



The Effectiveness of Electronic Integrated Marketing Communications (E IMC) in mobile phone companies-ATM Mobilis-Algeria

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Abstract ;

In the current digital era, marketers are presented with fresh challenges and prospects when it comes to promoting their products or services. Electronic Integrated Marketing Communications (E IMC) emerges as a marketing approach that leverages electronic media to captivate customers and facilitate their engagement with brands through digital platforms. This piece underscores the significance of E IMC for both marketers and consumers, while delving into its influence on firm sales. Additionally, the study seeks to pinpoint the disparities between traditional IMC and E-IMC methodologies. It also delves into the diverse forms of E IMC, their efficacy, and their impact on firm sales. The research methodology encompasses gathering data from a specific sample of Mobilis customers and subjecting it to analysis using various statistical tools and techniques. The study's discoveries will furnish marketers with valuable insights into the efficacy of E IMC in accomplishing marketing objectives.

Article info

Received
July 22 ;2024
Accepted
August 25 ;2024

Keyword:

- ✓ *E IMC*
- ✓ *digital marketing.*
- ✓ *The Effectiveness*
- ✓ *ATM Mobilis*

1. Introduction

Integrated Marketing Communications (IMC) is a widely recognized advertising technique utilized by major corporations like Coca-Cola to drive sales and profits. Coca-Cola was the first company to implement an integrated marketing communications strategy for promoting its products. Numerous sectors, including tourism, are adopting this approach to achieve their communication, promotional, and profitability objectives. Leading global mobile phone companies have also leveraged integrated marketing communications as an effective promotional tool for revenue enhancement.

The evolution of marketing trends has significantly contributed to the emergence, advancement, and prominence of Electronic Integrated Marketing Communications (E-IMC) driven by technological advancements. E-IMC, as a segment of the marketing industry, focuses on online customer communication. It has made substantial progress over the years and is expected to continue evolving. E-IMC has become an integral component of corporate advertising strategies, offering numerous high-potential options (Jensen, 2007; Boutin, 2011). Therefore, according to Kotler, integrating and coordinating all communication channels to convey a clear and coherent message about a company and its products makes integrated marketing communications (IMC) one of the most important factors for business success. In other words, IMC improves communication between businesses and consumers by communication process simple to grasp, allowing businesses to

maximize customer satisfaction. Electronic Integrated Marketing Communication (E-IMC) is a new phase of IMC that leverages all electronic marketing communication instruments to better the integrated marketing communication process (Judy Strauss et al., 2003). Which makes each sector in need of using and relying on IMC and E-IMC to perform well. In a nutshell, this study looks at the extent to which the company of mobile phone mobilis in Algeria use Electronic Integrated Marketing Communications (E-IMC) and how that affects their success and performance.

The main objective of this paper is to identify the effectiveness of E IMC in the competitive

Market. The supportive objectives are as follows:

- To show the various elements of E IMC ;
- To focus on the basic comparison between traditional and digital marketing;
- To discuss the effects of various forms of E IMC on the firm's sales and other Activities;
- To show the various advantages of E IMC to the customers.

2. Theoretical and conceptual framework: 2.1. Traditional integrated marketing communication IMC:

There have been numerous definitions of IMC since its inception, and even to this day, the term is used in various ways when discussing marketing communication activities. In our view, IMC involves systematic planning to determine the most

effective and consistent message for the appropriate target audience.

Integrated marketing communications (IMC) is an account management process Relationships that increase brand equity primarily through communication efforts. Such Efforts often involve creating and driving cross-functional processes for winning Through strategic control or relationships with customers and other stakeholders, Influence all messages sent to these groups and facilitate data-driven, targeted communication (Dewitt & Shayne, 2016, p. 34).

Integrated marketing communications is a strategy for working with the media through message integration thus that messages can be delivered consistently, efficiently and effectively. (Annisa, Sri, Ermi, & Chrismis, 2022).

In 1989, the American Association of Advertising Agencies, commonly referred to as the Four A's, assembled a task force on integration aimed at delineating the concept of Integrated Marketing Communications (IMC) from the perspective of the agencies associated with the Four A's. The task force formulated the following definition of IMC: "A concept of marketing communications planning that acknowledges the enhanced significance of a holistic strategy assessing the strategic roles of diverse communication disciplines (such as general advertising, direct response, sales promotion, and public relations) and integrating these disciplines to furnish coherence, uniformity, and optimal communication effectiveness." (Larry, 2008, p. 5).

2.2. Electronic Integrated Marketing Communications E- IMC :

This rapid change in marketing communications is having a lasting impact on customer behavior In this developing interactive market space and customer attitudes toward products in general; So we have a several Definitions of E IMC.

E-IMC is a relatively new communication discipline that has been declared its own line of communication Subject. Jensen and Jepsen (2006) provided a new typology for E-IMC. four-discipline model Includes fifteen sub tools from the main work examined. The four subjects E-IMC is online advertising, online public relations (PR), online promotion and online relationship communication. Integrating and leveraging all previous tools is essential to add value to fully capture E-IMC Potential to lead to more comprehensive marketing communications. The study recommends that the E-IMC discipline should be integrated into traditional IMC by finding the right combination, because the potential for E-IMC is huge. The attributes of E-IMC exceed any offline media channels (Suleiman, As'ad H, & Ghadeer, 2015).

E-IMC is a functional process for all stages of brand communication mainly using Internet technology. By experimenting with value-added projects, the final aim is to achieve sales and growth, maintain long-term client relationships and build a large group database (Rabhi & Ensaad, 2022).

In conclusion, it can be said that it is a type of The Internet uses in the Domain of Marketing communications.

3. Comparison between IMC TOOLS AND E IMC TOOLS:

Digital communications marketing is the newest recognizable form of marketing. Digital communications marketing is a digital way used to promote the products or services of a business entity. On the other hand, Digital communications marketing is the marketing of products or services using digital channels to reach consumers. Some comparisons are presented below:

Table 01: Some comparisons Traditional and Digital communications marketing

Traditional communications Marketing	Digital communications marketing
Traditional communications marketing includes printouts, broadcasts, direct mails, and telephones.	Digital communications 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.
An Expensive and a time-consuming process.	Reasonably cheap and a rapid way to promote the products or services
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 audiences.
One way conversation.	Two ways conversation.

Source: (Suleiman, As'ad H, & Ghadeer, 2015)

4. Various elements of E I MC: The concept of E-IMC encompasses a diverse range of communication methods, such as one-to-one, one-to-many, and many-to-many interactions. It also involves the integration of various types of information, including text, voice, and images, while emphasizing the coherence of messages and the alignment of marketing efforts through online public relations tasks. Furthermore,

communication via the Internet entails a structured coordination process, which includes the receipt and analysis of feedback on message concepts, as well as the closed-loop transmission and analysis. In this context, the organization's information system is directly linked to the Internet in order to facilitate the coordination of both internal and external information flow, thereby integrating Internet marketing communications with the global alignment of channel marketing communications and corporate messaging.

Electronic integrated marketing communications (IMC) encompasses a variety of components that are reliant on electronic devices for their operation. The fundamental elements of electronic integrated marketing communication are as follows:

4.1. Online advertising:

Digital marketing heavily relies on online advertising, also referred to as internet advertising. This method plays a

crucial role in conveying information about products or services, offering tailored content and ads that align with consumers' interests. Publishers utilize their websites to promote their offerings, providing users with free access to valuable information. Effective delivery of relevant advertising is crucial for advertisers. Online advertising also grants companies a substantial level of control over their budget and timing. (Afrina, Sadia, & Kaniz, 2015).

4.2. Online Public Relations (PR):

Public relations (PR) is often viewed as a means to deliver digital content with essential information. It is appealing due to its effectiveness, capacity to convey a wealth of information, and quick accessibility from any location at any time. Additionally, search engine optimization (SEO) and community engagement are apparent in online chat rooms and discussion groups. Virtual Classified Online PR is what Haig and Viral Marketing refer to as an easy-to-navigate press center (VPC). Viral marketing involves deliberately spreading information through online word of mouth. This can be achieved through email, streaming videos and audios, games, software programs, websites, images, or simple documents. (Suleiman, As'ad H, & Ghadeer, 2015).

4.3. Online Sales Promotion:

Offers Short-term incentives in the form of gifts or money that help move things from the producer to the end-user (coupons, sampling, contest, sweepstakes) (Rabhi & Ensaad, 2022).

4.4. Email Marketing: This scenario occurs when information regarding a product or service is transmitted via email to existing or potential consumers, commonly referred to as email marketing. The practice of direct digital marketing serves the purpose of disseminating advertisements, fostering brand recognition, and cultivating customer loyalty and trust. Through this facet of digital marketing, companies can promote their products and services effectively and inexpensively relative to other advertising mediums. By employing appealing designs consisting of graphics, text, and links, companies can captivate the undivided attention of customers. (Afrina, Sadia, & Kaniz, 2015).

4.5. Viral marketing:

Kotler and Armstrong (2012) define viral marketing as the digital adaptation of traditional word of mouth marketing. This entails disseminating emails or other marketing initiatives that customers are eager to share with their friends due to its effectiveness. In essence, viral marketing revolves around leveraging word of mouth in online marketing by crafting a compelling message or marketing approach that resonates with customers and motivates them to spread the word. (Lucky, Tine, & Asep, 2022).

4.6. Content Marketing:

It involves creating and promoting content assets to build brand awareness, drive traffic growth, generate leads, and attract customers. The channels that can contribute to your content marketing strategy comprise blog posts, ebooks,

whitepapers, infographics, online brochures, and look books. (Vaibhava, 2019).

5. Advantages E I MC:

Due to the rapid advancement of technology, E-IMC has transformed consumer purchasing behaviors, offering a range of benefits to customers:

- The capacity is allocated at a very low cost, as all consumers can easily access it over the network, provided that they have access to the digital service environment. (Allam, 2022).

- Investing time wisely can significantly enhance the overall operational efficiency of a company within the digital landscape..

- Customers now have the ability to initiate and engage in contact, giving them more influence in information-rich channels. This interactivity fosters greater customer involvement, satisfaction, and the prompt receipt of feedback.

- The internet offers additional opportunities for integrated marketing communication (IMC) by serving as a crucial link in the process of integration.

- In contrast to traditional media, communication messages can be precisely tailored to individuals on a one-to-one basis at a relatively low cost. This capability is attributed to the advantage of web targeting and micro-targeting, minimizing wasted coverage. (Rabhi & Ensaad, 2022).

6. Methodology of the study:

Methodology arises from the systematic and theoretical analysis of methods to assess the appropriateness of a particular method for a specific field of study. It generally involves concepts such as paradigm and theoretical model. This study is carried out using both primary and secondary data sources.

6.1. Primary sources:

Primary sources refer to the origins from which first-hand information or primary data on a given topic is obtained.

6.2. Secondary sources:

Secondary sources refer to data that has been gathered by someone else. In our case, we have obtained secondary data from published financial statements, newspapers, articles, colleagues (working as customer service agents), and various customers to gauge their views on the effectiveness of Electronic Integrated Marketing Communication. This study presents findings in both descriptive and analytical formats.

7. Company overview:

7.2. ATM MOBILIS:



Algerie Telecom Mobilis SpA, known as Mobilis, has been serving as Algeria's inaugural mobile operator since 2003. It is situated in Algiers, Algeria, and functions as a subsidiary of Algerie Telecom SPA. Mobilis introduced its 3G HSPA+ service on B1 (2100 MHz) in December 2013 and was granted a license by the Algerian Post

and Telecommunications Regulatory Authority (ARPT) to provide 4G services on the B3 frequency band (1800 MHz) in September 2016.

In November 2018, Mobilis and technology partner Huawei Algeria showcased their 4.5G test, reaching a peak data rate of 1.18 Gbit/s. The companies aim to upgrade the Mobilis network in preparation for the 2021 Mediterranean Games. (Halberd, 2022).

7.3. The total number of active subscribers (*) to mobile networks by operator:

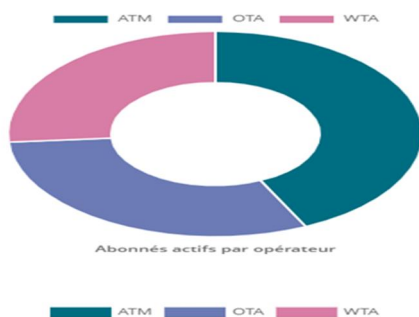
Figure 01 :The total number of active subscribers

	3 ^{ème} trimestre 2021	4 ^{ème} trimestre 2021	1 ^{er} trimestre 2022	2 ^{ème} trimestre 2022	3 ^{ème} trimestre 2022
Algérie Télécom Mobile	19 976 261	19 829 935	20 304 274	20 367 866	20 782 507
Optimum Télécom Algérie	14 341 512	14 593 618	14 661 938	14 672 436	14 994 977
Wataniya Télécom Algérie	12 479 416	12 592 204	12 705 272	12 624 923	12 727 217
Total des abonnés	46 797 189	47 015 757	47 671 484	47 665 225	48 504 701
Taux d'évolution (T3 2021 - T3 2022)					+3.65%

Source: (ARPCE.DZ, 2023)

7.3. The active subscribers :

Figure02 :The active subscribers



Source: (ARPCE.DZ, 2023)

8. A light on Real cases under E IMC in Mobilis :

As mentioned previously, Electronic Integrated Marketing Communications is formed by various elements. There are several real cases of E.IMC in ATM MOBILIS:

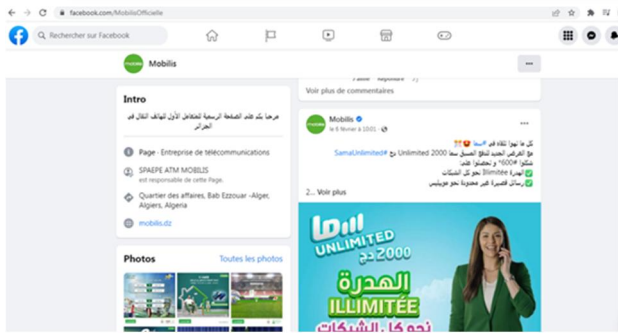
8.1. Online advertising:

It is called online advertising, and it enables a company to share information about its products or services. Internet-based advertising delivers customized content and ads that match consumers' interests. Publishers present their offerings on their websites, allowing consumers to access information for free. For Mobilis Foundation, electronic advertising is the main channel for promoting its range of offerings, which include the following.

8.1.1 Social media Page of of ATM Mobilis:

There are different types of internet advertising, such as Pay Per Click, Social Media Advertising, Mobile Advertising, and Display Advertising. Banner ads, pop-ups, and email advertising are among the most well-known ones (Dima, 2020). Mobilis relies heavily on its Facebook page to promote various offers. Here are a few example:

Figure03 : Social media Page of of ATM Mobilis



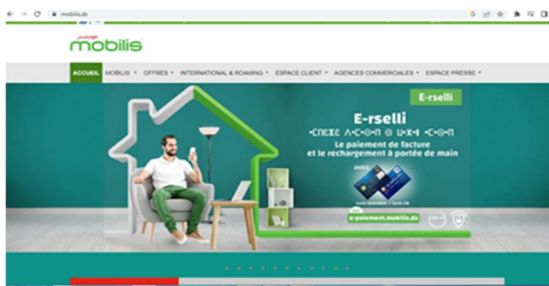
Source: (facebook.mobilis, 2023)

- The fact that there is an advertisement promoting the new SAMA display of Mobilis services shows that Facebook is being used as a platform for electronic advertising.

8.1.2. website of ATM Mobilis :

Mobilis also utilizes its website for online advertising. In the example below, there is a commercial demonstrating how E-rselli (top up) is used to send money from Mobilis to our sim card.

Figure 03 : website of ATM Mobilis



Source: (ATM Mobilis, 2023)

8.2. Email Marketing:

Email marketing is extensively studied as a form of marketing communication across various marketing disciplines. Its effectiveness as a communication tool for relationship marketing has been firmly established, especially with the

advancements in technology and data analytics that enable better personalization and enhanced customer engagement.

Figure 04 : Email Marketing in Mobilis



Source: (facebook.mobilis, 2023)

Based on the image above, it can be inferred that Mobilis employs email marketing to offer a 2GB internet gift to its customers (Mobilis, 2023). Upon clicking the link, the following page is revealed:

Figure05 : offer a 2GB internet gift to its customers

*Nom (الاسم):

*Prénom (الاسم):

*Numéro de téléphone (الرقم الهاتف):

Etes-vous client (هل أنت زبون)?
 2G 3G 4G*

*Adresse Mail (البريد الإلكتروني):

*Saisir à nouveau l'adresse mail (أعد كتابة البريد الإلكتروني):

Source: (ATM Mobilis, 2023)

According to the specified configuration, it can be inferred that Mobilis utilizes email marketing to foster positive connections with its customer base, involving the gathering of full names and

email addresses for subscription purposes. Ultimately, Mobilis motivates subscribers by offering a complimentary 2G internet allocation. This pattern demonstrates the beneficial influence of all elements of E-IMC on the firm's sales performance.

8.3. Online Sales Promotion :

A commonly employed technique to increase online sales is to offer customers with discount codes or coupons. According to a survey by RetailMeNot, 96% of consumers make use of coupons, and 57% of shoppers acknowledge that they would not have made a purchase if they didn't have a coupon code (RetailMeNot, 2018). These results emphasize the impact of providing discounts in driving sales and encouraging customers to complete a purchase.

-On the other hand there is the online sales promotion such as: exhibitions, competitions and gifts. Here are some Real cases in Mobilis.

8.3.1. exhibitions with Mobilis : Mobilis is a firm specializing in the provision of exhibition stands and related services tailored for events and trade shows. The company has collaborated with the National Union of Algerian Bar Associations (UNOA). At the recent international seminar held on January 27 and 28, 2023, at the Abdelatif Rahal International Conference Centre, Mobilis played a pivotal role in supporting the event themed "The role of the lawyer in supporting investment and dispute resolution." This seminar was organized by the National Union of Algerian Law Associations (UNOA) in collaboration

with the Ministry of Justice and the International Union of Lawyers (UIA). The congress served as a significant platform for lawyers and business stakeholders to exchange insights and engage in discussions pertinent to recent legal developments related to investment (Mobilis, 2023).

Figure06 : competitions and gift with Mobilis



Source : (facebook.mobilis, 2023)

The figure above illustrates Mobilis Exploits' utilization of contests and giveaways as a means to enhance its sales performance.

9. Concluding remarks and suggestions :

Numerous findings stemmed from the preceding systematic scientific methodologies, commencing with fundamental concepts, information gathering, statistical analysis, and data interpretation.

. In the global mobile market, Algerian Mobilis utilizes Electronic Integrated Marketing Communications. This is clearly demonstrated by its implementation of various electronic marketing communication methods to promote its products.

. The study discovered that Algerian Mobils employs a limited number of E-IMC techniques, such as online advertising, sales promotion, public relations, and direct marketing. Nevertheless, of these techniques, online advertising emerged as the most crucial, followed by public relations, with direct marketing coming next, and sales promotion being the least emphasized.

. The analysis shows that utilizing integrated electronic marketing communications is advantageous from the respondent's point of view, offering benefits such as time and cost savings, reduced entry barriers to other markets, expansion into new markets, and enhanced performance of communication companies.

. Enhancing the corporate image and bolstering the company's global reputation are crucial objectives. Employing digital tools to streamline communication endeavors can lead to increased sales.

. The research indicates the presence of various impediments, both internal and external, that hinder the effective utilization of electronic marketing communications to attain business objectives and enhance profits. These barriers encompass a lack of awareness, inadequate human resources for monitoring and maintenance, insufficient personnel for regular updates, and technological shortcomings. Furthermore, the foremost external challenges consist of cultural barriers, consumer perceptions, as well as inadequate legislation and regulations.

. The research shows that there are several obstacles, both internal and external, that obstruct the efficient use of electronic marketing communications to achieve business goals and increase profits. These barriers include a lack of awareness, inadequate human resources for monitoring and maintenance, insufficient staff for regular updates, and technological limitations. Additionally, the primary external challenges include cultural barriers, consumer perceptions, as well as insufficient legislation and regulations.

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