



*Digital Marketing as a tool to increase the Visibility of Start-Ups
- An Analytical study of Algeria's Digital Environment-*

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Abstract

In the light of global digital marketing, this study aims to determine the role of digital marketing in increasing the visibility of startups in Algeria; When we discovered the importance of digital marketing for small businesses, we analyzed some Algerian statistics and found that Algeria has a favorable digital environment that helps companies market their products at least in the local market. We conducted our study based on literature reviews, conceptual studies, and analytical studies. We concluded that digital marketing, especially social media, plays an important role in startups in Algeria and is compulsory for all companies to use it.

✓ **Keyword.Keyword** : Digital marketing, Startups, Visibilty.

1. INTRODUCTION

Startups face many difficult decisions at the beginning of their creation regarding product selection and quality, forms and the way in which they reach the consumer. In Algeria startups also faces the same challenges, in addition to the financial obstacles, we note that most startups are trying to rationalize their expenses, especially marketing expenses, which usually require large sums. Therefore, to reach the customer, the small companies must be visible to that target group. In the past things happened through traditional marketing, which was very expensive, but today we are in the age of digitalization where the so-called digital marketing emerged, which depends on various digital media, especially social networks that plays an important role in attracting customers, increasing brand awareness, presenting the product and increasing the visibility of businesses. The transition of companies to the virtual world has become a necessity as the appropriate place for the enterprises is where the customer is. In our current era we find that half of the world's population has at least one account on social media sites, Facebook and Instagram being the most popular platforms, giving all institutions especially startups, the advantage of having knowledge of customer behavior in additionally knowledge of key marketing ideas and strategies used in different parts of the world.

1.1. Research Problematic:

It is crucial for startup algerian founders to identify a real market need, finding a solution that meets your customers' needs can be exciting for startups, but reaching the target audience and selling products is life-changing for startups, especially with limited capital. Therefore, a solution to this problem must be found. Digital marketing is the famous tool for marketing products. **How can digital marketing tools increase the visibility of algerian startups and thus their sales?**

1.2. Research Hypotheses :

- Digital marketing tools are effective in overcoming the visibility problem of Algerian startups
- Algeria's digital environment does not allow startups to use digital marketing tools

1.3. Objectives of the study :

- To analyse the role of digital marketing on algerian startups
- To show the various elements of digital marketing
- To give general background of the stats of algeria digital marketing

1.4. Research Methodology:

Methodology: This purely analytical article made extensive use of the existing literature to understand the digital marketing practices used around the world. To analyze digital marketing techniques in the digital environment of Algeria, two analysis methods were presented. First, a descriptive analysis with which initial data could be collected. This observation method helps to collect and analyze methodically. Second, we conducted a qualitative study based on statistics on digital marketing tools to determine their role in driving startup visibility.

2. THE STUDY'S THEORETICAL BASIS: For a deeper understanding, we need a global view of the theoretical concepts.

2.1 Startup definition : A start-up has various definitions. It can be defined as a company that is in the early stages of its development¹, founded to market innovative products through limited capital initiated by individual founders or entrepreneurs to search for a repeatable and scalable business mode². They face high uncertainty and do have high rates of failure A startup is a company that is in the early stages of its development³. The term "startup" can also refer to the process of starting a new business, which can involve identifying a market need, developing a product or service to meet that need, and securing funding to bring the product or service to market. Startups are often associated with technology and innovation, but they can also be found in other industries such as healthcare, finance, and retail. also a startup is a business established by one or more founders to produce and sell a unique product or service, bringing it to market, and making it irresistible to customers⁴.

There are few attributes of the start-ups⁵ :

- First and most mentioned attribute is the "newness," the firm in the early stages of growth.
- The second feature is a "smallness" of such businesses.
- The third feature is environmental volatility, which is expressed in the instability of buyers and profits.

These characteristics can be expanded or reduced, depending on the source, but the ones listed above are the most common.

- Scalability: these are companies that seek to increase their size and income within a short period of time⁶, their business models are designed to expand quickly and capture a significant market share.
- Technology and innovation: these are companies that come into being upon the basis of innovative ideas to satisfy a new need in the market, also the creative solutions that make up the basis of its activity. They rely on digital technologies to evolve⁷.
- Youth: these are emerging companies that have reached the early stages of their brand management.
- Risk and Uncertainty: Startups operate in an environment of uncertainty and are exposed to greater risks than established companies. They often work with limited resources and face challenges such as market validation, competition and financial constraints⁸

¹ Mitchell Grant, <https://www.investopedia.com/>, 17/08/2023

² <https://www.startupcommons.org/what-is-a-startup.html>, 17/08/2023

³ https://en.wikipedia.org/wiki/Startup_company 17/08/2023

⁴ Gayathri.M, Shiny.A, Shiny.A, impact of digital marketing in start-ups, EPRA International Journal of Multidisciplinary Research (IJMR), Vol8. (January-2022), PP 2-3.

⁵ Ergee. G and Sigfridsson. Brand new Knowledge: How knowledge-intensive start-ups use social media to build their corporate brand, Diva Portal, (2018), p 84

⁶ <https://www.telefonica.com/en/communication-room/blog/whats-a-start-up-what-are-its-characteristics-how-is-it-financed/>, 23/08/2023

⁷ <https://fastercapital.com/content/The-Impact-of-Technology-on-Innovative-Startups.html#The-role-of-technology-in-innovative-startups>

⁸ The same reference, <https://www.telefonica.com> 23/08/2023

- They often work with limited resources and face challenges such as market validation, competition and financial constraints¹.
- High Growth Ambitions: the goal of startups is to grow significantly and reach a large customer base.

2.2 Startup challenges: What they are and how to overcome them ?

Startups face greater challenges as they enter the early stages of their operations. The biggest challenge for startup founders is often the ability to deal with uncertainty and manage various aspects of the business². This may include topics such as developing effective marketing and sales strategies, dealing with competition, adapting to changing market conditions and ensuring

compliance with legal and regulatory requirements. Various marketing reasons contribute to the failure of a startup. These include :

- lack of market demand or inability to address a real customer need, inadequate market research and lack of understanding of the target group³
- Ineffective marketing and sales strategies
- Neglecting marketing and sales Some startups think they can ignore marketing and hope word of mouth is enough.
- Competitors : No matter how good your products or services are, the market is crowded⁴ . So it needed to put the right strategy, and to have the ability to adapt to a new reality will determine your success or failure.

2.3 Definition of digital marketing : Digital marketing uses the Internet to send advertising messages to consumers. It also refers to the targeted, measured and interactive marketing of products or services that use digital technology to find viewers, convert them into customers and retain them as customers⁵. Digital marketing is not limited to social media platform. There are multiple channels like Pay per click SEO, SEM, content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, email marketing, search engine marketing and social Media.marketers choose carefully which variant to use in particular.

2.3.1 Traditional Marketing versus Digital Marketing⁶ :

Traditional Marketing	Digital Marketing
- Advertising campaigns are planned over a long period of time	- Advertising campaigns are planned over short period of time

¹ The same refrence, <https://www.telefonica.com23/08/2023>

² Sile cleary, <https://www.teamwork.com/blog/11-challenges-startups-face/24/08/2023>

³ A Kusumaningtyas, E Bolo, S Chua, M Wiratam, Why Start-ups Fail: Cases, Challenges, and Solutions, Advances in Economics, Business and Management Research, volume 198 Conference Towards ASEAN Chairmanship 2023 (T-A-C 23 2021), P3

⁴ The same reference , Why Start-ups Fail: Cases, Challenges, and Solutions P4

⁵ J Martins, F Branco, R Gonçalves, M Au-Yong-Oliveira and F Moreira, A Theoretical Analysis of Digital Marketing Adoption by Startups , International Conference on Software Process Improvement, University of Trás-os-Montes e Alto Douro , 2018, P 3

⁶ Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study, International Journal of Management Science and Business Administration Volume 1, 1 2015, Pages 69-80

<ul style="list-style-type: none">- Limited reach to the customer due to limited number of customer technology- 24/7 year-round exposure is not possible- Responses can only occur during work hours- No interaction with the audience	<ul style="list-style-type: none">- Success of digital marketing- Wider reach to the customer because of the use of various customers technology- 24/7 year-round exposure is possible- Response or feedback can occur anytime- Interaction with the audience
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2.3.2. The importance of digital marketing :

Digital marketing permet companies to access to a wide audience to people around the world without geographical restrictions. This help to attain potential customers according demographic data. It will help to implement efficient strategies to convert prospective buyers into purchasers and Increase increase a company's visibility and improve its online reputation. By having a presence on various digital platforms, businesses can increase brand awareness and gain consumer trust and establishment of lasting relations with the customers¹. Firms can adjust their budget according to results and optimize their expenditure to maximize the return on investment², the tools of numerical analysis allow you to watch the effectiveness of every marketing activity and to adjust your strategy consequently in order to make the best decisions and gives the capacity to answer fast the changes of the market, tendencies or the needs of the customers. Firms can adapt their strategies real-time to remain competitive and respond to public expectation by personalizing messages and offers based on customer priorities and needs³.

2.4. The importance of digital marketing for startups :

Nowadays, Startups practically has financial and personnel limitations as well as limitations in their skills. The need to use low-budget marketing technologies defines the question of an effective combination of methods and tools underlying any Internet marketing technology of a small microbusiness. These tools of digital marketing are determined by a series of interacting information flows which interacts with each other and influence the flow of consumers. They are characterized by the following features⁴:

- 1) Internet marketing transforms the elements of classic marketing into a digital form.
- 2) digital marketing tools determines the possibilities of targeting advertising campaigns in communication channels to small segments of the target group. It means access to segments of the target audience whose needs small micro-enterprises can satisfy at a higher price

¹ <https://www.webfx.com/blog/marketing/importance-of-digital-marketing> 28/08/2023

² J. Jadhav Significant Role of Digital Marketing in Business Growth and Success in 2020, Journal of Management Information Systems , vol 3, P4

³ Role-and-Importance-of-Digital-Marketing,IUJ Journal Of Management, <http://journal.iujharkhand.edu.in/May2017/Role-and-Importance-of-Digital-Marketing.html#>

⁴ Y Kuzmenko Enterprises_An_Insight_through_Visibility_in_Search_Engines Online-Marketing-Impact-on-Micro-Enterprises-An-Insight-through-Visibility-in-Search-Engines,

3) digital marketing is characterized by interaction processes that increase each others' effectiveness

2.5. Reach Awareness Visibility Relationship Startups :

Would need better and faster reach to create awareness and visibility to offering and to build long lasting relationships with customers. Social media comes in many forms but main focus is on the most popular sites Social media is a powerful marketing tool provided to start-up looking to increase their reach and interaction with customers¹, which provide start-ups with the interface to continuously converse about their products and services. Using the social media tools and technology such as Facebook, Twitter, and YouTube for social sharing of content, videos, and images, start-ups can market at a lower cost. Social media is a great platform for two-way communication². It allows consumers to discuss ideas, post comments, ask questions and share links. This facilitates open communication, leading to enhanced information discovery and delivery. The start-ups expect their marketing effort to be cost effective, interactive, engaging and scalable to a large audience.

2.6. The Role of Digital marketing in start-ups : The table represents ABCD Analysis of digital marketing impact on startups visibility :

ADVANTAGES	BENEFITS
<ul style="list-style-type: none"> - Increased customers - Tap larger geographical location - Attract customers with various offers and discounts 	<ul style="list-style-type: none"> - Better targeting - Impactful - Real time analysis
CONSTRAINTS	DISADVANTAGES
<ul style="list-style-type: none"> - Negative impression on customers through unacceptable product promotions - Dynamic customers likings and preferences 	<ul style="list-style-type: none"> - Customers showing lack of willingness to try new and unique products - Customers doubt the quality of products - False news and rumours on social media

Source : International Journal of Case Studies in Business, IT, and Education, p45

- Digital marketing methods help in targeting a specific audience. For example, you can target your customers individually which creates a personal connection between you and your lead and make positive results. However, ill-considered use has a negative impact on the reputation of the startups.

3. Digital Marketing Tactics for Startups :

¹ A Gupta, M Grover, S Mishra , the role of digital marketing in startups , rukmini devi institute of advanced studies (rdias), rohini, delhi110085, affiliated to guru gobind singh indraprastha university (ggsipu), delhi,2019, p4

² S. Vijayakumar Bharathi, Social Media for Start-Ups - An Effective Marketing Tool, Vidisha Sharma Symbiosis Centre for Management and Human Resource Development Symbiosis International University, Pune, India, 2013,P5

Digital marketing can cost anywhere between zero and thousands of dollars a month. It depends on the business, preferred marketing method. Small businesses will spend less, but even within small businesses, the niche, location, competition, and goals can vastly make the budgets differ. Every business requires digital solutions, which is highly beneficial for a startup business as it promises a higher conversion rate without employing large amounts of money.

Online digital marketing tools like social media AdSense demand very less advertising cost as compared to traditional newspapers and television ads. It is important for every small business owner to indulge in digital advertising for cutting costs. For example the average cost-per-click (CPC) in the marketing industry is \$3.33 and the most expensive marketing industry keyword CPC is \$165¹, which is not considered as a big sum of budget.

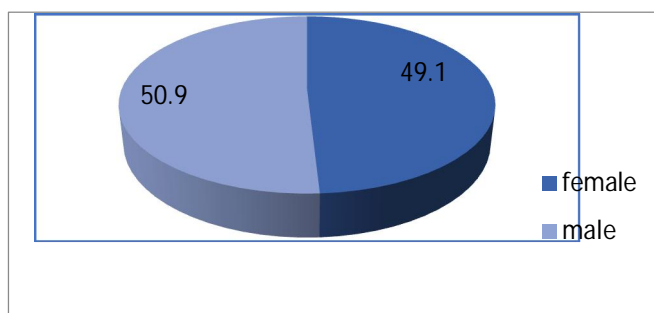
Digital marketing strategy is a comprehensive game plan that outlines how you'll reach your target audience and convert them into paying customers. When it comes to choosing the best channel for your business, there are several factors to consider. Here are some points to help you make marketing strategy:

3.1. **Identify your goals:** Different platforms offer different benefits. Align your social media goals with your overall business goals. For example, if you want to increase brand awareness, generate leads, or increase community engagement, certain platforms may be better suited to these goals².

3.2. **Define your target audience:** Identify the specific group of people you want to reach with your marketing message. This will help you tailor your content and messaging to your needs and preferences³. In order to identify the specific group we need to reach, it is important to have global statistics about Algeria in online statistics and to know how the Algerian population is divided.

3.2.1. Internet users in Algeria

Algeria's total population was **45.26 million** in January 2023⁴.



4. 49.1 percent of Algeria's population is female, while 50.9 percent of the population is male⁵.

Distribution of Internet users in Algeria by Wilayat

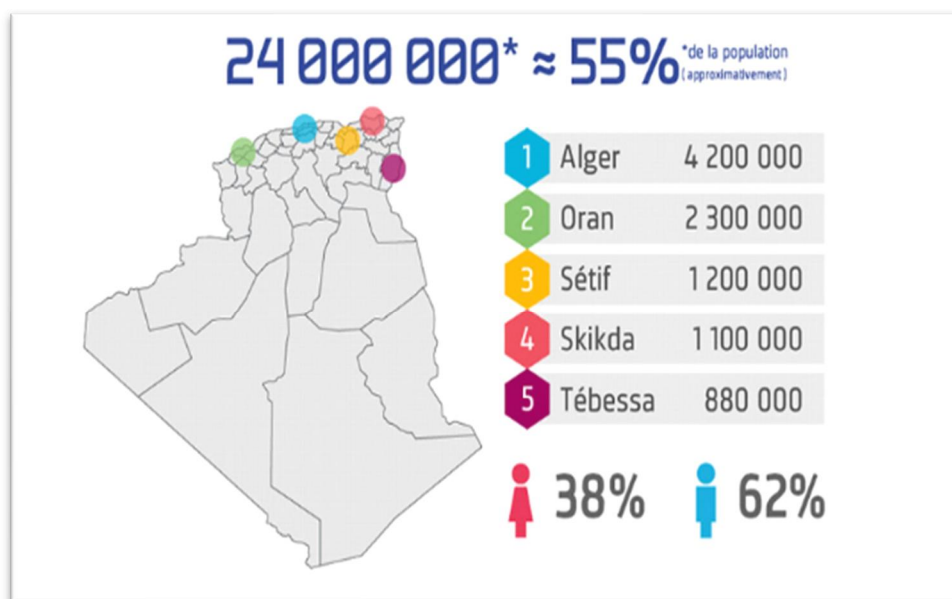
¹ <https://www.hubspot.com/marketing-statistics> 04/09/2023

² How to Decide which Social Media Channels to Be On | Sprout Social

³ How To Determine The Best Marketing Channels For Your Products (forbes.com) 05/09/2023

⁴ <https://datareportal.com/reports/digital-2023-global-overview-report> 05/09/2023

⁵ The same reference, <https://datareportal.com/reports/digital-2023-global-overview-report> 05/09/2023



Source : <https://www.medianet.tn>

In the photo above we can see that most of the inert users are in Algiers, Oran, Sétif, Skikda and then Tébessa. We found that the proportion of male users is twice as high as that of women.

3.3. **Understand your audience** : Research your audience and learn which platforms they use most. This allows you to identify the channels most likely to reach and engage your desired audience and know what the audience is focused on.

3.3.1 Social Media Stats Algeria 2022 – 2023 :

in January 2023. There were 32.09 million internet users in Algeria. It means will use internet 70.9 percent of the total population at the start of 2023. Also, Algeria was home to 23.95 million social media users, equating to 52.9 percent of the total population¹. So potential clients could be located everywhere online. By engaging diverse clients through varied techniques, a small business like startups that delivers helpful information and excellent communication may compete in social media platforms. In the Social Media Advertising market, the number of users is expected to amount to 38,450.0k users by 2027².

Proportion of social media users in Algeria for 2023 :

Facebook	YouTube	Instagram	Twitter	Pinterest	Reddit
60.3%	18.63%	11.05%	8.49%	1.3%	0.11%

Source : <https://www.statista.com>

In the table above we see that Facebook's share comes first, which means that the Algerian population uses the Facebook platform more than any other platform. YouTube takes second place in the table with 18 percent, which is also a high share, followed by Instagram and Linkdlin they have almost the same share, at least on Pinterest and Reddit we see that Algirians are not really fans

¹ <https://datareportal.com/digital-in-algeria-10/09/2023>

² <https://fr.statista.com/outlook/dmo/digital-advertising/social-media-advertising/algeria-10/09/2023>

of them like Facebook and YouTube.

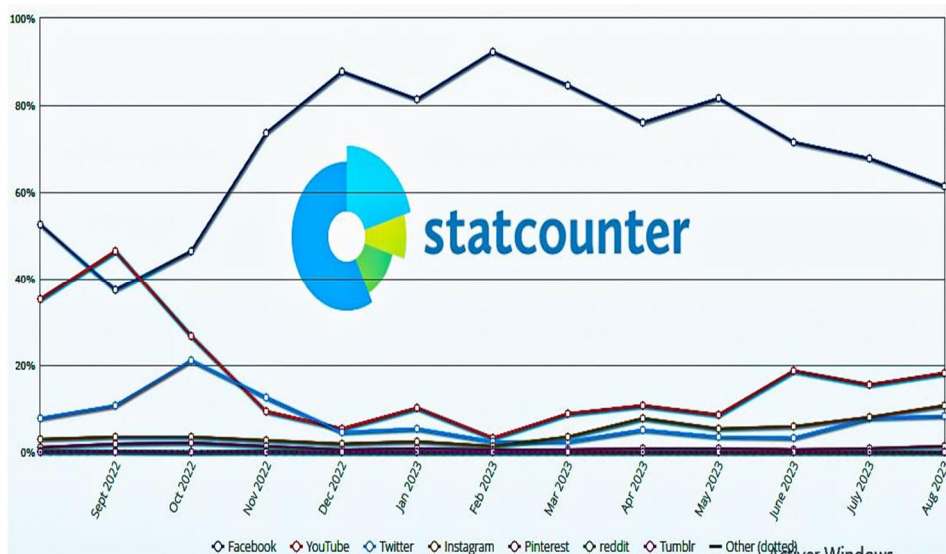
The numbers of Social Media users

Social Media	User number	Male	Female
Facebook	24 000000	63	38
Instagram	4900000	56	44
Snapchat	3650000	40	60
Twitter	2300000	70	30
Linkdlin	846500	70	30

Source : <https://www.medianet.tn>

In the table above we see that the share of social networks is significantly high. We also see that the proportion of men on various social networks is much higher than the proportion of women, unless women outnumber men on Snapchat.

Social Media Stats Algeria

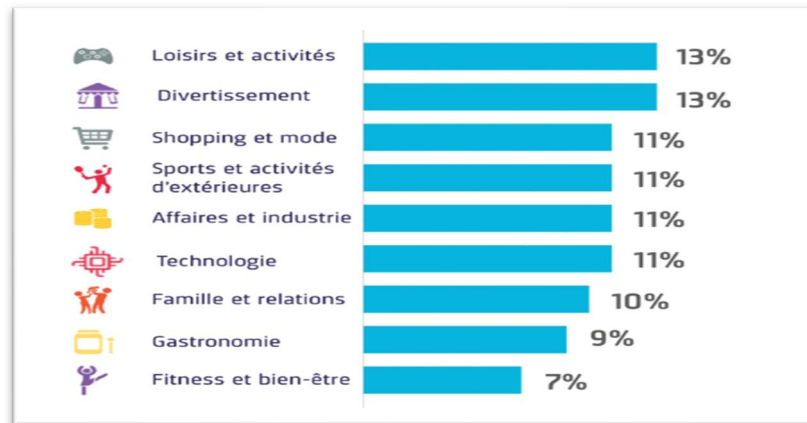


Source : <https://gs.statcounter.com/social-media-stats/all/algeria>

Facebook's market share is approximately 51% of the social media advertising market and selected region in 2022. Social media advertising had already been increasing before the COVID-19 pandemic. However, the pandemic has increased the use of social media, especially for video content, resulting in exponential growth in social media advertising. People are spending more and more time on social media, largely due to the rise of TikTok during the pandemic and the significant

increase¹. in Instagram video content. In the social media advertising market, \$71.81 million of total advertising investment will be generated via mobile devices in 2027

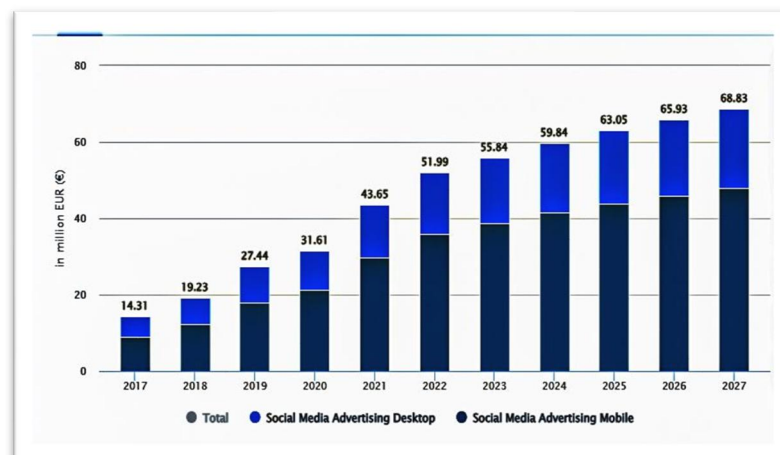
Percentage of users per centre of interest in Algeria



Source : <https://www.medianet.tn>

Algerian people consume different products in a significant and close percentage, the highest percentage is for both (Leisure and activities) and (Entertainment) and the last percentage is for (Fitness and well-being) Shopping and sports fashion, Business & Industries, technology, Family and relationship and gastronomy are consumed equally.

Social media advertsing desktop versus mobile in algeria²



Source : <https://www.statista.com>

In the graph above, we see that advertising on mobile is much higher than on desktop. This is due to the development of internet infrastructure and the accessibility of smartphones, which are the

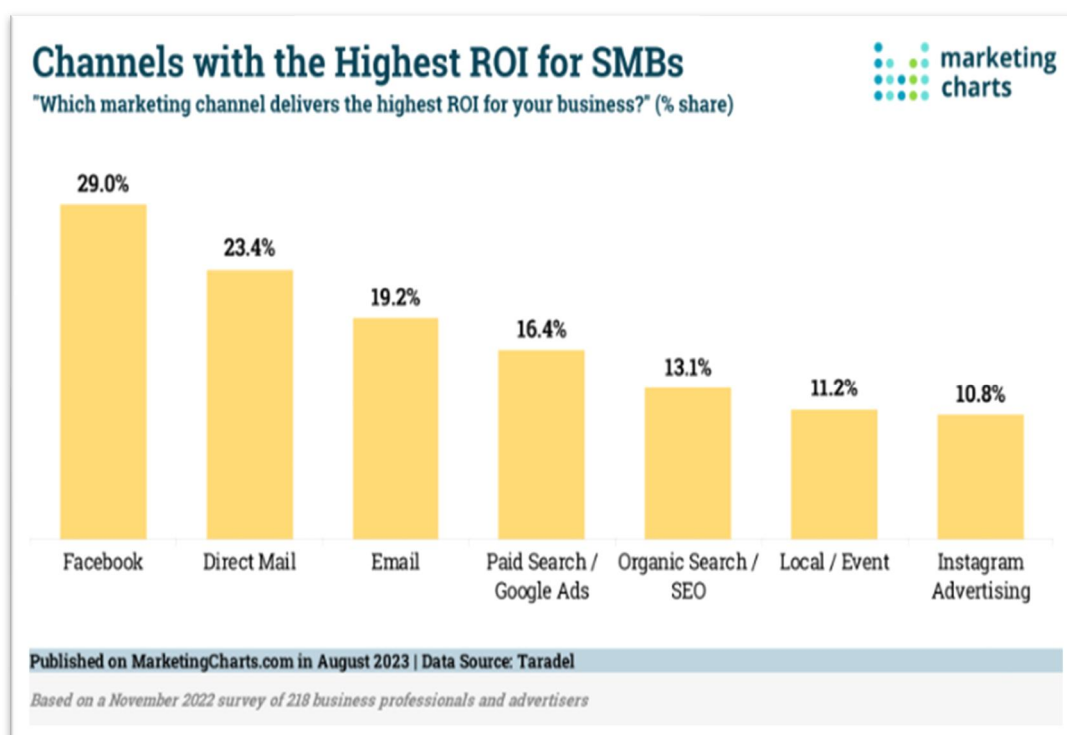
¹ <https://www.statista.com/outlook/dmo/digital-advertising/social-media-advertising/algeria#global-comparison> 22/09/2023

² <https://www.statista.com/outlook/dmo/digital-advertising/social-media-advertising/algeria#global-comparison>

main drivers for the expansion of social media advertising. Over the last decade, the Internet infrastructure has changed significantly. Now it's faster, cheaper and more accessible. While smartphones have become cheaper over time, less than 20 years ago they were a luxury item for working professionals

About 52.9 percent has access to the internet via mobile phones. Digital marketing helps small businesses in creating mobile-friendly websites and targeting their potential audience¹. If you wish to grow your business, then constructing a mobile responsive website and social media presence is the way to go

Channels with highest ROI for small businesses :



Source : <https://www.marketingcharts.com>

Facebook is the social platform most used by SMEs and also the most promoted channel for return on investment. This echoes previous research that found small businesses remained loyal to Facebook advertising despite the platform's privacy issues at the time². According to a study by Taradel, Email is another workhorse for SMEs with almost two thirds (66.2%). The only other advertising tactic most respondents plan to use is direct mail (60.3%). These three channels offer the highest return on investment (ROI) for your business. About 29% cited Facebook as their biggest ROI driver, followed by direct mail (23.4%) and email (19.2%).

¹ <https://www.statista.com/outlook/dmo/digital-advertising/social-media-advertising/algeria#ad-spending>

² <https://www.marketingcharts.com/cross-media-and-traditional/local-and-small-biz-230547>
23/09/2023

3.4. Evaluate available resources: digital marketing requires time and effort. Reflect on the resources you have available and its essential elements¹.

3.4.1. Essential elements of digital marketing in Algeria :

Digital marketing strategies are all about visibility. Whether it's attracting new customers or gaining more trust with existing ones, digital marketing is what will get you noticed online. The goal of your digital marketing strategy should be to make people interested in learning more about why they would want to buy your product or service. Therefore, you need to maximize your customer base, create an online brand, work on brand awareness, and connect with your customers. All this is possible by employing innovative digital marketing techniques.

According to Google, 63% of all shopping occasions begin online. That means that whether the customer ends up making the purchase in a physical store, or through an online market place², it started online. That's why digital marketing is so important for small businesses

A great way to remain relevant and keep up with the latest marketing trends is to keep an eye on marketing statistics. Whether you're focused on SEO, content marketing, social media, Website and video³.

3.4.1. Social networks : are no longer just for large companies. Marketers use social media as their primary advertising method. In fact, 71% of small and medium-sized businesses use social media to promote themselves and 52% post once a day⁴. They spend a lot of money reaching consumers through social media and are constantly thinking of new and creative methods to improve their social media advertising strategies, such as Social media banner advertising that allows them to gain more fans and followers and help them gain more trust. potential customers by allowing them to interact with what they see. In Algeria, advertising spending in the social media advertising market is expected to reach \$59.45 million and show a CAGR of 4.84%, resulting in a forecast market size of \$71.81 million by 2027⁵.

3.4.2 search engine optimization : is a great way for small businesses of all types, it allows to understand how consumers are searching for and finding information about the brand and the competitors⁶, it helps to show up on top of search to rank higher on Google and other search engines, which means they're more likely to increase your website's visibility. In 2021, 69% of marketers invested in SEO and Almost 25% of companies invest in mobile optimization as a top SEO tactics⁷.

3.4.3 Content Creation : it's one of the most important aspects of digital marketing. Creating content can range from blog posts, videos, infographics or anything else that teaches your audience why they should purchase your product or service and help to convert potential leads into paying

¹ How to Choose the Right Marketing Channels for Your Business (wishpond.com) 23/09/2023

² The Impact of Digital Marketing On Small Businesses (smallbmentor.com)

³ Ioseb ,Gabelaia, The Significance of Digital Marketing Strategies for Continuity of SMEs RISEBA, International Journal of Management, Knowledge and Learning, University of Applied Sciences, Latvia, Volume 11,2022, P5

⁴ <https://blog.hootsuite.com/social-media-tips-for-small-business-owners/> 26/09/2023

⁵ <https://www.statista.com/outlook/mmo/shared-mobility/shared-rides/ride-hailing/worldwide> 26/09/2023

⁶ SR Jadhav Jadhav ,Significant Role of Digital Marketing in Business Growth and Success in 2020, Journal of Management Information Systems , vol 3, p6

⁷ <https://www.hubspot.com/marketing-statistics> 12/09/2023

customers. 82% of marketers actively use content marketing in order to multiple audience segments -marketing to three audience segments- is most common¹.

3.4.4 **Website** : website is your online home. It's one of the first things potential customers will look at. For some businesses, a site can even become their main product or service as people perform more searches on mobile devices than ever before. A total of 48.53 million cellular mobile connections were active in Algeria in 2023 equivalent to 107.2 percent of the total population. THEY generated about half of all website traffic globally and 3.5% of e-commerce website visits via mobile are converted into purchases, compared to 3.9% on desktop².

3.4.5 **Videos** : an overwhelming majority of people (94%) report watching explainer videos to learn more about a product, with 84% being swayed to make a purchase. Viewers are 4x more likely to use YouTube versus other platforms to find information about a brand, product, or service³.and 87% of video marketers say that video has increased traffic to their website.

3.5 **Analyze the competition**: Study your competitors' marketing strategies and identify the channels they use. The situation is different with start-ups, because most of them have a unique profile and develop new products and services. In Algeria in particular, the number of existing start-ups is not that large, so they can conquer the market without any obstacles to competition.

4. RESULTS AND DISCUSSION

- The digital environment in Algeria is very similar to the prevailing digital environment worldwide, as we find that the share of Internet users in Algeria is over fifty percent and the share of people who own connected smartphones is over one hundred percent

- The share of users of social Media platforms is very high. From this we conclude that digital marketing in Algeria is producing good results using social media platforms and investments in this area will bring good returns.

- The best digital marketing communication platform in Algeria for 2023 is the Facebook platform, followed by the Instagram platform.

- Startups in Algeria have a good chance of using digital marketing due to the lack of competition. Especially since these institutions are characterized by the uniqueness and quality of the products.

- The majority of people connected to the Internet and social networks are men, and this information is useful when developing a marketing strategy .

- Digital marketing is the best solution for emerging startups to increase their visibility in terms of time, effort and money.

- The use of websites and videos significantly increases the visibility of startups and helps build their reputation and awareness

- The indiscriminate use of digital marketing methods can have a negative impact on the image of the startups

¹ The same refernce, <https://www.hubspot.com/marketing-statistics>

² <https://datareportal.com/reports/digital-2023-algeria> 12/09/2023

³ The same refernce, <https://www.hubspot.com/marketing-statistics> 23/09/2023

- Not having funds for digital marketing is one of the biggest mistakes the small businesses can make. It is preferable for the organization to have a page on all platforms with at least one post per day

- the role of digital marketing in startups is that it allows to promote products/services very cost-effectively compared to traditional marketing, the brand reaches potential customers faster than physical presence and also helps in increasing sales.

- it's preferable to use Mobile Pages in digital marketing

- **Challenges of the study :**

- The difficulty of accessing all the statistics that should allow a more accurate and complete analysis

- The difficulty of knowing the age groups of social media users to know which segment has the highest percentage in Algeria

- This study only deals with the statistics of the digital aspect and does not address the behavioral aspect of marketers and customers

4. CONCLUSION

In this article we discuss many important points related to the role of digital marketing in increasing the visibility of startups; at the same time try to explain the concept from the theoretical aspect, remarking that digital marketing for startups is an absolute necessity because it has an optimal opportunity in terms of cost and time to achieve its desired objectives, social media is the easiest medium to be adopted by a newly established startups with little capital. The second part, is an analytical study of the digital environment in Algeria to determine to what extent there can be a positive response to digital shopping in Algeria and whether the digital environment in Algeria promotes digital marketing. We found out that digital marketing exists through statistics in Algeria in a good way. In this part, we also discuss very important statistics that show us that digital marketing plays a very important role in the development and growth of institutions. Finally, digital marketing is a perfect business opportunity for Startups To be competitive

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