80% of the population questioned) are followers of Ooredoo.
- Different reasons that pushed the 102 person not following Ooredoo, mainly because the fact that Ooredoo's sponsored posts and Ads are enough visible. But Ooredoo should be working more on its visibility since 11.8% were not aware about the existence of Ooredoo on social media.
- Followers of Ooredoo are loyal to the brand on digital channels whereas 73.70% of them are being part of the digital community for more than one year.
- The followers of Ooredoo are divided to different categories who interested most about the symbolic associations as (leader, citizen company, feeling of belonging) otherwise there is whom who are interested about the functional associations such sharing news about the offers. So we can say that the highest portion of respondents consume Ooredoo for the functionality of the service of the offer, so the brand has managed to get its message across to its target.
- The social media is the main and effective digital channel of communication; Facebook and YouTube are the highly used platforms beyond it. Ooredoo may continue adopting

Facebook as its first social media platform where it publish more often and try to maintain the interconnectivity with its customers there.

- The Ooredoo brand is strongly associated by its followers with four (4) **functional** associations (Internet speed, Best internet offer, Best network coverage and Good network quality), three (3) **symbolic** associations (A citizen company, market leader on telephony and Scammer) and one (1) **experiential** association which is Poor customer service.

- The unicity associations (unique) 2 two the associations are functional association (Internet speed, good network) and two of them are experiential (Scammer, poor customer service)

- All the digital channels that Ooredoo uses are creating visibility for its followers (the social media marketing, the SEO, the Mobile marketing and the display). And as the main channel Social media is setting on the top of the channels.

- Very satisfactory results when it comes to reacting on public way and also when getting in touch with the brand privately with important rates respectively 45% and 51%.

- Some of followers that like to promote voluntarily to their network the content of Ooredoo are counted by 28%.

- A flipping statistic when it comes to the participation of the Quiz and giveaways organized Ooredoo brand due to hesitation.

-Reactivity of Ooredoo's brand represents its engagement to keep a good relationship with its customers and to be the company that listens to the needs and claims of its customer on its digital platforms.

-The followers of Ooredoo are get influenced by others 'reaction from the same community due to the social influence and the feeling of social belonging.

- It's crucial for Ooredoo's followers to increase and improve the reputation; the reactivity of the brand, the way of responding on messages and its interactivity with its customers (42%, 36%, 51%, and 30%). And the majority of them attach great importance to the proximity messages.

Conclusion of the chapter:

This chapter allowed us to give a short presentation of the host organization and to give an overview of Sense Conseil agency and Ooredoo's positioning and brand image.

In the third section, we investigate the impact of Ooredoo Algeria's digital communication on the brand image we attempted to test the variables assumed in the hypotheses through the questions and explain the results obtained according to the answers of the respondents on our questionnaire and to answer the hypotheses of our research. It was found the effective communication channel is social media and it impacts the visibility and notoriety of the brand. This brand is perceived as internet speed, a good network, scammer and poor customer service and their interactivity and engagement are due to the feeling for belonging to the brand and the positive image they have about the brand.

**The
General
conclusion**

The general conclusion.

The General conclusion:

Gone are the days when brands stayed away from the digital communication, preferring to invest in traditional media. Today's social media have created a new paradigm where interactive communication and information exchange are the order of the day. Communication can no longer be one-sided. Many discussions around brands come from blogs, wikis, video sharing sites and social networks and can be a source of a positive brand image for the company or on the contrary discredit its brand image and reputation for a long time, and that's the challenge of these new social platforms.

If companies could decide on the relevance of their presence on the Internet a few years ago, it is quite different today with the birth of Web 3.0 which allows everyone to express themselves and publish content on the Internet.

Aware of the potential benefits of social media, several Algerian companies and even public institutions have decided to mark their presence including Ooredoo.

The objective of this research was to measure the impact of Ooredoo's digital communication on its brand image. To do this, we have conducted a quantitative study with a sample of 152 people who follow the different communication channel of the brand in question.

The results found and confirmed first hypothesis that the effective communication channel is social media and it impacts the visibility and notoriety of knowing the brand and its offers. Meanwhile the majority of respondents have negative associations as the same amount of positive associations with the brand which can refuse the second hypothesis about the relation between the strong positive associations and engagement and interactivity. This suggests that the company should improve its communication efforts and reassure its unsatisfied customers through its Facebook page. We confirm the third hypothesis while the respondents confirm that the interactivity and the reactivity of the Ooredoo can provide a positive brand image.

The general conclusion.

Ooredoo is adapting an effective digital communication strategy but it needs to put more efforts on it due to the concurrence and to improve more its brand image. For this reasons we suggest some recommendations:

- Enhance its customer service, in order to deal with complaints from discontented customers and reassuring them.
- Highlighting the new offers and their details especially through Facebook to provide more informative content.
- Keep its presence on Social media and especially Facebook by improving the quality of the content shared and more options of its applications.
- Engage and interact more by responding more frequently to messages and comments from users.
- Creating a platform where its unsatisfied customers can share their claims would be more helpful for Ooredoo to keep its social media platform clean from negative interactions while its followers are more likely to be influenced by the opinion and reaction of the others.
- Share more interactive content and give-aways with an important gift to push its followers to interact more.
- Encourage people to vote, to participate in idea contests.
- Ask questions, collect opinions and show that they are taken into account.
- Invite to produce participatory content.
- Encourage solving other customers' problems and intervening in conversations.
- Share exclusive information that rewards engagement
- To preserve its brand as a citizen's company it should show more of its participation in the society on social media thus as on blogs.

The general conclusion.

- In order to maintain its position as leader in mobile telephony in Algeria, Ooredoo must to make more in-depth studies to identify all the factors likely to improve its brand image.

We have seen through the writing of this paper that the mobile telecommunications sector is a very dynamic and competitive business sector where the integration of digital communication in the communication strategy of these companies is very important.

During the realization of our study, we were able to reach the conclusions which will be mentioned below:

- The results of our survey showed that social media are a very effective channel to reach consumers. Since we could notice that almost all the respondents of our sample have a daily use on social networks.

The difficulties that we had while preparing this thesis that the chosen theme was not previously addressed. We lacked the documentation to study it.

In conclusion we suggest for the future research the impact of the inbound marketing on the brand equity. The inbound marketing is about content marketing strategy to attract more leads on the digital communication channels.

References :

- AAKER (A.D) ET JENNIFER (L): « Dimensions of Brand Personality», Journal of Marketing Research, 1997.
- AAKER (J.L),Dimensions of Brand Personality.Journal of Marketing Research, 1997, p350.
- Abdel Fattah AL-AZZAM, Khaled AL-MIZEED, (2021) . The Effect of Digital Marketing on Purchasing Decisions: A Case Study in Jordan.
- Adam, M., Ibrahim, M., & Syahputra, H. (2020). The Role of Digital Marketing Platforms on Supply Chain Management for Customer Satisfaction and Loyalty in Small and Medium Enterprises (SMEs) at Indonesia. International Journal of Supply Chain Management, 9, 1210-1220
- Alain, J. (2016). Les grands auteurs en marketing Ed. 2. EMS Editions.
- ARNAUD (D.B), LENDREVIE(J) : Publicitor : publicité online et offline,8emeédition , Dunod, Paris,2014,p.176
- Batra and Ahtola, 1990; Babin et al.1994; Voss et al. 2003) Batra R. et Ahtola O. (1990), Measuring the hedonic and utilitarian sources of consumer attitudes, Marketing Letters, 2, 2, 159-170
- BENOIT (S.H) : la marque créer et développer son identité, Vuibert, paris, 2006, p.37.
- BENOIT(H) : « modalité et enjeux de la relation consommateur-marque », revue française de gestion, 2003/4-n° 145.
- Bird, D. (2007). Commonsense Direct & Digital Marketing (5th ed., p. 448). London: Kagan.
- BREILLAT (J), Dictionnaire de l'E-réputation, veille et communication sur le web, EMS édition, 2015, P162

- Budiman, S. (2021). The effects of social media on brand image and brand loyalty in generation y. *Journal of Asian Finance, Economics and Business* 8(3), 1339–1347. <https://doi.org/10.13106/jafeb.2021.vol8.no3.1339>
- Bulletin of the American Society for Information Science and Technology Volume 29, Issue 4, pages 16–18,2003. Ossi, Nykänen, —Semantic Web: Definitionll, <http://www.w3c.tut.fi/talks/2003/0331umediaon/slide6-0.html>, 2003.
- CATHERINE (L.G) : Créer un nom de marque et un nom de domaine, édition Eyrolles, Paris, 2009, p. 13.)
- Chaffey, D., & Smith, P. R. (2012). *eMarketing eXcellence: Planning and optimizing your digital marketing*. Routledge
- Chaffey. D (2013), “Definitions of E-marketing vs Internet vs Digital marketing”, *Smart Insight Blog*, February 16.
- CHANTAL (L) : la marque, Dunod, Paris, 2005.
- CHAUDHURI (A) and HOLBROOK (M.B), The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: the Role of Brand Loyalty. *Journal of Marketing*, 2001,Pg.81-85.
- Chen, S., & Lin, C. (2019). Understanding the Effect of Social Media Marketing Activities: The Mediation of Social Identification, Perceived Value, and Satisfaction. *Technological Forecasting and Social Change*, 140, 22-32.
- Classen, M., & Friedli, T. (2019). Value-Based Marketing and Sales of Industrial Services: A Systematic Literature Review in the Age of Digital Technologies. *Procedia CIRP*, 83, 1-7.
- De Vries, N. J., & Carlson, J. (2014). Examining the drivers and brand performance implications of customer engagement with brands in the social media environment. *Journal of Brand Management*, 21(6), 495–515.
- Deighton, J. A. (1996). The Future of Interactive Marketing. *Harvard Business Review*, 74, 151-160.

- DESHIELDS (J), OSCAR(W)., KARA(A), KAYNAK(E). Determinants of Business Student Satisfaction and Retention in Higher Education: Applying Herzberg's Two-Factor Theory. *International Journal of Educational Management*, 2005, 128-139
- Dhore, A., & Godbole, S. (2019). A Descriptive Study of the Effectiveness of Internet Advertising on Consumer Buying Behavior in Nagpur City. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3341924>
- Dr. Madhu Bala, Mr. Deepak Verma, (2018) .A Critical Review of Digital Marketing.
- Drew, S. (2003). Strategic uses of e-commerce by SMEs in the east of England. *European Management Journal*, 21(1), 79-88.
- DUPRAT (F), HERMEL (L), LOUYAT (G) livre manager sa marque
- Edelman, D., & Heller, J. (2015). *How Digital Marketing Operations Can Transform Business*. Insights & Publications. New York: McKinsey & Company.
- G. Killian, K. McManus, *Bus. Horiz.* 58(5), 539-549. (2015)
- G.Lewi et J.Lacoeuilhe, *Branding management «La marque de l'idée à l'action»*, 3^{ème} édition, Pearson, Paris, 2012
- Gaikwad, M. & Kate, P.H. (2016). E-marketing: A modern approach of business at the door of consumer clear. *International Journal of Research in Commerce & Management*, 7(9), 56-61.
- Gay, R., Charlesworth, A., & Esen, R. (2007). *On-Line Marketing: A Customer Led Approach*. Madison Avenue, NY: Oxford University Press.
- Hollebeek, L. & Macky, K. (2019). Digital Content Marketing's role in fostering consumer engagement, trust and value: framework, fundamental propositions, and implications. *Journal of Interactive Marketing*, 45, pp. 27-41.
- Holliman, G., & Rowley, J. (2014). Business to Business Digital Content Marketing: Marketers' Perceptions of Best Practice. *Journal of Research in Interactive Marketing*, 8, 269-293

- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviors. *International Journal Of Research In Marketing*, 3327- 41. doi:10.1016/j.ijresmar.2015.06.004
- J. Azimi, R. Zhang, Y. Zhou, V. Navalpakkam, J. Mao, and X. Fern. The impact of visual appearance on user response in online display advertising. In *Proceedings of the 21st international conference companion on World Wide Web*, pages 457--458. ACM, 2012
- Jean-jacque Lambin. Chantal de Moerloose. « Marketing stratégique et opérationnel, du marketing à l'orientation-marché ». 7^{ème}Edition, Paris, Dunod, 2008
- Jean-Pierre Helfer Jacques Orsoni et Jean-Louis Nicolas, *Marketing*, 11^{ème} Ed, Vuibert, France, 2009, p. 7.)
- Jonathan Fowler and Elizabeth Rodd (2013) *Web 4.0: The Ultra-Intelligent Electronic Agent is* <http://bigthink.com/big-think-tv/web-40-the-ultraintelligentelectronic>
- KELLER (K.L), *Conceptualizing, Measuring and Managing Customer-Based Brand Equity*. *Journal of Marketing*, 1993, p.3.
- Kietzmann, J.H., Hermkens, K., McCarthy, I.P. & Silvestre, B.S. (2011), *_Social media? Get serious! Understanding the functional building blocks of social media,,_* *Business Horizons* (Article in Press).
- Kothari, D. P., & Saxena, A. (2004). *Hypermedia: From Multimedia to Virtual Reality*. Delhi: PHI.
- KOTLER (P) and KELLER (K.L).*Marketing Management*, 14th edition PEARSON-PRENTICE HALL, New Jersey2012, p125
- KOTLER (P), DUBOIS (B), KELLER (K), MANCEAU (D), *Marketing Management*, PEARSON EDUCATION, 13e Edition, Paris, 2006, P332
- LAI (C), *la marque*, Dunod, 2e Edition, Paris, 2009, P.51.

- LENDREVIE (J), LEVY (J), LMANDON (D) : Mercator, 7e édition, Dalloz, Paris, 2003, p. 765.
- Lodhi, S., & Shoaib., M. (2017). Impact of E-Marketing on Consumer Behaviour: A Case of Karachi, Pakistan. *Journal of Business and Management*, 19(1), 90–101.
- Lyons, A. C., McCreanor, T., Goodwin, I., & Moewaka Barnes, H. (Eds.) (2017). *Youth drinking cultures in a digital world: Alcohol, social media and cultures of intoxication*. Abingdon, UK: Routledge.
- M., Shumate, A. O'Connor, J. *Communic.* 60(3), 577-609. (2010).
- Manning, J. (2014) . Social media, definition and classes of. In K. Harvey (Ed.), *Encyclopedia of social media and politics* (pp. 1158-1162). Thousand Oaks, CA: Sage.
- Merisavo, M., Kajalo, S., Karjaluoto, H., Virtanen, V., Salmenkivi, S., Raulas, M., & Leppäniemi, M. (2007). An Empirical Study of the Drivers of Consumer Acceptance of Mobile Advertising. *Journal of Interactive Advertising*, 7, 41-50.
- Michel, G. (2013). *Management transversal de la marque*. Paris: Dunod.
- Mind Booster, Noori, —WhatIsWeb3.0?| <http://mindboosternoori.blogspot.com/2007/08/what-is-web-30.html>, 2007.
- Mishra, A., & Mahalik, D. (2017). Impact of online advertising on consumers. *International Journal of Advanced Research*, 5(6), 1935–1939. <http://dx.doi.org/10.21474/IJAR01/4615>
- Mohamed, S., Mustafa, C., & Bahtiar, M. (2016). Impacts of online banner advertisement on consumers' purchase intention : A theoretical framework. *Asia Pacific Journal of Education, Arts and Sciences*, 3(1), 75–82.
- Navdeep S. Sahni S. Christian Wheeler, Pradeep Chintagunta ,*Personalization in Email Marketing: The Role of Noninformative Advertising Content*, 2018
- Nur, E. (2021). The impact of social media on firm value: A case study of oil and gas firms in Indonesia. *Journal of Asian Finance, Economics and Business* 8(3), 0987–0996.

- Omar, A., & Atteya., N. (2020). The impact of digital marketing on consumer buying decision process in the Egyptian market. *International Journal of Business and Management*, 15(7), 120–132.
- On2broker: Lessons Learned from Applying AI to the Web Dieter Fensel, Jürgen Angele, Stefan Decker, Michael Erdmann, Hans-Peter Schnurr, Rudi Studer and Andreas Witt Institute AIFB, University of Karlsruhe, D -76128 Karlsruhe, Germany dfe@aifb.unikarlsruhe.de, <http://www.aifb.uni-karlsruhe.de/~dfe>.
- Onete, C.B., Albăstroi, I. and Dina, R., 2017. Consumer between Web 2.0 and Web 3.0. In *Consumer Behavior-Practice Oriented Perspectives*. InTech.
- OUALID, (Habib): Les outils de la communication digitale-10 clés pour maîtriser le web marketing, Edition Eyrolles, Paris, 2013, p.19.
- Patrutiu Baltas, L. (2016). Inbound marketing - the most important digital marketing strategy. *Bulletin Of The Transilvania University Of Brasov. Series V: Economic Sciences*, 9(2), 61-68.
- Prahalad, C. K., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*
- Rai, M. (2018). A Study of efficacy of digital marketing on consumer purchase behavior in allahabad district. *International Journal for Research in Applied Science & Engineering Technology* 6 (11), 1136–1144.
- Rapp, A., Beitelspacher, L. S., Grewal, D., & Hughes, D. E. (2013). Understanding social media effects across seller, retailer, and consumer interactions. *Journal of the Academy of Marketing Science*, 41(5), 547–566.
- Ricciuti, M. (1995). Database Vendors Hawk Wares on Internet. *InfoWorld*, 17, 9-10
- Ryan, D. 2016. *Understanding digital marketing: marketing strategies for engaging the digital generation*. Kogan Page Publishers.
- Sareh Aghaei, Mohammad Ali Nematbakhsh and Hadi Khosravi Farsani, —Evolution of the World Wide Web: From Web 1.0 to Web 4.0, Computer Engineering Department,

University of Isfahan, Isfahan, Iran, *International Journal of Web & Semantic Technology (IJWesT)* Vol.3, No.1, pp. 1-10, 2012.

- Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50(2), 253–272.
- Shih, B. Y., Chen, C. Y., & Chen, Z. S. (2013). An empirical study of an internet marketing strategy for search engine optimization. *Human Factors and Ergonomics in Manufacturing & Service Industries*, 23(6), 528-540.
- Slade, S. (2016). 4 strategies for effective digital marketing. *NZ Business + Management*, 30(4), 38.
- Stohl, C., Stohl, M., & Leonardi, P. M. (2016). Managing opacity: Information visibility and the paradox of transparency in the digital age. *International Journal of Communication*, 10, 123–137
- Taiminen, K. & Ranaweera, C. (2018). Fostering brand engagement and value-laden trusted B2B relationships through digital content marketing: The role of brand's helpfulness. *European Journal of Marketing*, 53(9), pp. 1759-1781
- Taken Smith, K. (2012). Longitudinal Study of Digital Marketing Strategies Targeting Millennials. *Journal of Consumer Marketing*, 29, 86-92. <https://doi.org/10.1108/07363761211206339>
- Tiffany, R., Kamala, S., & Phorkodi, M. (2018). A study on impact of digital marketing in customer purchase decision in Thoothukudi. *International Journal of Science, Engineering and Management*, 3(4), 613–617.
- Tim Berners-Lee, —The World Wide Web: A very short personal history. <http://www.w3.org/People/Berners-Lee/ShortHistory.html>, 1998.
- Ugonna, J., Victor, O., & Jefe, O. (2017). Effects of online marketing on the behaviour of consumers in selected online companies in owerri, Imo State – Nigeria. *International Journal of Business and Management Invention*, 6(6), 32–43
- VAUBLANC (G), *Image, influence et réputation*, Dunod, Paris, 2019, P20.

- Vien, C. L. (2015). The future of marketing: Thriving in a digital world. *Journal of Accountancy*, 219(6), 1-4.
- Voss et al. 2003, p.317). Voss K.E., E.R. Spangenberg et B. Grohmann (2003), Measuring the hedonic and utilitarian dimensions of consumer attitude, *Journal of Marketing Research*, XL, August, 310-320
- Zhazira Idrysheva , Nataliya Tovma , Kyz-Zhibek Abisheva , Meiramkul Murzagulova , and Nazym Mergenbay (2019). Marketing communications in the digital age

Websites:

- W3C —World Wide Web Consortium, <http://www.w3.org>.
- Tops of 2016: Digital – Nielsen
- How Does Digital Media Affect the Marketing Mix? Trends and Challenges (maryville.edu)
- <https://Www.Hrimag.Com/Le-Marketing-DeContenu>
- Short and Long Term Content Marketing Goals (koozai.com)
- <https://www.growthfamily.com/marketing-de-contenu/>
- Digital Communication Strategies (maryville.edu)
- Is Email Marketing Still A Valid Business Strategy? - DemotiX
- <https://socialbarrel.com/content-marketing>
<https://bullsmarket-group.fr/>

Table of content

1. Notions leading to digital communication:7

1.1 Definition of traditional marketing:7

1.2 Definition of the web and its evolution:8

1.3 The evolution of the web:8

1.4 Evolution to digital:11

1.5 Definition of digital marketing:12

1.6 Comparison between traditional marketing and digital marketing: ..13

1.7 Digital marketing mix:14

1.7.1 Product:14

1.7.2 Price:.....14

1.7.3 Place (Distribution):15

1.7.4 Promotion (Communication):15

1.7.5 Personnel/People: customer relations:15

1.7.6 Personalization:15

1.7.7 Physical evidence:16

2. Digital communication:.....16

2.1 Content Marketing: 17

2.1.1 Definition of content marketing17

2.1.2 Content marketing objectives:18

2.1.3 Content Marketing Life Cycle:19

2.1.4 Forms and Types of Content:.....20

2.2 Digital communication channels:. 23

2.2.1 Search engine marketing (SEM) :23

2.2.2 Display advertising:25

2.2.3 Email marketing:26

2.2.4 Mobile Marketing:.....28

2.2.5 Social media marketing:29

2.2.6 Chatbots:.....34

2.3 The objectives of digital communication: 35

2.3.1	Specific objectives:.....	36
1.	Generality of brand & Brand Concept: :	42
2.	The history of the brand:	42
2.5	Definitions of the Brand:	43
2.6	The brand life cycle:	44
2.6.1	The time of heroism:.....	45
2.6.2	The time of wisdom:	45
2.6.3	Myth time:.....	45
2.7	The brand's signs :	46
2.7.1	The name:	47
2.7.2	The brand promise:	48
2.7.3	Packaging and product design:	48
2.7.4	Design:.....	49
2.8	Types of brands and their strategies:	49
2.8.1	Manufacturer's brands:	49
2.8.2	Private label brands:	50
2.8.3	Internet brands	51
2.9	The functions of the brand :	52
2.9.1	For the consumer:.....	52
2.9.2	For the company:.....	52
3.	Brand equity:.....	53
3.1	Brand image:	53
3.2	Brand identity:	54
3.2.1	Analysis through the Kapferer prism:	54
3.3	Brand Loyalty:	55
4.	Brand Image:.....	56
4.1	Brand image levels:.....	57
4.1.1	The real image:	57
4.1.2	The desired image:.....	57

4.1.3	Perceived image:	57
4.2	Brand image associations:	57
4.3	Some of close meaning to brand image:	58
4.3.1	The reputation:	58
4.3.2	Brand Trust:	59
4.4	Relationship between Brand Communication and Brand Image:.....	59
4.5	Brand Image Relationship to Brand Trust	59
4.6	The agents that produce the image:.....	60
4.7	The main tools for measuring brand image:.....	60
4.7.1	Advertising pre-tests:	60
4.7.2	Explicit measures :.....	61
4.7.3	Implicit measurement:.....	61
4.7.4	Surveys and studies:	61
4.8	Successful brand:	61

Chapter 3 : The empirical study65

1. Presentation of the host organization:65

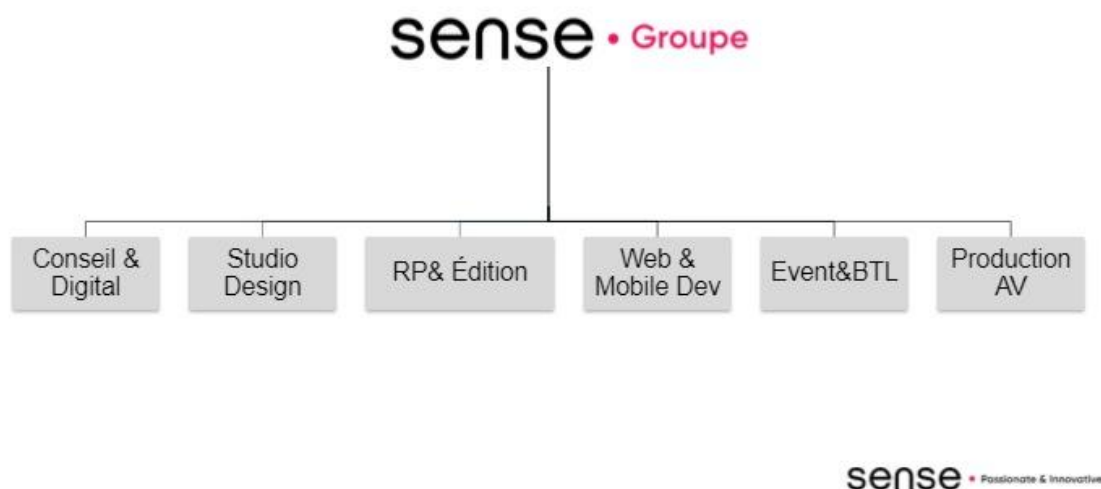
1.1	Sense Conseil:.....	65
1.1.1	Sense conseil's professions	66
1.2	Sense Conseil's clients.....	67
1.3	Presentation of the Ooredoo group:	68
1.3.1	Ooredoo group market:.....	68
1.3.2	Presentation of the company	69
1.3.3	History	69
1.3.4	Missions and objectives of Ooredoo:.....	70
1.3.5	Value of the Ooredoo Company:.....	71
1.3.6	The digital communications channels of Ooredoo:	72
1.3.7	Marketing Department:	74

2. Empirical study:76

2.1	Research methodology:	76
-----	-----------------------------	----

2.1.1 Presentation and objective of the survey:76
2.1.2 Survey sampling:77
2.1.3 Data collection:79
2.2 Analysis and interpretation of results:79
2.2.1 Data sheet:.....79
2.2.2 Summary of the survey:110

Organization chart



L'impact de la stratégie de communication digitale sur l'image demarque (Ooredoo).

Madame, Monsieur;

Dans le cadre de la préparation de notre mémoire de fin de cycle en vue de l'obtention d'un Master en management et stratégie d'entreprise à l'école supérieure de management dont le sujet de recherche est "l'impact de la stratégie de communication digitale sur l'image demarque (Ooredoo)", nous sollicitons votre attention afin de répondre au questionnaire suivant .

Toutes vos réponses seront anonymes et utilisées dans un but entièrement académique. Nous vous remercions pour votre précieuse collaboration.

*Obligatoire



1. Vous êtes : *

Une seule réponse possible.

Homme

Femme

2. Dans quelle tranche d'âge situez-vous ? *

Une seule réponse possible.

Moins de 18 ans Entre 18

et 25 ans

Entre 26 et 35 ans

Entre 36 et 45 ans Plus de

45 ans

3. Quelle est votre catégorie socioprofessionnelle ? *

Une seule réponse possible.

- Etudiant(e)
- Employé(e) Cadre
- supérieure
- Fondateur/CEO d'une startupFreelancer
- Retraité(e) Commerçant
- Sans activité professionnelle
-

4. Quelle sont les offres de la marque Ooredoo que vous connaissez ? *

Plusieurs réponses possibles.

- Gold
- switch
- Hanya
- Sahla Box
- Haya
- Dima
- Application YOOZ
- Aucune

5. Par quel canal de communication numérique avez-vous pris connaissance de cesoffres ? *

Une seule réponse possible par ligne.

	Site web de la marque Ooredoo	Les réseaux sociaux de la marque Ooredoo	Google Ads et facebookAds (les publications sponsorisées)	Bouche-à- orielle digitale
Gold	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Switch	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hanya	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sahla box	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Haya	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Diima	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'application	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YOOZ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Suivez-vous l'un des canaux digitaux de la marque Ooredoo/ réseaux sociaux ? *

Une seule réponse possible.

- Oui *Passer à la question 8*
- Non *Passer à la question 7*

Passer à la question 7

7. Pourquoi vous ne faites pas partie de la community digitale de la marque Ooredoo? *

Une seule réponse possible.

- Je ne suis pas les marques sur les réseaux sociaux. Ça ne
- m'intéresse pas le contenu de Ooredoo.
- Je n'utilise pas la marque Ooredoo donc je ne la suis pas sur les réseaux sociaux. Je ne savais pas que
- Ooredoo est sur les réseaux sociaux.
- Pas besoin de suivre la marque Ooredoo car toutes les publications sponsorisées sont visibles
- Autre : _____

8. Depuis quand vous suivez la marque Ooredoo sur les réseaux sociaux ? *

Une seule réponse possible.

- Moins d'un (1) mois Entre
- 3 et 5 mois Entre 5 mois et
- 1 an Plus d'un (1) an
-

9. Pour quelles raisons suivez vous la marque Ooredoo? *

Une seule réponse possible.

- Parce que c'est l'opérateur mobile leader. Un contenu
- informatif et intéressant.
- Parce que ça me donne le sentiment d'appartenance à la communauté digitale. Parce que c'est la marque de
- citoyen.
- Parce que Ooredoo partage les nouvelles sur ses offres. Autre : _____
-

10. A quelles fréquences utilisez vous ces canaux de communication digitale? *

Une seule réponse possible par ligne.

	Jamais	Moins de 1h	Entre 1h et 3h	Entre 3h et 4h	Plus de 4h
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitttterr	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
lnstagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Emaill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youttube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Siitte web	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchatt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Quelles sont les caractéristiques qui sont liées à la marque Ooredoo? Lesquelles vous viennent à l'esprit? *

Plusieurs réponses possibles.

- Meilleure couverture du réseau.Bonne
- qualité réseau
- Rapidité d'Internet Meilleure
- offre Internet
- Meilleur rapport qualité/prix
- Leader du marché de la téléphonie mobileVision
- novatrice
- Entreprise citoyenne Entreprise
- humanitaire Entreprise dynamique
- Organisateur d'événements
- Performance orientée clientsRéseau
- Instable
- Voleur Arnaqueur
- Service à la clientèle médiocreAutre :
- _____

12. A partir des caractéristiques citées dans la question précédente, selon vous quelles sont les 3 caractéristiques qui sont uniques à la marque Ooredoo? *

Choisissez 3 caractéristiques seulement.

Plusieurs réponses possibles.

- Meilleure couverture du réseau. Bonne
- qualité réseau
- Rapidité Internet Meilleure offre
- Internet
- Meilleur rapport qualité/prix Leader du
- marché de la téléphonie Vision novatrice
- Entreprise citoyenne Entreprise
- humanitaire Entreprise dynamique
- Organisateur d'événements
- Performance orientée clients Réseau
- Instable
- Voleur Arnaqueur
- Service à la clientèle médiocre

13. A quel point êtes-vous d'accord avec ses affirmations ? *

Une seule réponse possible par ligne.

	Tout à fait d'accord	Plutôt D'accord	Ni d'accord ni désaccord	Plutôt en désaccord	Totalement désaccord
Le site web et les réseaux sociaux de Ooredoo Algérie sont attractifs..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les réseaux sociaux publient un contenu de manière régulière..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les notifications sur les applications de Ooredoo sont visibles..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le site web de Ooredoo est facilement trouvable et la navigation sur le site est optimale..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14. Quel est votre degré d'interaction (ou d'engagement) avec Ooredoo sur les réseaux sociaux ? *

Une seule réponse possible par ligne.

	Tout à fait d'accord	Plutôt d'accord	Ni d'accord ni désaccord	Plutôt en désaccord	Totalement en désaccord
Vous réagissez fréquemment de manière publique sur les canaux digitaux de la présence de la marque ou les discussions autour de la marque..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vous entrez en contact avec la marque de manière privée sur la page Facebook, instagram ou twitter..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vous promouvez volontairement auprès de votre réseau une publication ou un contenu de Ooredoo (article,, poster une vidéo,, statut sur facebook,, storyie d'instagram...)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vous participez aux jeux concours organisés par la marque..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les messages de proximité de Ooredoo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. E-Réputation : *

Une seule réponse possible par ligne.

	Tout à fait d'accord	Plutôt d'accord	Ni d'accord ni désaccord	Plutôt en désaccord	Totalement en désaccord
Une réaction ou un commentaire négatif sur les réseaux sociaux de Ooredoo peuvent dégrader à vous l'image de marque de Ooredoo..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
La réactivité et la façon de répondre aux messages privés c'est l'élément clé de la réputation..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Le nombre de personnes qui suivent et interagissent avec ses pages reflète la bonne réputation..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
L'interactivité de la marque avec ses clients et la continuité à donner ses nouvelles sur les réseaux sociaux est très précieuse pour renforcer la réputation..	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Les messages de	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Sur quels critères souhaiteriez-vous que Ooredoo apporte sur sa communication digitale? *

Plusieurs réponses possibles.

- Les options de ses applications.
- Plus de détails sur les offres de la marque.
- Sa relation client et service client via ses canaux digitaux (l'interactivité).Plus de visibilité et Ads sur les différents réseaux sociaux.
- Le storytelling (raconter une histoire).
- La créativité et l'innovation.
- Sa communication Digitale globale.

Autre : _____

Ce contenu n'est ni rédigé, ni cautionné par Google.

Google Forms

