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Digital Marketing: Trends and key Figures

التسويق الرقمي: الاتجاهات والمؤشرات

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Abstract

The aim of this study is to demonstrate the myriad opportunities provided by digital technologies to businesses. that are confronted with various challenges posed by this digital a revolution. Currently, due to digital communication, technology, especially the internet Smartphone and 2.0 technology, we find ourselves in the presence of a the internet-connected world; blogs, social media networks, telephone, and a variety of other Tools have a genuine incentive to product and service promotion and to keep in contact with consumers by ensuring long-term viability get a friendship with them This review even looks at the This's evolution and patterns by displaying several digital waves data and estimates on digital promoting.

Keywords

Digital Marketing;
Web 2.0;
Online Marketing;
Mobile Marketing

JEL Classification Codes : M30 ; M37 ; M21 ; M39

الملخص

هذه الدراسة الحالية تهدف إلى إظهار مختلف الفرص التي تقدمها تكنولوجيا الأعمال الرقمية خصوصا للمؤسسات والتي أصبحت ملزمة للتعامل مع الكثير التحديات التي فرضتها هذه الثورة الرقمية. اليوم وبفضل التكنولوجيا على وجه الخصوص الويب 2.0 وتكنولوجيا الهواتف الذكية، أصبحنا أمام عالم متصل: مواقع الويب، الشبكات الاجتماعية، الهواتف الذكية والعديد من الأدوات الأخرى والتي أتاحت فرصة لترقية المنتجات والخدمات كذلك البقاء على مقربة من العملاء عن طريق ضمان علاقة قوية ودائمة معهم. يفحص هذا البحث أيضا تطور واتجاهات هذه الموجة الرقمية والتي انعكست أساسا على مجال التسويق.

الكلمات المفتاحية

التسويق الشبكي؛
الشبكات
الاجتماعية؛
الثورة الرقمية؛
التكنولوجيا.

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1. Introduction:

Advances of information and communication technologies Communication, like the Internet and mobile technologies, is a big obstacle for today's companies. This transition has culminated in many developments in the corporate environment, with concepts such as the digital economy, e-business, and ecommerce evolving. Marketing was not far behind these changes. The advent of e-marketing, marketing 2.0, and digital marketing is evidence of the revolution's effect on all marketing practices, and in an increasingly competitive world, businesses have found themselves reviewing their tactics and adjusting to this current digital revolution in order to distinguish themselves from others.

Since today's talk is about a new consumer with new expectations and new desires that shift from one moment to the next simply because he has quick access to information thanks to modern media, not only does it allow him to get the information to compare the various deals, but it also allows him to share his thoughts and feedback with other customers, especially on social networks.

This growth has also resulted in a gradual rise in the number of Internet users, social network users, and mobile users, implying that we are entering a new competition or a new future known as the digital world.

As a result, our mission is to highlight the value of digital tools and the multiple opportunities they give companies. As a consequence, it is appropriate to respond to the following question:

What prospects do emerging technology give companies in general, and marketing in particular?

2. Web 2.0:

The internet is a big invention of the twenty-first century. Its design, form, and usage have evolved and changed, and this transformation has fundamentally altered our market and social habits. The web is the biggest data transmission system; this term was coined by Tim Berners-Lee in 1989. The first phase of the web is Web 1.0, which is a conceptual network that can be reached on the Internet read-only and is known a place where enterprises transmit their messages to consumers and clients can only check and read this data; then Web 2.0, which represents a redesigned web.

Web 3.0, also recognized as a collaborative network, seeks to eliminate human activities and decisions and transfer them to devices by delivering accessible and automated information on the Web and allowing coordination among various machines; Web 4.0, on the other hand, would be a reading, writing, and synchronization platform with intelligent interactions; it has no clear meaning and is only known as a network. The social media has also aided businesses in transitioning from one-way contact to social agreement with their customers (Aghaei, S.& all, 2018, p8).

3. Description and significance of digital marketing:

Digital marketing may also be described as the use of technology. Digital means are used to carry out marketing campaigns, with the invention of the telephone, new modes of communication emerged, digital technology, the Internet, and social media are also examples of this.

Digital marketing, in specific, is the use of technologies, the website, e-mail, social media, and the mobile app are both digital and interactive, mobile marketing behavior that allows for connection, monitoring, and analysis act to customer needs effectively.

Because of the similarities of the means used and their objectives, digital marketing is often used interchangeably with e-marketing. However, a description of e-marketing reveals that it often includes data processing software, cyber surveillance, and e-payment, among other things. As a consequence, we might describe digital marketing as the e-marketing interface, or the aspect of e-marketing that the user sees and the window of contact and engagement with it (Riyad Eid, 2013, p31-50).

Digital marketing enables the company to promote its products around the world without interruption, which gives it more opportunities to succeed, there are also those who believe that digital marketing offers great potential for brands or companies, including:

branding: Web 2.0 is an excellent opportunity to create a brand image due to its wide range availability and continuous updates that can be made.

interactivity: in the context where companies are trying to build a relationship with their audience, digital marketing allows the ability to establish conversations with customers and generates a positive experience with the brand.

visual communication: and this through various tools such as images and videos that are attractive means, which leads to more participation.

viral: the internet allows the expansion of any content and the introduction of the WOM (Word of Mouth) paradigm, viral communication becomes more important through the possibility of sharing and dissemination of content.

the measurement of outputs: which means the possibility of evaluating the results.

4. Digital marketing tools:

Digital marketing relies on many tools and media, Knight Gary divided them into three main groups: online marketing, media social and mobile marketing (Knight Gary, 2000, p12-32).

4.1 Online marketing:

It includes both the company's website, email, banner ads and sponsored links.

4.1.1 The website:

A website is a set of web pages interconnected that have a single entity, typically operated by a person or company and are devoted to one or more subjects related; the website combines functionality, content, form, organization and

interaction. By creating a website, the company aims to help customers to buy their needs, find information, and save money and time.

4.1.2 Sponsored links:

Also referred to as “pay-per click” advertising or search engine advertising, the most commonly used term, means paying for advertising that usually appears next to or above the list of search engine results to attract the user.

4.1.3 Banner advertising:

The first banner to be released in 1994, the difference between the shapes of these banners not only its size but its content, it contains GIFs animated, interactive banners and today there are banners in the form of videos.

4.1.4 E-mail:

E-mail marketing is a form of direct marketing that uses email as a means of communication with existing and potential customers; e-mail allows sending a message to many parts for a very low cost and its benefits are also easy to measure through the percentage of open messages and the percentage of clicks.

4.2 Social media:

With Web 2.0, there are many social media channels that enable individuals to exchange messages, photos, videos between them or even with companies. These media are versatile. There are social networks, virtual communities and blogs (Afrina, Y.& all, 2015, p69-80).

4.2.1 Social networks:

Social networking sites are a whole Web applications based on Web 2.0 technologies that many benefits as they help connect businesses to develop relationships in a timely manner and profitable, top social networking sites currently used in marketing are Facebook, Twitter, Google+, LinkedIn.

4.2.2 Online Communities:

There is great confusion between the virtual community and social networking site because there is a relationship between the two terms: a community needs a social network, that is, a virtual community is a social network with unique features; Including the common and shared purpose of all And interactions within the network do not occur automatically each member has a specific role, we can find new members, directors and visitors, as well as the most important characteristic is the feeling of belonging to the group.

4.2.3 Blogs:

The blog is a virtual information store that allows the company to display extensive content to customers, and aims to provide a solution for people who navigate, to help visitors get information and also help them reach the advertising campaigns of the company in order to create a response, Today the blog is considered a new tool to help companies to generate visibility and interest in customers, it is also a means of conversation that allows customers to remain in dialogue constant with the organization.

4.3 Mobile marketing:

It is like any marketing activity carried out with customers using a mobile phone, it is also known that all activities related to communication with the client at through the use of the telephone to promote product sales or services or provide information; mobile marketing gives companies the opportunity to stay in touch with the customer at any moment, anywhere, which makes it the most marketing medium dynamic, efficient and personal; Marketing mobile is also an effective way to develop cooperation with customers, many professionals use the mobile messaging to generate a client response (Kannan, P.K, 2016, p22-24).

Mobile marketing includes many forms, it contains all the digital marketing forms mentioned above, it is today possible to access the website of any company, its pages via social networks such as the computer. Thus, here will focus on the additional tools offered by mobile marketing such as SMS, MMS, mobile apps and other tools.

4.3.1 Mobile messaging:

There are two types of short messaging service and multimedia messaging service.

4.3.2 Mobile applications:

It can be defined as a free or paid program and downloadable and run at using the operating system of a smartphone or tablet such as Android, IOS, formerly called iPhone Os, and Windows phone. The use of applications has grown steadily in recent years for all age groups, due to the benefits it provides through its ease of use and availability on the phone screen without recourse search engines, as well as the many services they offer such as games and videos, and other services for downloading information and participate in blogs.

4.3.3 Quick response code:

2D code is a two-dimensional code that allows storage of digital information and can be read via a smartphone with a camera and a suitable player (special application), it provides direct access to the advertiser's website by telephone for suggest more information. The QR code was launched in 1994 by the Japanese Denso -Wave, a code matrix or barcode in a two-dimensional matrix. This code is a square shape with three small squares surrounded by odd numbers representing encrypted data using special methods. The importance of the 2D code lies in its ability to contain and link links such as the opening of a website but do many other things like playing videos, opening the also links to social networking sites; this code represents a portal analog that allows consumers to interact with assets and access them from anywhere (Lamarre Antoine. & all, 2012, p6).

5. Digital marketing: Trends and Key figures:

Thanks to the evolution of information technology communication, the number of Internet users and smartphone users has significant growth, this part presents several figures and statistics indicating the great opportunities offered by technologies companies by examining the evolution of use trends in online advertising, social networks and other digital marketing tools.

5.1 The evolution of Internet use worldwide:

The planet, a big village in the Internet age? Not for everyone. New figures show this, dedicated to the use of the Internet, mobile and social networks in the world. Of the 7.7 billion humans on Earth in 2019, 5.1 billion own a mobile phone and 4.4 billion use the Internet (57% of them). In one year, the number of web users increased by 9.1%, while the world's population grew by only 1.1%. Social networks have also seen an increase in their audience, with 3.48 billion followers, or 45% of humanity.

Northern Europe remains the most connected region with 95% of users. North America now has the same penetration rate (up from 88% a year earlier). Conversely, as last year, Central Africa remains the most digitally isolated region with 12% of connected users. In the rest of the African continent, the penetration rate is rising slightly (Fang Wu. & all, 2003, p425-447).

5.2 The evolution of search engine and online advertising:

5.2.1 sponsored links:

Website referencing is essential for companies as about 81% of buyers conduct research in before buying, among them 34% use such search engines that Google, Bing and Yahoo to search for products; and others will directly to e-commerce sites such as Amazon. through the first results when searching for a search engine is essential to make the company or brand more visible by potential customers: first Google search results save more than 34.36% clicks; Google is the most used search engine companies or individuals, it holds 77% of all users (Kurgun Hulya. & all, 2011, p340-357).

5.2.2 online advertising:

Social networks are a well-conquered in the online marketing market, but this is only the beginning of the forecasts published in the Statista Digital Economy Compass. Social media accounted for 26% of global online advertising revenue in 2018, or \$73.7 billion. The number one segment remains search engine advertising with \$104.9 billion in revenue generated in 2018, or 37% of the global market. But social networks are a major advertising growth engine and should become the most successful digital segment by 2020, with an expected 230% growth in advertising revenue over the 2018-2023 period. The revenues generated could reach \$242.7 billion by 2023 and represent 43% of the global Internet advertising market. Lower growth is expected for the other segments over the same period, with videos (95%), classified ads (50%), search engines (43%) and banner ads (43%) (Barrett, H, 2000, p50).

5.3 Developments in the use of electronic mail:

With the internet being more widely available, the number of e-mails sent and received worldwide has grown year after year since 2017. Although approximately 306.4 billion e-mails were sent and received per day in 2020, this number is projected to rise to over 376.4 billion regular mails by 2025.

Despite the growing proliferation of messengers, messaging applications, and social media, e-mail has remained integral to digital communication and is still growing in popularity. The number of global e-mail users is projected to exceed 4.6 billion by 2025, an expansion of about 600,000 users from 4 billion in 2020. Not just that, but e-mail has higher click-through rates than social media when it comes to web ads. These were 5.5 and 4.3 percent in Belgium and Germany, respectively, compared to the 1.3 percent worldwide average CTR for social media over the same time span (Fariborzi, E, 2012, p232-236).

5.4 The evolution of the use of social networks:

Digital advertising expenditures were greater than those for television. They went from \$107 billion in 2017 to \$232 billion in 2019 and are expected to reach \$260 billion by 2021. This is expected to be around €232 billion.

In their advertising expenses, brands now provide remuneration dedicated to the people they call upon for posts on Instagram in particular. Today, the social network has 25 million so-called professional profiles and 2 million of them report commercial results at the end of the year. This is a real advertising strategy for brands, because overall, 83% of users discover products and services via advertising made on the social network. This social network is one tool among others that also allows brands to manage their e-reputation. For them, it has become a “vital” issue. 92% of companies consider this to be the most complicated category to manage while 61% ensure success in controlling this aspect.

The reputation of a company can be decisive, on the one hand for customers who could turn to competition after reading bad comments or for the recruitment of new employees. Indeed, 69% of job seekers say they would refuse a job if the company has a bad e-reputation.

Finally, a final point concerns the online reputation of an individual in general. Today, no one is unaware that a recruiter can take a look at his social media accounts. But it would turn out that a recruiter who does not find a candidate online, may give him less chance. By not being able to judge the candidate's e-reputation, the human resources officer would therefore have less confidence in the person in front of him. This would be the case for 57% of recruiters.

Overall, compared to 2020, trends are evolving, but remain very video-driven. Brands have finally understood the power of messaging services and have notably set up chat bots, the latter should be in charge of 70% of interactions between brands and Internet users this year (Colbert François, 2003, p30-39).

5.5 The evolution of mobile marketing:

in 2020, more and more consumers will use mobile payment. Mobile payments reached \$142 billion in the United States in 2019. This is due to the proliferation of mobile apps, which make it very easy to pay with a smartphone and the new payment apps without a credit card. Mobile advertising will be native and personalized. She wants to attract mobile users with more targeted ads and target the right audience at the right time. Customization requires special

implementation and significant resources, but it remains a top priority for 2020. Today, the mobinaute wants to be treated by brands, with personalized campaigns that meet a need.

The implementation of marketing automation on mobile remains a priority for many companies. Indeed, mobile is a fast-growing channel, ubiquitous in the lives of consumers. It therefore seems strategic to integrate automation on the mobile, in order to offer the best possible communication to its customers via their social commitments, and facilitate their loyalty by better identifying their purchasing behavior. Mobile marketing automation will enable businesses to collect and use data in a smarter way, to design and deliver personalized messages to customers in a timely manner.

Mobile video is becoming increasingly important. Consumers tend to switch from the screen or television to their smartphone. This growth is closely monitored by advertisers, who want to display their ads in mobile format. The video allows to capture the attention, but also to redirect the user to a website or application. At this point, video plays a key role. Experts estimate the mobile video market to be worth more than \$13 billion by 2020. The prominence of YouTube in the marketing strategies of brands testifies to this trend.

5.6 The evolution of the use of mobile applications:

For smartphone apps, 2019 broke records, 11 years after the first iteration of the Apple App Store in 2008 with 500 apps. Mobile has completely transformed the way we order food, buy groceries, book trips, broadcast content, play and shop – making our daily lives easier and transforming almost every industry. It's a vital channel for interacting with consumers, and successful mobile businesses reap financial rewards.

Today, there are more than five billion mobile users worldwide, with a global Internet penetration of 57%. Consumers spent an average of 3.40 hours on their smartphone in 2019 (+35% since 2017). Businesses in all sectors benefit by making mobile the centre of their investments in their digital transformation (Hoy Frank, 2008, p152-158).

Starting in the first quarter of 2019, these app users could choose to download between 2.6 million Android apps and 2.2 million iOS apps. App Annie sets the total number of app downloads in 2019 at 204 billion (+5% in one year). The Apple App Store and the Google Play Store dominate this landscape: as such, they are two of the most important marketplaces in the world, truly global in scope.

- Mobile games reach 56% market share: spending on mobile games in all app stores is expected to exceed \$100 billion in 2020.
- Massive year for mobile advertising: brands continue to benefit from the unprecedented reach and value of mobile. Advertisers will spend more than \$240 billion on advertising spending in 2020 (+26% compared to 2019).
- Subscriptions contribute 95% of the expenses: the categories of videos and meetings propel the expenses of the App Store (Tinder, Tencent Video,

iQIYI and YouTube).

- The video streaming war is raging: 25% of Netflix iPhone users also used Disney+ in the 4th quarter of 2019, the largest overlap of users among the best video streaming apps in the United States-United States, showing that consumers pay for several services.
- The top 3 IPO's in 2019 were companies with mobile at the heart of their business: Alibaba Group (USD 167.6 billion), Prosus & Naspers (USD 100 billion), # Uber (USD 82.4 billion).
- Mobile-based businesses had a combined estimate of \$544 billion, 6.5 times higher than businesses without mobile guidance.
- Publishers are taking advantage of the expanded monetization possibilities of integrated subscriptions. On Google Play, 79% of the top 250 apps per spend in the US were monetized via embedded subscriptions in 2019. On iOS, this figure was over 94%.

6. CONCLUSION:

Digital marketing is the application of digital technology interactive in modern customer-centric marketing activities, we may consider it as a new communication platform with customers, it includes many tools such as the website, the links sponsored and online advertising, social networks and blogs, as well as which is itself a new revolution in the world of communication; and thanks to the constant evolution of technologies the number of Internet users and mobile users also continues to evolve the statistics made by agencies and specialized sites in market research have shown us the potential of these tools and the great opportunities they offer businesses.

And through the theoretical study of digital marketing and its importance as well statistics and forecasts presented in the latter part of this research, several results have been achieved which are summarized briefly below:

- The digital revolution is an inevitable fact, especially with the evolution of the Web because the new generations of the Web, known as the name of Web 3.0 and Web 4.0 will focus on features the interactive communication provided by web 2.0, that is why companies must follow these developments if they want to survive in this new world.
- Potential customers, and when they want to buy a specific product go on the Internet as a first step to search for information and options available, which makes the company wishing to market its products obliged to present itself by setting up its own website, the online advertising, facilitating access to its site via the search engine optimization and sponsored links.
- social networking sites as well as telemarketing are a new trend in marketing and open wide opportunities in targeting, proximity and customer interaction.

Finally, we can only say that digital marketing is a multi-channel that offers companies enormous opportunities and that allows it keep in constant contact with their current and potential customers.

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