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سعادة أ. د. رئيس تحرير المجلة المصرية للدراسات المتخصصة المحترم
جامعة عين شمس، كلية التربية النوعية، القاهرة، مصر
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يسر معاميل التأثير والاستشهادات المرجعية للمجلات العلمية العربية (أرسياف - ARCIF)، أحد مبادرات قاعدة بيانات "معرفة" للإنتاج والمحتوى العلمي، إعلامكم بأنه قد أطلق التقرير السنوي التاسع للمجلات للعام 2024.

ويسرنا تهنئكم وإعلامكم بأن المجلة المصرية للدراسات المتخصصة الصادرة عن جامعة عين شمس، كلية التربية النوعية، القاهرة، مصر، قد نجحت في تحقيق معايير اعتماد معاميل "أرسياف Arcif" المتوافقة مع المعايير العالمية، والتي يبلغ عددها (32) معياراً، وللاطلاع على هذه المعايير يمكنكم الدخول إلى الرابط التالي: <http://e-marefa.net/arcif/criteria>

وكان معاميل "أرسياف Arcif" العام لمجلتكم لسنة 2024 (0.4167).

كما صنفت مجلتكم في تخصص العلوم التربوية من إجمالي عدد المجلات (127) على المستوى العربي ضمن الفئة (Q3) وهي الفئة الوسطى، مع العلم أن متوسط معاميل "أرسياف" لهذا التخصص كان (0.649).

وبإمكانكم الإعلان عن هذه النتيجة سواء على موقعكم الإلكتروني، أو على مواقع التواصل الاجتماعي، وكذلك الإشارة في النسخة الورقية لمجلتكم إلى معاميل "أرسياف Arcif" الخاص بمجلتكم.

ختاماً، نرجو في حال رغبتكم الحصول على شهادة رسمية إلكترونية خاصة بنجاحكم في معاميل "أرسياف"، التواصل معنا مشكورين.

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Digital Media Strategies in Marketing: Insights from Egyptian Industry Professionals

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Digital Media Strategies in Marketing: Insights from Egyptian Industry Professionals

A. Prof. Sally Samy Tayie

Abstract

This study explores the use of digital media in marketing from the perspective of Egyptian experts in the field. Using a qualitative research design, in-depth semi-structured interviews were conducted with a purposive sample of marketing professionals, academics, and media practitioners. The aim was to examine how digital media platforms are integrated into marketing strategies, the perceived effectiveness of these tools, and the challenges faced in their implementation. Thematic analysis revealed key trends, including the dominance of social media as a primary marketing channel, the growing reliance on data analytics for audience targeting, and the importance of content quality in driving engagement. Participants highlighted several challenges, such as limited digital literacy, evolving platform algorithms, and the need for continuous adaptation to technological change. The findings provide valuable insights into the evolving role of digital media in marketing within the Egyptian context and offer practical recommendations for marketers navigating this dynamic landscape.

Keywords: Marketing, digital media, marketing strategies, marketing tools

ملخص:

العنوان : استخدم استراتيجيات الاعلام الرقمية فى التسويق : دراسة على رؤى خبراء التسويق المصريين

المؤلفون : سالى سامى طابع

تهدف هذه الدراسة الى التعرف على رأى الخبراء والمتخصصين فيما يتعلق باستخدام وسائل الاعلام الرقمية فى التسويق ، وهى دراسة كيفية اعتمدت على اسلوب المقابلات المتعمقة ، حيث أجريت مقابلات شبه منظمة معمقة مع عينة عمدية من متخصصي التسويق والأكاديميين والعاملين في مجال الاعلام كان الهدف هو دراسة كيفية دمج منصات الوسائط الرقمية في استراتيجيات التسويق، والفعالية المتصورة لهذه الأدوات، والتحديات التي تواجه تطبيقها. كشف التحليل الموضوعي عن اتجاهات رئيسية، بما في ذلك هيمنة وسائل التواصل الاجتماعي كقناة تسويقية رئيسية، والاعتماد المتزايد على تحليلات البيانات لاستهداف الجمهور، وأهمية جودة المحتوى في تعزيز التفاعل، وسلط المشاركون الضوء على العديد من التحديات، مثل محدودية المعرفة الرقمية، وتطور خوارزميات المنصات، والحاجة إلى التكيف المستمر مع التغير التكنولوجي. تتوفر النتائج رؤى قيمة حول الدور المتطور للوسائط الرقمية في التسويق في السياق المصري، وتقدم توصيات عملية للمسوقين الذين ينتقلون في هذه الديناميكية.

الكلمات الدالة : التسويق ، الاعلام الرقمية ، استراتيجيات التسويق ، أدوات التسويق ، خطط التسويق

Introduction

The rapid advancement of digital technologies over the past two decades has significantly reshaped the marketing landscape, introducing new channels, tools, and strategies for engaging with consumers. Digital media, encompassing platforms such as social media, email, search engines, websites, mobile applications, and influencer networks, has become a central component of marketing efforts for organizations of all sizes. These tools offer marketers unprecedented opportunities to reach targeted audiences in real time, personalize messaging, and measure the impact of campaigns with a level of precision that was previously unattainable.

As consumers increasingly turn to digital platforms for information, entertainment, and commerce, businesses are compelled to adapt their marketing strategies to align with shifting behaviors and expectations. The ability to create interactive content, foster direct communication, and track user engagement has revolutionized the way brands build relationships with customers. At the same time, the rise of data analytics and artificial intelligence has further enhanced marketers' capacity to deliver tailored experiences and optimize campaign performance.

This study aims to explore the multifaceted role of digital media in contemporary marketing. It will examine how businesses are leveraging digital tools to achieve various marketing objectives, including brand awareness, lead generation, customer retention, and conversion. The research will also investigate how digital media influences consumer behavior, the effectiveness of different digital marketing channels, and the challenges organizations face in this rapidly evolving environment. By analyzing industry trends, case studies, and theoretical frameworks, the study seeks to provide a comprehensive understanding of digital media's impact on marketing strategies and outcomes.

Ultimately, this research contributes to the ongoing discourse on digital transformation in marketing, offering insights for marketers, business leaders, and researchers interested in maximizing the potential of digital media in a competitive global marketplace.

1.1. Statement of the study problem

Digital media in all its forms, starting with social media sites such as Facebook, YouTube, Twitter, Instagram, and other digital sites and applications, has gained significant attention from individuals and institutions worldwide. It has become an important means of transmitting information, images, videos, and exchanging ideas and opinions in all social, political, and economic fields.

Marketing is one of the fields that has been greatly affected by digital media and the means used to broadcast media messages. Its applications have expanded among individuals and institutions using digital and technological tools to promote various products and services, which has revolutionized the world of marketing in general. Therefore, the research problem is to identify the impact of digital media on the marketing methods and strategies of individuals and companies in several aspects, including a comprehensive view of the e-marketing environment, its methods and characteristics, the necessary capabilities and costs, the ethical rules that must be available, target marketing segments, and other matters related to electronic marketing strategies and their impact on consumers.

1.2. Significance of the Study

This study holds critical importance for several reasons:

1. Global Relevance of Digital Transformation: It addresses the unprecedented expansion of digital media across local and global markets, examining its profound influence on modern business practices and socioeconomic structures in an era defined by technological disruption.

2. Digital Marketing's Strategic Imperative: The study investigates the accelerating shift toward digital marketing—analyzing its pervasive adoption, advanced methodologies, and transformative role in reshaping buyer-seller dynamics for institutions, entrepreneurs, and consumers alike.

3. Economic and Market Impact: It evaluates how digital marketing strategies reconfigure business competitiveness, market dynamics, and broader economic ecosystems.

4. Methodological Innovation: By exploring diverse digital marketing strategies, the research identifies best practices for optimizing campaign effectiveness and achieving organizational objectives.

5. Bridging a Critical Knowledge Gap: While existing Arab scholarship focuses narrowly on digital media's social implications, this study pioneer's analysis of its impact on marketing strategies for institutions and individual entrepreneurs - a domain previously overlooked.

6. Theoretical-Practical Contribution: Findings will enrich academic discourse on digital-era marketing while delivering actionable variables and proposals to enhance the efficacy of marketing policies and strategies.

1.3. Objectives of the study:

1- to determine the extent of the use of digital media in marketing by individuals and companies, the most used, and the skills required of those involved in electronic marketing.

2- to evaluate the marketing methods and strategies used in marketing operations through digital media in all their aspects, the most important of which are technical methods and persuasive methods.

3- to assess the compatibility of marketing content characteristics in digital media with the modern digital reality and the marketing paradigm in the economy.

4- to draw attention to the requirements necessary for the optimal use of digital media in effective and successful marketing.

5- to investigate the extent to which the use of digital media in marketing affects these marketing methods and strategies.

6- to develop marketing processes in digital media and coming up with a few variables and proposals that help in utilizing the potential of these media to improve the methods and strategies used in marketing to become more effective and keep pace with the digital economy and communication technologies.

Review of literature

This section deals with previous studies conducted in the field of study, focusing on two main themes:

- 1- Use of digital media in marketing
- 2- Different strategies used in marketing

2.1. Use of digital media in marketing

Saqr's study (2023) relied on a comprehensive description of secondary sources from books, research, and previous applied studies, through which he reached several conclusions in order to identify the relationship between marketing through digital media and the marketing mix, and the mediating role of this mix in the relationship between digital marketing and the development of a strategy for managing the online reputation of digital media organizations. The results of the study showed that digital marketing for digital media organizations provides them with many capabilities, such as responding effectively to the needs of different audience segments, analyzing social media engagement, reducing advertising campaign costs, accessing a wide audience base without any barriers, and effectively influencing public attitudes towards many social issues, in addition to strengthening customer relationships with the media brand, engaging them in its development, and motivating them to respond quickly to the digital media content provided and interact with it continuously.

The study conducted by Abdul Hamid (2022) aimed to identify the role of marketing campaigns for digital viewing platforms in increasing audience engagement and demand for them, and to demonstrate their impact on audience demand, audience preferences for video quality and user experience of content, and cost. The study was applied to two samples, one of which was an analytical sample of the content of marketing campaigns on the pages of three digital viewing platforms, namely Netflix, Watch It, and Shahid on Facebook. The other was a field study of 400 users of these platforms. The results of the study showed the success of the platforms in effectively using content marketing strategies on Facebook. The strategy of 'focusing on content quality' was the most prominent strategy in the posts, especially exclusive content. In addition, there was a correlation between the trend towards marketing strategies and viewing enjoyment and the quality of the platform's content, while there was no correlation between the trend towards marketing strategies and the form of the platform and the cost of subscription.

Abdel Hamid's (2022) study sought to identify the effectiveness of digital marketing communications for service organizations in enhancing audience loyalty to the organization and achieving competitive advantage. The study included a sample of 400 individuals who had dealings with banks and insurance companies in Egypt. The study pointed to several findings, the most important of which was the existence of a correlation between the nature of the study sample's response to the digital marketing communications of the institutions under study and their degree of satisfaction with them and the services they provide. There was also a correlation between these institutions' use of digital marketing communications to communicate with customers and their assessment of its effectiveness in promoting customer loyalty and achieving a competitive advantage for each of them.

A study by Al-Gabri (2020) aimed to identify the extent to which Egyptian youth rely on political information provided by digital media regarding current events, the reasons for their reliance on it, and their preference for it over other traditional media. The study was applied to a sample of political videos broadcast through digital media, represented here by YouTube. The study yielded several results, the most important of which was the existence of a statistically significant relationship between the respondents' interaction with digital media in obtaining political information, their degree of trust in it, and their political behavior towards current events in society. The study also revealed the impact of the communicative and technological characteristics of digital media on the degree of credibility of the political information provided through it.

The study by Salloum et al. (2019) sought to discover and analyze the relationship between the use of digital media sites such as Facebook to promote therapeutic tourist destinations in Jordan and their impact on tourist behavior, through the techniques provided by these media or digital means of marketing. The study was applied to a sample of 560 tourists in the Dead Sea region of Jordan, and a model of adopting social media technology in tourism marketing for tourist areas in Jordan was used. The results of the study indicated that both the digital technological advantages of the Facebook application and advertising through it, as well as demographic variables, have a positive impact on tourists and their adoption of tourist behavior around therapeutic tourist destinations in Jordan, reflecting the positive impact of the Facebook application on tourism marketing in Jordan.

Mohamed's study (2019) aimed to determine the role of e-marketing in promoting community services provided by telecommunications companies in Egypt and to determine the extent of customer satisfaction among the Egyptian public with the quality of community services provided to them online. The study was conducted on two types of samples: firstly, analytical

study sample which included a comprehensive study of the official websites and Facebook pages of telecommunications companies operating in Egypt (four companies). Secondly, the field study sample included a targeted sample of 450 individuals from the governorates of Cairo, Gharbia, and Beni Suef, with 150 individuals from each governorate. The study reached several conclusions, the most important of which is that the most commonly used advertisements by Egyptian telecommunications companies on Facebook to market their services and products are animated advertisements, and that 74.4% of participants use the Facebook pages of Egyptian telecommunications companies to communicate with them.

Hamdi's study (2019) seeks to monitor, analyze and interpret the impact of Egyptian telecommunications companies' use of modern means of communication on the effectiveness of their integrated marketing communications, and to determine the impact of interactive features, conversation and audience participation in the interaction and dialogue mechanisms provided by these digital platforms. The study was conducted on a random sample of 400 Egyptian users of Egyptian telecommunications companies' websites or Facebook pages, or both, aged between 18 and 45. The study reached several conclusions, the most important of which is that Etisalat outperforms other companies (Vodafone, Orange, and Telecom Egypt We) in terms of the effectiveness of integrated marketing communications. The study also demonstrated a correlation between the respondents' level of awareness of the interactive communication principles employed by the companies (study sample) on their websites and the effectiveness of their marketing communications at the level of the four companies.

Shatnawi's study (2018) aimed to analyze mobile communications companies' advertisements on their official Facebook pages. The study was conducted on a sample of 220 advertisements published by four communications companies on their official Facebook pages during July and August 2018. The

results of the study showed statistically significant differences between mobile telecommunications companies according to their nationality in terms of the logical appeals used in advertisements, represented by aspects such as language identity and the identity of the uniform or clothing worn. while there were no differences between the four companies in terms of the emotional appeals used and the marketing or advertising strategy.

In her study, Habib (2017) sought to reduce the confusion surrounding the use of many digital marketing terms, identify the extent to which marketing students understand and correctly use them, address their misuse and misinterpretation, analyze their definitions, considering them as new types of marketing, classifying them, and tracing their historical emergence. The results of the study showed a decline in knowledge of digital marketing terms in Egypt compared to the United States, with a 50% decline in general knowledge of the most specialized terms. The creation of a new classification of marketing terms contributes to supporting marketing activities and is done from a technological point of view and based on the consideration that they are either integrated aspects of the marketing process or separate from each other as marketing policies or strategies. In addition, it is proposed to change the name of this scientific field to digital marketing as an alternative to e-marketing, with the correction of the names of many terms to reflect their true meaning, so that they are not metaphorically referred to as marketing.

The study by Kusumasondjaja (2018) aims to explore the effectiveness of brand communication activities carried out through social media (Facebook, Twitter, Instagram) by evaluating the appeal of advertising messages, their targeting, interactions with them, and customer responses to them. The study was conducted on an analytical sample that included content analysis of 10,752 posts on the official accounts of 43 brands in Indonesia on social media platforms such as Facebook, Twitter, and Instagram over a period of six months from July to

December 2016. These brands were coded and analyzed from several aspects, the most important of which were the appeal of the advertising message, orientation, and responses. The study reached several results, the most important of which was the widespread and frequent response to the posts of the brands under study. The largest number of responses came to the interactive posts of brands with trends and appeals through Facebook and Instagram. Over a period of six months from July to December 2016, these brands were coded and analyzed from several aspects, the most important of which were the appeal of the advertising message, orientation, and responses. The study results showed that the widespread and frequent response to the posts of the brands under study. The largest number of responses came to interactive posts by brands with orientations and appeals through Facebook, Instagram, the results also indicated that Facebook was more effective with interactive posts related to entertainment, while Twitter was more effective with interactive informational content, and Instagram was suitable for interactive posts that combined both entertainment and information or media.

1.4. Different strategies used in marketing

A study by Mash (2023) seeking to identify the advertising techniques used by beauty centers in their Facebook ads and their persuasive effects on society. The study was applied to a field sample of 398 Facebook users and an analytical sample of 186 advertisements for beauty centers over a period of three months. The study reached several conclusions, the most important of which is that women were at the forefront of the target audience for advertisements promoting personal care and attention, with a majority of 84.94%, based on their significant role in purchasing decisions. In terms of the appeals used, emotional appeals came first with 67.74%, followed by rational appeals with 60.3%.

Khalid's study (2022) aimed to identify the strategies, methods, and persuasive techniques used in designing electronic advertisements, in addition to the advertising methods used and the most prevalent types of electronic advertisements. The study

was conducted on a sample of 16,175 electronic advertisements published on seven e-marketing websites, namely Souq.com, Jumia, Amazon, Noon, Carrefour, Raneen, and Centre Shahin. The study reached several findings, the most important of which was that the combination of logical and emotional appeals came at the forefront of persuasive appeals used in electronic advertisements, with a majority of 92.7%. Regarding the logical appeals that are focused on, the characteristics and features of the product appeared in first place, followed by information and news about the advertised product. The study results also pointed to the elements relied upon in the design of electronic advertising, foremost among which was the advertising idea, followed by images and colors, then written text, then curves and flowing shapes, while interactivity came last.

A study by Masoud (2022) aimed to identify the visual persuasion techniques used in the design of digital advertisements for cosmetics companies on Facebook pages. The study was conducted on a purposive sample of 276 digital advertisements for cosmetics on the Facebook pages of three companies in this field, namely Nuxe, Avon, and Oriflame, over a period of four months. The results of the study clarified the principles of organizing visual elements relied upon by the advertisements under study, which were represented by the law of form and ground, then form quality, followed by proximity. Regarding the techniques used, they were emotional appeals, foremost among which was self-appeal, followed by comfort, then the use of a famous personality, and rational appeals, which were represented by information appeal, followed by price and then product characteristics. As for the factors of product persuasion used in the advertisements in the study sample, the product price and payment method came first, followed by the method of using the product, while the ways to benefit from any offers presented came third.

The study by Chen et al. (2022) sought to identify the impact of the 'People-Product-Place' marketing strategy on

purchasing behavior through e-commerce and digital shopping. The study was carried out on a sample of 437 online users of advertising pages or websites. The results of the study showed that there are many factors that positively influence customers' purchasing behavior and their impulse to buy in e-commerce, given the characteristics and features of this type of commerce, especially after the coronavirus pandemic, such as the 'People-Product-Place' marketing strategy, effective marketing, live streaming, and the ease and speed of interaction between the organization and customers, which contributes to guiding marketers to improve their products in line with the desires of these customers and thus increase profitability.

Al-Hadrawi's study (2022) aimed to determine the extent of interest among media professionals in various media marketing strategies and the role of these strategies in both presenting sufficient information about the advertised product and enhancing the awareness of customers who use digital media and marketing. The study was conducted on a sample of 150 department and unit managers in four Iraqi satellite media channels. The study reached several results, the most important of which is that media organizations are tending to use social media primarily to reach the widest possible base and segment of digital customers, and are working to innovate modern methods and techniques to increase customer awareness of the product, in addition to focusing on information and data about the product that will attract customers and draw their attention.

Ezz El-Din's study (2021) sought to identify the most important marketing techniques used to attract audiences and customers to specific brands and trademarks via Instagram. The study was conducted on an analytical sample of the content of 10 pages of various brands on Instagram, in addition to a field sample of 444 Instagram users. The study indicated that, in terms of developing marketing methods used on Instagram and the stages of attraction marketing, several aspects must be taken into account, the most important of which are providing up-to-date

information about products, facilitating purchasing and communication methods, the need to make the product more easily accessible without having to click on multiple links, presenting products in a more realistic and credible manner without exaggeration, continuous posting to keep pages well updated, and paying attention to responding to followers' comments regularly.

Soliman's study (2021) aimed to compare the marketing strategies of multinational companies and their Egyptian counterparts on Instagram. The study was applied to a purposive sample of multinational companies represented by Orange France, Orange Tunisia, and Orange Egypt. One of the most important findings of the study was the standardization of several aspects of the company's posts in the three countries (France, Tunisia, and Egypt), namely the brand logo and the predominant color in the advertisement, while these posts differed in other aspects such as the points emphasized in the content. One of the most important findings of the study was the standardization of several aspects of the company's posts in the three countries (France, Tunisia, and Egypt), namely the brand logo and the predominant color of the advertisement, while these publications differed in other aspects such as the points emphasized in the content. Orange France focused on publications that emphasized the brand image and introduced the services provided, while Orange Tunisia's publications focused on increasing interaction, and Orange Egypt's publications focused on showcasing the services it offers and stimulating sales.

Mostafa's study (2020) aimed to define the concept of influencer marketing in general, including the various marketing fields (commercial, political, or social) in which influencers operate through social media, to study the characteristics of these influencers, and to evaluate the most used influencer marketing techniques and marketing strategies on these sites. The study relied on a sample of 10 focus groups of students from Egyptian public and private universities. The study reached several

conclusions, the most important of which was that most of the sample understood the concept of influencer marketing through following digital advertisements on Facebook and Instagram. The most effective marketing methods were multimedia marketing, marketing based on optimism, achievements, and positive news, including nostalgia in marketing content, and presenting the product as an essential part of the influencer's lifestyle 'as seen in the advertisement'.

A study by Morgan et al. (2019) aimed to develop the perception of marketing strategy and its research agenda, and to improve its practice and implementation, by assessing the status of research on marketing strategy, identifying the challenges that this research may face, and the main themes on which it is based. The study was conducted on a sample of six marketing areas considered to be the most widespread and influential during the period from 1999 to 2017. The study reached several conclusions, the most important of which is that marketing strategy is a fundamental pillar of marketing practice in general. Therefore, researchers and marketers must be more selective and creative in their research and marketing activities by using modern technologies and exploiting their potential in obtaining and analyzing data, thereby contributing to the achievement of enormous gains.

The study of Lockett (2018) aimed to identify the strategies used by some small retail business leaders in marketing their products and services online to achieve the highest sales growth. The study was applied to two samples, one of which was field-based and consisted of four small retail business owners in California, USA, who achieved huge sales, in addition to an analytical sample consisting of the websites and social media accounts of these companies. The study yielded many results, the most important of which was that business leaders in the sample organizations relied on many of the fundamentals used in marketing strategies to increase revenue. The most important of these are communicating with customers through the application

of modern technology, working to increase competitiveness, studying the challenges associated with online marketing and identifying ways to overcome them, continuously monitoring changes that may occur at any level, and identifying the implications of social changes, thereby contributing to increased revenues and the creation of more job opportunities.

2.3 Summary and key findings from previous studies

The results of numerous studies have shown that marketing through digital media has many aspects that support its success and the achievement of its objectives, such as lower costs and a wider reach and follow-up base. On the other hand, those involved in digital marketing may lack the efficiency, skills, and knowledge necessary to optimally use digital media in marketing activities. The characteristics and capabilities of modern digital technologies and tools used in marketing, foremost among which are the ability to interact and communicate with customers, the ease of accessing data and information about customers, the market, and competitors, and the ability to monitor changes that may occur continuously, contribute significantly to guiding organizations towards using more effective and modern marketing methods and working to improve their products in line with customer needs and desires and market conditions, thereby creating a competitive advantage for them, in addition to keeping pace with any changes that may occur.

The results of most studies agree that reliance on social media is one of the most important factors influencing the success of marketing activities, due to its widespread use and reach to an unlimited customer base. Most studies agree that reliance on social media is one of the most important factors influencing the success of marketing activities, due to its widespread use and reach to an unlimited customer base.

Marketers need to understand marketing strategies, as they are the cornerstone and driving force behind marketing activities, generating behavioral engagement from customers and achieving

profitability. The results of numerous studies have also indicated that marketing through digital media has provided many options that contribute to the development of marketing strategies and have demonstrated the importance of adopting modern strategies based on the use of colors and visual elements that attract the audience.

Theoretical Framework

The study relied on the *theory of innovation diffusion* due to its relevance to the subject of the study. The theory of innovation diffusion began to emerge in the late 1950s and 1960s because of numerous studies in social fields such as education, with the aim of developing new teaching methods. It was developed by researchers Everett Rogers and Shoemaker (2016), who focused on how the public adopts new innovations and developments in both production and consumption. Rogers believed that the dissemination of new ideas is the basis of social change and depends on communication in general, whether direct or indirect, based on social change, which is one of the most important results of the communication process. The theory of innovation diffusion contributed to describing how new ideas spread and change the methods that lead individuals to become convinced of innovations and adopt them in general. In the field of media in particular, this theory made it possible to identify how individuals adopt one new means of communication over others, such as the Internet. Therefore, the theory of diffusion of innovations is based on theories of technology innovation diffusion through the adoption of practices specific to technological innovations in various areas of life (Dintoe, 2019, p. 128).

The theory of innovation diffusion is based on three fundamental concepts and terms related to the process of innovation diffusion and widespread adoption. These concepts are:

- Diffusion: This refers to the transfer of new ideas, technologies, and practices from their sources of innovation to people through specific channels and means, and is generally associated with innovations and inventions.

- Innovation: This refers to any new idea, method, or pattern that is used in life. Innovations spread from their origin to the surrounding geographical area or from one person to another.

- New ideas: These arise from a new idea that was not previously known to a person.

2. Research questions:

The study seeks to answer several questions as follows:

1- What is the concept of marketing in the context of the modern digital age, and what are its requirements?

2- To what extent are digital media currently used in marketing by individuals and institutions? What are the most important of these media?

3- What are the motivations of individuals and institutions for using digital media in marketing?

4- What are the most important ways in which the characteristics of digital media affect the marketing process?

5- How does the use of digital media in marketing affect marketing strategies in general and marketing mix strategies in particular?

6- What are the most prominent features of a digital marketing strategy?

7- What impact has digital media had on modern marketing methods?

8- What are the most used and effective marketing methods through digital media?

3. Methodology

The current study is a qualitative study, which relied on in-depth interviews on a purposive sample of professors, experts and officials in the field of marketing, with the aim of identifying the impact of the use of digital media on marketing methods and strategies in general and its role in their success and achievement of the desired goals. The in-depth interviews were carried out on a purposive sample of 31 marketing experts (24) and university professors (5) and advertising agencies (2).

Face-to-face in-depth interviews were conducted with 24 individuals, while the remaining seven interviews were conducted via Zoom due to travel circumstances or work pressures at the time of the interview. The in-depth interview guide included four main themes, as follows:

- The first theme: Marketing activity in the digital age.
- The second theme: Use of digital media in marketing activities.
- The third theme: Marketing strategies through digital media.
- The fourth theme: The role of digital media in the development of marketing methods.

4. Findings and Discussion

In this section, findings of the in-depth interviews will be discussed. Findings will be presented to align with the four themes indicated in the in-depth interviews guide.

6.1. Marketing Activity in the Digital Age: Evolving Practices and Strategic Implications

This section explores the transformation of marketing activities in response to emerging digital technologies and data-driven practices. It assesses how marketing professionals conceptualize, plan, and implement strategies that align with

contemporary technological advancements, particularly within the digital landscape.

Changing Marketing Paradigms in the Digital Era

Most marketing experts and academics interviewed for this study acknowledged that the nature of marketing in the digital age has significantly evolved from traditional models. A central shift involves the growing reliance on **digital marketing** and the adoption of **inbound marketing**—a customer-centric approach enabled by internet-based tools, particularly social media platforms. These tools have collectively enhanced the speed, cost-efficiency, scalability, and measurability of marketing efforts. Digital channels now allow marketers to reach global audiences, interact with customers in real time, and gather extensive data about both consumer behavior and competitive dynamics. Furthermore, they facilitate the execution of customer surveys and enable data-driven marketing decisions that respond directly to consumer needs.

One expert emphasized that the development of contemporary marketing strategy is anchored in three core approaches:

1. **Market orientation**, which involves understanding both consumer preferences and competitors' strategic behaviors.
2. **Relationship marketing**, focused on sustained engagement with stakeholders.
3. **Holistic marketing**, which integrates internal, external, and performance-driven marketing activities to align organizational objectives with customer needs.

Another participant noted that marketing thinking has entered a new phase—one characterized by concepts such as **viral marketing** and **holistic marketing**, both driven by technological innovation. These paradigms reflect a shift from traditional product-push tactics to solution-oriented approaches that span the

entire customer journey—from product development to post-sale services—fostering trust, customer retention, and brand advocacy.

While some experts argued that the **core definition of marketing** remains largely unchanged, they acknowledged that methods of execution have evolved considerably. There is now an increased focus on **value creation, customer segmentation**, and the use of **digital communication tools** to replace or supplement conventional techniques. This aligns with Rakic et al. (2014), who describe contemporary marketing communications as an interplay of **traditional and digital channels, advertising content**, and **consumer engagement**.

Strategic Prerequisites for Digital Marketing Success

Experts widely agreed that successful digital-age marketing is predicated on a set of foundational requirements. Chief among these is the adoption of a **customer-centric orientation**, which necessitates systematic data collection and in-depth analysis of key marketing variables, including consumer behavior, market trends, product demand, and internal resource constraints. The establishment of **SMART objectives** (specific, measurable, achievable, relevant, and time-bound) is also viewed as essential for effective strategy formulation.

Respondents highlighted the importance of assembling a **competent marketing team**, comprising professionals skilled in digital tools, market analysis, and customer engagement. These individuals must demonstrate not only technical proficiency but also the flexibility to adapt strategies in response to dynamic market conditions. Moreover, robust, real-time data systems were seen as critical—both in terms of **quantitative adequacy** (ensuring data sufficiency) and **qualitative accuracy** (ensuring relevance and timeliness).

Planning was described as a multi-stage process, typically beginning with a **comprehensive situational analysis**, followed by the selection of an appropriate strategy. Criteria for strategy selection include campaign objectives, marketing budgets,

timeline constraints, and audience segmentation. Experts emphasized that this process should remain flexible, allowing continuous recalibration based on market feedback and consumer needs. These insights are consistent with the findings of Karjaluoto et al. (2015), who assert that digital communication tools enhance marketing by fostering stronger customer relationships and generating interest in products—ultimately supporting organizational sales objectives.

Marketing Intelligence and Data Sources

Marketing planning in the digital era relies heavily on diverse, digitally enabled sources of information. According to participants, key platforms include **social media**, **specialized websites**, and other **internet-based sources**, which collectively provide real-time insights into:

- **Customer behavior:** Demographics, channel preferences, and consumption patterns.
- **Competitive intelligence:** Rival firms' strategies, campaigns, and positioning.
- **Market conditions:** Sectoral dynamics, trends, and demand forecasts.

In addition to digital sources, respondents stressed the importance of **national statistical data**, **industry reports**, and **third-party market research firms**, which offer validated and comprehensive datasets. These resources are used to define strategic marketing objectives in alignment with the firm's broader vision and guided by frameworks such as the SMART model. One participant emphasized that **field research**—including direct interaction with customers and competitors—remains a vital complement to digital research.

Market Segmentation and Targeting

Experts collectively recognized **target customer identification** as a cornerstone of marketing strategy development. Effective targeting begins with **market**

segmentation, which involves categorizing customers based on a range of variables - such as consumer behavior, organizational attributes, market characteristics, and competitive positioning. One respondent noted that segmentation is typically supported by **information technologies** and **electronic tracking systems**, including analytics from company websites and social media platforms.

These digital tools enable firms to gather actionable data that enhances targeting precision, strategy alignment, and ultimately, marketing effectiveness in a rapidly evolving technological landscape.

6.2. Second Theme: The Use of Digital Media in Marketing Activities

This section examines the extent to which digital media has transformed marketing activities and operations. It draws on insights provided by marketing scholars and experts who participated in the field study, addressing topics such as the motivations for employing digital media in marketing, its overall impact, the level of dependence on it, the most used platforms, challenges faced in its implementation, and strategies for overcoming these obstacles.

Overall, respondents widely agreed that the primary motivations for utilizing digital media in marketing stem from its numerous advantages. Chief among these are the enhanced capabilities it provides to organizations and individuals in promoting themselves and their offerings. Digital media facilitates rapid and limitless content dissemination across various social media platforms, thereby expanding both local and international marketing opportunities. It also enables marketers to reach a vast and diverse audience easily and intelligently, regardless of location. Furthermore, it supports real-time interaction, communication, and engagement through technological tools, allowing for direct feedback via metrics such as likes, comments, shares, and similar indicators.

Many participants reported that contemporary marketing practices now rely on digital media to a significant extent—often between 80% and 100%. This shift reflects a broader transformation in business models and marketing strategies, where digital and electronic marketing (e-marketing) have supplanted traditional methods. Several organizations have migrated from offline marketing approaches to digital platforms, driven in part by declining demand for traditional advertising formats such as billboards and print media.

The widespread adoption of digital media is largely attributable to the increased prevalence of internet usage among the general population. According to the “We Are Social” Internet Report (2023), internet users in Egypt accounted for 72.2% of the population, with an average daily usage of 7 hours and 14 minutes. Similarly, social media users represented 41.4% of the population, spending an average of 2.5 hours per day on these platforms. The report underscored the profound influence of social media on consumer behavior, particularly in relation to shopping habits and brand research, coinciding with the rapid proliferation of digital marketing initiatives across various sectors.

Regarding the digital platforms most frequently employed in marketing, respondents identified social media as the predominant channel due to its broad visibility and accessibility across demographic groups. Company websites also play a critical role by serving as comprehensive platforms for brand presentation and product display, thereby fostering consumer trust. Additional tools include email marketing and SMS campaigns, which continue to be widely utilized. One expert emphasized that the selection of appropriate digital marketing tools requires systematic evaluation. Organizations must test and filter available tools based on demand and user preference, ideally integrating customer feedback during early stages of implementation. A pilot phase is recommended to assess the

effectiveness of these tools before fully launching a marketing campaign.

There was strong consensus among participants regarding the significant and transformative impact of digital media on marketing processes. Digital media has emerged as the cornerstone of modern marketing, aligned with technological advancements and evolving societal behaviors. This impact became particularly evident during the COVID-19 pandemic, which accelerated digital transformation across all marketing components. These observations are consistent with Al-Jabri's (2020) findings on the influence of digital media characteristics on information credibility, as well as the study by Salloum et al. (2019), which affirmed the positive effects of Facebook's digital marketing features on consumer behavior and engagement.

In terms of challenges, experts noted several obstacles to the effective use of digital media in marketing. A primary concern is the influx of non-specialists lacking the necessary expertise and professional background, which can compromise campaign quality. Although digital marketing is generally cost-effective, it still requires careful budgeting and resource allocation to achieve intended outcomes. Effective targeting also demands a clear understanding of marketing goals and precise identification of audience segments and suitable platforms.

Additional challenges include economic constraints such as currency fluctuations and banking restrictions, which may impede the payment of advertising fees. Moreover, the competitive intensity within digital markets remains a persistent hurdle. These concerns align with the findings of Abdel Hamid (2022), who reported a correlation between the strategic use of digital marketing and enhanced customer communication and loyalty, ultimately contributing to institutional competitive advantage.

6.3. *Third theme: Marketing strategies through digital media:*

This section explores the intersection of marketing

strategies and digital media by addressing two key dimensions relevant to the study's research objectives. First, it investigates the conceptual underpinnings and strategic imperatives that guide the implementation of marketing activities. Second, it examines the influence of digital media on these strategies, particularly its role in shaping the marketing mix and enhancing strategic effectiveness.

Strategic Perspectives on Marketing Implementation

Participants in the study, comprising marketing professionals and organizational decision-makers, widely affirmed that effective marketing activities are most successfully executed within the framework of a coherent strategic plan. Two primary elements were identified as essential for success: (1) a structured set of marketing activities designed to achieve defined goals efficiently, and (2) a clearly delineated time frame for implementation.

One respondent articulated that successful marketing implementation typically unfolds in three interrelated stages: **formulation** (environmental analysis and goal-setting), **implementation** (tactical action), and **monitoring** (assessment and refinement). Another emphasized that marketing strategy functions as both a **problem-solving mechanism** in dynamic business environments and a **tool for organizational alignment**, enabling integration between marketing functions and overarching corporate objectives.

In this view, marketing strategy is not only a vehicle for setting and achieving goals but also a framework for understanding future implications of strategic decisions, recognizing market challenges, and aligning marketing efforts with the external environment. Another participant noted that while there is no universally applicable template for strategy development, the process typically begins with situation analysis, followed by goal formulation, and culminates in the design of a

strategic plan that organizes necessary tasks for successful execution.

This understanding is consistent with Morgan et al. (2019), who argue that modern marketing strategies are increasingly underpinned by the integration of digital technologies. These technologies enhance marketing operations across various functions—from data collection and analysis to strategic decision-making and performance evaluation.

The Strategic Contribution of Digital Media

While the dominant view supports formalized strategy, alternative perspectives emerged—particularly concerning small and medium-sized enterprises (SMEs). Some experts suggested that in such contexts, marketing activities may be less reliant on formal strategic frameworks. Instead, they may follow **heuristic or adaptive approaches**, guided by general principles or broad objectives rather than detailed, prescriptive plans. These informal strategies are often shaped by contextual variables such as firm size, industry sector, and product type.

Nonetheless, digital media was broadly recognized as a transformative force across all organizational sizes. Its influence spans several strategic dimensions, including:

- **Market intelligence:** enabling real-time data gathering and customer insights
- **Strategy customization:** allowing dynamic targeting and segmentation
- **Engagement and communication:** supporting omnichannel interactions
- **Performance analytics:** providing immediate feedback and campaign optimization

Collectively, these capabilities position digital media as a critical component in both formal and informal marketing

strategies, reinforcing its role as a driver of innovation, responsiveness, and customer-centricity.

Fourth Theme: The Role of digital media in developing marketing methods

This section addresses the role of digital media technologies in developing the methods used in modern marketing activities. This section examines the opinions of the study sample and their responses to questions posed to them in this area. These questions focused on the extent to which digital media influences marketing methods and contributes to their success, as well as the most used methods.

The study sample respondents agreed that the use of digital media technologies in marketing has provided many marketing communication methods such as social media and electronic marketing websites, depending on the tools used. Some may communicate through messages, phone calls, or writing comments and the marketer's responses to them. Thus, these digital methods have added a different form to the relationship between the firm, the product and the customer distinguished by interaction and speedy communication. This is consistent with the findings of the study of Stetson (2018) that the most effective and influential factors in achieving sustainability and profitability for small businesses depend on marketing through social media.

Interviewed marketing experts and executives unanimously agreed that the use of digital media has enabled marketers to develop the marketing methods they use in their marketing operations and to find new, innovative, and more effective online methods to reach target customers. This contributes to the success of these methods and to achieving a higher percentage of sales compared to traditional marketing methods, given their multiple advantages. Most of the interviewees also pointed to the unlimited diversity and variety of modern digital marketing methods, keeping pace with the developments taking place in the current era and in line with the type of product being advertised. This has

helped make these methods more suitable for customers and consumers, and thus more influential on them, representing a renaissance in the marketing process and its overall success.

When the respondents were asked about the most widely used and effective marketing methods in digital media, there was a near consensus among the respondents that the use of digital media has been accompanied by the development and innovation of traditional marketing methods into modern digital marketing methods in general, which have been able to market products and services effectively, achieve a higher percentage of sales, and compete with traditional methods, thus strongly contributing to ensuring the success of the marketing strategy or plan. This is since these methods are more abundant, more widespread, and easier to access customer data and communicate with them, whether in the current advertising campaign or future campaigns.

Many researchers indicated that the most important and widely used marketing methods in the current digital age are represented by social media marketing, which is considered one of the most effective modern marketing methods in reaching and interacting with the public. This is due to its massive spread, the possibility of intrusion without introduction, and its unlimited number of users, which enables marketers to reach a broad audience base and different categories of customers on a wide and unlimited scale, and allows for extensive product promotion. Therefore, it is very useful, especially with limited business volume. It is followed by other marketing methods such as marketing through mobile applications, Google search engines, and other means that enable marketing through the use of multimedia via the Internet and the tools it provides, such as images, digital video, written text, social media platforms, interactive content, and websites, thus contributing to the success of the marketing process to a large extent.

This is consistent with a study by Refaat (2020), which concluded that the most effective influencer marketing methods on social media are advertising and marketing activities using

multiple media, which enables the marketer to include multiple aspects of the product in the marketing content, increasing the chances of convincing the customer and, consequently, the success of the marketing process. Other respondents, however, believe that the marketing methods used through digital media are not fixed and cannot be generalized. Rather, each case must be dealt with individually. The extent of the influence of these methods is linked to many factors, including the size of the organization, market research and target customers, the nature of the product, the scope of work, and the available capabilities or budget. Therefore, each marketing strategy has its own method that best suits it.

In this context, a respondent emphasized that the best approach is "no approach," meaning that there is no such thing as a most appropriate or effective approach, but rather a method that is appropriate for the organization, its objectives, and its nature. He noted that "each element of the marketing mix strategy has numerous methods, from which the most appropriate must be chosen".

7. Conclusion and suggestions for future research

The findings of this study underscore the substantial transformation of marketing practices driven by advancements in digital technologies, which have reshaped traditional methods and placed greater reliance on the internet and digital media, particularly social media platforms. This evolution reflects a broader adaptation to rapid technological developments, emphasizing the importance of integrating these tools into marketing strategies.

The study highlights that successful marketing necessitates a comprehensive understanding of core aspects, including customer needs, competitor analysis, diverse presentation methods, and a focus on essential product information. This was corroborated by the analytical findings, which revealed that marketing campaigns increasingly utilize varied presentation

formats, such as images, written texts, videos, and combinations thereof, to engage customers effectively. Furthermore, the content analyzed consistently included detailed product specifications and relevant information, which play a pivotal role in attracting and retaining consumer interest.

Strategic planning for digital marketing was shown to depend on the development of robust strategies and the availability of skilled human resources capable of adapting to dynamic market conditions. This adaptability was evident in the rapid updates and responsiveness of advertising content to coincide with key events and occasions, such as the beginning of the Gregorian year 2023, Christmas, Mother's Day, and Ramadan. Digital media platforms demonstrated their ability to cater to these rapidly changing demands, reflecting their critical role in modern marketing dynamics.

The identification of target customers emerged as a multidimensional process, encompassing demographic characteristics, geographical location, lifestyle, and socio-economic status, alongside considerations of institutional capabilities, product attributes, and market competition. Regarding the relationship between digital media and marketing activities, the study found a high degree of reliance on digital platforms, with usage rates ranging between 80% and 100%. This reliance stems from the significant advantages offered by digital media, including its extensive reach, interactive capabilities, and cost-effectiveness. These findings were further supported by the substantial engagement observed on the Facebook pages analyzed, which exhibited a large number of followers and high levels of interaction.

Social media platforms were identified as the most frequently utilized digital marketing tools, prompting the selection of Facebook advertising pages for the analytical study. The results demonstrated the profound influence of digital technologies on marketing strategies, which have become increasingly inclusive and integrated. Key features include the

availability of vast amounts of information, expanded communication channels with customers, the use of diverse visual aids, and the ability to operate across multiple digital platforms at reduced costs.

The study also emphasized that the successful implementation of digital marketing strategies relies heavily on the expertise, skills, and technological proficiency of human resources. Moreover, digital media has significantly impacted the four components of the marketing mix—product, price, place, and promotion. For instance, different digital platforms cater to specific products, such as LinkedIn for job vacancies and Facebook for consumer goods, with tailored content strategies. Pricing strategies have been enhanced by offering flexible payment options, while distribution has been streamlined using shipping companies, reducing the need for physical sales outlets. Promotional efforts have benefited from the availability of diverse methods, such as discounts and offers, which contribute to cost reductions.

The results also highlighted the adoption of new technological tools, such as WhatsApp Business, and the emergence of hybrid methods that combine traditional and digital approaches. This shift underscores the growing reliance on modern digital platforms, including social media and here is your text rewritten in a more formal academic tone:

7.1 Suggestions for Future Research

A chronological review of the scholarly literature in this field reveals a clear trajectory: digital media has significantly redefined the landscape of marketing. Existing studies underscore the critical role of digital engagement, content quality, emotional and rational appeals, and the strategic utilization of digital platforms in influencing consumer behavior, enhancing brand loyalty, and establishing competitive advantage. More recent research emphasizes the increasing relevance of personalization,

interactivity, and responsiveness as key determinants of marketing effectiveness in the digital era.

To further advance the field, the following research avenues are proposed:

1. Exploration of Emerging Digital Marketing Technologies

Future research should investigate how emerging technologies—such as artificial intelligence (AI), virtual reality (VR), and augmented reality (AR)—are transforming digital marketing strategies and their differential impact across various industries.

2. Consumer Behavior in Digital Contexts

Comprehensive studies are needed to examine how digital and social media platforms shape consumer decision-making, purchasing behavior, and brand loyalty in an increasingly online environment.

3. Comparative Effectiveness of Digital Marketing Platforms

Researchers should conduct comparative analyses of different digital marketing platforms (e.g., LinkedIn, Instagram, Facebook, TikTok) to determine their relative efficacy in targeting specific consumer segments, industries, and product categories.

4. Cultural and Regional Influences on Digital Marketing

Investigating how cultural and regional contexts influence the adoption, adaptation, and effectiveness of digital marketing strategies remains a vital area for global marketing research.

5. Impact of Real-Time Marketing Strategies

Empirical research should assess the effectiveness of real-time marketing tactics, such as event-based promotions and live content, in fostering consumer engagement and enhancing brand perception.

6. Human Capital in Digital Marketing Implementation

Studies are needed to explore the competencies, training, and technological expertise required by marketing professionals to successfully implement digital strategies in rapidly evolving digital ecosystems.

7. Sustainability and Ethical Dimensions of Digital Marketing

Research should examine the ethical and sustainability-related challenges posed by digital marketing practices, including data privacy concerns, targeted advertising, and the environmental implications of digital campaign delivery.

8. Integration of Traditional and Digital Marketing Approaches

Future investigations may focus on hybrid marketing models that integrate traditional methods with digital tools, assessing their efficacy in delivering comprehensive and coherent marketing strategies.

9. Digital Marketing's Long-Term Effects on Small Enterprises

Studies should analyze how small and medium-sized enterprises (SMEs) navigate the digital marketing landscape, exploring both the opportunities and constraints related to growth, sustainability, and competitiveness.

10. Digital Marketing in Crisis Management Contexts

Scholars should explore the strategic use of digital media during crises—such as economic downturns, global pandemics, or natural disasters—particularly in terms of maintaining consumer engagement and trust.

11. Effectiveness of Visual Content in Digital Campaigns

Research may investigate the role of visual elements (e.g., images, videos, infographics) in enhancing the reach and impact of digital marketing efforts, with an emphasis on consumer attention and retention.

12. Customer Interaction and Feedback in Digital Environments

Analyzing how real-time consumer feedback and digital interactions influence marketing strategies and customer satisfaction could provide actionable insights into dynamic strategy adjustment.

13. Development of Digital Marketing Metrics and Analytics

Further research is warranted on the creation and refinement of analytical tools and performance metrics to evaluate the effectiveness and return on investment (ROI) of digital marketing initiatives.

14. Psychological Effects of Social Media Marketing

Scholars should examine the psychological impact of social media marketing on consumers, including its influence on brand perception, purchasing behavior, and overall psychological well-being.

These proposed research directions offer a comprehensive framework for advancing scholarly understanding of digital marketing and its rapidly evolving dynamics within the global marketplace.

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