

## MODERN E-MARKETING STRATEGIES

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### Abstract

E-marketing has provided small and medium-sized companies with tremendous opportunities and multiple options to increase their popularity, grow their sales and profits, so they can reach customers all over the world, without being restricted by geographical borders and at the lowest cost, which has enhanced their ability to compete against major brands. Businesses make their efforts towards digital marketing strategies to make the most of them. On this basis, our research has addressed: the concept of marketing, the concept of e-marketing, the importance of e-marketing, types of e-marketing strategies, e-marketing skills, e-marketing tools, and the main contemporary marketing trends of 2022.

**Keywords:** Internet, e-marketing, recent trends, marketing thought, contemporary strategies.

### Introduction

The global Economy Is witnessing important transformations résultent frome variions data, the Most proéminent and Most important of winch are technologisa développements, especially tosse relate to remote communication systems, in addition to the information revolution and the sovereignty of information technology, which led to the transformation of many economies of the world to take advantage of the speed and effectiveness it provides, as well as to change the foundations on which business organizations rely in competition, and achieve competitive advantages that enable them to serve their target markets efficiently. All these advantages are achieved by communication technology via the Internet, which has become one of the important means of doing business and managing marketing activities, especially after the increasing use of computers and information in the conduct of economic activities, as well as the increasing value of information more and more when relying on it properly became the main engine for the financial and business sectors, and in light of this, electronic services have developed and include all investment services, including banking services, securities management, communication with international financial and banking institutions and marketing their services. Through many electronic systems.

Digital marketing has come a long way since its emergence in the nineties of the last century, and with the development of means of communication and the ease of access of individuals in most countries of the world to the Internet, the need to digitize business projects and invest in modern marketing methods has become a necessity.

The digital era began with the emergence of the first web platform (Web 1.0), which allowed people from different parts of the world to access the world of the Internet and explore content, but they could not then share any content, and this generated some doubt among marketers about the effectiveness of the Internet and the possibility of investing it in marketing companies' products and services.

In 1993, HotWired adopted the first clickable advertisement on the Internet, followed by many other companies, and by 1994 many new digital marketing trends appeared, and this year marked the emergence of the first global search engine, Yahoo.

It was followed in 1996 by many other search engines, such as HotBot, LookSmart and Alexa, thus increasing the number of visitors and browsers who relied on those engines to search for their needs, which turned the attention of companies to the importance of designing their own sites and ensuring that they reach the first search results, and the search giant Google appeared in 1998 announcing the largest shift in e-marketing trends with an amazing increase in the number of browsers.

Thus, e-marketing is the application of a wide range of information technology with the aim of reaching the reshaping of marketing strategies to increase the benefits obtained by customers through the effective retail of the market and the development of an effective e-marketing mix that increases the efficiency of institutions and building good relationships with customers, in addition to that improving the quality of services is a prerequisite for the sustainability of institutions and companies, quality is the provision of service in the style designed for it without any deviations, provided that it has been well prepared to meet the needs and desires And customer expectations, and therefore the quality of banking services is usability or suitability for use, conforming to specifications and achieving outstanding performance to achieve competitive quality by providing the best offers to it.

**The importance of the topic:** The importance of the topic stems from the role played by companies and commercial institutions around the world to make their work successful and achieve their marketing goals, using the Internet and all other electronic business in providing services efficiently and effectively, i.e. ensuring their quality to customers, in addition to the continuous technological development that it is trying to achieve to diversify its services to satisfy its customers by using e-marketing techniques and providing a database that helps them achieve competitive advantages.

#### **Research Objectives:**

- 1- Highlighting the role of e-marketing, which has become a necessity for institutions to communicate with their environment and facilitate electronic transactions with the least effort and time to achieve quality.
2. Highlighting that the development of the quality of services and information and communication technology raises the efficiency and performance of services.
3. Keeping Algerian institutions in line with the international standards imposed by the global economic arena and international institutions to promote economic activity.
- 4- Encouraging traditional commercial institutions to adopt the concept of e-marketing and the application of quality.

**Problematic: What is the impact of e-marketing on the quality of services at the present time?**

**Sub-questions:**

- 1- What is the concept and reality of e-marketing?
2. To what extent does e-marketing contribute to providing an information base that helps institutions to achieve the quality of dealing with customers?
3. Have modern strategies helped to develop e-marketing and provide new services?

**Hypotheses**

1. The relative importance of the evaluation indicators used by customers to judge the level of service provided to them by e-marketing institutions varies.
2. There is no relationship between the provision of an information base and the quality of electronic services required by the public.
- 3- There is a relationship between e-marketing strategies and the quality of services.

**Methodology used:** In order to study the problem and analyze its dimensions, causes, results and to answer the problem at hand, the study was carried out based on the descriptive and analytical approach.

**Research Plan:** Through this research, the concept of marketing was addressed, the concept of e-marketing, the importance of e-marketing, types of e-marketing strategies, e-marketing skills, e-marketing tools, the main contemporary marketing trends for the year 2022, with the detail of each of these elements, which requires a wide explanation, without forgetting to provide recommendations in the conclusion to facilitate e-marketing for Algerian institutions.

**The concept of marketing:** It is a set of business operations that include the distribution and sale of services or products, and it can be said that it is a way to organize the process of selling goods by determining their prices, and means of advertising them, which is the activities that make people aware of the products of a company and institution, and make sure that these products are available and can be purchased.

**E-Marketing:** refers to the promotional activities and efforts conducted through the Internet and various digital channels to advertise brands, products and services, as it uses all electronic media to reach target audiences and attract potential customers, in addition to retaining existing consumers, and building brand identity online.<sup>1</sup>

It also aims to facilitate commercial transactions, and achieve the marketing goals of companies, especially as it gives users more convenience, and meets their needs at more competitive prices, so e-marketing differs from traditional in the essence of the means of communication, as it depends on the web mainly to conduct all marketing practices such as promotion, advertising, selling, analyzing advertising campaign data, etc., while traditional marketing is based on offline strategies.

**The importance of e-marketing:** Companies of all sizes need e-marketing strategies to grow and prosper, as they work to communicate with a larger audience that is difficult for traditional marketing to reach, which gives them a great opportunity to expand the customer base, and enhance credibility and trust in the brand.

**1- Competition with large companies:** If the company is a startup or a small project, it is

difficult to market the brand by paying thousands of dollars to launch advertising campaigns on television or newspapers and magazines as giant companies do, and fortunately, digital marketing provided strong opportunities to compete in front of large companies, using effective and successful marketing strategies.<sup>ii</sup>

Suppose that an online store selling smart watches, you can include the search engine marketing strategy within its plan, through keyword selection tools it can know the most important phrases that its audience is looking for, to be used to create original high-quality content, while following the best practices for SEO and thus ensuring that the store reaches potential customers.

**2- Targeting a specific audience accurately:** One of the most important advantages of e-marketing is the superior ability to target specific and highly customized audiences, as a specific audience can be targeted in a geographical area, according to customer preferences, interests, behaviors, or demographic characteristics, such as: age, gender, place of residence, marital status, income level, or based on keywords they are looking for, and related to the business.

For example, it is possible to launch a promotional ad to a custom audience of customers who interact with the content displayed by the company's Facebook page, or who have previously browsed the online store, in addition to excluding a certain segment of users, and this is known as the feature of custom or similar audiences available on marketing channels, to focus efforts on potential customers closest to completing purchases.

**3- Engaging target customers:** Involving the target audience in all stages of the sales funnel is one of the most important advantages of e-marketing, for example, the customer can be urged in the stages of awareness and interest to communicate with the company online, and then, encourage him to complete the purchase process, and get positive feedback about the product. Digital marketing also allows tracking the customer's journey from browsing the store to exiting it, which helps to understand the buyer's personality, and analyze his steps in the path of the journey, and this gives tremendous opportunities to ensure the customer's connection to the brand, and improve the user experience.

**4- More measurable:** The benefits of e-marketing extend to the ability to know the most important KPIS and submetrics, such as the number of shares, the rate of ad reaching the audience, click-through rate, the size of followers, when they browsed the store, the number of pages they visited, the devices they use, the conversion rate, etc.<sup>iii</sup>

In traditional marketing, it is impossible to know how many customers have bought a product after watching a TV commercial, for example, and it is difficult to monitor the ways consumers interact with the brand before making purchases, while e-marketing gives the most accurate results in real time, and the most prominent data about customer patterns and behaviors, and thus be able to identify the marketing channels that focus efforts on, or measure the success of the marketing campaign goals, and calculate the positive return on investment (ROI).

**5- Improving the conversion rate:** Once you measure the performance of online marketing campaigns, it is easy to know the weaknesses and strengths in them, and this helps to develop strategies to achieve the greatest amount of conversions, and not only that, digital marketing may contribute to converting potential consumers (customers) into permanent and loyal

customers, and thus the company achieves the highest sales and revenue rates compared to traditional marketing.

**6- More cost-effective:** E-marketing allows the ability to track promotional campaigns daily, test their quality, and determine whether they will achieve a positive return on investment or not, and allows marketers to reduce or deactivate the budget of any advertisement in a particular channel, in addition to the freedom to choose the marketing channel in line with the budget that has been set, it may not be suitable for the company to promote through search engines and pay for clicks, and prefer to promote marketing via Facebook to ensure the rationalization of its expenses, and obtain a benefit Bigger than her money.

**7- Ease of changing marketing strategies:** Develop and develop e-marketing strategies; a necessary procedure to launch advertising campaigns successfully, but some problems or challenges may arise that prevent the implementation of the plan as it should, such as the audience not interacting with the advertisement as planned, if this happens, the strategy management can modify it at any time you want, and adapt to it easily compared to traditional marketing methods.<sup>iv</sup>

Many marketing campaigns can also be run across different channels simultaneously, which promotes increased brand awareness, making the audience more familiar with the company's activity, in addition to dealing with hundreds of customers at the same moment, and providing them with the best service.

**Types of e-marketing strategies:** There are many types of e-marketing according to its different channels and strategies, and each channel has its audience and techniques that achieve the company's goals, of these types:

**1- Social Media Advertising: Social media platforms are one of the best methods of e-marketing, as social media marketing requires effective plans and consistent and coherent efforts to maintain the consistency of publications with the brand, and unlike traditional ads, social networks add a strong interactive dimension with customers in addition to focused targeting the audience.**

Social media marketing can be classified into two parts, the first is organic or free, focusing on building brand identity on social media, strengthening relationships with customers, working to increase loyalty and trust in the company's products and services, by sharing meaningful and attractive posts with the public, responding immediately to users' comments and inquiries, developing discussions with them, and contributing valuable ideas related to their interests during conversations. The second type is paid marketing through social networking sites, as it gives you to create advertising campaigns for a fee to promote your brand, and sell your products and services, if you launch successful ads through these platforms, you guarantee more sales.

To start social media marketing, it is necessary to know your audience accurately to determine the appropriate marketing channels, because it includes several strategies, such as marketing via Instagram, Facebook, YouTube, Twitter, LinkedIn, Snapchat, Pinterest, and others, and marketing teams often use them to create viral campaigns that resonate widely for brands.

**2- Content marketing:** Content plays a pivotal role in all e-marketing strategies, as it is an

effective way to convey information, tell a story, solve a specific problem facing the audience, etc., and its goal is often to increase brand awareness or urge followers to take action to become an actual customer, such as buying a service, or subscribing to the mailing list, and types of content marketing include:

**A- E-books:** Not only is it a tool to educate the public, but it can be included in the content marketing strategy to provide more in-depth value to customers, and enhance the credibility and seriousness of your business, for example, you may launch an e-book and invite potential customers to download it for free; in exchange for subscribing to the mailing list.

**B- Visual content:** You can promote your brand through digital video marketing, in addition to producing multimedia and graphics that help the audience understand and understand, such as infographic and motion graphics.<sup>v</sup>

**C- Podcasting:** Podcast production is a really tedious process, but it is worth it because it is one of the content marketing strategies that has achieved great success for many companies, as you can create unique audio content to address and influence your audience.

**D- Blogs:** Many companies resort to marketing their products or services by writing articles; and sharing them with the public through blogs, so why not think about creating a professional blog to market your brand.

**3- Email marketing:** Email is still one of the most effective ways to promote brands, as it is used to direct marketing messages to the target audience for several purposes, including gaining new customers, retaining existing customers, and promoting a product. What distinguishes this strategy is that it helps to communicate continuously and regularly with the audience on the mailing list, thus building strong and solid relationships with customers.

You can start implementing an email marketing strategy by selecting an email service provider, such as Google, Yahoo, and MailChimp Next, design a mailing list by urging potential customers to subscribe to newsletters in exchange for benefiting from a simple service, so that some of their personal data such as name and email are obtained at their own will, and then plans to implement the marketing campaign.<sup>vi</sup>

An email marketing strategy includes many types of messages that you send to the audience, including:

**A- Welcome messages:** This content leaves a good and distinctive initial impression on customers, especially as it is the first message that reaches the customer immediately after subscribing to the mailing list.

**B- Newsletters:** Directed to customers weekly or monthly to clarify the latest developments and developments in the company's field of work, and may include important tips, or the latest trends in the industries they are interested in.

**C. Promotions:** E-mail marketing campaigns usually contain promotional messages for a new product or service, or offers and discounts for mailing list subscribers.

**D- Reminders:** If the organization has an online store, and you find some customers putting products in the shopping cart without completing the purchase, it is possible to send personalized messages that convince them to complete the process.

**4- Affiliate marketing:** One of the most common e-marketing services, and affiliate marketing



was called by this name because the digital marketer gets a specific commission in exchange for the customer performing a specific action, such as completing purchases. This method is profitable for the three parties brand, marketer, and customer. The company grows its sales, the second earns its commission, and the third meets its needs.

The e-marketer often starts this strategy by subscribing to a program created by the company to pay commissions, and his idea is to create unique links to track traffic directed to the online store, and then the e-marketer publishes it on his blog, for example, to obtain a certain percentage of the sales made by it, so this promotional method is one of the types of performance marketing.<sup>vii</sup>

As a company owner, you can start this strategy by searching for affiliates on social media, posting unique links on other sites and blogs, and perhaps using video ads through the YouTube Partner Program.

**5- Influencer marketing:** Influencer marketing has become an essential part of the digital marketing strategies followed by major brands, as it is a marketing method that depends on promoting products and services through celebrities and influencers through social networking sites.

Its importance lies in the loyalty and trust of followers in influencers, in addition to the ability of celebrities to convert the audience into new or permanent customers of the brand, which contributes to the growth of sales and revenues as well as increasing brand awareness, depending on the influencer's audience instead of waiting to build your own audience.

To start the influencer marketing strategy, you must first identify the appropriate influencer areas for your business, then study the influencer's audience, and make sure that it has followers who have characteristics in common with the buyer personality that you have identified, so there are several criteria for choosing the right influencers, such as the percentage of followers' interaction with their posts, the quality of the content provided to the audience, their willingness to collaborate with the brand, etc.

**6- Search Engine Optimization (SEO):** This strategy refers to the techniques and practices used to configure the company's website on search engines, to top an advanced ranking in the first page results when the public conducts searches related to its work, and helps it increase the speed of its website's web pages, make it more compatible with smartphones, and generate backlinks, which enhances organic visits to its site.<sup>viii</sup>

For example, if you have a jewelry store in Algeria, and you want to make it more visible in the search results when a user searches for "buy Algerian gold", then follow an SEO strategy . Well, first you need to develop the right content strategy for your business, know the keywords associated with your business, and be familiar with SEO strategies.

**7- PPC advertising:** PPC ads aim to increase sales or visits to the online store directly, meaning that the advertiser pays the cost of advertising based on the number of clicks, and many types of this strategy branch, most notably search engine marketing SEM, or what is known as Google ads that appear at the top of the search results page.

You can also pay for clicks in the ads of the Twitter platform, and other social platforms, for example, you may launch a campaign aimed at increasing the downloads of a new application

on the followers' phones, and choose Twitter ads for this purpose, especially as they offer them to users who are likely to click on the download action, and whatever the percentage of ad views, you will only pay money for the rate of clicks and access to the App Store.

**8- Online Public Relations:** Some think that marketing activities for public relations cannot be carried out virtually, which is a completely wrong belief, as there are many companies that have succeeded in activating public relations via the Internet, to build brand awareness, create positive digital stories, strengthen the relationship with customers, and improve the reputation of the brand using electronic media, and what distinguishes it from traditional public relations is the ease of measuring its goals, and using more accurate measures.

The Digital PR strategy includes creating a list of targeted journalists, communicating with them via social networks, and you may need to engage in customer reviews about the services and products they buy from the brand online, so the marketing objectives of the strategy should be determined first, know the customer well, and then develop a solid plan and schedule for the PR campaign.

**9- Digital billboards:** We encounter these ads while browsing websites, as they appear in an attractive digital board that guarantees a brief marketing message, and are similar to those advertising banners placed on the sides of highways, or printed in newspapers and magazines, but they are in a small digital image that the public sees online, and are characterized by being easy to track and measure in real time, in addition to great control in the process of targeting the audience compared to traditional boards.

If the integration of digital billboards into the marketing plan is considered, you must identify the sites and channels through which the ad is shown, participate in an advertising campaign on social platforms, or publish it on a specialized website visited by millions of users who have the same interests as the store audience, and the ad is likely to meet their needs or direct them to the online store.

**10- Free Samples:** It is the implementation of marketing by providing free samples of the marketing product, for example, when marketing a certain type of food, companies provide free samples of it to customers in order to try them and encourage them to buy, and other examples of this are the doctors' clinics provide some free consultation and treatment hours. 4]

**E-marketing skills:** Due to the multiplicity of types of e-marketing, the list of skills that must be available in digital marketers has expanded, as entrepreneurs and owners of startups usually prefer to cooperate with competent marketing specialists, who have professional and personal skills that push them to enhance the emergence of brands, and the growth of their popularity and revenues.

**1- Planning and Organizing skills:** The e-marketer needs planning and organization skills constantly, without which he will not achieve the desired results from advertising campaigns, as it helps him create marketing plans, write content in its various forms, in addition to managing and organizing available resources, and optimizing their use, as well as using them to set goals and key performance indicators. KPI

**2- Writing and Composing:** Before hiring any electronic marketer, it must be verified that he is familiar with the arts of authorship and editing, as content is the essence of digital marketing,



and absolutely indispensable in all strategies used to promote brands online, so it is necessary to search for marketers who have the ability to write useful publications, marketing articles, and attractive advertisements of high quality.

**3- Manage paid ads:** Managing paid ads on social networking sites or search engines is one of the necessary skills for e-marketing, because creating ads is not just marketing content only, but includes checking and increasing its quality, and formulating it in accordance with the language and interests of customers, in addition to appropriate targeting of the audience, and testing ads to predict their success or not.<sup>ix</sup>

**4- Creative thinking:** Digital marketing requires a combination of creative and strategic thinking to develop ideas and improve marketing plans, as the successful e-marketer exploits this skill to create attractive content, create new methods and methods that urge the audience to interact, in addition to finding creative solutions to overcome the challenges and problems that may face him at any time.

**5- Communication and persuasion skills:** A professional digital marketer uses effective communication skills to speak with the public, listen to it with great care and focus, in addition to understanding how to deal with different customers, and help him improve marketing messages and make them more effective, and direct them to the audience in an appropriate, clear and interesting way. These communication skills contribute to persuading consumers and influencing their decisions in general.

**6- CRM: Many companies are interested in employing e-marketers who have sufficient skill to manage customer relationships, to understand the needs of the target audience, and manage the relationship between the brand and the customer, so it is not limited to communicating with consumers only, but includes analyzing customer data, measuring their satisfaction with products or purchasing experiences, and aims to improve the performance of the organization, and build trust between the brand and the public.**

**7- Basic design skills:** It is not a requirement for the digital marketer to be an expert in graphic design, but he should be aware of the basics of design that distinguish him from his competitors, as he is often responsible for designing, modifying or processing attractive images before sharing them on marketing channels, and this is necessary, because visual content increases the percentage of brand visibility in front of the public online, and greatly affects the rate of conversion and purchase.

**8- Data analysis:** Data analysis skills are essential for any professional e-marketer, and fortunately, many marketing channels provide tools and reports that facilitate the process of data analysis, such as the Google Analytics tool, and the importance of data analysis lies in understanding more about customer behaviors, delving into the target market, in addition to making the best decisions to improve marketing campaigns.<sup>x</sup>

**9- Marketing automation skills:** The digital marketer needs marketing automation skills that help him carry out many tasks automatically, as they are techniques that save time and effort and make marketing activities more organized and consistent, so it is necessary to be familiar with marketing automation tools, especially those used in scheduling publications, sending newsletters, and promotional offers via e-mail, in addition to techniques for tracking marketing

campaigns, and organizing data easily.

**E-marketing tools:** E-marketing tools contribute to the implementation and success of promotional plans, as they make strategies more effective, provide the business with better results, and help improve and measure performance, one of the most important e-marketing tools, **the Ana tool:** helps in managing the digital marketing team remotely, building customized dashboards according to needs, in which projects and objectives are clarified, in addition to writing notes and following up on tasks and work carried out, and other powerful features that drive your business to success.

**1- Google Analytics:** Google Analytics gives a greater understanding of site visitors and their behaviors, and measuring the effectiveness of the campaign, as it provides many important statistics and performance indicators such as the number of store visitors, their demographics, and knowing the customer journey within the site and how he browses it.

**2- TweetDeck:** One of the most important digital marketing tools acquired by the Twitter platform, it allows users to manage many accounts on Twitter at once, with the ability to edit and schedule tweets, as well as adding photos and videos, and responding to customers.

**3- Hootsuite:** This tool enables you to manage pages on social networking sites in one place, starting from scheduling and sharing content with the target audience, to implementing and analyzing advertising campaigns across multiple marketing channels, without entering each channel separately.

**4- Hubspot:** One of the most popular digital marketing tools, it helps to create a content strategy, manage multi-channel marketing campaigns, track them in one place, perform A/B tests, as well as web hosting, etc.

**5- MailChimp:** A leading email marketing tool that helps set up and improve promotional messages, conduct A/B tests and target audiences, provide email templates and landing pages, and direct messages to thousands of customers with the click of a button.

**6- Ahrefs:** A great tool in SEO and marketing through it, it gives powerful data to analyze the site, learn more about competitors, monitor their performance, in addition to identifying the most important keywords related to the activity, checking technical errors in the store, and other features.

**7- Google Keyword Planner:** A free tool aimed at configuring and improving sites for search engines, by discovering the most popular keywords among the target audience, knowing the volume of search for them monthly, in addition to creating word plans to launch new campaigns based on important data and indicators, such as the cost of advertising appearing in keyword searches.

**8- BuzzSumo:** The importance of this tool lies in discovering the appropriate content for the site, which is expected to achieve satisfactory results, as well as the sources of content with multiple data and statistics, such as the percentage of content engagement on social networks, and the most popular articles on a particular topic.

**9- VWO:** This tool helps to optimize marketing advertising, calculate the expected return on investment, through a set of useful techniques to know the size of the A/B test sample, the appropriate time duration to conduct the test, discover the amount of expected revenue, analyze

landing pages, etc.

### **Key Contemporary Marketing Trends for 2022:**

**1- More investments in artificial intelligence:** In today's world, we cannot consider artificial intelligence as just a subject of science fiction, but it has become a lot of income in our lives. An example of this is the prevalence of chatbots, the virtual people responsible for responding to customers and who came to replace real people.

Through these robots, the company can answer questions that come from the customer's side, telling them about the delivery status of their products as well as entering some products.

The use of artificial intelligence in marketing is not limited to answering customers by default, but also includes recognizing a person's voice, thanks to the growth and development of voice search tools and personal assistant tools such as Amazon and Alexa.

And Google Smart Home, the current trend indicates that investments on this type of technology are likely to increase in 2023.

AI has great potential to improve user experience, and this is more than just reason enough for many companies to add AI to their normal business activity.

**2- Use private chat to respond to customers across sites:** For a long time, email and phone have been the primary means of communication for companies with consumers, but social media has transformed and changed this fact that has been fixed for a long time.

In addition to the usefulness of these tools in capturing the public's attention, social media can act as channels for responding to customers.

Facebook, Twitter, and Instagram, for example, help entrepreneurs send direct messages, and as a result, many companies have rushed to use private chat tools to communicate with the public.

This brings great possibility to communicate with the customer in a wonderful, personalized and private way at the same time, which is very important for the relationship between customers and brands.

Added to the marketing trends for 2022 is the use of messaging applications such as WhatsApp and Telegram to establish communication with users.

WhatsApp, for example, has been used for some time in sales, especially after the platform launched its release for WhatsApp Business, but it can go beyond using these applications to share promotional work and developments to create lists of broadcasts,

In the future, it will be possible to complete the purchase through these applications.

**3- Greater customization of user experience:** Another promise for the world of marketing, successfully tested by many companies, is the customization of the user experience.

Providing contents and services developed and modified to suit users and their privacy is not only a distinctive factor, but has become an urgent need, it is enough to look at the feed section on any means of communication, all social media include suggestions and recommendations based on profile (personal account) and browsing habits for each user,

In addition to gaining user admiration, this increases interaction with the content in the end, the chances that a person will interact with content that interests them.

There are many consumers who prefer to buy from brands where offers and recommendations

are offered that suit their interests.

For this reason, if the company aspires to gain more customers for 2023 it should offer a well-customized experience to users.

If it has a specific strategy in the field of email marketing, for example, it can send offers and newsletters to suit the profiles and interests of each user.

**4- Increasing the demand for audio content:** There is a great advantage and represents one of the marketing trends for 2022, which is the production of audio or audio content, this happens because users are looking for quick experiences and want to consume important content from anywhere.

There are many ways in which content in the form of audio is presented to the public, such as adding a player or video player within blog articles.

Instead of reading the text, the visitor can click on the button and listen to the recorded version while performing other actions and actions, but without a doubt, the type of content that exploits the benefits of audio is definitely podcasts. With this in mind, you can create a podcast chart and present important content to the audience, this strategy helps to increase brand reach and increase engagement rates as well.

That's why, if a company wants its brand to progress and evolve in 2023, it should never hesitate to invest in podcast format.

**5- Increase in visual search:** It is an example of marketing trends for the year 2022, which seeks to improve the user experience who cares a lot about the visual element, **this improvement allows conducting a search from an image or** screenshot, for example.

There are many equipment and tools that offer such a resource, such as Google Images or Google Photos, Google Lens and Pinterest Lens can also be relied upon so that the user can see an item that interests him, take a picture or screenshot of it, and search for similar products across stores and virtual stores.

To get a good position among the search results, it is indispensable to apply SEO strategies in the images within the Business site, and this is based on entering Alt-text or alternative text for the image as well as a small text that serves as a description of the image, and these procedures help algorithms to understand and realize that the site or the content of this image is exactly related to what the user is looking for.

**6- Growth in reliance on influencers marketing: Among the marketing trends for 2022, which is an extension of the previous year, is the strategy of relying on digital influencer marketing or digital** influencers marketing and the promotional campaigns they do.

Influencers are people who create content on social media and online platforms, such as Facebook, Instagram and YouTube.

From this content, they can influence the behavior and behavior of the audience.

Looking at this market, we notice that many brands and brands in the market have begun to rely on establishing partnerships with these Digital Influencers to promote new products, it is known that these influencers have a large audience and fans, and this has an important role in the possibility of the entrepreneur making a lot of sales based on the guidance of the digital influencer.

This will continue in 2023, as the influencer market continues to grow and is indeed an important strategy.

The difference is that it is currently no longer necessary to focus on profiles that have thousands of followers on social media, but now attention is drawn to micro influencers, that is, those who have fewer followers, but who are of great importance and are already considered a reference in the market in a particular field.

**7- Enhancing the role of video marketing or video marketing:** Video marketing or video marketing is one of the biggest bets that occurred by the end of 2019, and it continues to be one of the biggest marketing trends for 2022.

Every year, videos shine as a format of content that is considered a favorite among users while consuming information online, it is an easy way to absorb content, can be adapted to many devices, as well as being an educational tool more than just presenting texts.

In addition to providing information and educating users, online videos are a means of helping to make decisions.

As we know, video is one of the most influential means among users, and it is one of the most influential means of influencing users' purchasing decisions, as it helps generate empathy between them and the brand.

If a company wants to increase its brand reach and win customers, you should not forget to use this important and interactive formula, even if its business is small or limited.

Through technological advancements, content of quality, even for devices and smartphones, can be produced in the coming years.

#### **The end:**

Marketing is one of the ideas and concepts that have existed for a long time, as people used to gather in the markets in order to exchange various products, and with the advent of money and money, the concept of marketing became dependent on buying and selling, as marketing activity did not actually exist, and developed with the emergence of foreign trade between countries, and relied mainly on the existence of commercial markets that contain a range of different products, but many marketing issues did not appear in that period, because the markets were dependent In the past on the role of sellers in displaying their wares.

With the development of time and the emergence of the industrial revolution, this led to an increase in production, which contributed to the emergence of competition between producers and sellers, so the markets turned into consumer markets, where many products were offered with alternatives to them, and this led to activating the role of marketing as the appropriate means to obtain profits in the market, and it became with time an administrative and economic science, and helped to provide many studies to follow the behavior of consumers, in order to identify their motives in purchasing goods and services, and then Work to promote them in a correct way.

As stated in our research, 2022 is a year that has recently arrived, and it certainly holds for every entrepreneur a lot of opportunities and investments.

In order to reach such goals, it is indispensable to take care of marketing and marketing strategies, but by focusing on these new and modern trends, this has a significant impact on the



amount of success they can achieve.

**Recommendations:**

- 1- Algerian institutions and companies should study the development of the technological culture of their customers and understand the extent to which they accept electronic services before developing a strategy in this field.
- 2- The Algerian authority should help customers adapt and respond to the new electronic infrastructure using appropriate software.
- 3- Algerian institutions should benefit from the experiences of others and pioneers in this field, especially in developing countries.
- 4- The Algerian authority should link electronic payment to electronic commerce by developing a modern law in line with the events of the times regulating this type of trade.
- 5- The modernization of institutions is linked to the continuous training of their employees as well as the development of a new technology base in information and communication.
- 6- Technology must be developed through the research and development function to survive in the electronic market, especially since this sector is constantly evolving.
- 7- The integration into the new economy requires speed in implementation, and this is done only by thinking about the development of new patterns, and therefore must think about converting the Internet from the use of ordinary threads (cables) to the use of satellites (satellites)

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