

# Digital Marketing Concepts and the Impact of Social Media on E-Promotion and Organizational Performance

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**Abstract;** The study dealt with the concepts of digital marketing and the impact of social media on electronic promotion and organizational performance. The study concluded that digital marketing is one of the strategies companies use to market and promote products. Digital marketing contributes to the marketing mix by connecting with customers and creating new business opportunities, especially with the spread and influence of social media. Digital marketing is a true marketing communication strategy. Companies that have invested to harness the power of digital marketing and promotion are demanding better returns, more customers, and more sales. The results of the study concluded that there is a strong relationship between digital marketing and organizational performance of companies, especially with the use of social media, and therefore recommends the need for companies that have not used digital marketing to a large extent to adopt digital marketing, to be able to compete and enhance organizational performance. However, this paper contribute to digital marketing and social media, the results of this study benefit companies and decision makers about marketing and promoting products. As well as creating new job opportunities, especially with the spread and impact of social media.

**Keywords:** Digital marketing, social media, E-promotion and Organizational Performance.

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## Introduction

Recently, can notice that there is something similar to a paradigm shift in all areas of life, and the most prominent developments are the presence of the Internet, which has reflected its impact on various fields. In the field of business administration, this development was reflected in the field of marketing,

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where it was automated, which led to a remarkable development in efficiency and effectiveness in the marketing process.

With the spread of the Internet and its diversity, marketing through social networks has emerged. consumer behaviour has been studied, virtual marketing research has been conducted, customers' needs and desires have been studied, the degree of satisfaction is measured, etc. Social media has become one of the essential components of marketing as the use of social networks has expanded. Social networking leads to commercial use and profitable business to provide them with an opportunity through building relationships with customers, and expressing their opinions on the modifications and developments that are introduced to the products. E-commerce services via the Internet are no longer associated with large companies, but are available to all users and for all uses at all levels, and social networks are one of the new and important marketing channels for all products and services, so we find that most organizations and companies are trying to make the most of them using alternative and appropriate marketing strategies. For this marketing channel (Al-Faisal, 2014). Online e-commerce services are no longer associated with large companies, but are available to all users and for all uses at all levels, and social networks are one of the new and important marketing channels for all products and services, so we find that most organizations and companies are trying to make the most of them using alternative and appropriate marketing strategies for this marketing channel. Social networking sites and networks represent a huge challenge for economic institutions, as the traditional methods of communication no longer meet the needs of the client who wants to communicate with the institution constantly and who wants to talk to it and hear from it directly, and this explains the results of a study prepared by (Al-Falaq, 2017) which showed that not placing A clear strategy for social media in institutions on the one hand, and between institutions and customers on the other (Makhlouf, 2019).

Since of the great developments and transformations that have taken place in society and the economy, and the development, growth, integration and complexity of the information and communication technology sector, individuals and business organizations have realized the unique and new advantages that can be achieved by connecting to the Internet within this reality. What can be put forward as a problem for this research is the following formulation: What is the contribution of the concepts of digital marketing and the impact of social media on electronic promotion and organizational performance.

### **Literature review**

A service that is able to be embedded in the minds of customers when conducting transactions will form a positive experience for customers that helps the company develop and differentiate their services among its competitors. So that after this value can be formed, it will increase customer satisfaction and loyalty to the financial institution (Komulainen and Saraniemi, 2019).

In the context of service process delivery, an exploration has been conducted to develop a better understanding of how the service provider, and customer interactions, are involved in creating value in the emerging digital service field (West, et al., 2018). However, Campbell, et al. (2011) Propose a classification of service, whereby the level of customer participation in the service provision process moves from self-service to super-service, in which there is no direct participation of the human customer. On the other hand, Storbacka (2018) proposed a classification where the level of human

participation moves from human services to independent services, which are defined as “services in which there is no interaction between the human service provider and the human client”.

Taherdoost, et al. (2013) confirm that most of the users are using low level of co-creation and e-services with high level of digitization and after that the e-services with high level of digitization and high level of co-creation. As mentioned by Suthar et al. (2014) marketing activities can be examined in relation to brand loyalty of the organization because brand successes have power to allow marketers to gain competitive advantage.

Besides, according to Kapadia (2020) the digitization automates the process as a result of which both quality increases; which contributed to advances online banking, credit cards, and ATMs. Wanjuki (2014) found that bank display ads are good as a digital marketing strategy that helps improve customer service.

\ A study (Sathya, 2015) said that digital marketing is the electronic communication method used by marketers to endorse goods and services towards the market. The ultimate goal of digital marketing cares about consumers and allows customers to mingle with the product through digital media. This editorial focuses on the scale of digital promotion for both clients and marketers. Digital marketing has become an important part of the approach of many companies. At the moment, small business owners still have on hand a very inexpensive and competent way of using digital marketing to market their products or services in the community, and it has no restrictions. The company can use any devices such as tablets, smartphones, TV, laptops, media, social media, email and many more to support the company, its products and services. Digital marketing may achieve something more if the consumer's desires are considered a top priority, that is, the better the electronic promotion, the more widespread the electronic marketing of the product.

The study (Hanaysha, 2019) examined customer satisfaction as one of the main topics in marketing that has received great interest from many scholars and practitioners. Satisfied customers tend to be the driving force for the success of the brand and the building of a sustainable competitive advantage; therefore, looking at customer satisfaction antecedents is very important. This article is designed to examine the effects of social media marketing, price promotion, and CSR on customer satisfaction in the fast food industry. The results revealed that social media marketing and price promotion have significant effects on customer satisfaction. Moreover, the results revealed that CSR has a significant positive impact on customer satisfaction.

The purpose of the study (Kanyurhiand & Akonkwa, 2016) is: First, to test the relationships between internal marketing and employee satisfaction. second, ascertaining the links between employee satisfaction and perceived organizational performance; Finally, testing the relationship between internal marketing and perceived organizational performance. The results showed that there is a positive and meaningful relationship between internal marketing and employee satisfaction. The results also showed that there is a positive and meaningful relationship between internal marketing and the observed organizational performance. However, a significant relationship between employee satisfaction and perceived organizational performance has not been identified.

Widmer et al. (2019) made a research to examine the effect of a planned social media promotion strategy on access to articles online Social media. These findings illustrate the potential role, benefit,

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and need for further study of a carefully planned social media promotion strategy in an academic medical journal.

Raji et al. (2019) verify how brand-related communications, including sales promotion and advertising contents, which are posted on social media platforms, can enhance a positive brand image and elicit favorable behavioral intent from consumers. The results presented in this research show that there are positive and significant relationships between social media advertising content, social media sales promotion content, pleasurable brand image, functional brand image, and behavioral intent. Both transcendental and functional brand images have significant mediating effects on social media advertising content, social media sales promotion content, and behavioral intent. However, the relationship between advertising content on social media and behavioral intent is unimportant.

Parveen et al. (2015) found that organizations are now building and maintaining social media public pages to improve their social network salience, enhance interest in their organizations, and build relationships with the online public. The majority of the studies on social media usage are based on the individual perspective while some are from the organizational perspective. However, not many studies have investigated the actual impact of social media usage on organizational performance. Therefore, using the qualitative approach, this study investigates the various purposes of social media usage and its impact on organizational performance. This study however, focuses only on the social media managers' views. The senior managers of six organizations that are using social media are interviewed from which we find that social media is used for various purposes in organizations, such as advertising and promotion, branding, information search, building customer relations and many more. The results also show that social media has a greater impact on the performance of organizations in terms of enhancement in customer relations and customer service activities, improvement in information accessibility and cost reduction in terms of marketing and customer service.

### **E-Marketing**

Marketing has gone through many stages since its inception, and as a result of its development it no longer includes products only; Rather, he touched on the service aspect, and this concept developed according to a number of factors (social, economic, technological) until we reached e-marketing, and all this development was in order to reach a competitive advantage and improve the mental image of the goods and services provided (Abdel-Fattah, 2011).

E-marketing is considered one of the most important commercial developments, as it aims to facilitate services and commercial operations and shorten time, effort and costs in order to facilitate the benefit provided to the customer. According to (Nagel,2020), e-marketing can be defined as the use of digital technologies to activate market productivity and to provide and evaluate services and goods to stakeholders and customers in an organization.

The importance of E-marketing in marketing stems from the Internet's effectiveness in defining the market to be targeted, as well as assisting in the research of marketing requirements (Saffar & Obeidat, 2020). Furthermore, it aids in the provision of products those suit consumers' expectations through design quality, and then the fulfillment of these design criteria through conformance quality (Shroufet al, 2020). Failing to design quality and conformity, on the other hand, has an impact on actual

performance and customer demands, because failure to match quality has a negative impact on actual performance, and so failure to design quality leads to a failure to meet customer needs.

Meanwhile, (Banerjee & Dash, 2011) affirm that email marketing campaigns, web signboards, online directory ads, telemarketing, and other interactive marketing strategies provide nearly twice the return on marketing investment as other key forms of traditional marketing techniques. Additionally, because the web is widely acknowledged as a search tool by both businesses and individuals, it is projected that businesses that are hesitant to use digital marketing would lose out to those that have swiftly accepted this notion (Ellis-Chadwick & Doherty, 2012). As a result, digital marketing provides tangible benefits such as increased response rates, worldwide accessibility, cost-effective market access, improved conversion rates, 24-hour marketing, and traceable and scalable communication programs (Ellis-Chadwick and Doherty; 2012).

Internet communication does not include any genuine face-to-face contact. Internet marketing may be less appropriate for items that rely largely on creating human relationships between buyers and sellers, such as life insurance sales and products that require physical examination. While internet marketing does not allow prospective purchasers to touch, smell, taste, or 'try on' things, a survey of cosmetics consumers found that email marketing can be used to entice customers to visit a store to try a product or interact with salespeople (Kaur & Singh, 2017).

The great progress that the world is witnessing at all technological and digital levels in the process of organizing the products displayed on the Internet, which may have become an obvious issue for all network users, and thanks to the progress, various digital advertising platforms can direct users of the products they are looking for based on their data; Because of the massive purchasing power of individuals and customers, as well as the widespread use of the Internet, a number of economic experts predict that e-commerce in the world has a bright future. More than 85 percent of customers around the world have been shopping online since the outbreak of the Corona Virus (Covid 19), which is a very difficult situation in various sectors around the world (Zuqaibeh, & Al-Zaqeba, 2021).

The commercial sectors are at the top of the list, but there are many other sectors that have benefited from the crisis, the most prominent of which is "e-commerce," which has seen an increase in demand due to buyers' dread of being in crowded locations. We all know how electronic shopping works and how customers go through marketing rounds to get products or services through the Internet, but what about the function of artificial intelligence in these transactions? A number of technology professionals and specialists expect that artificial intelligence technology will have a favorable impact in the next years (Othman et al.,2020).

### **Social Media Marketing**

Kaplan & Haenlein (2010) define social media as "a collection of Internet-based apps that build on the Web's ideological and technological basis and enable the users to interact content."

The internet, social media, smartphone apps, and other digital communication tools have become ingrained in the daily lives of billions of people. For example, the current rate of internet use among American adults is at 87 percent, and for demographic groups such as college-educated and higher-income persons, it is closer to 100 percent. People are also spending more time online. Adults in the United Kingdom, for example, have spent more than twice the amount of time online in the last decade, averaging 20.5 hours each week. Part of this increase has been spurred by social media: there are

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currently more than 2 billion individuals using social media worldwide, with Facebook alone having around 1 billion daily active users (Stephen, 2016).

According to social media literature, online opinion leaders play a critical role in the promotion of products and services, emphasizing the need of selecting the proper influencers. Specialists, celebrities, micro-celebrities, micro-influencers, early adopters, market experts, and enthusiasts are all examples of opinion leaders. Opinion leaders should be employed to promote the pleasant and utilitarian worth of products and services across multiple online platforms, according to the study (Lin et al., 2018). Five key steps in the process of employing influencers for promotion were identified by the study: The first step is to plan where campaign goals will be specified and the role of online opinion leaders will be defined. Second, recognition is the process of identifying prominent and relevant online opinion leaders. Third, the organization aligns online opinion leaders and online forums with the items or services being pushed through matchmaking. The fourth motive is the one in which the organization calculates the compensation for online opinion leaders based on their social role. Finally, there's coordination, which includes things like negotiation, oversight, and support for opinion leaders (López et al., 2020).

Almost every firm has adopted social media marketing as a new marketing approach to contact customers on virtual networks. If you have a great concept and want to reach millions of people for a low price, social media is your only option. The entertainment industry was the first to use social media as a marketing tool. These social media marketing explanations take us to the other side of marketing, where creating relationships with potential customers is critical to encouraging repeat purchases and brand recognition. Organizations utilize social media as an innovative strategy to build a strong public interaction with clients on virtual networks (Jan & Khan, 2014). Maintaining public relations with social media is simple because there are so many potential customers on virtual networks, and communicating with them is only a few clicks away. Customers are becoming more powerful and busy, thus businesses must be accessible and available at all times through social media communication channels such as Facebook, Twitter, blogs, and forums. Every organization should take use of the potential provided by social media communication platforms (Khan & Jan, 2015).

Marketers use social media data that is publicly available for three purposes. To begin, marketers perform in opinion mining, which is utilizing the vast amount of social media data to uncover information, insights, and patterns obtained from both data from different sources (He et al., 2013). Tracking mentions or specific phrases may also be part of opinion mining. Marketers can then extract actionable patterns to help them achieve their strategic business goals and get a competitive advantage in the marketplace (Tuten and Solomon, 2019).

Second, the use of social media in marketing has aided in the individualization of marketing by allowing firms to communicate with customers, collect data, and deliver individualized reactions and solutions (Royle and Laing, 2014). As a result, marketers may use social media to create targeted messages and offers for their target customers. Personalized offers can enhance sales by more than 10% and return on investment (ROI) on marketing expenditures by five to eight times (Cochrane, 2018).

Third, the major goal of marketing campaigns is to build strong customer ties, and customer relations can be strengthened by using social media (Jacobson & García, 2020). Social media is used to attract

customers with user-generated content, engage customers with online two-way social interactions, and retain customers by creating relationships with other members as a customer relations strategy. Delivering useful information at the right moment and creating a personalized connection with the consumer are both important aspects of excellent customer relations (Vinerean, 2017). Traditional customer relationship management (CRM) databases include personal information about clients, and social CRM derived from social media data is now being used to collect more specific personal information. Businesses may improve the customer experience by better understanding the client's goals and needs (Jacobson & García, 2020).

### Online promotion

According to (Mohammed, 2018) marketing is defined as a wonderful combination of all activities designed to introduce a product or service into the market and sell it to customers. Promotion is all activities that aim to create a positive public awareness about a product, service, organization or event. This is done to increase the demand for the product so that sales increase. The product is seen as different from other similar products. Marketing consists of many activities and promotion is just a part of marketing. Promotion is all about creating a positive public awareness about a product, and it involves strategies such as advertising. Product or service focus is the focus of promotion while identification and satisfaction of customer needs is the focus of marketing.

One of the reasons for using electronic promotion first is that the Internet is a broad advertising pillar, as it has become a major element in the marketing process, working to address the largest number of target groups of customers, without regard to time and space limits. E-promotion also creates awareness among users of the offered goods and reminds them of the brand, which helps marketers know what Internet users think and what they need, and thus know how to develop the product (Ben Khadra, 2018).

### Methodology

The current study is descriptive and causal study. It aims to study the concepts of digital marketing and the impact of social media on electronic promotion and organizational performance. The study begins with a literature review, interviewing experts to develop a questionnaire, which will be used to collect data. The collected data was scanned and encoded on Smart PLS and used for data analysis in this study.

### Hypothesis testing

In assessing the measurement model, researchers must examine five criteria that are the factor loading (FL) ( $>0.70$ ) as well as the reliabilities (Cronbach's Alpha (CA) and Composite reliability (CR) both  $>0.70$ ). In addition, the validities such as the convergent validity which is achieved if the average variance extracted (AVE) is greater than 0.50 and the discriminant validity which is achieved if the root square of AVE is greater than the cross loading. In Table 1, it can be seen that all the criteria have been achieved indicating that the measurement of this study is reliable as well as valid. Some of the items were removed due to low factor loading.

TABLE 1: FACTOR LOADING, CRONBACH'S ALPHA, COMPOSITE RELIABILITY, AND AVE

Variable	Cronbach's Alpha (CA) $>0.70$	Composite Reliability (CR) $>0.70$	AVE $>0.50$
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digital marketing concepts	0.964	0.957	0.788
Social Media	0.931	0.988	0.754
e-promotion	0.934	0.967	0.746
organizational performance	0.947	0.934	0.731

**Structural model and hypothesis testing**

Evaluation of the structural model was performed by evaluating r-square, q-square and f-square. The r-square value was calculated to 0.55 indicating that 55% of the variance in BI can be explained using the variables of this study. Moreover, q-square showed a value greater than zero indicating a predictor of variables towards BI. The effect size of all variables is acceptable. This study developed four direct impact hypotheses. Table 2 presents the result of the direct effect hypotheses. The table shows the hypothesis path, path coefficient ( $\beta$ ), standard deviation (STDEV), T values and P values.

TABLE 2: RESULTS OF DIRECT HYPOTHESES

Path	$\beta$	St-Dev	T-values	P-values
digital marketing concepts	0.27	0.04	7.74	0.00
Social Media	0.14	0.04	4.16	0.00
e-promotion	0.26	0.04	5.61	0.00
organizational performance	0.17	0.04	5.84	0.00

In the first hypothesis, an effect on electronic promotion and organizational performance is expected. The effect of digital marketing concepts on e-promotion and organizational performance is positive and significant ( $\beta = 27$ , T-value = 7.74, P-value < 0.01) as shown in Table 2.

**Modify the impact of the social media impact**

The second hypothesis of this study suggested the impact of social communication on electronic promotion and organizational performance. Table 3 shows the result of the effect of social communication. The moderation effect (for social communication effect \*BI ->TCB) was negative and significant ( $\beta = -0.09$ , Tvalue = 2.43, P-value < 0.01). This showed that H2 is supported.

TABLE 3: MODERATING EFFECT OF SOCIAL MEDIA

Path	$\beta$	St-Dev	T-values	P-values
digital marketing concepts-> e-promotion	0.48	0.05	10.41	0.00
digital marketing concepts -> organizational performance	-0.06	0.06	-1.25	0.23
Social Media ->e-promotion	0.07	0.04	2.14	0.00



Social Media - >organizational performance	-0.09	0.07	-2.34	0.02
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Table 3 shows that interaction occurred and this indicates the effect of social communication. This means that a positive social media influence will increase the positive impact of online promotion and organizational performance.

### Discussion

The study found that there is a statistically significant effect of the concepts of digital marketing on digital promotion. The study (Sathya, 2015) supported this theory as it found that digital marketing is the electronic communication method used by marketers to endorse goods and services towards the market. And digital marketing may achieve something more if consumer desires are considered a top priority, i.e. the better the e-promotion, the more widespread the e-marketing of the product.

There is also a statistically significant impact of digital marketing concepts on organizational performance, and this is confirmed by (Alzaqebah et al., 2018a; Alaaraj et al., 2018; Malkawi et al., 2019; Alzaqebah et al., 2020). In this regards, Kanyurhiand & Akonkwa (2016) through his study there is a positive and meaningful relationship between internal marketing and perceived organizational performance.

The study confirmed the existence of a statistically significant effect of social media on digital promotion. The results presented in the research of (Raji et al. 2019) also show that there are positive and significant relationships between advertising content on social media, and social media sales promotion content.

Finally, the study found that there is a statistically significant effect of social media on organizational performance, and this theory has been supported by a study (Parveen et al., 2015; Al-Zaqeba & AL-Rashdan, 2020; Alaaraj, 2018a; Alzaqebah et al., 2020). It was found that organizations are now building and maintaining public pages for social media to improve the visibility of their social networks, and enhance Paying attention to its institutions, building relationships with the online audience. The results also show that social media has a greater impact on the performance of organizations in terms of enhancing customer relationships and customer service activities, improving access to information and reducing cost in terms of marketing and customer service.

### Conclusion

Digital marketing is one of the strategies companies use to market and promote products. Digital marketing contributes to the marketing mix by connecting with customers and creating new business opportunities, especially with the spread and impact of social media. Digital marketing creates prospects for companies to connect with and engage their target customers in a more efficient and effective manner. However, the prospects for this tool have remained untapped. The purpose of this research was to determine the extent to which digital marketing adopts digital marketing concepts and the impact of social media on electronic promotion and organizational performance. The results show that digital marketing has an amazing impact on all elements of companies' performance. It is seen that digital marketing has significantly improved revenue, market share and increased profitability.

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Companies using digital marketing have shown better performance than the corresponding segments using traditional marketing strategies. Its main benefit stems from its exceptional ability to provide information in a personal and interactive manner without the constraints of time and place. Digital marketing is a true marketing communication strategy. Companies that have invested to harness the power of digital marketing and promotion are demanding better returns, more customers, and more sales. The results of the study concluded that there is a strong relationship between digital marketing and organizational performance of companies, especially with the use of social media, and therefore recommends the need for companies that did not use digital marketing to a large extent adopt digital marketing to be able to compete and enhance organizational performance. The study recommends further research into why certain countries are receptive to specific digital marketing strategies and what needs to be done to improve digital marketing at the company level.

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