

E-communication, E-reputation and E-marketing: new strategic supports

الاتصالات الإلكترونية والسمعة الإلكترونية والتسويق الإلكتروني: دعم استراتيجي جديد

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Abstract:

The integration of the company in the field of social networks will allow the managers of the company a better visibility of its economic and competitive environment, and a continuous assimilation in the field of ICT, research & development, technological innovations, and permanent connection. Technically, process automation, ease of use, as well as speed of execution of marketing operations, such as Supply and Distribution Stimulation. social networks have dual effects, they bring advantages, but they can generate disadvantages, such as the absence of confidentiality, and the exposure of false rumors "Bad buzz" explained by the compulsory dependence on technologies, which generates Threats and risks for the products in phase of maturity or decline, in particular following the diversifications and advertising abuses towards the users, and the increased competition, fierce and permanent.

Key words: *E-communication, E-reputation, E-marketing, ICT, Bad buzz, social networks, strategies.*

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Introduction

Marketing is a management discipline that has its origins in the awareness of a company's dependence on the market. Discipline that the practice of organizations has changed over time. The modern concept of marketing can be understood in two ways.

E-marketing is an activity that allows for the continuous and rational adaptation of the productive and commercial apparatus of a company to the thus predetermined and studied desires of consumers, while respecting the general interest of society. in general. This function includes advertising, sales, after-sales services, and delivery of products to consumers or other businesses through networks that offer very attractive features tailored to marketers, these activities are based on the Internet. As a new way of managing the fluctuations and exchanges that are established between the company and its environment via the internet, more precisely the electronic market by seeking the satisfaction of the "e-consumer" and that of the expressed company.

Through the production or products and / or services exhibited online via social media; e-marketing an economic function and a new means of creating added value to the various main economic players in commercial and marketing activities: companies, investors, customers, suppliers, financial and banking institutions, and the media. Internet networks and more specifically social media allow the use of marketing techniques and also offer a new approach and new ideas focused on customers in the constant problem of responding as best as possible to their needs as e-consumers.

Social media is the process of creating, building and nurturing and connecting multiple people, businesses, and online virtual communities. These sources of communication reach a very large audience and help promote the company, which will typically impact its reputation. The latter designates the way in which it is perceived by a social group or by the general public as a whole.

This is a collectively shared appreciation, which involves an opinion determined on social media by what the public knows or thinks they know about the characteristics and behaviors of that company in various areas that may involve a value judgment. We can denote the importance of social media as much as effective strategic support for the proper functioning of an e-marketing and e-reputation function. The purpose of this article is to shed light on the various theoretical and empirical aspects as well as on the interactions relating to the concepts; social media, e-communication and e-reputation, based on previous studies and research carried out in this context.

I- The Company's digital communication: literature review

I-1- Definitions of communication (according to the authors)

The verb “to communicate” in social sciences is to link two or more organizations, people, companies, with the aim of making common, sharing or transmitting oral or written information (data, images, videos, etc.), or well coded by sign-based exchanges. Moles. A [1988] emphasized the notion of 'Communication', such as: 'The action of involving an organism or a system located at a given point' R 'in the stimuli and experiences of a person's environment.

Another individual or system located in another place and at another time “E”, using the elements of knowledge that they have in common”(Moles. A [1988]);

- Squeeze. S [2016] linked communication to the marketing function as follows: “Marketing communication consists of transmitting messages to targets in order to modify their attitudes and behaviors” (Sagez. S [2016]).

I-2- Definitions of "corporate communication

«According to the National Federation for “business and performance”, [1989], “Corporate communication: is the voluntarist action of sending, transmitting and receiving messages, in a system of signs that are exchanged within the company and between it and its environment”. Based on the literature review carried out within the framework of the “corporate communication” conceptualization, we have tried to propose a synthetic definition: “corporate communication is an essential managerial strategy and discipline based on a set of standards, procedures and forms of communication issued by a company allowing it to create the conditions conducive to its function.»¹.

Corporate communication can therefore be split into two types:

I-2-1- Internal communication:

It brings together the production of information on the internal sphere of the company, by combining the imperatives of the company, meeting the expectations of the staff, setting out information, indications, missions, and new orientations, thus by discussing the results of the company.

I-2-2- External communication

It encompasses all forms and processes of an organization's communication with the outside world and target groups, with the aim of making the company known and incorporating it into its external environment. - Two other types of business communication can be added as follows:

¹Definition attempt proposed by us.

I-2-3- Institutional communication (corporate communication)

Brings, together all the institutional and administrative communication actions aimed promoting the image of a company, its various partners, customers, suppliers and even its staff.

2-2-4- Marketing communication

Brings together all the actions related to products and services in order to convince the selected targets to buy. Marketing communication is based on:

- **"Pull" type strategies:** which consist in defining the product, service or brand as a goal of attracting consumers to the company's offer.
- **"Push" type strategies:** which consist expanding the company's market through marketing strategies, such as sales promotion techniques.

I-3- Challenges and objectives of corporate communication²

I-3-1- Corporate communication objectives

- a) Make people known
- b) Make people love
- c) Make people act

I-3-2- Business communication issues

"The identity issue: The company has a status, functions, a role that defines its position in its relationship with stakeholders on social networks. "The influence issue: each company seeks to influence Internet users in order to get them to join its market.

The relational issue: Communication is a necessary step in entering into a relationship with customers and consumers

"The normative issue: it is to propose a set of standards, of rules that will support exchanges between the different economic agents. The information issue: Corporate communication is an act of information.

I-4- Means of Corporate Communication

I-4-1- Media communication

It is a communication and marketing strategy that helps the company to be visible on a large scale, reaching a very large audience. The media means of communication (television, radio, written press, advertising on the web, etc.) make it possible to promote the company's product.

I-4-2- Communication outside the media

²Definition attempt proposed by us.

Encompasses very different means of communication with the aim of building customer loyalty: such as: viral marketing, sales promotion, direct marketing. Thus, among the means of communication outside the media we can cite:

- **Sales promotion or "promotional techniques":** brings together all the sales stimulation techniques organized around a temporary offer intended for the end consumer or distribution.
- **Direct marketing:** consists in disseminating a personalized and incentive message to a target of customers, with the aim of obtaining an immediate and measurable reaction (Direct marketing directly affects the target and uses personalization thanks to highly qualified databases: (E-mailing is an example of a direct marketing method).
- **Public relations:** target specific audiences of the advertiser (travel, conferences, trade shows.
- **Patronage:** it is a communication of discretion which brings support to a work, an action, without equivalent consideration.
- **Sponsorship:** is a practice that is also developing because it allows a company to show its values by supporting associations or rewarding cultural practices. This practice is considered as an advertising budget that promotes visible and rapid communication, which can be taken up in the form of promotional operations in return for a tax deduction.

II- Social media: a strategic support for e-communication Social media is the process of creating, building and nurturing and connecting multiple people, businesses, and online virtual communities. These sources of communication reach a very large audience and help promote the company, which will typically impact its reputation. Social media is based on communication. It is a medium for the massive dissemination of information.

Its primary purpose is to broadcast messages and allow content to be published. Its main objective is the publication and dissemination of information. The main objective of the social network is to connect Internet users with each other in order to create communities. The purpose of the social network (tool) is to build communities and interact between people.

II-1- Social media typologies

II-1-1- Online communities and forums: These are communities whose members interact primarily through the Internet. Community members generally share common interests. Most are created by individuals with no business purpose or relationship with companies. Others are sponsored by brands to promote communication between fans and with the brand, through messages and chats on product-related topics.

II-1-2- Blogs: "Web diaries", are discussions or information published on the World Wide Web and made up of text entries (articles). These online journals are usually listed in chronological order. They can be hosted for free on websites like WordPress, Tumblr, and Blogger.

II-1-3- Social networks: represent the process of creating, building and maintaining virtual communities and relationships between people online. Social networks allow like-minded people to connect with each other using websites and web applications.

II-2-The most used social networks

1. Facebook: It is a social network that allows you to share all types of content (texts, videos, images, be live, share links, etc.) and liven up conversations.

2. Instagram: One of the most used social media applications, Instagram has 1.2 billion MAU (Google, August, [2021]).

3. Twitter: All events are visible and commented on a second, which gives this platform as much power as it does risks. Tweets have a very short lifespan.

4. TikTok: With over 700 million MAUs worldwide and still has plenty of room for growth.

5. YouTube: The second largest search engine in the world at this point.

III- Distinctions between the concepts identity, image, notoriety and reputation

III-1- Digital identity: business voluntarily or unintentionally on the internet (social media posts, press releases, videos, comments on a blog or forum, general data, etc.). Digital identity depends on its publications on the web. We distinguish:

III-1-1- The declarative identity: which corresponds to the data declared by the company (e-mail, contact details, identifiers and professional information, etc.).

III-1-2- Active identity: is directly linked to the activities of the Internet user and to browsing preferences.

III-1-3- The calculated identity: the number of virtual communities on social networks.

III-2- Branding: This is the image created by the company. It is the result of the brand's identity which includes its history, its culture, its strategic objectives, its positioning and competition, its values, as well as its communication. A good brand image confers positive consequences, which lead to the valuation of products and services and an increase in market share.

III-3- Notoriety: is the knowledge of a brand in the minds of the greatest number of people. The degree of knowledge that, an individual has about a given brand, company, and / or product. On the other hand, notoriety does not measure the degree of knowledge of the brand's activities. Brand awareness is generally measured by:

- **Immediate awareness:** means consumers instantly remember the brand
- **Spontaneous awareness:** the consumer knows the name of a brand but needs a little time to remember it.
- **Assisted notoriety:** the consumer does not remember the name of the brand, but can recognize it through another brand.

III-4- Reputation: refers to how the company is perceived by the general public at large. This is a collectively shared appreciation, which involves an opinion (positive, neutral or negative) determined by what the public knows or thinks they know about the characteristics and behaviors of that company in various areas that may involve a value judgment.

III-5- E-reputation: is the image conveyed or experienced on the social media of a company, a brand, or a product on various media such as: search engines, opinion platforms, social networks, digital word of mouth etc.

IV- E-communication, e-marketing, e-reputation and social media: what interactions?

- The integration of the company in the field of social networks will allow the managers of the company a better visibility of its economic and competitive environment, and a continuous assimilation in the field of ICT, research & development, technological innovations, and connection permanent
- On the marketing side, social media and social networks can bring to the company Low communication costs and time savings, and apart from Traceability; either the Communication is often controlled and the Company / Customer interaction is strong, social media generate brand awareness, acceleration of reputation support and the notoriety of the company.
- Among other things, social networks have dual effects, they bring advantages, but they can generate disadvantages, such as the absence of confidentiality, and the exposure of false rumors "Bad buzz" explained by the compulsory dependence on technologies, which generates Threats and risks for the products in phase of maturity or decline, in particular following the diversifications and advertising abuses towards the users, and the increased, fierce and permanent competition
- . - This strong subjectivity of Internet users leads the company to bear very high costs related to research and technological mastery, as well as advertising expenses, which will typically impact its marketing and its reputation on social media.

6. Conclusion

E-communication represents a means of creating added value for the various main economic players in business and marketing activities: companies, investors, customers, suppliers, financial

and banking institutions, and the media. Indeed, e-communication is an extraordinary function available to producers and marketers, and refers to activities undertaken by companies to promote the purchase or sale of a product or service via the Internet. This function is distinguished from electronic marketing which encompasses advertising, sales, after-sales services, and delivery of products to consumers or other businesses through networks which offer very attractive features tailored to managers marketing. So, it is important today for every business to have an e-marketing strategy to face the fierce and increased competition from the national or international market. This article has focused on the issues, levers, and management of "E-communication" and "E-reputation" which promote communication and commercial transactions on the Internet and promote an offer (products or services or ideas) through information and communication technologies and the Internet economy.

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