

The role of E-marketing and social media in the efficiency of E-commerce- Analytical study : case of Algeria and Egypt

دور التسويق الإلكتروني ووسائل التواصل الاجتماعي في نجاعة التجارة الإلكترونية -
دراسة تحليلية لحالة الجزائر ومصر -

Nadjat Wassila Belghanami

University of Bechar (Algeria), Development and Entrepreneurship Lab,
wacila20006@hotmail.fr

Received: 25/03/2022

Accepted: 05/07/2022

Published: 07/07/2022

Abstract:

The spread of the new Corona virus in most countries of the world has led to the freezing of various economic and social activities, so that the world finds itself in front of the need to rely on digitization in order to ensure the continuity of some vital sectors such as trade, as an inevitable option that contributed to its recovery. Digital technology was resorted to through portals and platforms Digital such as Amazon and Alibaba, Microsoft companies, electronic lecture technologies, and the use of social networking sites in order to raise sales and services. Therefore, through the study, we try to identify first the study terms for electronic commerce and electronic marketing and their most important drivers, then an analytical reading of the contribution of digital transformation to the efficiency of digital marketing and e-commerce in light of the Corona crisis for the case of Algeria and Egypt.

Keywords: E-Commerce, E-Marketing, Internet, Websites, Social Media.

JEL Classification Codes: L81, M31, L86

المخلص:

أدى انتشار فيروس كورونا المستجد في جل دول العالم إلى تجميد جميع مختلف الأنشطة الاقتصادية والاجتماعية، ليجد العالم نفسه أمام ضرورة الاعتماد على الرقمنة من أجل ضمان استمرارية بعض القطاعات الحيوية كالتجارة، كخيار حتمي ساهم في انتعاشها. عليها تم اللجوء الى التكنولوجيا الرقمية عبر البوابات والمنصات الرقمية مثل شركة أمازون وعلي بابا، شركات مايكروسوفت، تقنيات التحاضر الإلكتروني، واستخدام مواقع التواصل الاجتماعي في من أجل رفع مبيعاتها وخدماتها. عليه نحاول من خلال الدراسة التعرف اولا على مصطلحات الدراسة للتجارة الإلكترونية والتسويق الإلكتروني واهم محر كاتهما ثم

¹ *Corresponding author: Nadjat Wassila Belghanami, e-mail: wacila20006@hotmail.fr.*

قراءة تحليلية لإسهام التحول الرقمي في نجاعة التسويق الرقمي والتجارة الالكترونية في ظل أزمة كورونا لحالة الجزائر ومصر.

كلمات مفتاحية : تجارة الكترونية، تسويق الكتروني، انترنت، مواقع، التواصل الاجتماعي.

تصنيفات JEL : L86 ،M31 ،L81

1. INTRODUCTION

E-commerce has witnessed significant growth in recent years, and all indications are that this growth will continue in the coming years. The volume of e-commerce in 2022 amounted to about 4.88 trillion U.S. dollars worldwide. This figure is forecast to grow by 50 % over the next three years, reaching about 6.5 trillion dollars by 2023 and 7.4 trillion by 2025 according to Statista forecasts. (Stephanie , 2022) This huge growth in the volume of e-commerce has stimulated the establishment of electronic stores in terms of increased sales, or buyer behavior. In addition to some modern technologies that have created a revolution in the field of e-commerce, such as artificial intelligence, machine learning, augmented reality, voice search, and more. And with the emergence of any of the natural or industrial disasters, the occurrence of crises in its various forms, or the spread of deadly epidemics, there are usually two sides to influence at various levels, one of which is positive and the other negative of course. As the outbreak of the new Corona virus “Covid-19”, some government measures and measures required the closure of many and many traditional shops and markets, and the imposition of curfews on all individuals across the country, in an effort to reduce mixing between individuals, which helped the popularity of electronic commerce, electronic stores and products The best-selling and online shopping in general around the world. Which in turn led to a huge and severe revival in the movement of buying and selling via the Internet, service providers and entrepreneurs relying on e-commerce? Many social networks have also made it easier to sell directly on their pages, as buyers can click on a specific product in a post, blog or photo on social media pages, and they will go directly to the product page to complete the purchase.

The research question : the core question of our research paper focuses on answering the following essential question: *How can e-marketing and social media be used to promote e-commerce and drive sales of online sales sites? And taking into account the current conditions that the world is experiencing after the Covid-19 crisis?* To further clarify the problematic, we can ask the following questions:

- What social networks are potential customers active in and what products are they interested in?
- What's the online marketing? What are the most important methods of successful e-marketing?
- What is the reality of digital transformation indicators and what are the most important products marketed in the wake of the pandemic?

The importance of the study: In this regard, it is worth noting that e-marketing is one of the most important soldiers for success in e-commerce and the promotion of the goals of the e-store or online sales site, and this can be done through professional recruitment of the most important various E-marketing methods. As E-marketing is the fertile platform for e-commerce, “through this research paper, we will be exposed to the most important and prominent e-marketing methods that must be relied upon in promoting e-commerce goals for all owners of online sales sites and e-stores.

The objectives of the study: are reflected in the following points:

- Knowing the requirements of e-commerce.
- Learn about the types of e-commerce.
- Identify the pillars of e-commerce and its challenges.
- Referring to a group of easy and simple ways that enable you to break into the economic world with the fewest possible resources.
- Learn about a set of statistics on the world of e-commerce and the volume of money traded in it.

Study methodology and structure: We relied on the descriptive-analytical approach to identify the conceptual approach to e-commerce. Referring to the reality of its contributions and identifying the reality of the statistical indicators of the reality of digital transformation and its greeting structure.

2. The conceptual framework of electronic commerce:

The first axis was devoted to familiarity with the subordinate and essential reformer of our study in terms of theoretical rooting, and by that we mean the term electronic commerce.

2.1 The definition of electronic commerce:

The original term in English E-commerce or Electronic Commerce, it refers to every commercial activity that can be completed based on modern Internet technology, and what is meant here by commercial activity is not only the purchase and sale of tangible goods and products, but also what includes the purchase and sale of intangible services As well as digital products, which include online auctions, ticket reservations and electronic banking transactions. (Bassam , 2003)Simply, every business depends on

the Internet to complete all or some of these tasks: (reaching the customer, offering the product or service to the customer, completing the sales agreement, receiving the price of the good or service..etc.), it belongs to the idea of e-commerce (Jabber , 2019). E-commerce is the act of buying or selling products and services over the Internet. Where today includes e-commerce and online shopping brands are household names. Like what is traded through Amazon as an online shopping site that accounts for half of all e-commerce growth. Which websites contain a variety of products, which the customer can choose from, and by having a payment method accepted by the store, he can complete the purchase process in a few minutes, and then the store sends the product to the customer's address. In general, we can say that e-commerce is a product of the intermarriage between traditional commerce and the Internet, and based on this, even the twenty-year-old girl who owns a group on Facebook to sell makeup to her friends, is somehow working in the field of e-commerce.

2.2 The aspects on which E-commerce is based: (Al-Najidi, 2003)

There is a combination of elements upon which e-commerce is based:

2.2.1 Products: It is the first core of E-commerce, which depends on:

- Production versus resale.
- The ability to have a competitive advantage by reducing the cost of production or purchasing from the source.
- The ability to provide the required quantities when needed.
- The size and strength of competitors.
- The level of demand.
- For quality for price.

2.2.2 The online store front: It is a website that buyers can visit to place purchase orders. It requires software to create and contains:

- Interface for displaying products
- The name of each product, pictures and its own specifications.
- A software system .
- An intelligent system to link the store to the payment gateway and to the product delivery company and stores.
- Having a good web hosting
- Choose a domain name that represents your online store.

2.2.3 Payment gateway: Each online store owner specializes in determining the payment methods acceptable payments via the Internet, such as contracting with one of the payment gateways, which enables the receipt and management of payments. Among the most famous payment gateways that electronic stores rely on to receive and manage payments:

- PayPal for business
- payfort

2.2.4 Stores to store products: depends on the target customers to purchase products. Therefore, it is also important to study the expected demand accurately and prepare the stores to cover the demand rate. that must make sure that the product is in stock and ready to be sent.

2.3. Types of e-commerce:

There are several criteria that we summarize as follows: (SEO Institute in Arabic, 2008)

2.3.1 according to the target type: here we will deal with the classification of e-commerce according to the target type of customers: (Fahmy, 2003)

- **B2C business-to-consumer business-to-consumer exchange**, which means a business directed to the consumer. This type of online business is those transactions and trade exchange that takes place between a company and a customer or consumer, and here the company or institution plays the role of the seller, while the customer plays the role of the buyer. This type of e-commerce is the traditional way in which companies sell their products to customers, which is done through electronic stores such as Amazon, eBay, Jumia, Souq and other online shopping sites. In this type, the electronic business (for example, an online store) sells goods or services to the consumer directly, and the sale here is by the piece (retail), this type is almost the most popular in the world of e-commerce.
- **B2B business-to-business trade exchange from one company to another**, which means a business directed to another business. It is the type of electronic commerce in which the buying and selling process takes place between two parties, both of which represent a stand-alone company, as all electronic business operations are from goods and products Or even services that occur between companies, meaning that the seller is a company and the customer or buyer is also a company. In this type, the electronic business sells goods or services for another type of business, in the first type of sale it is from the business to the consumer for direct consumption, but here the sale Have another business to resell, or use the product or service to generate revenue in some way.
- **C2C Consumer-to-consumer /Business is directed from consumer to consumer.** In this type of e-commerce, the consumer sells a good or service to another consumer like him, and the buying and selling operations that take place between consumers and each other, are

under the management of a third party that organizes and manages the issue and guarantees the right of both parties in return for a specific commission. The third form of electronic commerce is the commercial exchange between consumers, in which buying and selling takes place between two parties, both of whom are consumers. It is very common in handicraft fairs or shopping sites that display used products for sale, in which individuals display their used products for sale to other consumers.

2.3.2 according to the identity of the seller and buyer: Where we can distinguish between several different types of e-commerce divisions according to the identity of the seller and the buyer, in other words, is the buyer an individual, a company or a government institution, and so on by applying to the seller's party.

- **From individuals to C2B companies:** Another type of electronic commerce according to the identity of both parties. The commercial process is the commercial exchange between individuals and companies, but individuals in this type play the role of the buyer, while companies play the role of the buyer. It is a type in which individuals sell their products or services to companies that need such products and services, and this type of electronic commerce was not widespread until recently. One of the most famous and vivid examples of this type of commercial exchange from individuals to companies is the influencers on social networking sites that many companies and brands rely on to market them among their audience and followers.
- **From companies to governments (B2G):** Another type between these types is the trade exchange that takes place between companies and governments, in which governments are one of its parties, and in this type, government institutions are the customer who receives the products or services he needs from companies specific.
- **From government to companies The (G2B)** in the government plays the role of the seller who supplies companies products, goods and services of all kinds.
- **From the government to individuals (G2C):** A final type of electronic commerce according to the identity of the two parties to the business process, is the electronic commercial transactions that take place between governments and individual consumers, in which the government also plays the role of seller of services, products or goods and includes all government sales to individuals .

2.3.3 According to what is sold: According to this classification, in which

e-commerce is divided into types according to the nature of what is sold and bought of goods, products and services, it is divided into the following:

- **Stores selling services:** The first type of electronic commerce after being classified according to the nature of what is sold online purchases are electronic stores that sell services over the Internet and not products or goods. For example, but not limited to, websites with a number of consultants, content writers, marketers and other so-called freelancers, who provide e-marketing, content writing, translation, voice acting, advertising and other services.
- **Stores selling physical goods:** The most common and widespread type of electronic commerce around the world in terms of the nature of what is bought and sold, it is electronic stores that sell physical products and tangible goods over the Internet. This type represents the traditional form of online selling and retail trade, and it includes all retail stores that sell clothes, shoes, household items, gifts, foodstuffs and other products. The endless physical available on many electronic stores around the world. By dealing with such stores, all shoppers can order what they need from the offered products and add them to their shopping cart inside the store, confirm the order and choose the payment method, whether electronically or upon receipt. Finally, the product is shipped to the home of the customer or shopper. These types of electronic stores are widely spread in the Arab world and around the world, for example, Noon store, Souq.com, Jumia, Namshi and other online shopping sites.
- **Stores selling digital products:** The digital products that many electronic stores around the world sell include e-books, movies, series, training courses and various programs, as well as images, graphics and many other virtual goods on the Internet. There are many shopping sites that operate in this type of e-commerce and that trade in digital products only on the Internet, such as:
 - **Udemy:** It is one of the famous educational and training courses sites around the world, which helps individuals develop their skills in various fields and industries.
 - **Shutterstock:** One of the most online stores that sell pictures professional graphics are popular around the world.

3. The pillars of electronic commerce:

It is reflected in the two mechanisms in E-marketing and social media:

3.1 E-commerce and electronic marketing and its synonyms (E-article: Internet Marketing and E-Commerce, 2019): Internet marketing is the

Internet connection to social media, social networking sites, commercial marketing, marketing, services, or entry, and the interaction between companies and commercial companies is produced through presentation. The commercial intermediary of supply can also be defined as the transactions and relationships of transactions and relationships in order to exchange products, information and money. E-marketing or e-commerce marketing, e-commerce, digital marketing is the other direction of traditional marketing that relies mainly on the Internet through electronic channels or methods of many and varied forms, for example social media - survey marketing - video marketing - email marketing and others e-marketing methods. The most important electronic marketing methods necessary for your e-commerce are as follows: (Abood, 2019)

Fig.1. Digital Marketing



Source: Based on previous definitions

E-marketing methods have three specific forms, on which all content marketers in the whole world depend, which are blogging through written content, video and images through visual content, or audio marketing through audio content. And this content, whether (visual, written or audio) represented in (blogging marketing - video marketing - voice marketing) and shared on many platforms on the Internet, whether websites, blogs or even various social media (Twitter - Facebook - Instagram - and others).

Email marketing one of the oldest and most important electronic marketing methods known to many marketing workers in general, as it is relied upon to perform many influential tasks in attracting more customers and creating brand loyalty significantly. It needs a database. It includes the email addresses of both existing and potential customers of the brand.

Marketing through search engines, As one of the important electronic marketing methods, Marketing through search engines, is intended to rely mainly on global search engines, led by the first search engine in the world, Google.com, to reach target customers, whether by appearing in the first search results of these engines or through paid advertisements to appear for all Researchers on these global drivers. Through two main types:

- The site, blog, online store, or any online selling site to appear in the first results of search engines; to convert more targeted or potential customers to your website, blog, or online store.
- The paid ads of different search engines for all customers looking for services or products to those offered in the site, or online store.

3.2. E-commerce and e-marketing within social media: Marketing through social media is one of the most important and important elements that help all businesses and store owners, whether traditional or electronic of all kinds, to reach the highest possible sales rates. It is one of the most important promotional means for the brand or the online store, and one of the most important tools used in marketing through social media platforms or media is Facebook, Instagram, WhatsApp, Messenger, Snapchat, Twitter, LinkedIn, as well as YouTube - which has proven to be a great success in increasing sales. Unprecedented sales rates and more profits. Through various online stores around the world. That will increase the number of customers.

4. Analytical reading:

It includes an analytical reading of statistical indicators: (WE ARE SOCIAL & Hootsuite Foundation, 2020)

Global smartphone users are estimated to reach 5.19 billion people in 2020, an increase of 2.4% over 2019 “counting the period between 01-January 2019 to 01 January 2020” With the increase in the number of advanced smartphones available in the market today and the increase in their use, consumers have become very careful On checking every feature and feature of the smartphone before buying it, the increase amounted to 124 million. The report also indicated that the continent of Asia acquired the largest number of smartphone users around the world with about 1.93 billion active users, and by more than 55% of the total number of users.

Europe has 532 million active smartphone users, accounting for a 15% share of the total number of users around the world.

- **The Middle East region** acquired a share of up to 12% of the total number of smartphone users, with about 414 million smartphone users.
- **North America** recorded this year about 297 million active smartphone users, with a share of up to 9%.
- **Latin America** recorded about 316 million active smartphone users, with a share of more than 9% of the total users in the world.

Mobile devices account for more than half of the time we spend online and their share of internet time is 50.1%. ; And 80% of Internet users own a

mobile phone. Internet users reached 4.54 billion by 2020, an estimated increase of 7% during the same period, or about 298 million users, more than half of them are in Asia. The global figures recently published by the “Internet World Stats” website - which monitors developments in the indicators of Internet services around the world - showed that the number of Internet users around the world, and with this level recorded, as the percentage of using the World Wide Web rose to 58.8% of the estimated world population by the end of the half The first for the year 2020 is about 7.7 billion people. The data indicated that the Internet user base around the world witnessed an increase of 340 million users, by up to 7%, when compared to the number of network users registered at the end of the first half of 2019, which amounted to nearly 4.2 billion users. Expandedly, the prevalence rate in relation to the population increased by more than 3 degrees Celsius; Where the global penetration rate at the end of the first half of 2019 reached more than 55%, to record the base of Internet users around the world by the end of the first half of this year, about 4.54 billion users, as indicated below in the following figure:

Fig.2. Internet Usage



Source: https://datastudio.google.com/embed/reporting/1slmC_rjeWqNXdgQt5MtmrQMbH44qFjtA/page/1fzh

Global data at the end of the first half of 2020 also showed that: (digital around the world in 2020, 2020)

- **Asia** is the world leader with the largest number of Internet users with about 2.3 billion users, or 50.7% of the total Internet users in the world.
- **Europe** is followed by 728 million users, accounting for 16% of the global user base.
- **Then the continent of Africa** with about 523 million users, accounting for a share of 11.5% of the total Internet users around the world.

- **Latin America** has acquired a share of up to 10% of the total Internet users, with about 453 million users. Where the number of Internet users in Latin America is about 438 million users.
- **The number of users in North America** is about 345 million. According to global data, the number of Internet users in the North American continent reached about 328 million users, or 7% of the total Internet users in the world.
- **The number of Internet users in the Middle East** at the end of the first half reached 176 million users, accounting for a share of up to 4% of the total Internet users in the world.

4.1 Figures and Statistical Embodiments: we review some statistics related to E-commerce: (Shopify, 2020)

- An estimated 2.77 billion social media users worldwide. Facebook currently has 2.27 billion users, and Instagram has 1 billion. (Lucy Handley, 2020)
- 96% of the population of the United States of America has made at least one purchase from the Internet, and 51% of them shop online frequently.
- It is expected that the total global sales volume of electronic retail stores will reach \$ 4.5 trillion by 2021.
- Most online shoppers tend to buy from sites in their local language and currency.
- The size of the e-commerce market in the Middle East is expected to double by 2021 compared to 2014.
- Egypt, Saudi Arabia and the UAE are among the most developed countries in the field of e-commerce in the Arab region.
- Egypt is the largest Arab country in the number of Internet users. About 50 million Egyptians use the Internet, followed by Saudi Arabia.
- according to the annual reports and statistics prepared by payfort; The growth of e-commerce in the Middle East is expected to reach about \$13.4 billion by 2020.
- The online store Amazon (Amazon) reaches a market value of more than one trillion dollars” in September 2018.

4.2 The role of social networks in increasing sales: The various and aforementioned social media play a major role in increasing the sales of any commercial activity, whether traditional or electronic, provided that each of these means is properly used in various marketing objectives. You can rely on social media for the following:

- Build awareness of your brand, online store, or products and services that you seek to create a fan base for.
- Achieving the wide spread among different categories of the audience for your products, services and your brand in general.
- Increase sales of your online store or brand by launching advertising campaigns on social media, according to the target audience and geographical location.

each social network serves as the largest base on the platform, and also spreads more in a particular geographical area than other regions.

According to the numbers:

- An average of 40% of North Africans have accounts on various social media sites.
- An average of 52% of the population of the Arabian Peninsula and the Gulf states have social media accounts.
- The North African region is the most used messaging application, Facebook Messenger.
- Saudi Arabia and the rest of the Gulf countries are the most used messaging application, which is WhatsApp.
- The largest mass base in terms of the number of users of social media sites in terms of age is between the ages of 25 to 34 years.
- The majority of the previous age group of users of social networking sites are males.
- The number of Facebook users on a daily basis in the Kingdom of Saudi Arabia reached only 2,100,000 users, or 78%, which is considered a very large number.

Snap.Inc is the strongest and fiercest competitor to Facebook. In recent years since its launch, the company has managed to acquire a large number of Internet users, whether through mobile phones, tablets, or even computers. The number of users of the Snapchat platform as a means of social networking has exceeded 200 million users from different countries of the world, according to the latest statistics that monitored a significant increase in the number of users of the platform globally. Only men exceeded the 6,374,550 users, with a percentage of up to 47%. YouTube is the second largest search engine in the world after the global search engine “Google”, meaning that users of the Internet around the world resort to the YouTube platform in order to search for certain things related to their interests, which makes it one of the most important and largest social media in the world. YouTube is also the first platform in the world in sharing videos, which all content creators around the world resort to in order to

Achieving the wide spread of their content among a large number of recipients and those interested in a particular type of content. The number of YouTube users has exceeded 9 billion monthly users and more than 30 million daily users, figures that cannot be underestimated at all when preparing for any advertising or promotional campaign on social media social. Twitter comes in the list of the most popular and most prevalent social media around the world, and it is called the micro-blogging platform, which allows all its pioneers to communicate with each other and share opinions in a more professional and credible manner. Social media is the most popular among small companies around the world, as the percentage of those companies on Twitter is only about 44%. Instagram is the number one social network for sharing photos around the world. The second place among various social media in terms of popularity is among small business companies, which have an Instagram participation rate of nearly 48%.

4.3 Statistics of social networking sites in Algeria and Egypt: In the following, we review the statistics for Algeria and Egypt:

4.3.1 Algeria: (Statcounter, 2020)

Internet users in Algeria: There were 22.71 million internet users in Algeria in January 2020. The number of internet users increased by 2.4 million (+12%) between 2019 and 2020. Internet penetration in Algeria stood at 52% in January 2020.

Mobile connections in Algeria: There were 49.48 million mobile connections in Algeria in January 2020. The number of mobile connections in Algeria decreased by 92 thousand (-0.2%) between January 2019 and January 2020. The number of mobile connections in Algeria in January 2020 was equivalent to 114% of the total population.

Social media users in Algeria: There were 22.00 million social media users in Algeria in January 2020. The number of social media users in Algeria increased by 2.4 million (+12%) between April 2019 and January 2020. Social media penetration in Algeria stood at 51% in January 2020. but the ranking of social networking sites at the end of last year and the beginning of this year in Algeria in terms of visits was estimated as follows

- Facebook (69.48%);
- YouTube (26.39%),
- Instagram (0.86%),
- Pinterest (0.79%) ;
- Twitter (2.29%)
- reddit(0.09%)

Approximately 54% of Algerians have accounts on various social

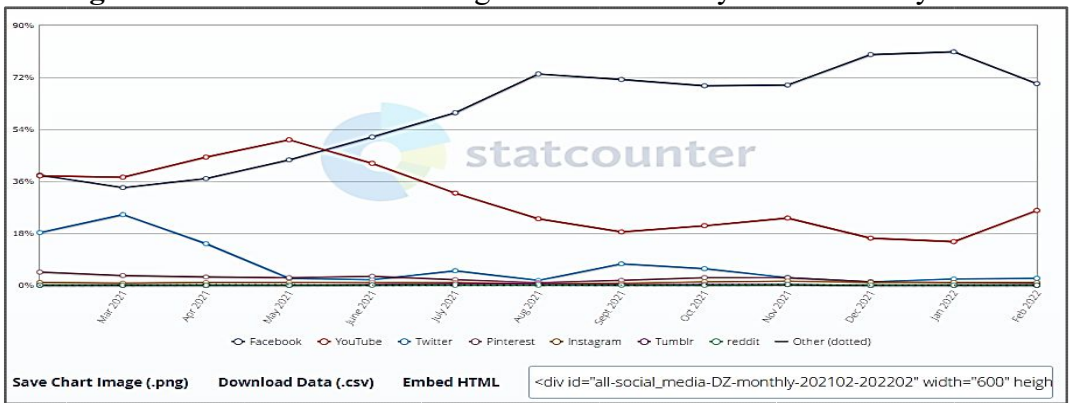
The role of E-marketing and social media in the efficiency of E-commerce- Analytical study : case of Algeria and Egypt

media sites. The average number of hours a user spends on social media platforms is 2 hours and 20 minutes. Most users rely on phones when browsing social media sites. The total number of Algerian users who can be actively promoted on different social media platforms:

- Facebook has 22 million users, 62% of whom are male.
- Instagram has 4.4 million users, 41% of whom are female.
- Snapchat has 2.35 million users, 59% of whom are female.
- LinkedIn has 1.8 million users, 70% of whom are male.

The number of social media users in Algeria is increasing at a very large such as what is indicated below:

Fig.3. stats social media stats Algeria from February 2021-February 2022



Source: statcounter

4.3.2 Egypt: (DataReportal – Global Digital Insights, 2021)

Internet users in Egypt: There were 59.19 million internet users in Egypt in January 2021. The number of internet users in Egypt increased by 4.5 million (+8.1%) between 2020 and 2021. Internet penetration in Egypt stood at 57.3% in January 2021.

Mobile connections in Egypt: There were 95.75 million mobile connections in Egypt in January 2021. The number of mobile connections in Egypt increased by 2.7 million (+2.9%) between January 2020 and January 2021. The number of mobile connections in Egypt in January 2021 was equivalent to 92.7% of the total population.

Social media statistics for Egypt : There were 49.00 million social media users in Egypt in January 2021. The number of social media users in Egypt increased by 7.0 million (+17%) between 2020 and 2021. The number of social media users in Egypt was equivalent to 47.4% of the total population in January 2021.

Egypt ranks first in terms of the number of social media users, and this is due to its high population compared to the rest of the Arab countries. Social

Media Stats in Egypt - February 2022

- Facebook (69.38%) is the most used platform in Egypt, and the number of users is constantly increasing.
- YouTube (28.39%) YouTube is visited at a very high rate in Egypt.
- Twitter (1.49%%)
- Instagram (0.39%)
- Pinterest (0.27%), as down from last year (2.45%),
- Reddit(0.04%)

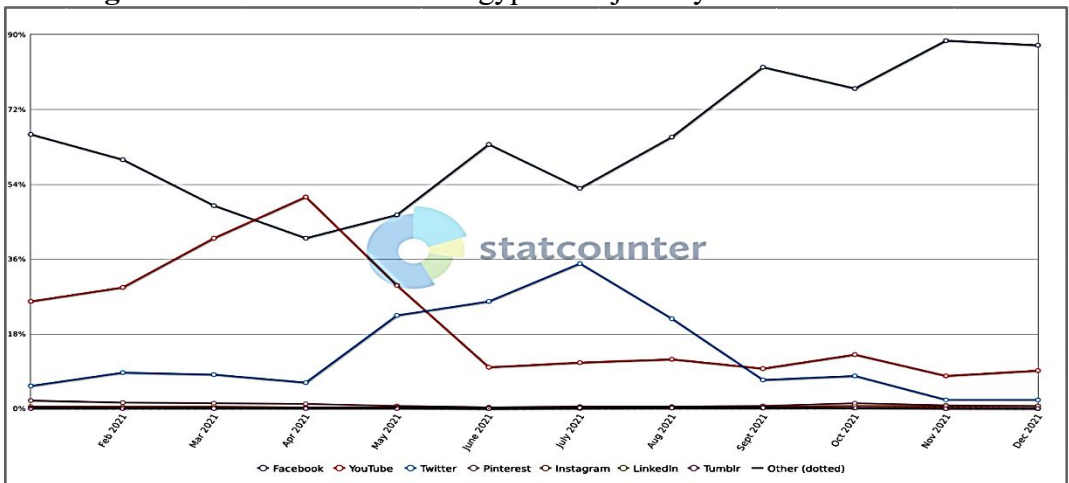
The average number of hours a user spends on social media sites in Egypt is more than three hours per day.

- The average natural reach for publications (Organic Reach) is from 6 to 8% of the total subscribers in channels or pages.
- 35% of social media users in Egypt rely on it for work.

Total Egyptian users who can be effectively promoted on different social media platforms:

- Facebook has 39 million users, 64% of whom are male.
- Instagram has 11 million users, 42% of whom are female.
- Snapchat has 3.03 million users, 73% of whom are female.
- LinkedIn has 3.05 million users, 71% of whom are male. It is also noted that the number of new users is increasing at a rate of about 5% on LinkedIn compared to the year before, which is a significant increase that you have to keep in mind.

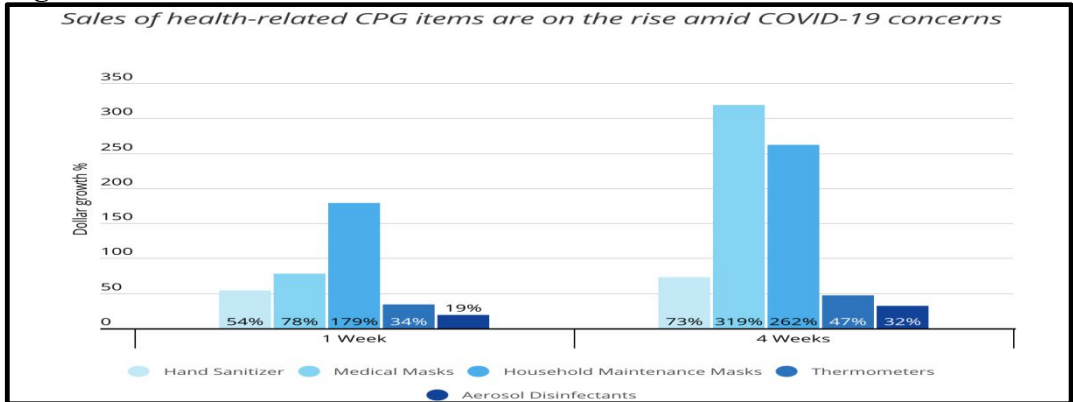
Fig.4. stats social media stats Egypt from january 2020-december 2021



Source: statcounter

4.3.3 The most important e-commerce products in light of the Corona crisis: Here is a selection of the most important and prominent products that have increased in demand in conjunction with the emergence and outbreak of the new Corona virus, Covid-19.

Fig.5. sales of health-related CPG items are on the rise amid Covid-19 concerns



Where the market research center “Nielsen” identified referred to the best-selling products during this period: (Abood, E-commerce and best-selling products in the Corona crisis, 2020)

1- Medical supplies on electronic stores:

- Masks: Medical masks and protective masks came at the forefront of the products that he increased
- Medical gloves: Medical gloves were among the best-selling products as one of the most important shields to confront the emerging corona virus and prevent infection by wearing medical gloves.
- Medical disinfectants: It is natural in light of this current crisis that the demand for disinfectants will increase medical

2- Grocery products on e-commerce: Grocery products came of various types and types and its forms are in second place after medical supplies in the list of best-selling products on e-commerce platforms,.

3- Goods that are stable in terms of storage on electronic stores: These are products and consumer goods that have a long shelf life and have a very long storage life. A notable example is milk soared by more than 300% in the growth dollar.

4- Digital entertainment and streaming products: Although they are products that do not have an urgent need in epidemic prevention or even feeding. As out-of-home entertainment fades away, it has had an uptick, along with streaming services like Netflix, Amazon, Hulu, and Disney+ seeing atypical gains in subscribers in the first quarter of 2020.

CONCLUSION

Through this research paper, we can conclude that electronic

commerce is a system of trade exchange between the individual and the other individual, or between the individual and companies, or between companies and companies, and the sale and purchase of goods and services, or information provided that mediation is through Internet communication, as electronic movements are provided, Support for revenue generation, such as processes that enhance demand for goods, products, services and information, as well as electronic commerce, providing full sales support and full services in communicating with customers. With the tremendous technological progress and the spread of platforms for designing professional electronic stores around the world; The popularity of electronic commerce has become very easy, but there are many challenges, difficulties and problems facing electronic commerce in general and the development of the electronic store in particular, which impedes the efforts of development, progress and spread required for that industry for the goals it seeks to achieve, so there is a close relationship between E-commerce and electronic marketing, where the two dominated the social and economic scene significantly, due to the technological boom and the development of electronic means of communication, and this led to the ease of electronic transactions over direct transactions and their enjoyment of many advantages, which prompted most investors and traders as well as consumers to go to electronic markets, as a means of commercial exchange Through electronic means of communication on the one hand and on the other hand, due to its enjoyment of advantages such as saving time and effort, saving money and enabling merchants to expand easily without the need for a lot of money and time.

E-Marketing is an essential element for the success of any business, a strong marketing plan must be possessed, and an appropriate budget be set in order to run paid advertising campaigns. Therefore, email marketing is one of the most important e-marketing channels for e-stores. And a very effective means of communication with customers to inform them of offers and discounts, and provide them with lists of products they are interested in based on their purchase history. But the most prominent challenges facing the development of the electronic store and e-commerce in general:

- 1- **Choosing the right product to sell on the online store:** The problem here is not only finding a product that can be sold and promoted on the online store, but rather how to get a unique product that has many competitive advantages that make the demand for it high, and thus unprecedented profit rates. The major global shopping sites such as Shopify and Amazon, which include huge numbers of products of

various types, shapes and classifications, have made it difficult to find unique products that can be easily sold on electronic stores.

- 2- **Attracting target customers:** One of the most important challenges facing any of the electronic stores in general is to attract customers and target consumers who are interested in what the online store offers and sells, in order to achieve increased sales and thus higher profit rates.
- 3- **Traffic on the online store:** Increasing sales requires high traffic on the online store.
- 4- **Shopping cart abandonment:** The term shopping cart abandonment is one of the most dangerous terms that have appeared in electronic commerce of all kinds and forms around the world.
- 5- **Product return and exchange problems:** One of the most prominent problems and challenges facing the development of the online store also effectively is the high rates of product returns and exchanges that customers try to make after they actually get the product.
- 6- **Using Augmented Reality and 3D Modeling:** One of the biggest obstacles facing e-commerce is that customers cannot see products directly. 2D images and product descriptions alone may not be enough to convince the customer to buy the product.

5. Bibliography List :

1. SEO Institute in Arabic. (2008). *15 Reasons You Should Be Using Digital Marketing Automation*. Kingdom Saudi Arabia: E-Marketing Book PDF.
2. WE ARE SOCIAL, & Hootsuite Foundation. (2020, January). *The annual report of Internet research in the field of digital marketing*. Récupéré sur <https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media/>
3. Abood, M. (2019, June 05). *Electronic Article: The Most Important E-Marketing Methods Necessary for Your E-Commerce Success in Online Selling, Marketing, Content Marketing*. Récupéré sur <https://expandcart.com/ar/28953>
4. Abood, M. (2020, 03 30). *E-commerce and best-selling products in the Corona crisis*. Récupéré sur <http://waleedomar.com/ec/ar/الايكث-والمنتجات-الالكترونية-التجارة>
5. Al-Najidi, Y. (2003). *E-Commerce: Its Principles and Constituents*. Lebanon: Arab House for Science Publishers.
6. Bassam , N. (2003). *E-commerce How, when and where?* . Biocom Technology Team.
7. DataReportal – Global Digital Insights. (2021, FEBRUARY 11). *DIGITAL 2021: EGYPT*. Récupéré sur <https://datareportal.com/reports/digital-2021-egypt>

8. *digital around the world in2020*. (2020, janury). Récupéré sur <https://everyleader.net/social-media-trends-and-insights-in-arab-world-2020/>
9. *E-article: Internet Marketing and E-Commerce*. (2019, August 02). Récupéré sur mattn.com.sa/blog/online-marketing-and-commerce-elect-2
10. Fahmy, S. (2003). *E-commerce*. Dahab E-commerce website.
11. Jabber , Y. (2019, 01 08). Shopping and E-Commerce ... Nature and Importance., *Civil Dialogue*(6307).
12. Lucy Handley. (2020). *MARKETING.MEDIA.MONEY*. Récupéré sur Half of all advertising dollars will be spent online by 2020, equaling all combined ‘offline’ ad spend globally: <https://www.cnbc.com/2017/12/04/global-advertising-spend-2020-online-and-offline-ad-spend-to-be-equal.html>
13. Shopify. (2020). *The platform commerce is built on*. Récupéré sur Millions of the world's most successful brands trust Shopify to sell, ship and process payments anywhere.: <https://www.shopify.com> & <https://www.payfort.com>
14. Statcounter. (2020, FEBRUARY 17). *social_media-DZ-monthly-202102-202202*. Récupéré sur <https://datareportal.com/reports/digital-2020-algeria>
15. Stephanie , C. (2022, Feb 04). *Global retail e-commerce sales 2014-2025*. Consulté le 07 05, 2022, sur statista: <https://www.statista.com/statistics/379046/worldwide-retail-e-commerce-sales/>