

**MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC
RESEARCH**

ÉCOLE SUPÉRIEURE DE COMMERCE

**A Dissertation Submitted in Partial Fulfillment of the
Requirements for Master's Degree in Commercial Sciences**

Major: Management of Distribution

Topic

**The Impact of Digital Communication
on the Prospection of New Clients**

**Case study: Prospecting through Digital
Communication in Algerian Online Sales
Companies**

Submitted by the student:

Sebata Ines

Supervised by:

Dr Selougha Fayrouz

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Dedication

I dedicate this humble work to:

My paradise, my mother, who believed in me and taught me not to give up despite all the difficulties I met and I still meet in life.

My father who was always there for me to give me all the support.

My dear brother and sister for their care, love, and motivation.

All members of my family for their endless love.

This work is also dedicated to:

The memory of my loving grandmother and my little cousin may Allah give them heaven.

My close friends who were there for me.

My second family Elite team, the best team ever for their motivation and friendship.

My classmates and the second promotion of Distribution Management.

Ines

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LIST OF ABBREVIATIONS

Ads	Advertisements
B to B	B usiness to B usiness
B to C	B usiness to C onsumer
IP	I nternet P rotocol
OKV	O rganic K eyword V alue
PPC	P ay P er C lick
SEA	S earch E ngine A dvertising
SEM	S earch E ngine M arketing
SEO	S earch E ngine O ptimization
TCP	T ransmission C ontrol P rotocol
WWW	W orld W ide W eb

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ABSTRACT

The presence of communication on the web becomes a crucial element in companies, but the latter offers new tools to strengthen the relationship with customers, to be close and listen to them. Today, we are no more talking about traditional communication where companies put their advertisements on television channels or through newspapers and urban signage. We have entered into a whole new dimension where companies manage to reach a very large number of listeners in a very short period of time.

However, every evolution is accompanied by new constraints, the modern consumer is more and more demanding, he wants companies to produce what he wants to consume, he sees himself as an actor in the production chain.

This situation has made it very important for companies to increase their customers' portfolio through their acquisition. In this present work we have tried to better understand the digital communication tools adopted by online sales companies and their impact on the acquisition of new customers. And the result is the following: it is essential for online sales companies to master their digital communication and provide an attractive content to win new customers.

Key words: digital marketing, digital communication, digital communication tools, acquisition of new clients, prospecting tools.

RÉSUMÉ

La présence de la communication sur le web devient un élément crucial dans les entreprises, or cette dernière offre de nouveaux outils pour renforcer la relation avec les clients, être proche d'eux, les écouter. Aujourd'hui on ne parle plus de la communication traditionnelle où les entreprises passent leurs publicités sur des chaînes de télévision ou à travers des journaux et de l'affichage urbain. On est rentré dans une toute nouvelle dimension où les entreprises réussissent à atteindre un nombre très large d'auditeurs dans un laps de temps très réduit.

Néanmoins chaque évolution est accompagnée de nouvelles contraintes, le consommateur moderne est de plus en plus exigeant, il exige qu'on lui produise ce qu'il veut consommer, il se voit acteur dans la chaîne de production. Cette conjoncture, a révélé l'importance pour les entreprises d'augmenter leur portefeuille clients à travers l'acquisition de ces derniers.

Dans ce présent travail nous avons essayé de mieux connaître les outils de la communication digitale adoptés par les plateformes de vente en ligne, et leur impact sur l'acquisition de nouveaux clients. Le résultat obtenu est le suivant : il est essentiel pour les entreprises de vente en ligne de maîtriser leur communication digitale et de fournir un contenu attractif pour gagner des nouveaux clients.

Mots clés : Marketing digital, la communication digitale, outils de la communication digitale, l'acquisition de nouveaux clients, outils de la prospection.

General Introduction

General Introduction

New communication technologies have been characterized in these last few years by the acceleration of globalization. This situation led to the creation of a robust economic environment.

Communication has become an essential element for business success. This is why the search for efficiency must be a permanent priority which requires a very rigorous and strategic approach.

However communication is impacted by the digital evolution. Economies are no more using the traditional unidirectional communication, where companies use TV channels or paper media for their advertising spots. Instead the economy has entered into a new dimension of digital communication, which allows it to follow its communication campaigns in real time and gives it the possibility to perform efficiently.

Currently, successful organizations are those that have made a jump to digitalization and have integrated the opportunities offered by the web into their marketing strategies.

The digital strategies of companies are becoming increasingly sophisticated, and place the consumer at the center of their interest, and this is how the consumer has obtained the status of co-creator of value. Digital communication has provided its users with various tools, some of them are inexpensive other are more costly. The facility of message distribution allows advertisers to make a place for themselves quickly by knowing how to use the appropriate devices.

The communication evolution has also impacted another aspect which is important for organizations, it is the consumer behavior.

In fact, Consumption habits have changed the consumer who is becoming more and more exigent, and claims for a production that he wants to consume.

As a result, companies are forced to find out the preferences of each client in order to provide the adequate satisfaction.

The new challenge for companies is to know how to detect the most profitable customers and try to retain them.

Thus, Algerian companies are now entering the digital age and trying to gain advantages from the digitization of society by exploiting the opportunities it provides.

It is in this context that the Algerian online sales companies are more and more giving a great importance to digitalization, by implementing an adequate strategy to provide the best digital coverage to its customers.

Based on these facts, we decided to engage in a study that focuses on the impact of digital communication on the acquisition of new customers. Hence our problematic is as follows:

“What is the impact of digital communication on the acquisition of new clients?”

In order to deal with this problematic, we proposed the following sub-questions:

1. What is the utility of digital communication within online sales companies?
2. How can the internet user be attracted to online sales companies?
3. How does digital communication lead the acquisition of new customers?

To answer these questions, we have formulated a number of hypotheses, which are:

H1: Digital communication is an important criterion for the success of online sales companies

H2: The internet user can be attracted to online sales companies through the multitude of choices and the quality of services that they provide.

H3: Digital communication helps to improve the acquisition of new customers.

The major objective of our research work is to demonstrate the impact of Digital Communication on the acquisition of new customers.

The reasons for the choice of this topic are as follows:

- The technological progress of Information Communication Technology.
- The importance of digitalization in nowadays competitive market.
- The importance of virtual presence for business companies.
- The growing use of the internet within Algerian companies.
- Our personal interest for digital communication.

Research structure

In order to answer all these questions derived from our central problematic; our research will be structured into three chapters. The first and the second chapters will discuss our two principal variables, which are: Digital Communication and the Acquisition of New Clients. While the third chapter will study the impact of the first variable on the second one.

The first chapter entitled "the emergence of Digital Communication", is divided into three sections:

The first section provides a general overview on the evolution of the web from web 1.0 to web 4.0. The second section discusses the impact of this evolution on Marketing, then the third section focuses on Digital Communication, its specificities, tools and the evaluation of its performance.

The second chapter named "The Prospection of New Clients for the Company" is divided into three sections:

The first section defines the concept of prospecting and its theoretical approaches. Then, in the second section we will present the classic and the electronic types and tools adopted by companies to attract customers and the implementation of a prospecting strategy. Then the last section illustrates what should be avoided the different mistakes that should not be made during the Acquisition of New Customers.

The third chapter entitled "Empirical research" provides first a concise presentation of Algerian online sales company will be made. Then we will describe in the second section the methodology of the descriptive research and which information will be used to design the questionnaire that will be run in the survey. Finally, section three will present the test of our hypothesis and the results of the empirical research.

Chapter one
**The emergence of Digital
Communication**

Introduction

The world has changed, the deployment of the broadband Internet in all areas, the development of mobile networks, the generalization of mobile Internet and the democratization of the Web have transformed the foundations of business management.

Currently, more and more companies are switching to a digital logic and trying to exploit the enormous potential of the web in their strategies.

Throughout this chapter, we will first provide an overview of the evolution of the web starting from web 1.0 to web 4.0. Then we will discuss the impact of this evolution on marketing. Finally, we will deal digital communication, its specificities, tools and how to measure its performance.

Section 01: Generalities about the Web

Through this section, we will give some definitions of the web and the internet as well as the difference between these two concepts. Next, we will bend over to the evolution of the web. In the end, we will shed light on the different tools of the web.

The word “web” contains a lot of different terms, which sometimes seem confusing. Here are definitions of the most useful terms starting by the definition of the internet, the web, its evolution and the difference between both of internet and web to make it clear for people.

1.1. Definition of the internet

The Internet is a global system of interconnected computer networks that uses a standard Internet Protocol Suite (TCP/IP) to provide services to billions of users of the worldwide. It is a network composed of millions of local and global private, public, academic, corporate and government networks, which are linked through a variety of electronic, wireless and optical network technologies. The Internet carries a wide range of information resources and services, such as the interconnected hypertext documents of the World Wide Web (WWW) and the infrastructure supporting e-mail.¹

The internet has also been defined as: “A global computer network providing a variety of information and communication facilities, consisting of interconnected networks using standardized communication protocols.”²

1.2. Definition of the web

The web has been referred as: “ The World Wide Web (WWW), commonly known as the Web, is an information system where documents and other web resources are identified by Uniform Resource Locators (URLs, such as <https://example.com/>), which may be interlinked by hypertext, and are accessible over the Internet.[1][2] The resources of the Web are transferred via the Hypertext Transfer Protocol (HTTP) and may be accessed by users by a software application called a web browser and are published by a software application called a web server.”³

¹ <https://jdgsmahilacollege.files.wordpress.com/2014/01/ch3.pdf> accessed on 25/07/2020 at 03:20 am

² <https://www.lexico.com/en/definition/internet> accessed on 25/07/2020 at 03:20

³ https://en.wikipedia.org/wiki/World_Wide_Web accessed on 25/07/2020 at 03:32 am

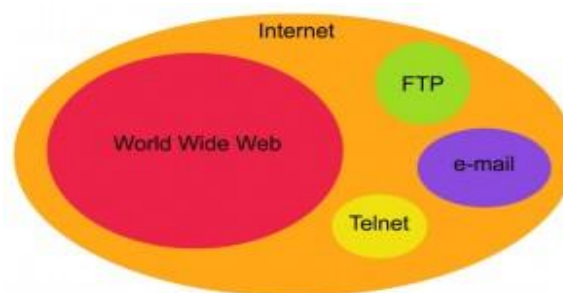
1.3. The difference between the Web and the Internet⁴

The term Internet evolved from Inter–Networking. It is a massive super-network of millions of networks built all across the globe. It actually represents the overall network infrastructure which enables the exchange of information. Many services or applications rely on this infrastructure, including the Web (HTTP), e-mail (SMTP, POP3), discussion forums (Usenet) and file transfer (FTP).

As for the Web, it is the most visible part of the Internet. The Web actually refers to the public hypertext system that allows to navigation from page to page by clicking on links through a browser. It corresponds to all public pages linked with hyperlinks. This system of links between pages is the basis of the Web and graphically reminds of the spider's web. Any textual document is easily transformed into hypertext is therefore part of the Web. Not to mention that the Web is just one of the Internet applications. It uses the Internet to transport data.

To summarize, when the terms Internet and Web are used alone, it is rather easy to distinguish them: when it comes to the global computer network, it is the *Internet*, when we refer to the hyperlink system, it is the *Web*.

Figure I.01: the difference between Internet and Web



Source: <https://www.techpluto.com/difference-between-internet-and-world-wide-web/>

1.4. The Evolution of the web⁵

The web is undoubtedly a major technology of the 21st century. And while its nature, structure and use have evolved over time, it can be seen that this evolution has also profoundly changed commercial and social practices.

⁴ https://www.webopedia.com/DidYouKnow/Internet/Web_vs_Internet.asp accessed on 25/07/2020 at 04:00 am

⁵ <https://c-marketing.eu/du-web-1-0-au-web-4-0/> accessed on 25/07/2020 at 04:45 am

In order to better understand the different phases of this evolution, I conducted a comprehensive exercise, which is by no means exhaustive, but should provide some insight.

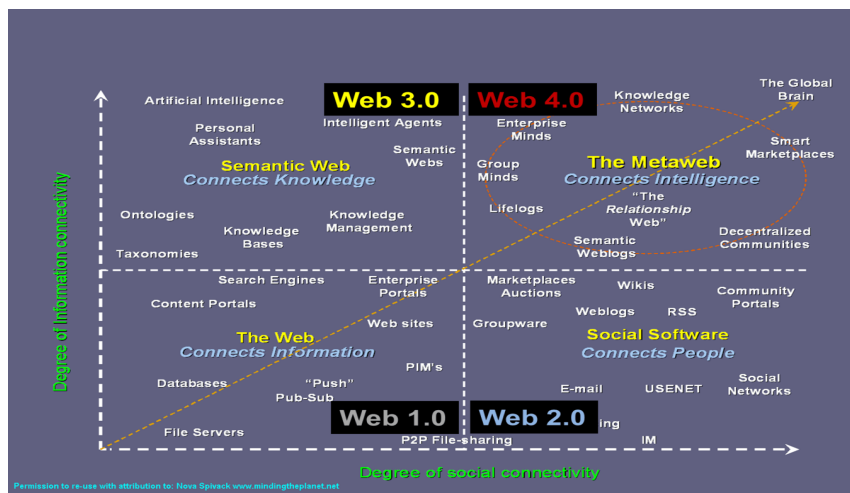
The **Web 1.0**: is the first generation of the “WWW”. It is mainly read-only and static, which means that users cannot add or interact with websites. It is called the "Information Network" and it appeared between the early 1990s and the 2000s. Web 1.0 is mainly used for company and personal websites that only display information.

The **Web 2.0**, known as the **social web** , is totally changing perspective. It favors the dimension of sharing and exchanging information and content (text, video, images or other). It sees the emergence of social networks, smartphones and blogs. The web is becoming more democratic and dynamic. The consumer's opinion is constantly solicited and it is getting a taste for this virtual socialization. However, the proliferation of content of uneven quality is generating an infobesity that is difficult to control.

The **Web 3.0**, also known as **the semantic web**, aims to organize the mass of available information according to the context and needs of each user, taking into account his or her location, preferences, etc. It is a web that tries to give meaning to data. It is also a web that increasingly links the real world and the virtual world. It responds to the needs of mobile users, who are always connected through a multitude of media and clever or playful applications.

The **Web 4.0**, called by some as the **intelligent web**, frightens as much as it fascinates, since it aims to immerse the individual in an environment (web) more and more pregnant. It pushes to its paroxysm the way of personalization opened by the web 3.0 but at the same time it raises many questions about privacy, data control, etc... .It is a field of experimentation where not everyone is (yet) ready to try it.

Figure I.02: The evolution of the web



Source : <https://c-marketing.eu/du-web-1-0-au-web-4-0/>

1.5. The web tools⁶

The Web is characterized by a number of tools that derive from technological advances and allow interactions between Internet users. These tools are also called collaborative tools.

1.5.1. Information-sharing tools:

Information sharing tools include:

- **Itunes, AudioBoo and VLC media player:** They offer the possibility for listeners to register with transmitters to automatically receive multimedia files on their Podcast aggregator.
- **Jamendo, Deezer and Spotify:** allow music to be exchanged, commented on and streamed.
- **Flicker, picasa and instagram:** make it possible to exchange photographs with the addition of comments.
- **Youtube and Dailymotion:** make it possible to exchange videos with comments.

⁶ Rudhrah Gourav, "Digital Marketing: The evolution of virtual space with the digital explosion", Rudhrah Gourav, 2020, p80

- **Emule and Bit Torrent:** allow the direct exchange of multimedia files between the computers of two Internet users.

1.5.2. Tools for disseminating information

They provide the opportunity for an individual to pass on information to all the other internet users on the planet, without intermediaries.

Among these tools are the following:

- **Blogs such as Blogger and WordPress:** personal diaries published on the Internet that can be read and commented on by all Internet users.
- **RSS Feeds such as RSS Reader and FeedReader:** Allow users to be automatically updated on changes made to a site/blog through an RSS aggregator.
- **Microblogging namely Twitter and Jaiku:** offers the possibility to send short messages of 140 characters to its community of followers.
- **Webinars (Adobe Connect and GATAMeeting):** are interactive, synchronous webinars that allow a "virtual" class of students to attend long-distance training on their Internet-connected computers.

1.5.3. Communication tools

They offer the possibility of bidirectional communication between two Internet users or within a circle of acquaintances by exchanging instant or deferred text messages, or by communicating in a visual or audio way.

These tools include:

- **Windows Live Mes and WhatsApp:** enable real-time exchange of free text messages between Internet users..
- **Facebook and Google+:** these web platforms allow Internet users to connect with friends and exchange information asynchronously and synchronously.

- **Hyperweek, Live and Sharepoint:** these are web platforms equivalent to public social networks, but accessible only to particular users such as employees of a company.
- **LinkedIn and Xing:** this is a variation of social networks that help their members to network, search for jobs, look for advice or even do some surveillance.

1.5.4. Co-creation tools

They gather tools allowing co-creating documents as well as projects. The common point of these two activities is to create content or value together, simultaneously or in a participatory manner.

Among these tools there are:

- **Google Maps:** websites that combine various sources of information, which saves creation time and development.
- **CrowdSpirit and InnoCentive:** These tools are like a market virtual site where companies can purchase professional services
- **Planzone and projectplace:** allow a group of Internet users to create and monitor projects remotely.
- **Widgetbox:** these are small applications that allow you to display information in real time on a blog or on a site.
- **Wikipedia and wikihow:** offer the opportunity to create and maintain documents from collaborative way by an entire community.

Section 02: Introduction to Digital Marketing

Throughout this section we will focus on the emergence of the concept of Digital Marketing, its characteristics, its applications and benefits. Finally, we will introduce digital marketing strategies.

2.1. History of marketing⁷

Marketing has been around since the early 20th century, and has developed in five main stages, some of which are still used to this day. Marketing is pinpointed to have begun during the early days of mass production, pre 1920s when efficiency was top priority. The famous words of automobile maker Henry Ford sum up the marketing values of the mass production era; his customers could have a car in “any color – so long as it’s black”.

The Sales era began in the 1920s, when Western economies were struggling and sales became the single priority. This era saw the first active effort to push sales, and the introduction of the ‘sales pitch’ and a new breed of ‘salesmen’, something that has changed very little to this day.

The 1950s onwards became known as the Marketing era, as companies started to realize it was less about pushing the products they had made, but evaluating what people actually wanted them to sell. With this came much more choice of products and services than there had ever been, as companies began to do their research and sell a variety of products to suit the changing markets, something that is still a core value of marketing today.

By the 1990s companies were totally on board with the ‘customer comes 1st’ concept that the Marketing era brought, and thus came the Relationship Marketing era. From the 90s onwards it became all about viewing the customer as an individual, rather than considering the market as a whole, and it became more about gaining return customer and building good relationships with customers than simply gaining a sale then moving on to the next. Inevitably it was found that customer loyalty drives future sales not only from their own repeat custom but from their recommendations to family, friends, colleagues, etc.

There is currently a sixth main stage of development taking place as we speak in marketing, and that is the Digital era. With the growth of technology and the consumer’s

⁷ <https://blog.oxfordcollegeofmarketing.com/2012/10/26/how-marketing-has-evolved/#:~:text=The%201950s%20onwards%20became%20known,actually%20wanted%20them%20to%20sell.&text=There%20is%20currently%20a%20sixth,that%20is%20the%20Digital%20era.> accessed on 28/07/2020 at 06 :03 pm

increasing dependency on this, marketing has begun to migrate to the online world. There will always be traditional marketing methods in place, and it is important to remember this, but digital marketing brings new methods of reaching a changing market.

We can increase customer relationship building and loyalty using communication tools such as social media and blogs, and we can increase sales and brand awareness by offering digital shopping experiences and engaging with the consumer through many different digital outlets. When SEO (search engine optimization) is executed correctly and companies can afford to use tools such as: Google Adwords or other Pay Per Click (PPC) methods to ensure they have a significant online presence, the greatest advantage of digital marketing can be that during a time of recession Companies of any size and niche can not only survive but grow and develop by reaching a wider market.

Societal marketing came shortly after Relationship marketing began, and was the beginning of customer focused campaigning. Many companies began to see the benefits of placing the consumer at the center of their organization and focusing all their efforts on customer satisfaction, with sales becoming a secondary priority.

2.2. Definition of digital marketing

Many authors have mentioned the term digital marketing; in fact, digital marketing has recently appeared in the world of marketing and professional communication.

According to Dave Chaffey:

*“Digital marketing can be simply defined as: Achieving marketing objectives through applying digital technologies and media.”*⁸

IDM (Institute of Direct and Digital Marketing) defines marketing as:

*“The management and execution of marketing using electronic media such as the web, email, interactive TV, wireless media in conjunction with digital data about customers characteristics and behavior”*⁹

So digital marketing is the use of different media and digital channels (internet, tablets, smartphones,...) in order to attain the marketing objectives with consumers, so it allows the

⁸ CHAFFEY Dave and ELLIS-CHADWICK Fiona, *“Digital Marketing: strategy, implementation and practice”*. Sixth edition. Pearson, UK, 2016, p 11

⁹ PUNEET SINGH Bhatia, *“Fundamentals of digital marketing”*. Pearson, India, 2017, p17.

creation of content in different digital channels in order to influence these consumers, and make them part of the strategy through their opinions on the different networks.

2.3. Characteristics of digital marketing

Owing to the intelligence of digital technologies, digital marketing presents specific characteristics and differs significantly from traditional marketing.

2.3.1. Consumer knowledge

The Internet can be used to collect information at a relatively low cost, marketing information in particular that related to consumer preferences.

“No market is changing more rapidly than the internet. The digital marketing environment expanded for accumulation of customer knowledge”¹⁰

2.3.2. Interactivity

Interactivity between the company and the consumer where the consumer becomes an actor.

“We define digital marketing as marketing and interaction via digital channels—Internet, e-mail, mobile phones, digital TV, and so forth. Digital marketing includes communication (e.g., advertising, newsletters), service, and tools for customer-managed communication and interaction (e.g., FAQs, games, etc).”¹¹

“Fourth, interactivity is presented as one of the major advantages of the Internet and other new marketing channels”¹²

2.3.3. Individualization

Individualization of the relationship with the consumer is based on the data collected during navigation and stored in order to target and personalize the exchanges.

“Individualization goes beyond this fixed setting and uses patterns of your own behavior (and not any other user’s _ they know it’s you because of your log-in and password choices) to deliver specific content to you that follows your patterns of contact”¹³.

¹⁰JERRY Wind,VIJAY Mahajan, “Digital Marketing: Global Strategies from the World's Leading Experts”,Wiley,2001, p131

¹¹ TIMO Saarinen, MARKKU Tinnilä and ANNE Tseng, “ Managing business in a Multi-channel world: Success factors for E-business”, Idea Group publishing, London, 2006, p 91

¹² Ibid, p 91

2.4. Applications and benefits of digital marketing

Digital marketing became an indispensable tool for most types of businesses and organizations, even for individuals. There isn't a single day in this day and age when we at the personal level, the professional or societal level do not interact with digital media applications or are not impacted by digital marketing.

The main applications for marketers using digital marketing channels and platforms are as follow:

- Establishing brand presence and reputation: as Puneet Singh Bhatia illustrates it: *“Digital marketing helps reach out to newer target segments in a much lesser time-span and amplify brand presence multiple times over.”*¹⁴
- Support information-seeking and customer validation exercise: *“Digital marketing’s biggest application for marketers is its impact across multiple channels to support the customer gather information, compare competing products, and validate his purchase decision through comments and thoughts from multiple online sources which he was not able to gather in the physical world.”*¹⁵
- Instant response generation mechanism to negative customer feedback.
- Mixing multiple digital channels and online-offline media.
- Enhancement of revenues.
- Client interaction.

The Key benefits of digital marketing are:

- It provides a level-playing field be it a small or large business.
- It is cheaper concerning activities, collaborations and analyzing insights.
- It helps customers in real time according to their latest actions.
- It is measurable.
- It provides greater engagement with the use of imagery, content, information, customer support, and personalization.
- It utilizes multiple technologies and collaborative platforms available to harness the power of big data and internet reach.

¹³DAVE Chaffey,PR Smith , *“Digital Marketing Excellence:Planning, Optimizing and Integrating Online Marketing”*, Routledge,5th Edition.2017, p 482

¹⁴ PUNEET SINGH Bhatia, Op.cit,p27

¹⁵ Ibid,P.27

- It helps understand customer intent across multi-channel platforms
- It uses the power of social networks to connect with multiple users in a trusted environment.

2.5. Digital marketing strategies

In order to set up a digital strategy, it is necessary to start from the brand or company strategy with reference to its foundations (missions, values, positioning, brand balance sheets, etc.).

Once the main strategic digital axes have been determined, it will be possible to identify the internal drivers at the level of each function/team and define their piloting and coordination methods and then turn them into an operational plan.

2.5.1. Value creation¹⁶

The term "value creation" is an often ambiguous concept, which takes on different and diverse meanings depending on the type of analysis used (financial, strategic, economic, marketing, etc.) and the theoretical models that underlie it.

Our purpose here is to outline a simple approach to value creation in digital marketing activities. Value creation can be defined as the contribution provided by digital marketing activities to the business realized on digital channels.

Value creation or value destruction is then the difference between the value of the business achieved (what you get) and the value of the costs incurred to achieve it (what you spend).

The creation of value is done through several models, such as websites that allow the distribution of data according to the consumer's research, as well as online services that provide accurate information.

¹⁶ <https://executive.em-lyon.com/Actualites/Innovation-digital-B-to-B-comment-creer-de-la-valeur-avec-le-marketing#:~:text=Le%20marketing%20digital%2C%20une%20machine,de%20cr%C3%A9ation%20de%20valeur%2C%20notamment%20%3A&text=En%20cr%C3%A9ant%20directement%20de%20la,enrichissement%20de%20l'exp%C3%A9rience%20client>. Accessed on 02/08/2020 at 10:00 am

2.5.2. Attraction

Attraction is a very specific action in digital marketing. It consists in generating traffic on the website. This mode of activity is often privileged over conversion and loyalty.

“This kind of digital marketing is used to attract potential customer on the company’s website, it ensures that customer is continuously connected with the company and also referring to another customer”¹⁷

2.5.3. Conversion

Conversion is an essential phase in the value creation chain. It is also often the one that is least mastered by the marketer. In fact, as conversion is intrinsically linked to the website, the actions to be undertaken may have a technical dimension.

According to Emiliano Giovannoni:

“In most cases, Conversion is defined as a purchase (a sale).But this is applicable to e-commerce and transactional websites”¹⁸

“The Web’s interactivity makes conversion fast. You can convert a prospective customer into a paying customer more quickly on the Web than in other media. People receive various messages through advertising and promotional media attempting to persuade them to take action”¹⁹

In order to better optimize the conversion, the marketer must have at least one precise indicator to measure to determine the "quantity" of value created based on a traffic indicator.

For example, for a media site, it is appropriate to measure the number of Internet users who visited a web page and left the site afterwards, without consulting other pages, so they only consulted one page of the site. (Also called the bounce rate). Improving the conversion will then consist in this case in decreasing the bounce rate, i.e. to encourage Internet users to spend more time on the site and to consult other pages of the site.

¹⁷ KUNAL Agarwal, *“Digital marketing concepts: A step by step guide to the basics of digital marketing”*, Kunal, 2018, p100

¹⁸ EMILIANO Giovannoni, *“Digital Marketing Planning, second edition. A practical guide for business managers: Plan, resource, forecast and measure your digital marketing to improve ROI and stay in control”*, Chasefive Management, 2020, p213

¹⁹ KHALID Saleh, and AYAT Shukairy, *“Conversion Optimization”*, O’Reilly,2011, p 02

2.5.4. Retention

After attracting visitors and turning them into a value, what we are looking for is that this value lasts and repeats itself over time. This is the principle of retention.

Dawes views retention simply as:

“A number of customers who stay with the service during the set period of time.”²⁰

Fill considers customer retention as:

“A phase where deep relationships have been established and parts meet individual and joint goals.”²¹

Retention is a phase that has often been disregarded by marketers, to the benefit of traffic, however for some time now it seems to be back in vogue and now appears to be an essential action.

²⁰ COLLINS Marfo Agyeman, *“A study on customer satisfaction and retention in the telecommunication industry; An empirical study of the new Juaben municipality”*, SRM university. Chennai , India, p 23

²¹ Ibid, p 24

Section 03: Communication in the Digital Age

After the emergence of the Internet and the switch from web 1.0 to web 2.0, the web has become the indispensable means of communication for companies. Following the transformation of the static web into a dynamic web, companies have gradually integrated the dynamic possibilities offered by the new web by setting up devices for interaction with their audiences.

Through this section, we will try to give a definition of Digital Communication. Next, we will shed light on the Digital Communication professions. In the end, we'll explore the tools of Digital Communication as well as the measurements of its performance.

3.1. Definition of Digital Communication²²

Digital Communication is above all the digitization of information supports. But beyond that, it also means considering corporate communication as an entire ecosystem, an environment that encompasses and acts in all the dimensions of digital.

Digital communication is a media communication; it corresponds to any communication on numeric support (internet, social networks or mobile applications).

Digital Communication was first applied through the web, social media and mobile devices. It is now opening up to new channels and technological trends: virtual reality, chatbot and voicebot, connected speakers, big data and blockchain.

Digital Communication is not only a new discipline of communication but also of marketing. The term Digital Communication covers all marketing and communication actions that promote a product or service through Digital Communication supports.

Table I.01: Digital communication

Digital				
Web	+	Social medias	+	Mobile
Dematerialization		Interaction		Tactile

Source: <http://www.communication-web.net/2014/02/03/quest-ce-que-la-communication-digitale/>

²²<https://www.communication-web.net/2014/02/03/quest-ce-que-la-communication-digitale> accessed on 02/08/2020 at 11:05 am

3.2. Digital communication Tools

The various Digital Communication tools are summarized as follows:

3.2.1. Search Engine Marketing

Search Engine Marketing (SEM) is a process that uses multiple methods to increase the market awareness and exposure of a brand, product or service.²³

Search engine marketing consists of applying all the techniques enabling the positioning and highlighting of the company's commercial offers, websites, mobile applications or content (videos, images, text, sound, news) on the first pages of search engine results relating to user searches.

After the internet explosion, at the beginning of 2015 there will be more than 3 billion requests made every day on Google, which represents about 90% of the world's requests. This transforms the search marketing activity into a strategic tool due to the opportunity it gives for companies to address potential prospects who have formulated a request that can be very qualifying.²⁴

There are two essential techniques in search engine marketing, natural or organic search (SEO) and paid search (PPC or SEA).

a. Organic search (Search Engine Optimization)

“SEO can be defined as a natural or rather an organic way of ensuring that a website comes out on top when someone searches for a particular product or a particular keyword”.²⁵

This technique is possible if the company works on the keywords on which it wants to rank. The quality of the site will optimize its positioning and its referencing on search engines, thanks to the rating that the search engine such as Google or Yahoo assigns to the site as well as the number of visitors. It is also important to know that exceeding the number of authorized keywords could be detected by the algorithm used by the engine and the site will be blocked.

²³ <https://www.techopedia.com/definition/25079/search-engine-marketing-sem> accessed on 03/08/2020 at 4:30 pm

²⁴ <https://www.definitions-marketing.com/definition/search-marketing/> accessed on 03/08/2020 at 4:40 pm

²⁵ GEORGE S. Spais (2010). “*Search Engine Optimization (SEO) as a dynamic online promotion technique: The implications of activity theory for promotion managers*”. Innovative Marketing, 6(1). Consulting Publishing Company “Business Perspectives”. 2010. P7

b. paid search (Pay Per Click / Search Engine Advertising)

Simon Kingsnorth has defined paid search as:

*“It is the process of bidding for potential clicks on an advert you create that is displayed within the search results pages of most search engines.”*²⁶

Paid search marketing refers to the paid-for advertising that usually appears alongside, above and occasionally below the organic listings on the SERPs. These are usually labeled with something like ‘sponsored links’ or ‘sponsored results’ to make it clear to users that they are, in fact, paid-for ads and not part of the search engine’s organic listing.²⁷

3.2.2. E-mailing

“Email marketing or e-mailing is using e-mail as a means of promoting your products or services. This can be direct one to one e-mails but typically it relates to sending e-mails to a group of people that have subscribed to a mailing list.”²⁸

There are different forms of e-mailing depending on the company's objectives. It can be used as a prospecting, sales, loyalty or influencing tool.

3.2.2.1. Types of e-mailing campaigns

*“E-mail campaigns work well for promoting events, seminars or other opportunities that your targets may want to know about. Especially challenging are messages about yourself, such as those that introduce or reintroduce you to an online networking group”*²⁹

There are various types of e-mailing campaigns and they are summarized as follows:

❖ Information campaigns

Information campaigns are mainly characterized by a strong editorial content. E-mail is then used as a channel for the diffusion of information.

❖ Incentive campaigns

Unlike information campaigns, the message of incentive campaigns tends to have a commercial connotation, especially in the case of an e-commerce or transactional site. The objective is to create an impulse that will result in a purchase or a lead.

²⁶ SIMON KINGSNORTH, *“Digital marketing strategy : an integrated approach to online marketing”*, 1st Edition, Kogan Page, London and Philadelphia, 2016, p.111

²⁷ DAMIAN RYAN and CALVIN JONES, *“Understanding digital marketing : marketing strategies for engaging the digital generation”*, Kogan Page, London and Philadelphia, 2009, p.90.

²⁸ https://www.failteireland.ie/FailteIreland/media/WebsiteStructure/Documents/2_Develop_Your_Business/3_Marketing_Toolkit/3_Market_Your_Business_Online/Choose%20Your%20Internet%20Tools/HowToGuide_EmailMarketing_v1-0.pdf accessed on 05/08/2020 at 10:16 pm

²⁹ NATALIE CANAVOR, *“Business writing for dummies”* Wiley, 2013, p 222

❖ Mixed Campaigns

Sometimes the boundary between information and incitement is blurred. In fact, it is not rare to come across mixed campaigns, i.e. campaigns that seek to both inform and incite. This mixed format could be called a "promo-letter", and banks are particularly adept at this type of practice. It involves sending an email combining news articles, information to clarify a type of product and commercial offers.

❖ Other types of emailing campaigns

The e-mailing lever can also be used in other types of campaigns. We can mention in particular survey or poll campaigns. The aim here is to get the opinion of an Internet user.

3.2.2.2. The key elements of an e-mailing campaigns

Implementing a successful e-mailing strategy requires a perfect mastery of four key elements:

- The construction and maintenance of the database.
- The creation of the message.
- The management of the sending.
- Performance analysis.

3.2.2.3. The performance indicators of an e-mailing campaign³⁰

There are different specific indicators that can be used to measure the performance of a campaign:

- a. The open rate:** an Internet user is considered to be an opener once he consults the e-mail that has been sent to him. The open rate is a ratio that measures the number of openers over the number of e-mails successfully received. Technically, the opening measurement uses a transparent pixel integrated in each e-mail. The display of the pixel makes it possible to count the consultation of the message.
- b. The reactivity rate:** the reactivity rate is in fact the ratio of the number of unique clickers to the number of openers. This measurement is important because it is a kind of indicator of whether your target is reactive to your message.

³⁰ <https://www.campaignmonitor.com/blog/email-marketing/2019/03/17-email-marketing-metrics-every-email-marketer-needs-to-know/> Accessed on 06/08/2020 at 06:00 am

- c. **Click through rate:** this is simply the number of unique clickers (number of different receivers who clicked on at least one link in the message) in comparison to the number of e-mails that were delivered.
- d. **The conversion rate:** this rate is specific to your activity since it measures the number of unique recipients who achieve the objective assigned to the campaign (ordering, registering for an event, purchasing a product, etc.). The conversion rate can also be expressed as a function of the number of clickers.
- e. **Email Sharing/Forwarding Rate:** it is the percentage of email recipients who clicked on a “share this” button to post email content to a social network, and/or who clicked on a “forward to a friend” button.

3.2.3. The display

Display ads have only appeared in the past 15 years. The Global Network Navigator (GNN) sold its first display ad in 1993, and the network now has the title of the first commercial website in history.

It is a form of online advertising, similar to billboards, TV commercials and print ads. The concept of advertising is very simple and can provide viewers with up-front information about products or services immediately.

Display ads are embedded in web pages and consist of images and text. It can include sound, animation or video to attract more attention, or it can be highly interactive with the help of some programming. When the display advertisement is clicked, the HTML code is used to instruct the web server to load the specified website. Display advertising revenue is usually based on cost-per-click (CPC).³¹

In the domain of display advertising, we generally distinguish the "classic" display from the video display. It is also possible to differentiate the display diffused on computers from the one that is diffused on mobiles and tablets.

“In short, display ads are paid ad placements using graphical or *rich media ad units* within a web page to achieve goals of delivering brand awareness, familiarity, favorability and purchase intent. Many ads encourage interaction through prompting the viewer to interact or rollover to play videos, complete an online form or to view more details by clicking through to a site”.³²

³¹<https://www.wsimarketbuilders.com/whitepaperdisplayadvertising.pdf> accessed on 06/08/2020 at 5:45 am

³² DAVE Chaffey and FIONA ELLIS-Chadwick, Op.cit.p.515

At the beginning of a display marketing campaign, there is always an advertiser who wishes to transmit an advertising message and a publisher who provides the necessary resources (website, AdServer). Although the publisher needs a website through which the advertising will be relayed, the advertiser must prepare the promotional content. Display marketing works with many advertising formats that are placed on a publisher's site. For example:³³

- ✓ Banners of different sizes and functions (static, animated, interactive)
- ✓ Pop-ups, pop-under, layer.
- ✓ Skyscraper, rectangle.
- ✓ Content ads and sponsored content.
- ✓ Words placement and text link sites.
- ✓ Rich media content, such as interstitial advertisements, extensible ads, etc.
- ✓ Animated images such as flash videos, video ads or e-mercials.

These online advertising formats are partially standardized. The IAB (Interactive Advertising Bureau) recommends particular formats. However, these are not binding. In general, publishers accept almost any format and comply with billing models. In Germany, for example, the OKV (Circle of Digital Marketers) participates in such formats.

In addition, formats are constantly changing and increasingly use modern technologies, such as HTML5 for animations, or complex targeting, retargeting and monitoring methods to improve efficiency. The advertising media used often depends on the publisher's environment. The more formats and technologies a publisher can insert, the more options the advertiser has. Recent developments in mobile, animated images and Big Data present a whole new level of possibilities for online advertisement.

a. Advantages of the display

- ✓ Wide range of campaigns.
- ✓ Different target groups can be addressed at the same time.
- ✓ Various advertising formats and concepts adapted to the desired target group.
- ✓ Graphic banners are also compatible with the format of mobile applications.
- ✓ Effective performance with the help of cookies and other tracking methods.
- ✓ Users are immediately motivated to purchase.
- ✓ Building the image and brand of the company.
- ✓ Improving brand awareness through greater coverage.

³³ https://en.ryte.com/wiki/Display_Marketing accessed on 06/08/2020 at 08:00 am

- ✓ Simple monitoring and reporting.
- ✓ Perfect for remarketing actions.

b. Disadvantages of the display

- ✓ Due to the clutter of display ads, users develop sometimes a kind of blindness on the banners: so they don't see the banners anymore because of the information overload.
- ✓ Many ad blockers are used by Internet users just to prevent the display of online ads.
- ✓ Classic banners have often very low click-through rates (around 0.1%).
- ✓ Clicks on display ads on mobile devices are often random.
- ✓ Some display ads can degrade the user experience and lead to side effects.
- ✓ Display marketing can have negative effects on the brand in certain contexts.

3.2.4. Affiliation

3.2.4.1. Origins of affiliate marketing

“Mainstream affiliate marketing owes its birth to CDNOW.com and Amazon.com. In November 1994, CDNOW started its BuyWeb program, which was the first online marketing program of its kind at that time. Amazon continued this pattern in July 1996 with its associates program.”³⁴

3.2.4.2. Definition of Affiliate marketing

“Affiliate marketing is performance-based marketing, whereby a product or service gets remunerated for every sale, visit, or subscription sent to the merchant.”³⁵

According to Chaffey, affiliate marketing is:

“Commission-based arrangement where referring sites (publishers) receive a commission on sales or leads by merchants (retailers or other transactional sites). Commission is usually based on a percentage of product sale price or a fixed amount for each sale (CPA or cost per acquisition), but may also sometimes be based on a per-click basis, for example when an aggregator refers visits to merchants.”³⁶

3.2.4.3. Benefits of affiliation

Here are some of the key benefits of affiliate marketing:

³⁴ EVGENII Prussakov, *“Affiliate Program Management: An Hour a Day”*, Wiley, 2011, p 04

³⁵ Ibid, p 04

³⁶ DAVE Chaffey and FIONA ELLIS-Chadwick, Op.cit.p.510

- a. Partnerships and collaboration:** Both of affiliate and merchant benefit from having an affiliate partnership with each other.³⁷
- b. Affiliates ‘site content is relevant:** Smart affiliate marketing strategies involve continuing to think creatively about where company’s demographic is most likely to be so that it can have its advertisements present there as well.³⁸
- c. Easy tracking:** Like other types of marketing strategies such as e-mail marketing and websites creation, affiliate programs often allows company to see certain things like Click-through rates or view of its site as a result of a customer having viewed an affiliate web page.³⁹
- d. Exposure:** Without a doubt, exposure is the key to any component of a marketing strategy. It allows company to build image and brand name, which helps to leave a lasting impression on prospective customers so that they are more likely to come back and make a purchase.⁴⁰

3.2.5. Mobile applications

A mobile application is a program that can be downloaded for payment or for free and can be executed from the operating system of a smartphone or tablet. According to "Médiametrie", in early 2016, smartphone users installed an average of 28 mobile applications on their phones.

Mobile applications adapt to the different technical environments of smartphones and their ergonomic limitations and possibilities (especially touch screens). They generally provide more comfortable and effective access to sites or services, and these sites or services can be accessed via mobile or web versions.⁴¹

Businesses have realized the need for involvement of mobile channels for attracting customers. They have started new operations or scaled the existing ones through mobile websites and mobile apps.

According to the survey report, users prefer mobile applications to mobile websites. Therefore, it is strongly hoped that having a mobile application can attract potential customers and existing customers.

³⁷ The Internet Marketing Academy, "*Affiliate Marketing*", p 10

³⁸ Ibid, p11

³⁹ Ibid, p12

⁴⁰ Ibid, p 13

⁴¹ <https://www.definitions-marketing.com/definition/application-mobile/> Accessed on 12/08/2020 at 10:00 pm

Many small and midsize businesses are adopting the mobile trend, empathizing that an effective mobile strategy requires more than just a mobile-friendly website.

❖ Advantages of Mobile applications:

- Accelerates online activities.
- Cut down the costs.
- Develops interests in customers.
- Launches a direct marketing channel.
- Adds Value to the company's customers.
- Builds Brand Awareness.

❖ The importance of Mobile applications:

- Many companies use different mobile channels for online marketing and promotion.
- Through mobile applications, the company can better showcase its products and services.
- The company's customers can use mobile application for online shopping when they need it.
- Smartphones are very popular tools for chatting with family and friends, buying products, checking services and performing many tasks.
- Since the mobile application is easy to use, it is very convenient for customers to use.
- When a company decides to develop a custom mobile application with more flexibility and features based on business needs, the benefits of mobile applications will be greater.
- Improving the professional level.⁴²

3.2.6. Social networks

*"A social network is any website where one connects with those sharing personal professional interests."*⁴³

Social networks are supported by collective intelligence and collaboration on the network. Through these communication methods, Internet users can collaborate, create and

⁴² <https://cedcommerce.com/blog/benefits-mobile-apps-business-world/> Accessed on 12/08/2020 at 10:05 am

⁴³ "Social Network," Dictionary.com accessed on 12/08/2020 at 10:15 am

organize Web content, index it, modify it, or post comments and make comments with specific Personal creation combines everyone.⁴⁴

A social network is also known as a virtual community or profile site, which is a site that enables people to gather together to talk, share ideas and interests or make new friends. This type of collaboration and sharing is called social media. Unlike traditional media created by no more than ten people, social media sites contain content created by hundreds or even millions of different people.⁴⁵

According to Damian Ryan:

“Social media is the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction. That interaction can encompass text, audio, images, video and other media, individually or in any combination...in fact, almost anything that can be distributed and shared through digital channels is fair game.”⁴⁶

3.2.6.1. Types of social networks

It is important to know that the world of social networks is very diversified, several platforms combining different functionalities and communities exist, among these platforms we must distinguish the two main categories, the first one gathers social networks created for an exclusively professional use that brings together professionals from different fields, this category is oriented towards the development and professional exchanges between user members, while the second one represents the general public social networks which are intended for private use, the example of Facebook which was originally designed by academics to link the different campuses.

a. Professional social networks

Social networks were created with the aim of linking the greatest number of professionals and grouping them together on an online platform to facilitate interactions between them by giving them the possibility of using a multitude of functionalities from a personal account acting as a contact card or a resume.

⁴⁴ Work realized by the members of IAB France: social media, November 2010, P8.

⁴⁵ <https://www.computerhope.com/jargon/s/socinew.htm> accessed on 12/08/2020 at 11:05 am

⁴⁶ DAMIAN RYAN, “*Understanding Digital Marketing: Marketing strategies for engaging the digital generation*”, Third edition, Kogan page, London. Philadelphia and New Delhi, 2014, P151.

It is important to note that recruitment from social networks has become a trend for recruiters and sometimes they prefer them to job sites, the purpose of professional social networks is therefore the creation of a personal file regularly set to indicate a professional presence.

Among the professional social networks there are:

❖ LinkedIn

LinkedIn had been created in 2003 and considered as the leader of professional networks that allows the connection between professionals from different fields of activities. It gathers millions of profiles containing the skills and experiences of each member at different levels.

❖ Xing

A German professional social network launched in 2003, Xing has more than 15 million members, it is characterized by the possibilities it offers to professionals in dialogue, interaction and online reputation management.

❖ Viadeo

It is a French professional network launched in 2004, it offers the same basic functionalities as LinkedIn. It is known for its characteristic of bringing together professionals from VSE/SMEs.

❖ Ryze

Ryze had been founded in late 2001, Ryze was one of the first social networking websites. With the ability to set up company networks, it's great for professionals who want to create their own business networks and connect with other professionals on a platform other than LinkedIn.

b. The general public social networks

Relating the world, this expression is considered as the main target of the social network creators by giving the possibility to the Internet users to create personal contents and to share them, to integrate communities with which they share interests and to be up-to-date.

The growth of these networks has encouraged companies to integrate them into their marketing strategies and take advantage of the communication opportunity they represent.

❖ Twitter

Launched in 2006, Twitter now has more than 330 million active monthly users worldwide. It is a real platform for sharing information, diverse and varied, and visible to everyone, even for people who don't have an account. If the continuous flow of tweets is intended to reflect the news of the planet, Twitter also claims to break down the borders between different countries and cultures.

It offers companies the opportunity to:

- Ensure an active, real-time surveillance to monitor their e-reputation.
- Amplify their communication with the public.
- Energize their events.
- Approaching and following influencers.
- Stimulate engagement and interaction.

❖ Facebook

Launched in 2004 in the United States and made available to public in 2006, Facebook is the ultimate social networking leader. With more than 2 billion active monthly users in the worldwide, a personal space where everyone can express himself or herself, Facebook is a true giant of social networks. With more than 2 billion active monthly users in the world, a personal space where everyone can express themselves, publish photos and videos and share them as they wish with one or more people, and even with all their contacts, Facebook is an excellent platform for exchange.

It allows companies to:

- Create a dialogue with the public.
- Increase sales and brand awareness.
- Recruit and retain new customers.
- Collect data.
- Launch highly targeted advertising campaigns.

❖ YouTube

It is quite simply the most watched video platform on the Web. With 2 billion users around the worldwide, YouTube is a popular support among Internet users. Thus, after the "TV generation", it is another generation that grew up with the YouTube channels.

YouTube helps enterprises to:

- Broadcast creative content.
- Reach a very large audience.
- Stage brand storytelling (telling a story).
- Improve their visibility and show their modernity on an open and universally accessible platform.

❖ Tumblr

A social network launched in 2007, it allows users to follow the news and topics they find interesting and gives them the possibility to post, share photos, re-blog (the same option as 'share' for Facebook). It also allows to use text, photos, videos, gifs, quotes and custom links so that the people who read it can in turn follow, like and reblog;

Tumblr allows corporates to:

- Encourage interaction, like a social networking site, organizations will find that the Tumblr community interacts with ease unlike other social networking channels.
- Promoting a brand.
- Host content and collect, by reposting content on the business profile. This adds additional traffic and visibility to a business.
- Microblog. This means that a business can share posts quickly and easily with your social networks.

❖ Instagram

Instagram is a photo and video sharing social network, application and service at the same time available on mobile platforms such as iOS, Android and Windows Phone. It was created and launched in October 2010. This application allows users to share their photos and videos with their network of friends, and to rate and leave comments on the pictures posted by other users.

It has a lot of benefits for organizations such as:

- Build customer relationships.
- Presentation of products and services.
- Drive website traffic.
- Reach new audience.
- Launch advertising campaigns.
- Tool of sales booster.

We can also find ephemeral social networks as:

❖ Snapchat

Is a mobile application for sending ephemeral messages and photos, giving the choice to set the life-span of the messages destroying them at the end of the time limit. As well as to post photos and videos, filtered and modified in a humorous way.

Or music social networks:

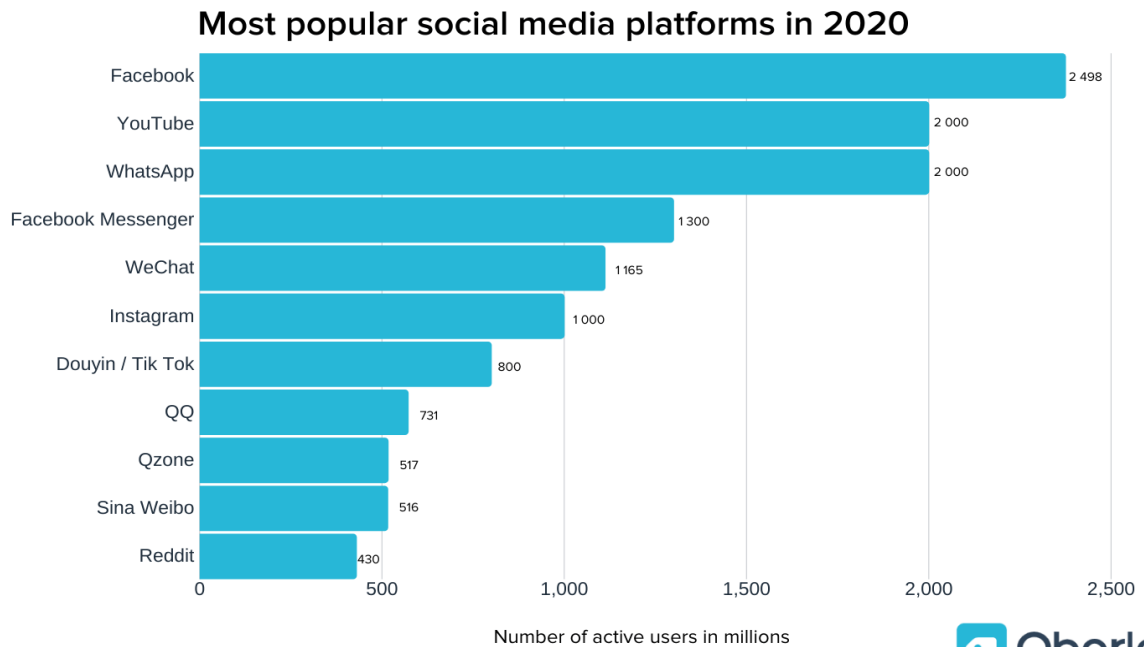
- ❖ Spotify: is a mobile music application service that provides access to millions of streaming tracks and allows users to be notified when new music is posted on their favorite friends' profiles.
- ❖ Soundcloud: an audio platform that allows creators to promote and share their creations, download and record sounds.

Without forgetting mobile messaging applications:

- ❖ Facebook Messenger: is Facebook's mobile application dedicated to instant chat and free messaging. It also gives users the possibility to make free calls with their friends.
- ❖ Whatsapp: application bought by Facebook, allowing group discussion, sending SMS, photos, videos...etc.
- ❖ Skype: is an application for exchanging messages between friends and for videoconferencing calls.
- ❖ Google Hangouts: is an application from Google that allows exchange between people with a Google account.

- ❖ Viber: is an application that brings together the friends who have it, giving them the possibility to exchange messages, photos, videos...etc.

Figure 1.03: Ranking of the most used social networks in the world in 2020



Source: Dataportal.com



Source: <https://www.oberlo.com/statistics/most-popular-social-media-platforms>

Conclusion

Digital marketing regroups all digital interactive tools to promote products and services in the context of personalized and direct relationships with consumers. It concerns all digital contact elements: Internet, Smartphones, tablets...

Its development is driven by evolving uses: media consumption is multiplying and becoming more complicated. The progress of digital marketing and its forms leads to an evolution on the communication way of companies.

Digital communication covers not only notoriety and image objectives (branding) but also performance .New channels are emerging such as search engines (allowing a more relevant targeting, insertion in the customer journey) and display (advertising in forms such as banners, pavers, ect...).These communication tools enable brands to generate new contacts, to be more in affinity with their target. Within these new digital communication actions, social networks represent the new priority for marketing departments which must get to know and understand them better in order to control and integrate them better into their communication devices.

Chapter two

The prospection of new customers for the company

Introduction

Prospecting is an essential phase in the commercial process, it is an unavoidable activity for the company that wishes to guarantee its future and ensure its long-term survival.

In order to take a step towards modernity, companies use internet tools in their marketing strategies that allow them to win customers immediately at a lower cost and without much difficulty.

Throughout this chapter, we will first define the major concepts of prospecting .Then we will deal with the types of the tools of prospecting. Finally, we will discuss the different stages of prospecting and the mistakes to avoid.

Section 01: Definition of Major Concepts

In this section, we will give definitions of major concepts of prospection such as: the definition of prospecting, the B to B prospecting then the internet prospecting, the salesperson, the prospect and finally the prospect data base.

1.1. Definition of Prospecting

Prospecting is an essential phase in the commercial process, it is an unavoidable activity for the company that wishes to guarantee its future and ensure its long-term survival.

“There are always sales occurring in any market, good or bad.... The key is identifying those people who truly want or need to move, and finding a way to meet with them. This concept of identifying and targeting likely buyers and sellers is called prospecting”⁴⁷

“The word prospecting is short business slang to describe the act of searching for prospective customers. It is an essential. Component of the selling process, for without prospects, there would be no customers.”⁴⁸

In terms of marketing, "potential customer" is term used to designate potential customers (sales potential customers) who aim to identify and contact new potential customers or potential customers and turn them into real customers.⁴⁹

In fact, "No matter what terms we use, we call it recruiting, potential, winning or acquiring customers: it's all about finding new customers. For any company, regardless of its business area, the main challenge is how to win new customers to ensure its success."⁵⁰

Recruiting new customers is an activity that entrepreneurs should not neglect. Prospecting is the first stage of the business cycle, which can be divided into five phases:⁵¹

- Prospecting.
- Project detection.
- Negotiation.

⁴⁷LOREN K. Keim ,*“Real estate prospecting: The ultimate resources guide”*, Gideon Publications ,2016,p 9

⁴⁸GARY Walker, *“The Customer Centric Selling Field Guide to Prospecting and Business Development: Techniques, Tools, and Exercises to Win More Business”*, McGraw-HillEducation,2013, p 23

⁴⁹<https://www.definitions-marketing.com/definition/prospection/> accessed on 20/08/2020 at 05:04 am

⁵⁰<https://instapage.com/blog/acquire-new-customers> accessed on 20/08/2020 at 05:20 am

⁵¹<http://action-performance-commerciale.blogspot.com/2008/10/btir-un-plan-de-prospection-efficaceet.html>.accessed on 20/08/2020 at 05:10 am

- The conclusion.
- The after-sales service and the recommendation.

Furthermore, Prospecting is a very important sales process, as it is typically the first step in the sales funnel. It involves identifying potential customers, developing a database of prospects, and then communicating with leads with the goal of converting them into customers. That's why the business manager must invest in terms of time and budget in order to make it effective.

*“There is no organization or company that can manage without prospects because of the natural erosion of its customer portfolio”.*⁵²

However, the cost of acquiring new customers is high; it is even proven by many marketing experts that recruiting a new customer is much more expensive than retaining an existing customer or winning back a lost customer.

Hakala said:

*“Customer loyalty is of course an aspired target for all sellers, as keeping your customers is more often than not cheaper than acquiring a new one... The fact remains, that replacing a lost customer is many times more expensive than keeping your old customers”*⁵³.

Prospecting has also been defined as:

*“It is much more difficult and costly to prospect than to retain. The general process of recruiting a new customer requires much more resources: informing the prospect, establishing contact with him, convincing him, making him buy...all these steps are costly and onerous”.*⁵⁴

From the authors' point of view, it seems that it is much better to retain and develop relationships with existing clients than to put effort into the uncertain activity of recruiting new clients.

⁵² NICOLAS Caron and FRÉDÉRIC Vendevre, *“Le grand livre de la vente : techniques et pratiques des professionnels de la vente”*, DUNOD, Paris, 2008, P 24

⁵³ <http://www.insidecrm.com/features/17-steps-customer-loyalty-041708/> accessed on 21/08/2020 at 03:15 pm

⁵⁴ TOM HOPKINS, BEN KENCH, *“Sales prospecting for dummies”*, wiley, 2011, p 112

1.2. Objectives of prospecting

Every company that wants to grow and secure its future must launch a well-planned prospecting campaign in order to build a good customer portfolio. It sets short, medium or long term objectives that will enable them to obtain new customers and therefore achieve commercial performance.

It all depends on the size, domain of activity and the target of the company, the prospecting has generally for the purpose of:⁵⁵

- Suit the prospect as a customer.
- Increase sales volumes.
- Conquering new customers or winning back old ones.
- Prospecting to strengthen and develop the company's activity.
- Find partners.
- Close a sale

1.3. Definition of B to B prospecting⁵⁶

B to B sales prospecting is the act of looking for potential buyers, customers or clients in order to convert them into new business. The ultimate goal is to train potential customers through the sales channel until they finally buy.

1.4. Definition of internet prospecting

“However, today the best source of prospecting information is the internet.”⁵⁷

“The internet can be a great source for finding potential clients. It can be a two way street—clients or prospects can find you if you have a clearly defined and well-structured website, and you can research and find those you want to sell to”⁵⁸

The www is now the most powerful marketing and electronic communication tool for the company. Electronic networks are marketing tools; some online sales companies are turning to the internal network to have a better knowledge about their customers.

⁵⁵ JEB Blount, *“Fanatical Prospecting: The Ultimate Guide for Starting Sales Conversations and Filling the Pipeline by Leveraging Social Selling, Telephone, EMail, and Cold Calling”*, Wiley, 2015, p 72

⁵⁶ <https://blog.zoominfo.com/b2b-sales-prospecting/> accessed on 01/09/2020 at 12:45 am

⁵⁷ CHARLES WARNER, *“Media selling: Television, print, internet, radio”*, Fourth Edition, Wiley, 2009, p 300

⁵⁸ TOM Hopkins, BEN Kench, *“Selling for dummies”*, Wiley, 2007, p 300

❖ Benefits of internet prospecting

Internet prospecting offers various benefits which are

- ✓ More qualified prospects.
- ✓ Target marketing
- ✓ No geographical or time limitations
- ✓ Simple, repetitive follow up
- ✓ Low Overhead

1.5. Definition of Salesperson⁵⁹

“The salesperson An individual who sells goods and services to other entities. The successfulness of a salesperson is usually measured by the amount of sales he or she is able to make during a given period and how good that person is in persuading individuals to make a purchase”

❖ Skills of salesperson⁶⁰

Sales persons must have some characteristics that help to build a relationship with buyers, Such as:

- **Expertise:** The ability, knowledge and resources to meet customer expectation.
- **Dependability:** The predictability of buyer actions.
- **Candor:** honesty of the spoken word
- **Customer orientation:** placing as much emphasis on customer’s interest as your own
- **Compatibility:** Rooted in each party’s perception of “ having something in common with the other

1.6. Definition of the prospect⁶¹

A prospect is a potential customer who has met the specific standards provided by the company based on its business.

⁵⁹ <http://www.businessdictionary.com/definition/salesperson.html> accessed on 01/09/2020 at 01:45

pm

⁶⁰ THOMAS N. Ingram, “*Professional selling: A trust-based approach*”, Thomson, United kingdom, united states, Fourth Edition, 2008, p 53

⁶¹ <https://www.thebalancesmb.com/marketing-sales-prospect-1794386> accessed on 02/09/2020 at 11:05 am

❖ Types of prospects⁶²

There are three types of prospects:

a. Cold prospect

A cold prospect can be an identified potential customer who has expressed or shown an interest in a product or service, but whose project or purchase intention should only be realized in the medium or long term.

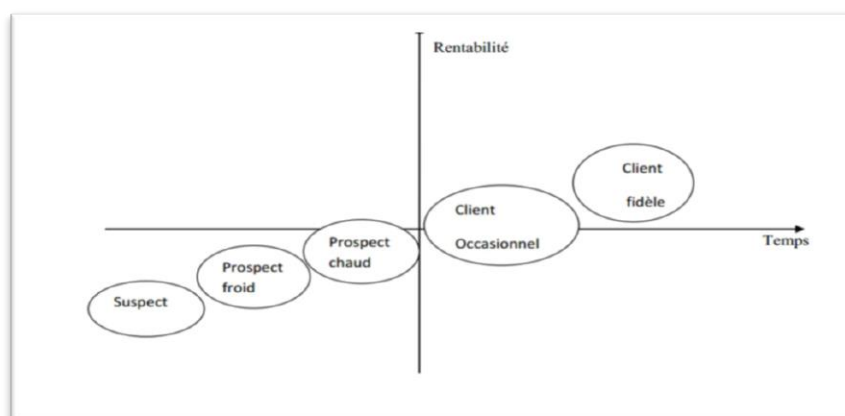
b. Warm prospect

A warm prospect is a potential customer who has shown a need for a product. Unlike the cold prospect, the desire to buy is much more pressing. For this reason, the warm prospect is a priority in terms of follow-up, because he is more likely to buy the proposed product, but also risks going to the competition if time is lost.

c. Hot prospect

The hot prospect (a lead), who is a reference to a potential customer. A lead most often represents a sales contact. It shouldn't be neglected, because the lead represents the primary state of a customer. To this end, all necessary means must be deployed to make the prospect feel comfortable so that he can make a choice that will suit you.

Figure II.01: Representation of a client lifecycle on time scales cost-effectiveness



Source : Claeysen(Y), Deydier (A), Riquet (Y) : le marketing direct multicanal, prospection fidéliser et reconquérir le client, Dunod, Paris, 2004, P11.

⁶² <https://www.digitalcorsaire.com/prospects-et-leads-meme-combat/#:~:text=La%20phase%20de%20prospection%20g%C3%A9n%C3%A9r%C3%A9,ils%20portent%20%C3%A0%20votre%20offre.> Accessed on 02/09/2020 at 11:35 am

According to this schema it is first necessary to make the difference between "prospect" and "suspect": the prospect is generally capable, ready and willing to buy while the suspect is the person who will stick around for a certain amount of time in the sales conversation and funnel process without any means or intention to buy products.⁶³

Then as we explained above in the types of prospects, it's important to distinguish between "a cold prospect" and "a hot prospect": the first has shown interest in a product or service but the buying attention is only realized in the medium or long term as long as the second is the one who has recently expressed interest in the offer or buying attention.

To become then an occasional customer, who buys from time to time and finally becomes a loyal customer.

1.7. Definition of the prospect database⁶⁴

Prospect data base. Potential customers with information on how they found you company, which salesperson is in charge of the relationship, and status of discussions

The prospect database allows a company to contact its potential customers; it must be well targeted, qualified and updated to ensure a prospecting campaign.

It is "informative" when it contains information that can be used to select a part of the standards.

It is "qualified" when it contains precise information on the interest of the recipient in the offer.

There are two types of databases:

- Internal databases: the company itself collects and enters the contact details of prospects.
- External databases: the company rents or buys addresses from service providers.

In fact, an online campaign can only be considered on condition that an interesting database is in hands.

⁶³ <https://www.leadfuze.com/what-is-a-sales-prospect-suspect/> accessed on 02/09/2020 at 11:50 am

⁶⁴ DAVID MEERMAN Scott, "Real-Time Marketing and PR: How to Instantly Engage Your Market, Connect with Customers, and Create Products that Grow Your Business Now", Wiley, New jersey, 2012, p 204

Many methods can be explored to collect addresses on the Internet by the company without having to hire a service provider: filling out a questionnaire beforehand to receive documentation or news by mail, filling out post-purchase forms, contests, pop-up windows, receiving newsletters, and discussion forums. All these methods can help the company collect data on its prospects.

1.7.1. The sources of prospect database⁶⁵

There are two types of sources used to create a prospect database:

a. Internal sources

Which include:

- ✓ Knowledge of the company (information request, trade fair, exhibition).
- ✓ Sponsorship and recommendation.
- ✓ Press announcement.
- ✓ Internet form.
- ✓ Retargeting website visitors through advertising.

b. External sources

Which include:

- ✓ Compilation of directories (individuals, professionals, associations, universities, etc.)
- ✓ Behavioral chart.
- ✓ File purchase and rental.
- ✓ Professional networks.
- ✓ Social networks.
- ✓ External prospecting solutions.

⁶⁵ <https://www.technique-de-vente.com/category/vente/prospection-commerciale/> accessed on 02/09/2020 at 02:00pm

Section 02: From the Classic Prospection To The Digital One

Prospecting, whether if it was classic or digital .It is a very important activity for any company, the methods and techniques are very varied, the main thing is to know how to choose the most relevant tools with the function of the commercial strategy of the corporation.

Throughout this section, we will present the two types of prospecting “the classic and the Electronic one” focusing on the tools used in each type.

2.1 Classic prospecting tools

Classic methods are the heir of companies and markets. They have developed through the habits of employees, the market and the means available at the time.

2.1.1. Prospecting by Text messaging⁶⁶

Text messaging is one of the most important tools for prospecting; it is based on sending written messages to potential customers in order to create an interaction with them.

Jeb Blount mentioned in his book:

“Text messages are excellent vehicles for setting appointments following face-to-face interactions at networking events, trade shows, conferences, and other situations where you've had a positive encounter with a potential customer”

It can appear in many forms such as: SMS, MMS, push notifications...ect

SMS is the most usefull type of text messaging especially in prospecting; this is why we can't pass without representing it.

❖ SMSing Prospecting

SMS or short message service is a type of mobile text that can be sent peer-to-peer (such as standard text messages) or sent from a mobile messaging service provider (a marketing message).⁶⁷

It is a relevant tool for customer acquisition. There are two modes of sending SMS, push and pull.

“SMS technology based applications are assembled for customer acquisition and requests for insurance plan proposals”⁶⁸

⁶⁶ JEB Blount, op.cit ,p278

⁶⁷ <https://blog.marketo.com/2015/06/video-3-types-of-mobile-messages-marketers-must-know.html> accessed on 04/09/2020 at 01:02 pm

⁶⁸ Key Pousttchi , Dietmar G. Wiedemann , “Handbook of Research on Mobile Marketing Management”, Business science reference,2010, p 229

Its functions firstly the advertiser buys large quantities of SMS messages from a mobile service provider connected to the operators' networks. Then he sends these SMS messages to an opt-in contact base to communicate his commercial offers, prevent a new promotion of a product, build customer loyalty and improve the relationship with them to attract new prospects⁶⁹.

❖ **Advantages**

- Very high reading rate.
- Allows a strong reactivity of the target.
- Offers advertisers a dynamic and modern image.

❖ **Disadvantages**

- It can be seen intrusive.
- The size of an SMS is fixed at 160 characters.
- The legal constraints linked to SMS marketing campaigns are much more numbered than for an e-mailing campaign.
- An opt-in base is a must-have.

2.1.2. Faxing prospecting

Faxing is a communication strategy allowing talking about promotional offers and company activities to its targets. Qualified professionals can take care of the prospecting by fax with affordable rates.

Setting up a fax prospecting campaign can sometimes be complex. It is necessary to know the limitations in order to optimize both the distribution and the returns. Experienced professionals offer their services to help companies succeed in their faxing project from A to Z. They ensure both the sending and follow-up of messages by managing their database.⁷⁰

❖ **advantages**

- Offers immediacy.
- Excellent for launching an exceptional promotion.

⁶⁹ GARY Walker ,op.cit, p 125

⁷⁰ <http://evalom.com/le-faxing-comme-moyen-de-prospection-17239.html> accessed on 05/09/2020 at 02:00 pm

❖ disadvantages

- It is not very interesting when there is a complex message to relay.
- It lost its speed due to e-mailing.

2.1.3. Telephone prospecting

Jeb says that:

“The most efficient, cost effective and intimate (other than in person) method of prospecting is via telephone”⁷¹

Telephone prospecting is one of the most commonly used tools in prospecting and loyalty building campaigns, whether in B to B or B to C. It is a means of qualifying contacts and collecting as much information as possible.

Among its functions is planning the operation by targeting the recipients to be prospected from a qualified database.

❖ The advantages

- This channel offers the possibility to the salesperson to modify the message, this modulates the speech according to the customer's objections.
- The telephone allows direct contact with the prospect.
- It offers the best quality/price ratio..
- An interactive dialogue tool.

❖ The disadvantages

- The difficulty of contacting the interested person directly, it is often necessary to go through several contacts in order to find the right person.

2.1.4. Mailing prospecting⁷²

Mailing refers to the mass distribution of advertising information by mail or electronic means. Originally reserved for physical promotional mail.

⁷¹ JEB Blount, *“Fanatical Prospecting: The Ultimate Guide to Opening Sales Conversations and filling the pipeline by leveraging Social selling, Telephone, email, Text, and cold calling”*, The mindest warrior, 2017, p 30

⁷² <https://fr.sendinblue.com/blog/mailling-definition/> accessed on 06/09/2020 at 10:00 am

It is a message, a personalized quote in a mailbox or email box: we are all used to receiving "mail", whether it is physical or electronic. Often used in commercial exploration or prospecting.

The mailing is used for communication or sale targeted to customers or prospects. reply coupons, addressed guarantees or even rented files and also t to build loyalty among a brand's customers.

One of its functions is to identify and target in a timeframe the customers to be prospected, and then to conceive an attractive message which will aim to capture and hold the attention of the recipient.

❖ **Its objectives**

- Inform.
- Motivate.
- Launch a new product.
- Build loyalty among existing customers.

It has advantages and disadvantages

❖ **Its advantages**

- The mailing can be a real strength for the company because it allows to rely on a prospect's existing document.
- Postal mail is archived longer than e-mailing.

❖ **Its disadvantages**

- Expensive tool due to printing costs..

2.2. Electronic prospecting tools

As the Internet has emerged, new channels of customer acquisition have been created, and commercial prospecting evolves with the new technologies.

The web is a modern prospecting channel which is very efficient to find new customers quickly and at low cost. Faced with tough and ruthless competition, adopting a commercial strategy on the internet becomes an obvious choice for many companies. They use modern marketing techniques to acquire new customers, and here again; the future is being made

through the Internet via social networks such as Viadeo, Facebook, LinkedIn and other e-marketing techniques.

For company managers, an e-prospecting campaign can be achieved in just a few days, whereas it takes many weeks for the other channels.

2.2.1. E-mailing

The e-mailing is a mass media allows sending personalized emails to generate tool traffic on website or to establish a personalized and interactive relationship with customers.

While there is a myriad of ways individuals receive their information, email continues to be the tool used by nearly everyone. Consumers across the world use email to connect with their favorite brands and companies in order to get updates and save money with coupons and offers. Additionally, email marketing campaigns are an effective way to reach consumers on their mobile devices.⁷³

Its functions consist in targeting first the customers to be contacted, and then writing an attractive message that will capture the recipient's attention.

❖ **Its advantages**

- Fast, economical and efficient, it proves its profitability and durability.
- Prospecting, loyalty and information tool.
- An ideal means of communication to recruit new customers.
- It is a highly reactive and very economical channel.

❖ **Its disadvantages**

- The low cost of sending an e-mail attracts many advertisers.
- Difficulties to obtain the recipient's email files

❖ **The key steps of an e-mailing campaign**

- 1- File selection: Creating a database of clients to be prospected, it is especially important to make sure that the database is well updated.
- 2- Message creation: Prepare an original promotional message that aims to capture and hold the recipient's attention in a few seconds. The key is to know how to

⁷³WSI, "Digital minds:12 Things Every Business Needs to Know About Digital Marketing", WSI, Second Edition, Canada, 2015, p187

write and use the words and magical formulas that will attract the future client's attention, seduce him and thus memorize the message.

- 3- Testing, sending messages: Test the messages on messaging systems with a good anti-spam before sending the e-mailing. Also the computer techniques must be controlled in order to check the correct display of the message by any type of computer.
- 4- Mailing management: Beyond the opening and click rates, the return rate is the key indicator of a successful B2B e-mailing campaign. It helps to determine the number of non-interested parties.
- 5- Tracking: New marketing technology One of the uses of tracking is to obtain general statistics.
- 6- Results analysis: Analyze the number of messages sent, the number of messages arrived, the number of messages opened, click on the link, etc...

2.2.2. Social networks

At the beginning reserved for private individuals, companies quickly entered this sector in order to present their activities and recruit their future partners.

Participating in this type of tool allows a company to expand its catchment area but also to be differentiated from its competitors by adopting the different means at its disposal for developing its own business.

Social media have become real communication vectors for any company wishing to gain new customers.

a. Facebook

The opportunities with a Facebook fan page today are even more varied than with an institutional site. The Facebook page also allows things that the site doesn't.

On Facebook, it is now possible to build user loyalty much more easily than on a "traditional" site. Notifications in the user's activity flow are the most real-life example.

“Example displaying this page differently for the Internet users who are members of the page and those who are not yet members. This technique makes it possible, for example, to offer access to certain contents of the Facebook page only to members and thus to incite Internet users to join the page.

*Creating a business page in Facebook is easy and free. Once created, the page can be branded with your company's logo and customized to include information about your business and a link back to your main web site. Users on Facebook can then become "fans" of your business page*⁷⁴

A fan Facebook page allows to:

- Use viral power.
- Develop brand awareness.
- Communicate differently with creativity.
- Reinforce the image of dynamic lack.
- Build customer loyalty.

This tool is very used in the professional field, it is a huge potential to find customers, it allows to improve the referencing of a website, keep in touch with its prospects. Although the messages posted on Twitter are moderately well ranked by Google, they usually appear on the 3rd or 4th page but it is even an additional opportunity to improve visibility.

It helps a professional to keep up to date with the latest news in his field of expertise by conducting a competitive intelligence and following his e-reputation.

Similarly, just like traditional social networks (Facebook, Viadeo...), Twitter is also a way to create personal web pages and share information.

b. Twitter

Twitter is a micro-blogging web service with social networking features. It permits, like Messenger or Facebook status, to indicate activities of the moment, desires. Each status change is called a "Twitter" and each "Twitter" is limited to 140 characters, which completely distinguishes it from blogs.

c. LinkedIn

An increasingly important professional network that facilitates dialogue between professionals.

⁷⁴ BRIAN HALLIGAN and DHARMESH SHAH, "inbound marketing get found using google, social media, and blogs", Wiley, Canada, p 89

According to a Harvard Business Review Survey on social networks among American companies showed that only 12% of these companies claim to be satisfied with their use of social media and therefore guarantee the effectiveness of their actions.

d. Viadeo

Viadeo is one of the professional networks, an active French network that its good use allows to facilitate the recruitment of new collaborators and the search for new customers and partners.

❖ The ten tips given to company managers.

1. Fill in your profile.
2. Consult a quality network.
3. Create your own hub and participate in discussions.
4. Post an event registration.
5. Answer questions from Viadeo members.
6. Get in touch with influential members of the experts.
7. Post announcements.
8. Recommend press articles.
9. Refer the blog.
10. Connect the own contacts.

e. Google+⁷⁵

Google's social network launched at the end of June 2011, Slogan "Share the web as you live it", and accessible for nearly 90 days by invitation, before being made available to the general public on September 20th, 2011.

By late 2015, instead of a kind-of Facebook clone, Google+ was fully redesigned and re-developed to put Communities (a place for people to gather to discuss any topic they are passionate about) and Collections (a way to group posts by topic, providing an easy way for people to organize everything that they're into) front and center.

⁷⁵ ANDREW Macarthy, "500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More!", 2015 Edition, p92

The competitor of the famous social network Facebook. The Google+ users can see updates from their contacts in circles through the "Stream", which is similar to Facebook's "news feeds".

f. The blog

There' s no clear definition of this term, however we can define a blog as a set of multimedia elements (texts, videos, images), hypertext links in the content that are regularly posted in its articles (or bills) about a given topic.

A blog can be a mini website as it can be part of a company's website for example.

*“A blog is not only a fantastic way to build authority within your business niche, but also a place to re-purpose social media content, amplify your brand's voice, personality, and core values, and ultimately sell to a legion of engaged customers”.*⁷⁶

The blog is characterized by a high editorial freedom, allows companies to publish news quickly and simply on products and services.

There are several categories of blog:

- The travel diary.
- The Photo blog.
- The political blog.
- The news blog
- The logbook
- The passion blog.
- The CV blog: interface of your knowledge.
- The blog, a corporate communication tool.

There are two types of blog:

- **Internal blog:** where the local blog allows the company to limit phone overloads, creates a reaction between the employees and a sense of community.
- **External blog:** perhaps a public use, promotes contact between the company and its customers, it is a means of communication that is used to inform the company's customers through its news to announce the launch of new products and services.

⁷⁶ Ibid,p 202

❖ How does a blog work?

The articles are posted in an ante-chronological way, new articles are dated and classified on the first page of the blog and allow all visitors to react on the topic by posting their comments on the article.

The design can be done through a auto-publishing and blog hosting platform, either free-of-charge or not, or through publishing software.

In particular, it allows Internet users to leave comments on the articles.

g. The catalog⁷⁷

Catalog marketing is a special form of direct marketing and still occupies an important position in various marketing strategies used today. Including social media and internet advertising. Even if people buy products online more and more frequently, many people still use catalogs as their preferred source of information about company products and services.

The online catalog (show home) is a declination of the paper catalog on a digital support in order to present the products and services of a company.

The visual is the content of the catalog:

- **The visual:** A catalog is perceived by its double pages, it is two pages in front of each other. Customers don't perceive the pages one by one, but rather the visual of two pages face to face.

The catalog is above all an image media. The images are the first to attract the prospect's attention. The text should never reduce the effect of the graphics, but add information and enhance its impact.

- **The Content:** The content of the catalog must be concise, informative, descriptive, and relevant. It is also important to develop standards for product description: product name, reference, price, shipping costs.

The creation and the design of the catalog is not a standard rule. There are many ways to design a catalog and each one has its own visual identity. Knowing how to create your style, looking for originality and differentiate from competitors.

⁷⁷ <https://www.marketing-schools.org/types-of-marketing/catalog-marketing.html> accessed on 06/09/2020 at 11:00 am

❖ The utility of the e-catalog

- Present and inform about the different offers of a company to their customers.
- Benefit from a modern and up-to-date image.
- Create traffic on the company's website.
- Loyalty building tool.
- Save money by eliminating the cost of updating the site.
- Attract the prospect's attention and interest.
- Offer prospects and customers a detailed view of all products and services.

h. The Website

A website is a group of web pages that can be viewed in a browser.

All the pages of a web site are generally accessible under an address with the same domain name.

The contact by Internet is developing more and more for the information research, but more and more filling in forms or orders of products and services.

❖ Objectives of setting up a website

Setting up a website can have several objectives:

- Informative: intended to give information, recent and regularly updated information.
- Eventional: to announce an event, to make it known on the internet as for example (participation in a trade fair, exhibition, launch of a new product, explanation of a new offer, seminar ...)
- Commercial: a website can be a tool for commercial conquest and increased turnover.

❖ Disadvantages

The website of a company is not a space of exchanges like a blog, there is a lack of interactivity with the visitors.

Section 03: The Stages of Prospecting And The Mistakes To Avoid

Through this section, we will discuss the different phases of prospecting and deal with the mistakes that should be avoided in this operation.

In prospecting, it is difficult to sell during the first contact, for that it is necessary to set up a real prospecting strategy well organized and planned to be able to convince the prospect and transform him into a real customer.

3.1. The stages of prospecting⁷⁸

According to SAGE (the third largest issuer of corporate management solutions in the world), there are five (05) steps that need to be performed to successfully conduct a prospecting operation.

A. Creation of a database

- Establish qualified, relevant and updated databases.
- Develop a database that contains the most information about potential customers (phone, email...): the company can use various possibilities to obtain the contact information of these prospects.
 - Purchased or rented via "broker" service providers who have large databases.
 - Exchange of files.
 - Registration of the Internet user via an online form.
 - Subscribing to the newsletters.
 - Placing an order on a commercial site.
 - Pop-up window.

B. Preparation of the campaign

- Prepare a marketing plan by detecting the right moment (product releases, sales ...)
- Seize the opportunity to launch the prospecting campaign.
- Definition of a communication plan according to the targets.
- Validate the information on the target and extract the data.
- Choosing the right communication support at the right time to the right person.

C. Realization of the message

- Prepare a Marketing Brief before starting to write the mailing.
- Realize the message: the title, the content,...

⁷⁸ <https://www.conseilsmarketing.com/e-marketing/ebook-gratuit-5-etapes-pour-reussir-ses-operations-de-prospection/> accessed on 07/09/2020 at 03:50 pm

- Write a strong mailing: the mailing message must be clear, precise, and above all, action-oriented.

D. Management of returns and follow-up

- The qualification of a prospect file and the follow-up of the customer file allows to ensure an efficient prospecting act.
- Keep the database updated.
- Use multi-channel prospecting.
- Optimize the telephonic follow-up.
- Following its portfolio of current business according to maturity.

E. Customer loyalty

- Establish a loyalty program focused on developing the potential of existing customers.
- Choose the best customers to keep them by implementing loyalty techniques.
- Mastering the art of loyalty: Knowing how to treat each customer as if he were unique.
- Customer loyalty is an art that marketing must master in order to retain the customer.
- Listening to customer needs.

❖ Reasons for prospecting

Prospecting allows any company to show itself, to make itself known and to show its dynamism.

Thus by canvassing, prospects, it is possible for the company to create a real commercial relationship beneficial for the interested parties. But much more than that, prospecting in all its forms, enables a company to show itself to its customers, competitors and of course prospects.

Through participation in fairs and exhibitions, our company approaches potential prospects wishing to acquire the products we offer. However, this allows us to create a presence and give an image to our company with companies or decision-makers that we wouldn't have thought of.

Being known and made known helps the company to offer an attractive and dynamic image to prospects. This image is essential for a successful prospecting.

Prospecting is the art of repetition; it is this repetition that leads a prospect to remember our company. By creating visibility through our prospecting actions, future customers will adopt the idea of working with us and therefore respond with positive enthusiasm to our offer.

However, repetition mustn't be to the detriment of the transparency and credibility of the visibility generated by prospecting. The abuse of e-mail, telephone solicitation... ect, Can lead to a simple rejection by the prospect due to the cumulative effect of solicitation.

❖ **Customer acquisition activity**⁷⁹

The phase of customer recruitment is an essential phase of the commercial process; the company must establish a strict method of prospecting to expect success:

- The quality of targeting: choosing the right group by qualifying the database.
- Choosing the right prospecting channels to win new customers.
- Evaluate prospecting costs (time and money).
- Prioritize financial profitability.
- Choosing the right time to prospect.
- Motivation of sales persons.

❖ **How Prospecting Fits in the Sales Cycle**⁸⁰

In order to best understand how potential customers adapt to the entire sales process, let us discuss the steps that were identified as the four stages of the buying process in the early 1900s.

- **Attention:** The customer is aware of the product.
- **Interest:** The customer demonstrates a desire to learn more about the product.
- **Desire:** The customer chooses to purchase the product.
- **Action:** The customer makes the purchase.

⁷⁹ <http://www.web-libre.org/dossiers/prospection-commerciale,2753.html> accessed on 07/09/2020 at 04:00 pm

⁸⁰ <https://trailhead.salesforce.com/fr/content/learn/modules/prospecting-for-better-sales/understand-the-importance-of-prospecting#:~:text=Prospecting%20is%20an%20important%20part,pipeline%20of%20potential%20customers%20available.&text=Prospecting%2C%20done%20right%2C%20not%20only,focus%20on%20the%20right%20accounts.> accessed on 07/09/2020 at 04:05pm

The focus of prospecting is to enable customers to go through the first two stages: attention and interest. The ultimate goal is to get potential customers to say: "Yes, I want to know and learn more."

Figure II.02.: Sales cycle



Source: <https://trailhead.salesforce.com/>

3.2. Mistakes to avoid in the prospecting operation

❖ Do not prospect

Neglecting the commercial prospecting phase is short-term commercial suicide: prospecting is a vital activity for the company; therefore a missed prospecting or customer loyalty is a suicidal strategy.

❖ Over prospecting

Ignoring existing customers and investing a lot of effort in recruiting new customers; we shouldn't neglect existing customers, but on the contrary it will be better to keep in touch with them, discover their new needs, satisfy them and, above all, build loyalty.

❖ Do not target

Prospecting without a prior target can sometimes drive customers away.

❖ Do not choose the right time to prospect

Launching the campaign without a prospecting schedule (without a precise planning).

❖ Choosing the wrong prospecting channels

The choice of the prospecting method depends on the nature of the company's activity. It is very important to know how to use the means of prospecting in order to avoid wasting time and money.

❖ Reason revenues and not margins

It is not a question of selling to everybody but of reaching the company's final objective which is to achieve financial profitability. Sometimes it is necessary to refuse some transactions when they turn out to generate a negative margin for the company or to waste time with low potential prospects.

An unprepared prospecting leads the company to waste time and money, or even to collapse.

The evolution of technologies, habits and prospectors bring as many opportunities as threats to businesses. In this context, it is more than necessary to create a real willingness to move forward as a team in order to create a real cohesion around this topic that is too often neglected and yet so important.

Conclusion

In conclusion, a sale prospecting is the most suitable solution in situations where a firm isn't achieving their desired sales numbers as long it has been considered as a great development tool for any company. It represents the future and allows reaching summits if it is carried out in a thoughtful and well-planned way. . Regular sales prospective will provide a reasonable amount of qualified prospects which will assist in the provision of more business. Such a measure can ensure not only an increase in sales, but also improve the business' bottom line, which, ultimately, will determine whether the firm survives or fails.

“Today's prospects are tomorrow's customers and tomorrow's business”

Chapter three
Empirical Research

Introduction

After building a theoretical background for our research in the previous two chapters, this chapter is concerned with the empirical study of the theoretical concepts.

To provide a deep understanding for our topic and to give specific solution for our problematic, we focused on the impact of the digital communication made by Algerian online sales companies on their new customer's prospection.

We followed a quantitative study through the use of questionnaire, which was delivered to many internet users.

On this basis we structured our chapter into three sections. The First section will be a general presentation of Algerian online sales companies. The Second section will explain the methodology used in our research. The Last section will include the analysis of the data collected by questionnaire. After analyzing all the data, we obtained results and we explained the impact of the digital communication on the prospection of new clients.

Section 01: Presentation of Algerian Online Sales Companies

In general, an online sale company (e-commerce platform) is a software application that allows online businesses to manage their website, marketing, sales, and operations.

Ecommerce platforms offer the powerful features needed to run a business, while also integrating with common business tools enabling businesses to centralize their operations and run their business their way.

The emergence of Electronic commerce gives birth to a new type of companies called “Pure players” which don’t exist physically, they were born on the Internet with a 100% online activity, never having exercised another activity (Example: Amazon, Ebay, Google, Yahoo, Easyvoyage,). We also find them under the name of "dotcoms".

It is the same case for Algeria, as we realize in these recent years that the Algerian electronic market has expanded and developed with the arrival of the Pan-African Jumia , which has led to the emergence of many electronic local companies that practice online selling as a main activity such as : Ouedkniss, Zawwali, Batolis..ect and leading local online retailers.

These companies provide a large number of products that fit with the Algerian consumer needs; and with the growth of ICT, Algerians rode the wave and started using online sales sites because of their benefit in facilitating consumers’ daily life and gaining time.

The Algerian e-commerce doesn’t refer only to the buying and selling actions but also to the payments which are provided by another type of companies that exist already but they added the online activity to facilitate transactions. Knowing that this kind of service is not developed yet as in other countries because of many limitations.

Section 02: Research Methodology

In this section we will present the methodology that we followed in our research to test our hypotheses. We will also describe and justify the procedures implemented to collect and analyze the data that will enable us to answer our problematic.

So we opt for a survey study that allows analyzing the impact of Digital Communication on the Acquisition of New Customers.

2.1. Objective of the research

The main objective of the research is to measure the impact of Digital Communication on New Customers 'Acquisition. In order to collect data for our research we relied on a questionnaire.

2.1.1. The survey study

The survey is a method for collecting information or data as reported by individuals. Surveys are questionnaires (or a series of questions) that are administered to research participants who answer the questions themselves. Since the participants are providing the information, it is referred to as self-report data. The purpose of a survey is to study some characteristics of a given population.⁸¹

2.2. Advantages of survey

- costs are less expensive compared to census
- It allows to give results quickly because it limits the amount of data entry tasks;
- It also make it possible to look in greater depth at certain areas that can only be touched upon during a census by using samples

2.3. Steps of surveys⁸²

- The definition of the subject of the investigation
- The determination of the "population" surveyed
- The choice of the sample surveyed
- The design of the questionnaire

⁸¹ <https://study.com> accessed on 07/09/2020 at 04:15pm

⁸² <http://montaiguvendee.fr> accessed on 07/09/2020 at 04:25 pm

- Testing the questionnaire
- The collection, processing and interpretation of the data collected
- The restitution of the results of the survey

2.4. The realization of the survey study

To realize our survey we have been through these following steps:

- ✓ The identification of the problem:

As mentioned in the introduction our problematic consisted in measuring the impact of Digital Communication on the Prospection of New Customers.

- ✓ The target population:

The population concerned in our study is the internet users who use digital means to communicate with Online Sales Companies.

We opted for the empirical (non-probability) method, which is carried out on no sampling frame; to do this, several techniques are used. We chose to use the "method of convenience", which is made up of items obtained with no intention of constituting a sample that is representative of the survey population, but using anyone who agrees to participate in the study.

- ✓ **Questionnaire elaboration**

After defining the information that we wanted to reach by the questionnaire, we tried to realize a questionnaire, which will provide these information. Our questionnaire (see appendix 1 p 97) was divided into three parts:

- First part: gathers questions that relate to digital communication.
- Second part: includes questions in relation with the acquisition of new customers through prospecting.
- Third part: the data sheet questions to know the characteristics of the respondent.

We used two types of questions in our questionnaires: closed and open ones.

a. Open question

An open question is the one which does not give possibilities to the respondent and which respondent is expected to answer with his own words.

b. Closed question

It is the question, which predicts answers. It gives many possibilities to the respondent. Who will choose among them depending on his point of view or experience.

We used different types of closed questions:

- c. Dichotomous question:** The simplest of closed questions are dichotomous questions, which have only two possible answers.
- d. The multiple choice question:** is a simple closed question that allows participants to select one or more answers from a defined list of choices.
- e. Scale questions**

These questions aim to measure a degree of agreement, of adhesion, with an opinion, an affirmation, and a situation.

- Likert scale: This question therefore includes symmetrical response modalities around a neutral central point, with a positive and a negative pole, with for each pole a scale (agreement or disagreement) in two levels.
- Multiple-choice grid: refers to questions which displayed in a grid of rows and columns. The rows present the questions to the respondents, and the columns offer a set of predefined answer choices that apply to each question in the row. Very often the answer choices are offered in a scale.

2.5. Pre-test of the questionnaire

The pre-test allows corrections to be made to the initial questionnaire. It may be necessary to use more than one pre-test. It won't be a waste of time. The pre-test is the ultimate opportunity to correct errors before the questionnaire is administered. After that, it is too late, as for our questionnaire, the pre-test was done on about ten people and corrections were made.

2.6. The administration mode of the questionnaire

The elaboration of our questionnaire is carried out using the Google Forms tool, intended for Internet users (Algerians that use online sales sites) and was distributed online from 07/09/2020 until 12/09/2019, that is to say duration of 6 days.

During this period we collected 139 responses.

2.7. The used analysis

In order to analyze the results in this study. We will use the Excel tool to analyze the collected data.

Section 03: Data Analysis

After collecting information, we opted for two tools to provide our analysis and interpretation.

We used the Google Forms tool and the Excel tool for both of frequency and cross distribution.

3.1. Analysis of questionnaire results

3.1.1. Frequency distribution

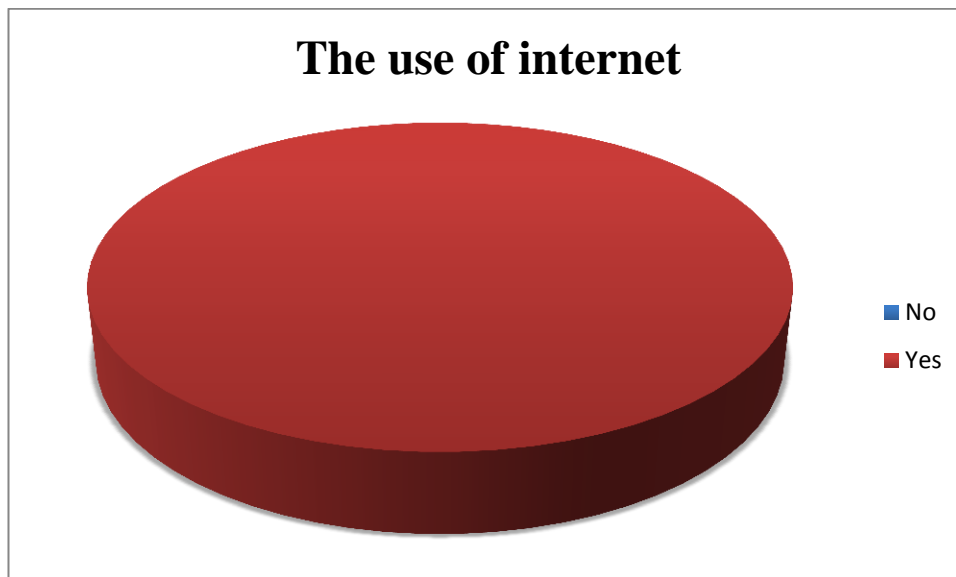
- ❖ Question N°01 : Do you use the internet?

Table N°III.01 : The use of the internet.

Variable	Frequency	Percentage
No	00	00%
Yes	139	100%
Total	139	100,00%

Source: Excel

Figure N°III.01: The use of the internet



Source: Excel

Comment: according to the graph we notice that:

All of the questioned Internet users use the Internet .ie. 139 Internet users

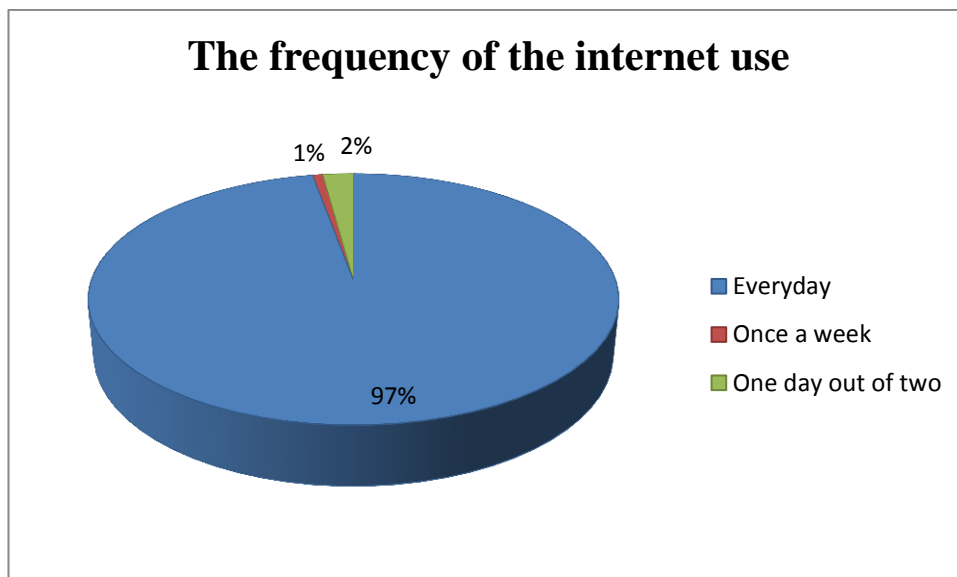
- ❖ Question N°02 : If yes, how often do you use it?

Table N°III.02: The frequency of the internet use

Variable	Frequency	Percentage
Everyday	135	97,12%
One day out of two	3	2,16%
Once a week	1	0,72%
Total	139	100,00%

Source: Excel

Figure N°III.02: The frequency of the internet use



Source: Excel

Comment: we notice that:

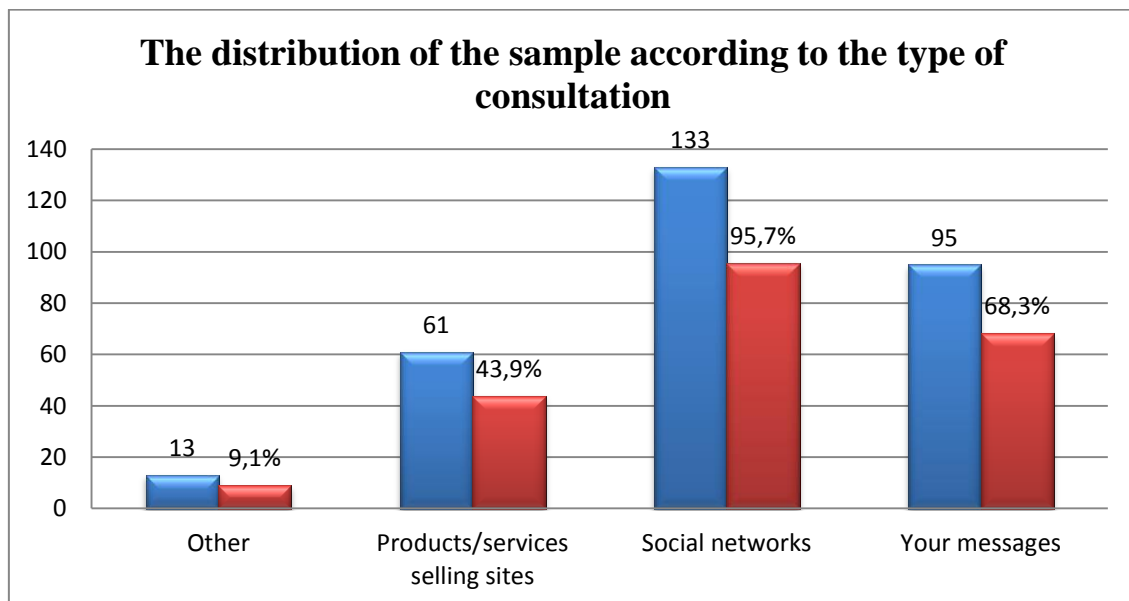
- 97% of the surveyed internet users that is 135 people use the internet every day.
- 2 % of the questioned Internet users use the Internet with a frequency of one day out of two, that is to say 3 persons.
- 1% of the questioned Internet users use the Internet with a frequency of once a week, which is to say only one person.

- ❖ Question N°03 : What do you consult on the internet?

Table N°III.03: The distribution of the sample according to the type of consultation.

Variable	Frequency	Percentage
Your messages	95	68,30%
Social networks	133	95,70%
Products/services selling sites	61	43,90%
Other	13	9,10%

Source: Excel

Figure N°III.03: The distribution of the sample according to the type of consultation.

Source: Excel

Comment: According to the results obtained, we can see that:

- Social networks stand out at the top with an overwhelming majority of 95.7% of use by Internet users.
- In second position, we find the messages service which is used by 68.3% of Internet users.
- In third position, we find the products/services selling sites which prove their importance with a percentage of 43.9%.
- For the rest of the ranking, we find the other sites which represent only 9.1% of the percentage.

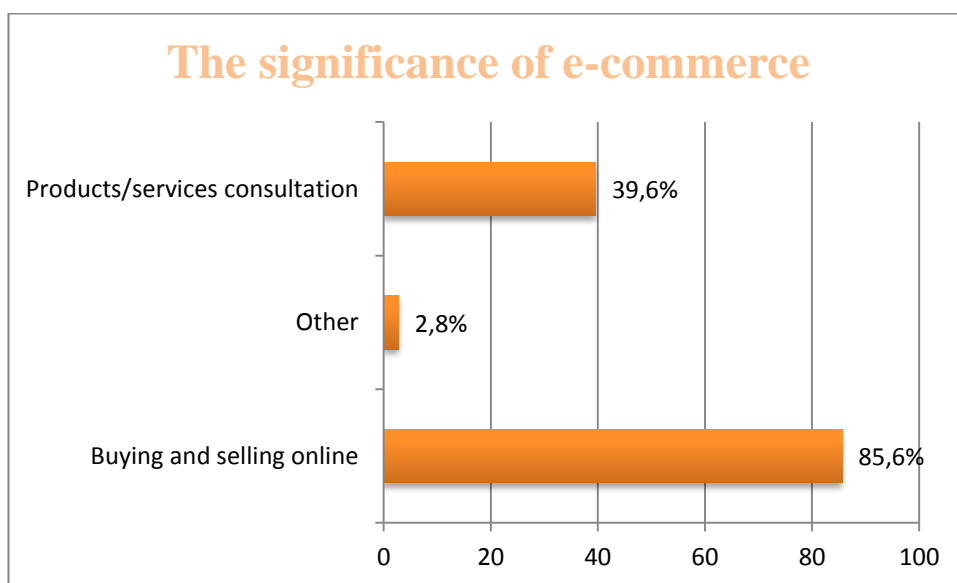
❖ Question N° 04: What does e-commerce signify to you?

Table N°III.04: The significance of e-commerce.

Variable	Frequency	Percentage
Buying and selling online	119	85,60%
Products/services consultation	55	39,60%
Other	4	2,80%

Source: Excel

Figure N°III.04: The significance of e-commerce.



Source: Excel

Comment: from the graph we can see that:

- The majority of the respondents, 85.6%, declare that e-commerce is buying and selling online.
- Then a category of 39.6% who think that e-commerce is only consultation of online products/services.
- And finally 2.8% of the respondents proposed other meanings for it such as: e-commerce refers to any commercial action done online (purchases/sales, promotion (advertising) plus the credit card payments).

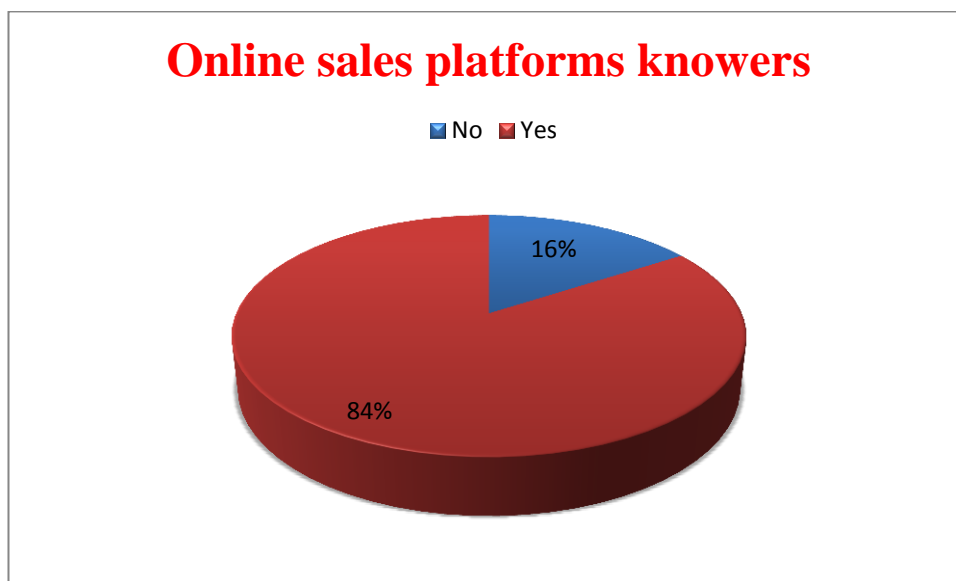
❖ Question N° 05: Are you familiar with online sales platforms?

Table N°III.05 : Online sales platforms knowers

Variable	Frequency	Percentage
No	22	15,83%
Yes	117	84,17%
Total	139	100,00%

Source: Excel

Figure N°III.05: Online sales platforms knowers



Source: Excel

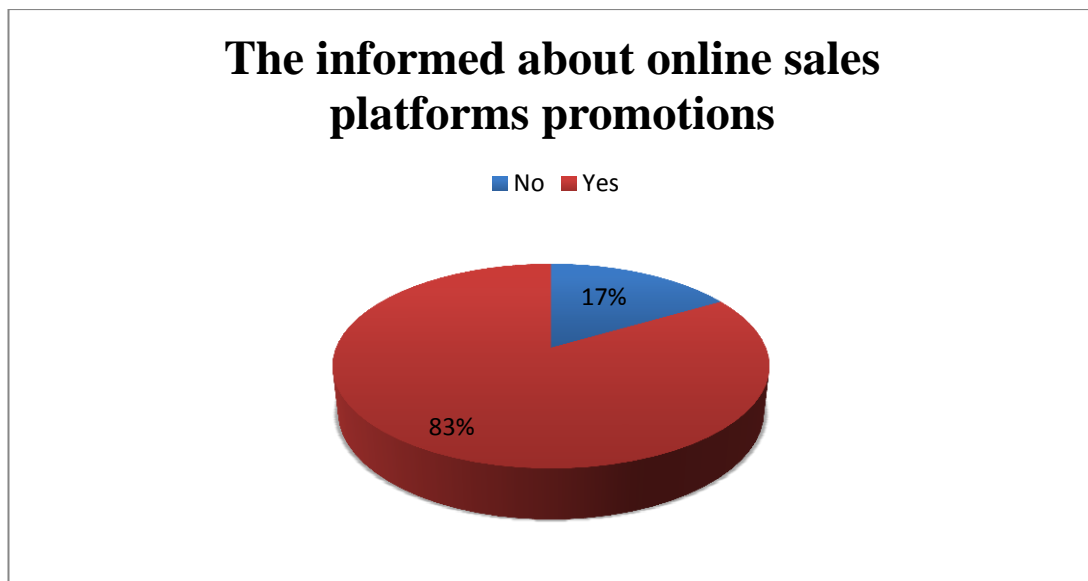
Comment: we note that:

- 84% of the web users surveyed declared that they know Online sales platforms.
- While 16% of respondents affirm that they don't know them.
- ❖ Question N°06: If yes, are you informed about offers and promotions made by online sales platforms via social networks?

Table N°III.06 : The informed persons about the online sales platforms promotions

Variable	Frequency	Percentage
No	23	16,55%
Yes	116	83,45%
Total	139	100,00%

Source : Excel

Figure N°III.06 : The informed persons about the online sales platforms promotions

Source: Excel

Comment: We notice that:

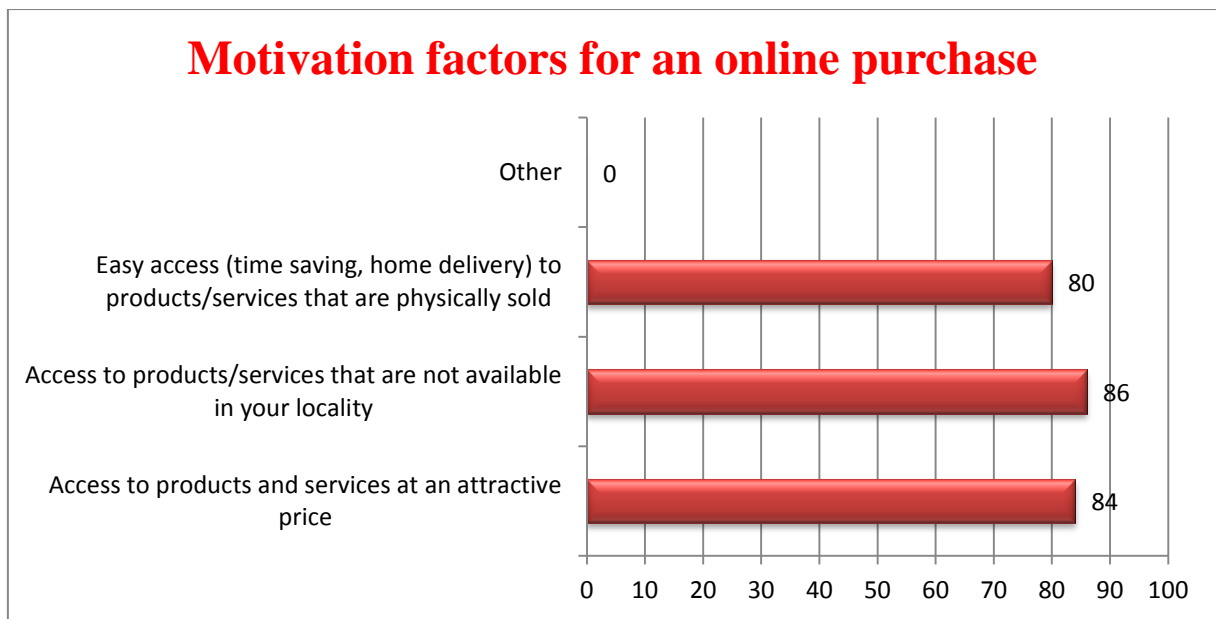
- 83% of the respondents are informed about the offers and promotions made by online sales platforms, on the other hand, the minority, i.e. 17%, are not.
- ❖ Question N°07: What factor(s) is (are) likely to motivate you to purchase online?

Table N°III.07 : Motivation factors for an online purchase.

Variable	Frequency	Percentage
Access to products/services that are not available in your locality	86	61,90%
Access to products and services at an attractive price	84	60,40%
Easy access (time saving, home delivery) to products/services that are physically sold	80	57,60%
Other	00	00%

Source: Excel

Figure N°III.07 : Motivation factors for an online purchase.



Source: Excel

Comment: The obtained results show that:

- The main factor is to access to products and services that are not available in your locality, with 61.9% of responses
- The second factor is access to products and services at an attractive price, with more than 60% of positive responses.
- Next, there are 57.6% of others who prefer more easy access (time saving, home delivery) to products/services that are physically sold. With no other propositions from the whole respondents.

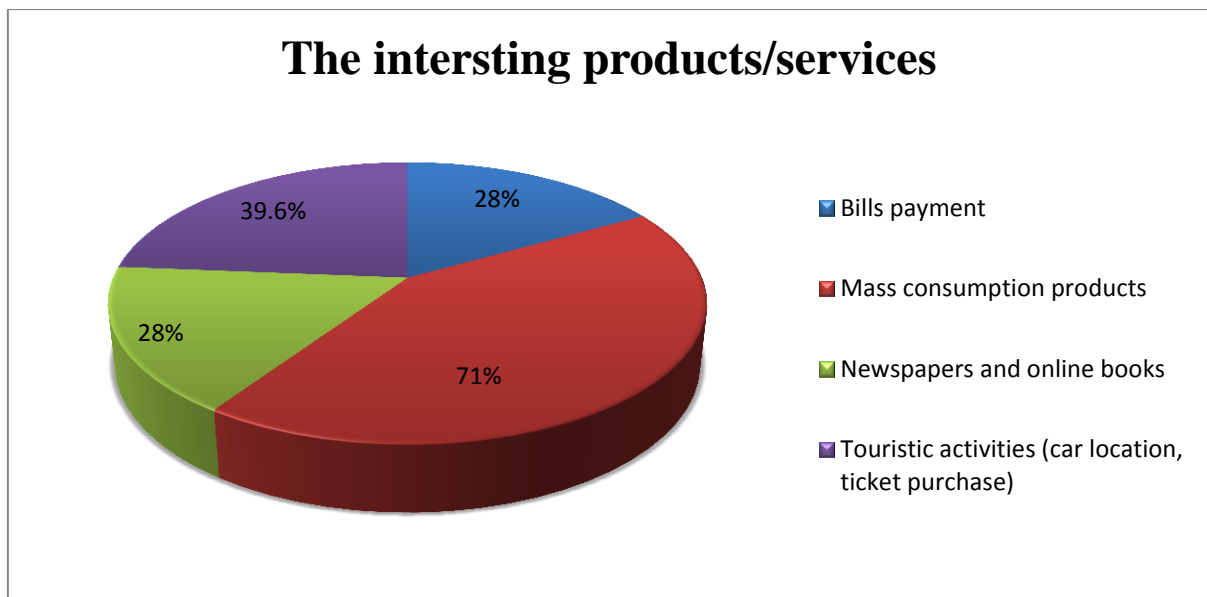
❖ Question N° 08 : What products/services would interest you?

Table N°III.08: The interesting products/services.

Variable	Frequency	Percentage
Mass consumption products	99	71,20%
Touristic activities (car location, ticket purchase)	55	39,60%
Bills payment	39	28,10%
Newspapers and online books	39	28,10%

Source: Excel

Figure N°III.08: The interesting products/services.



Source: Excel

Comment: From the graph we observe that:

- Out of the 139 respondents of our survey, 71.% state that mass consumption products are the most interesting products/services.
- Thus, more than 39% prefer touristic activities (car location, ticket purchase)
- Finally, both of bills payment and newspaper and online books are concerned as an interesting products/services with 28.1%.

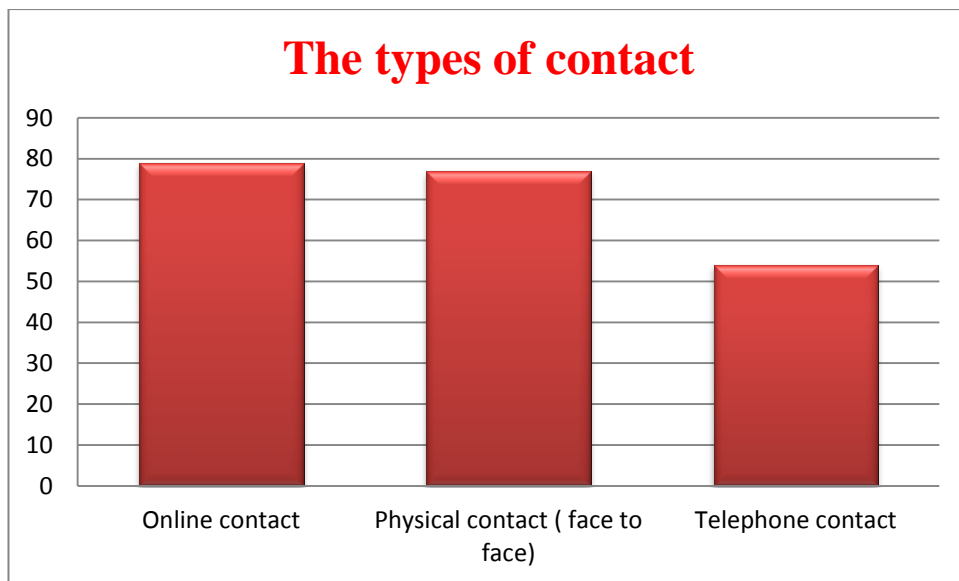
❖ Question N°09 : What type of contact do you prefer?

Table N°III.09 : The type of contact

Variable	Frequency	Percentage
Online contact	79	56,80%
Telephone contact	54	38,80%
Physical contact (face to face)	77	55,40%

Source : Excel

Figure N°III.09: The types of contact



Source: Excel

Comment: we notice that:

- 57% of Internet users surveyed prefer online contact, i.e. 79 out of 139 persons.
- And 55.4 % of the respondents choose the physical contact.
- On the other hand, 39% of the respondents prefer telephone contact.

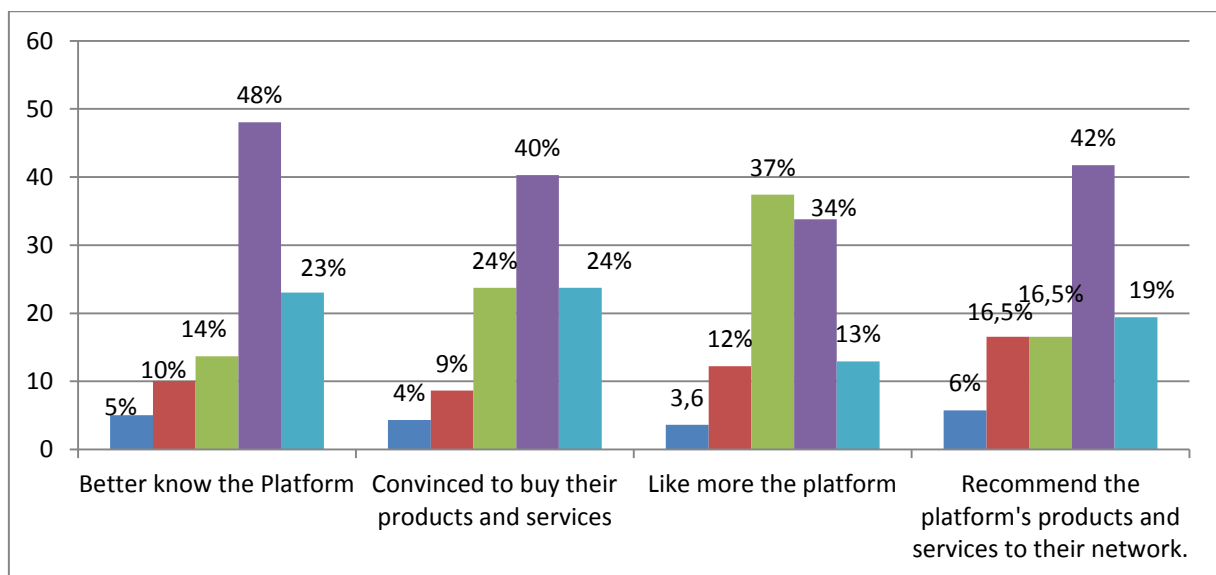
❖ Question N° 10 : Here is a list of affirmations concerning the communication made by online sales platforms on social networks, please indicate if this communication made you :

Table N°III.10: the impact of the communication made by online sales platforms via social networks

Variable	Strongly disagree	Not agreed	Indifferent	Agreed	Strongly agree
Better know the Platform	5,03%	10,07%	13,66%	48,02%	23,02%
Like more the platform	3,6%	12,23%	37,41%	33,81%	12,95%
Convinced to buy their products and services	4,32%	8,63%	23,74%	40,28%	23,74%
Recommend the platform's products and services to their network.	5,75%	16,54%	16,54%	41,73%	19,42%

Source: Excel

Figure N°III.10: the impact of the communication made by online sales platforms via social networks.



Source: Excel

Comment: From the graph above, we see that:

- The majority agree for all reasons except that communication makes people like the platform more, 48% of respondents say that communication of platforms via social networks makes them better known.
- Followed by 41.73% confirm that this communication leads to recommending the platform's products and services to their network.

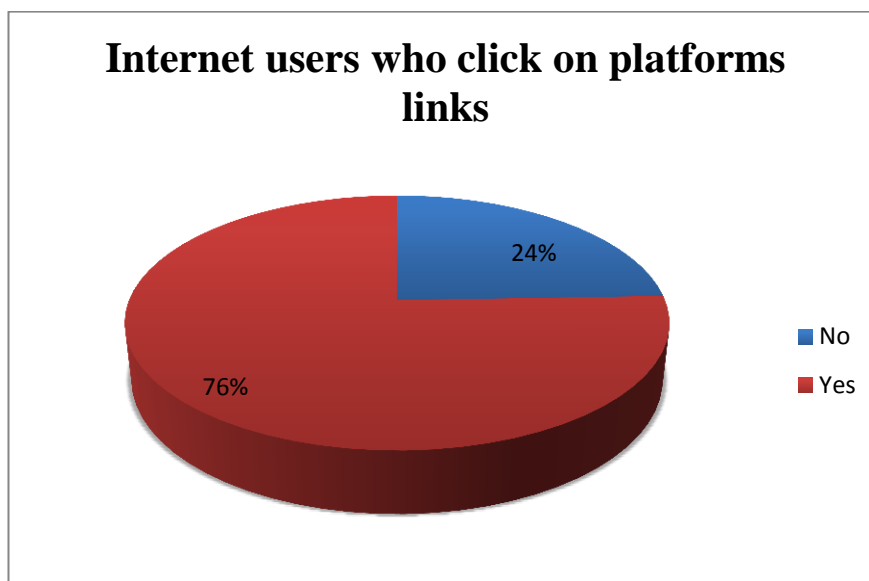
- Then 40% find that this presence makes them more convinced to buy its products and services.
- And finally 37.41% are indifferent for this communication that makes people like the platform more.
- ❖ Question N° 11: Do you have the habit of clicking on links and online advertisements of online sales platforms?

Table N°III.11 Number of Internet users who click on platforms links

Variable	Frequency	Percentage
No	34	24,46%
Yes	105	75,54%
Total	139	100,00%

Source: Excel

Figure N°III.11 Number of Internet users who click on platforms links



Source: Excel

Comment: we notice that:

- The majority of respondents (76%) are used to clicking on the links and advertisements of the platforms.
- And only 24% of Internet users surveyed who click on the links of the platforms.

❖ Question N° 12: If no, why not? (34/139)

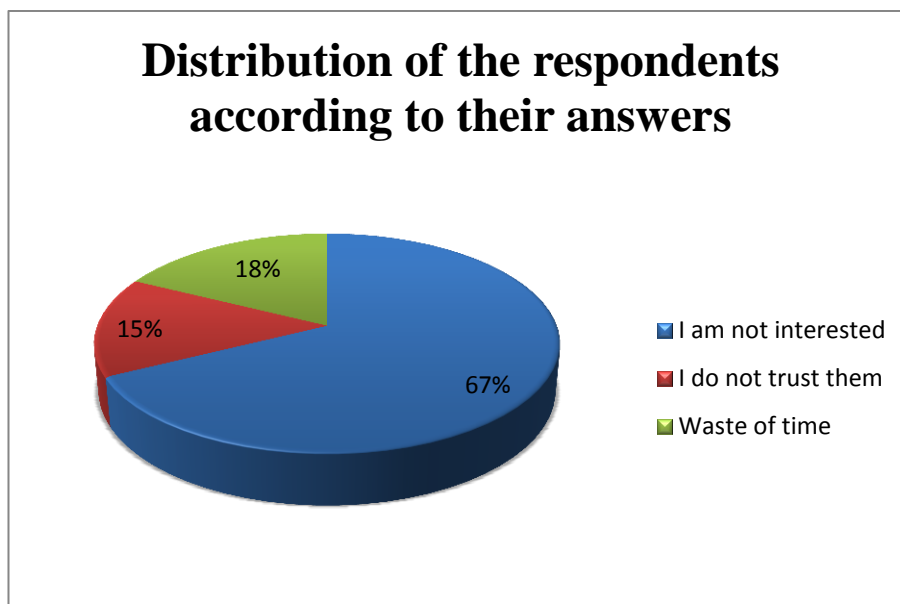
We received many suggestions that have the same meaning, we summarized in the following table:

Table N°III.12: Distribution of the respondents according to their answers.

Variable	Frequency	Percentage
I do not trust them	5	14,71%
I am not interested	23	67,65%
Waste of time	6	17,65%
Total	34	100,00%

Source: Excel

Figure N°III.12: Distribution of the respondents according to their answers.



Source: Excel

Comment: We notice that:

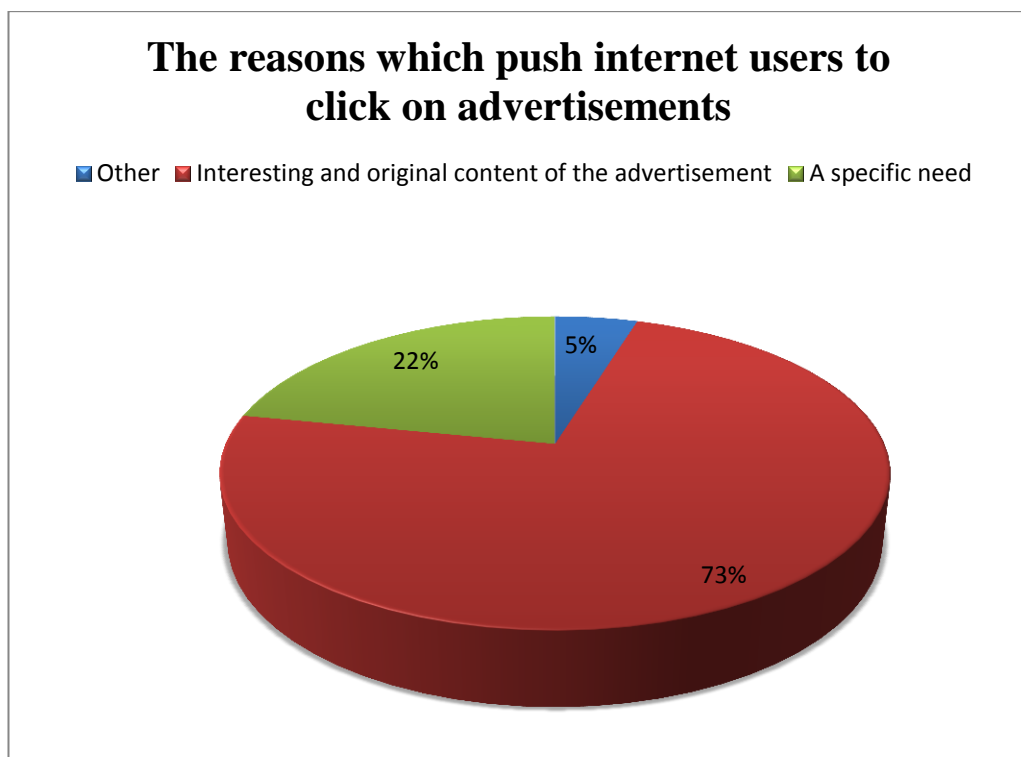
- More than 67% of the surveyed persons are not used to click on the on links and advertisements of platforms because they are not interested.
- On the other hand 18% find that clicking on those links is waste of time.
- The rest of respondents don't click on links because of a trust lack.

❖ Question N° 13 : If yes, what motivates you to click? (105/139).

Table N ° III.13: The reasons which push Internet users to click on advertisements.

Variable	Frequency	Percentage
A specific need	23	21.90%
Interesting and original content of the advertisement	77	73,33%
Other	5	4.76%
Total	105	100,00%

Source: Excel

Figure N ° III.13: The reasons which push Internet users to click on advertisements.

Source: Excel

Comment: The results obtained show that:

- The main reason is the interesting and original content of the advertisement, with 73% affirmative responses.
- The second reason is a need, which 22% of respondents said click on the links following a specific need.
- Then other reasons with a rate of 5%.

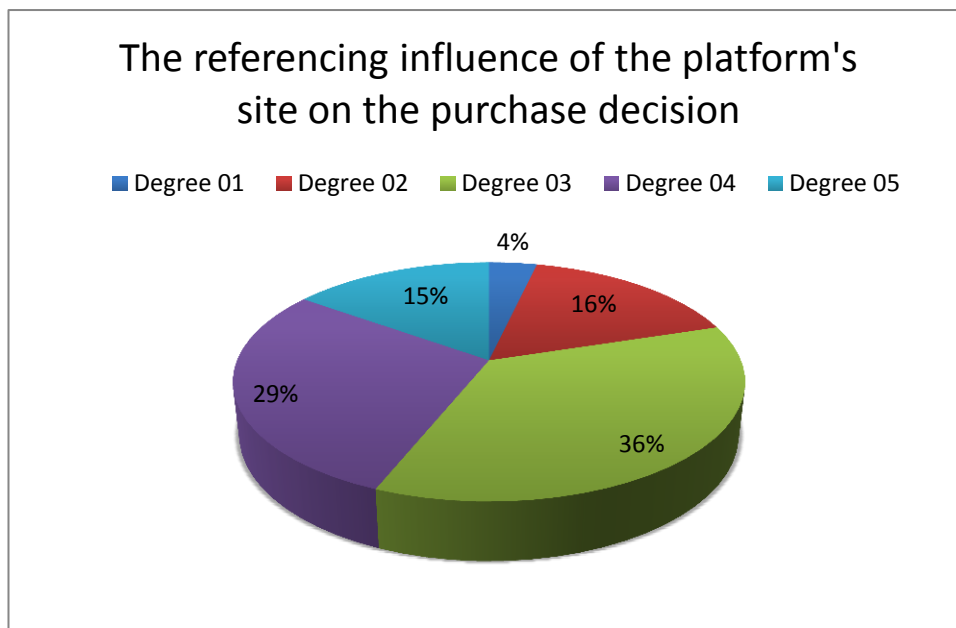
- ❖ Question N° 14: At what degree do you think that the good referencing of online sales platforms sites on search engines in Algeria can influence your purchase?

Table N°III.14: The influence of the referencing of the platform's site on the purchase decision

Variable	Frequency	Percentage
1	5	3.6%
2	23	16.5%
3	50	36%
4	40	28.8%
5	21	15.1%

Source : Excel

Figure N °III.14: The influence of the referencing of the platform's site on the purchase decision.



Source: Excel

Comment: we notice that:

- 36% of Internet users questioned, judge that the good referencing of platforms sites on search engines in Algeria influences their purchase with a degree of 03, which means that the influence is average.

- 29% of Internet users questioned, judge that the good referencing of platforms sites on search engines in Algeria influences their purchase with a degree of 04, which means that the influence is strong.
 - 16% of Internet users questioned, judge that the good referencing of platforms sites on search engines in Algeria influences their purchase with a degree of 02, which means that the influence is somehow weak.
 - 15% of Internet users questioned, judge that the good referencing of platforms sites on search engines in Algeria influences their purchase with a degree of 5 ,which means that the influence is huge.
 - 4% of Internet users questioned, judge that the good referencing of platforms sites on search engines in Algeria influences their purchase with a degree of 01, which means that it doesn't influence at all.
- ❖ Question N° 15: What suggestions do you give for online sales platforms to improve their digital communication?

This question is an opened one which allowed the surveyed persons to propose their own suggestions and point of views concerning the development of digital communication within online sales platforms.

We have the following suggestions:

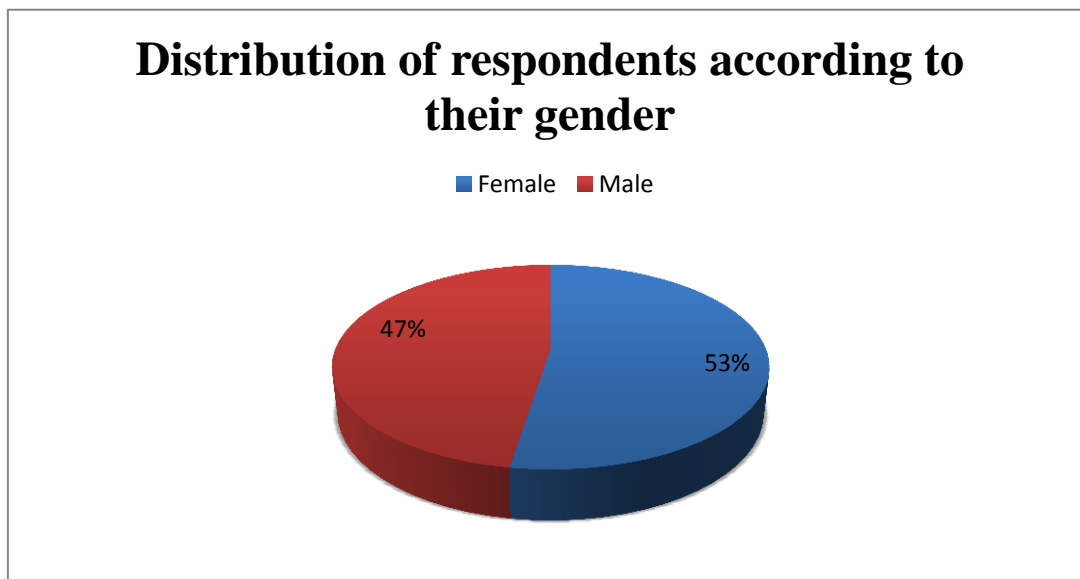
- Make collaborations with influencers to increase the views of the platform.
 - Improve purchasing and delivery services.
 - Listening to the needs of their customers.
 - Respond quickly to customer messages.
 - Be more credible.
 - Make promotional offers.
- ❖ Question 16: Are you?

Table N ° III.15: Distribution of respondents according to their gender.

Variable	Frequency	Percentage
Female	73	52,52%
Male	66	47,48%
Total	139	100,00%

Source: Excel

Figure N°III.15: Distribution of respondents according to their gender.



Source: Excel

Comment: As shown in the figure above, our sample is made up of exactly 53% female and 47% male.

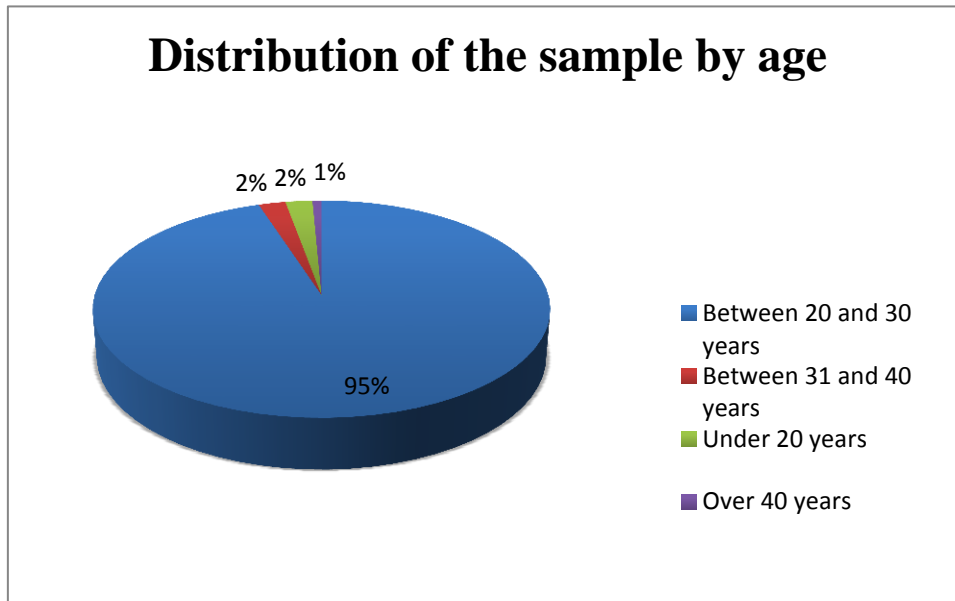
- Question N° 17: What is your age?

Table N ° III.16: Distribution of the sample by age.

Variable	Frequency	Percentage
Under 20 years	3	2.16%
Between 20 and 30 years	132	95%
Between 31 and 40 years	3	2.16%
Over 40 years	1	0.72%
Total	139	100%

Source: Excel

Figure N°III.16: Distribution of the sample by age.



Source: Excel

Comment: according to the results obtained:

- The majority of respondents 95% are aged 20 to 30 years.
- 2% of them are under 20 years.
- 2% of those questioned are between 31 and 40 years old.
- And only 1% is over 40 years.

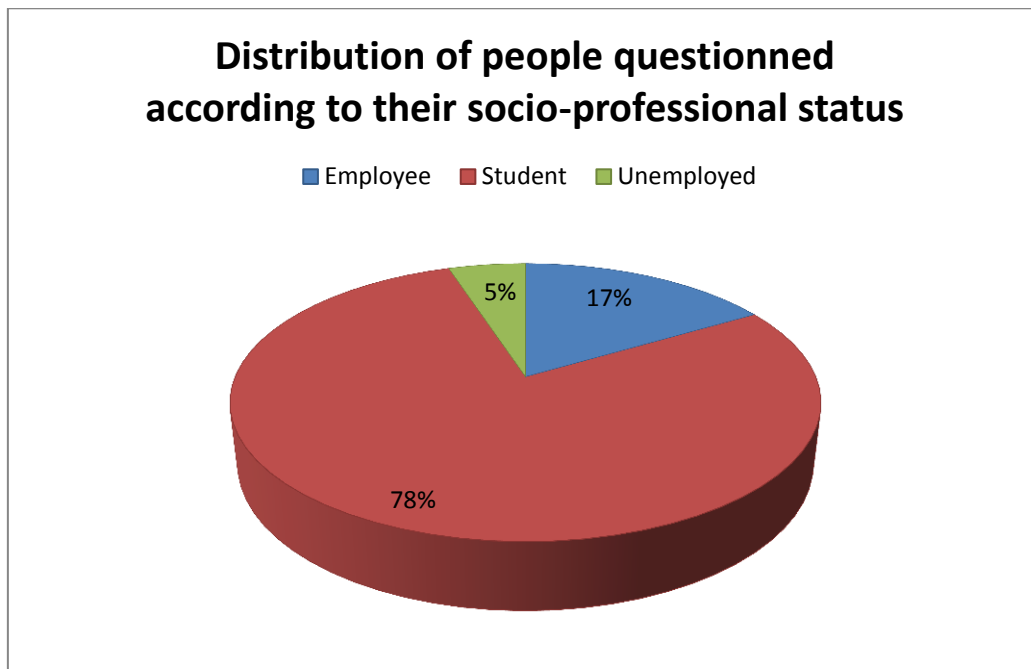
- Question N° 18 : What is your socio-professional status?

Tableau N°III.17: Distribution of people questioned according to their socio-professional status.

Variable	Frequency	Percentage
Student	109	78.42%
Employee	23	16.55%
Unemployed	7	5.04%
Total	139	100%

Source: Excel

Figure N°III.17: Distribution of people questioned according to their socio-professional status



Source: Excel

Comment: Following the distribution illustrated in the figure above, we note that:

- Students represent a rate of 78% of respondents.
- Followed by employees with a rate of 17% of respondents.
- While the unemployed persons represent only 5% of Internet users.

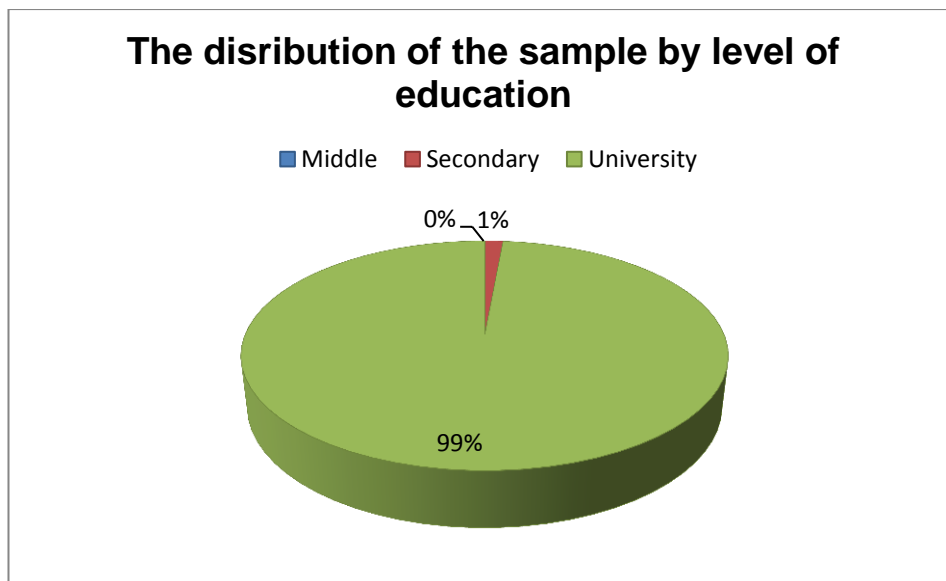
- Question N°19 : What is your educational level ?

Table N°III.18: Distribution of the sample by level of education.

Variable	Frequency	Percentage
Middle	00	00%
Secondary	02	1,40%
University	137	98,60%
Total	139	100%

Source : Excel

Figure N°III .18: Distribution of the sample by level of education.



Source: Excel

Comment: The results show that:

- 99% of the Internet users questioned are academics.
- 1% has a secondary level. And 0% has a middle level.

3.1.2. Cross distribution

- We intend to study the relationship between the elements consulted on the Internet and the gender of respondents. In order to achieve this study the following questions have been crossed:

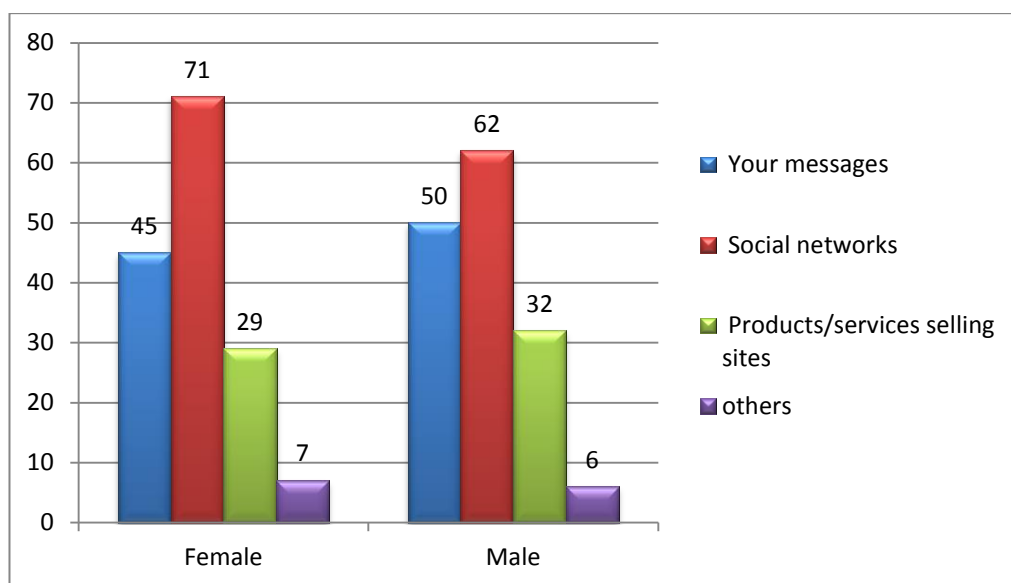
Question 03 : What do you consult on the internet??

Question 16: Are you?

Table N°III.19: The relationship between the elements consulted and gender.

Are you?	What do you consult on internet?			
	Your messages	Social networks	Products/services selling sites	Other
Female	45	71	29	7
Male	50	62	32	6
Total	95	133	61	13

Source : Excel

Figure N°III.19: The relationship between the consulted elements and gender.

Source: Excel

Comment: We note that as a result of this crossing between gender and the elements consulted, 62 men and 71 women among the 139 respondents chose social networks as the most-consulted element.

- We aim to study the relationship between people who are familiar with online sales platforms and those who are informed about offers and promotions made by the platforms via social networks. In order to realize this study we crossed the following questions:

Question 5: Are you familiar with online sales Platforms?

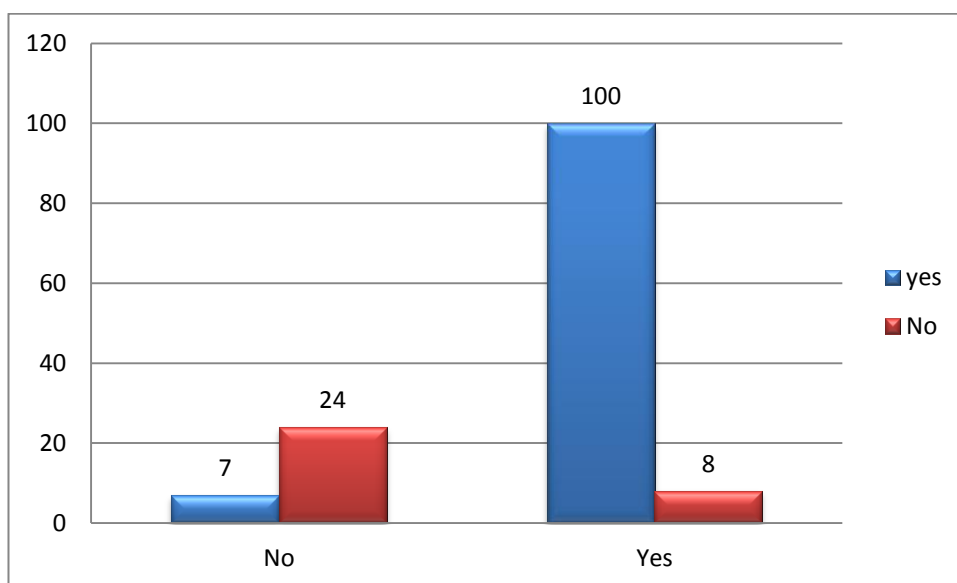
Question 6: Are you informed about offers and promotions made by online sales platforms via social networks?

Table N°III.20 : The relationship between the knowers of online sales platforms and those who are informed about offers and promotions made by online sales platforms.

		Are you informed about offers and promotions made by online sales platforms via social networks ?		
Are you familiar with online sales Platforms?	Yes	No	Total	
Yes	100	8	108	
No	7	24	31	
Total	107	32	139	

Source: Excel

Figure N°III.20 : The relationship between the knowers of online sales platforms and those who are informed about offers and promotions made by online sales platforms.



Source: Excel

Comment: we notice that the majority of Internet users surveyed, 100 persons have knowledge about online sales platforms and are informed about their offers and promotions.

- We want to study the relationship between Internet users who click on the links of online sales platforms and their favorite types of contact. In this study the following questions have been crossed:

Question 11: Do you have the habit of clicking on links and online advertisements of online sales companies?

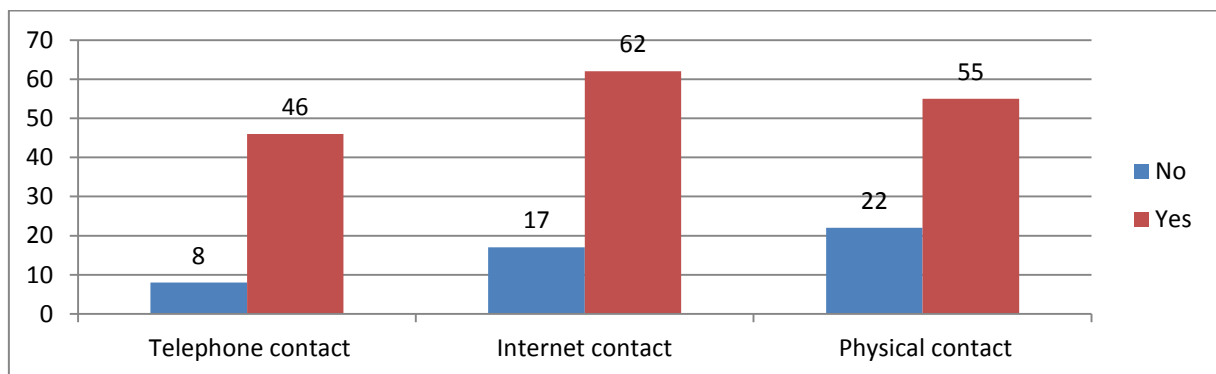
Question 09 : What types of contact do you prefer ?

Table III.21: The relationship between Internet users who click on the links of online sales companies and their favorite types of contact.

Do you have the habit of clicking on links and online advertisements of online sales companies?	Type of contact		
	Telephone contact	Online contact	Physical contact
Yes	46	62	55
No	8	17	22
Total	54	79	77

Source: Excel

Figure III.21: The relationship between Internet users who click on the links of online sales companies and their favorite types of contact.



Source: Excel

Comment: according to the graph we can see that

- A large percentage of Internet users who click on the links of the platforms prefer a contact by Internet, i.e. 62 respondents.
- 55 persons of the internet users that click on the platforms links prefer a physical contact however the rest of them choose the contact by phone.

3.2. Synthetic analysis of the survey

After processing and analyzing the results, we have arrived at the following synthesis:

- The totality of the questioned Internet users uses the Internet.
- 97% of the surveyed internet users use the internet every day.
- 96% of the respondents use social networks.
- More than 85% of respondents declare that e-commerce is the online purchase and sale.
- 84% of internet users know online sales companies.
- 83.5% of surveyed persons are informed about the offers and promotions made by online sales companies.
- The main motivating factor for an online purchase is accessing to products and services that are not available at customer's locality with a rate of 62%.
- The most interesting products for people surveyed are the mass consumption products with a rate of 71%.
- More than 56% of respondents prefer the internet contact.
- 48% of respondents confirm that the communication made by online sales companies makes them better known.
- 76% of questioned persons have the habit to click on the links and advertisements of online sales companies.
- More than 73% of Internet users chose the interesting and original content of the ad as the reason for clicking on the links.
- 36% of Internet users surveyed believe that the good SEO of online sales companies on search engines in Algeria influences their online purchase with an average level.
- Among the most proposed suggestions for improving the online sales companies communication are to improve purchasing and delivering service and know better the customer's needs.
- Females represent 52.5% of the sample studied.
- 95% of them are between 20 and 30 years old.
- 78% are students.
- 99% of the sample has a university education level.
- 62 men and 71 women out of the 139 questioned persons choose the social networks as the most consulted element.
- 100 persons of the sample have knowledge about online sales companies and are informed about the promotions and offers made by those online sales companies which mean that digital communication has a very important utility for online sales companies.

- Among the 139 questioned persons, we find that 62 individuals who click on the links of online sales companies prefer the internet contact.

According to the results obtained:

- Based on the results of cross distribution, 100 persons among the 139 questioned are familiar with online sales companies and informed by the offers and promotions made by these companies knowing that the majority of the sample consults social networks more than the other elements. So we confirm our first hypothesis which is “Digital communication is an important criterion for the success of online sales companies”.
- The test shows that more than 73% of Internet users chose the interesting and original content of the ad as the reason for clicking on the links of online sales companies. In addition 36% judged that the good SEO of online sales companies on search engines in Algeria influences their online purchase with an average level, which confirms the second hypothesis “The internet user can be attracted to online sales companies through the multitude of choices and the quality of services that they provide”.
- Based on the frequency distribution, we see that the communication made by online sales companies makes them better known for people with rate of 48% and pushes them to buy products and services that online sales companies provide. Moreover 97% of questioned persons use internet every day and consult social networks more than any other element, so we confirm the third hypothesis which is “Digital communication helps to improve the acquisition of new customers”.

Conclusion

After building a theoretical background to our study the third chapter was dedicated to the empirical research where we tested if there is an impact of the digital communication on the acquisition of new customers.

In the light of information in this chapter, we conclude that the digital communication is an important element in any company that provides online selling of products and services for attracting new online customers.

Furthermore, prospecting customer is not an easy operation except if online sales companies focus on differentiating their products and services and guarantee a good quality for their services also.

In addition, beside the importance of digital communication within any online sales company, it improves the acquisition of new clients especially that we are living in a digital world where everything is digitalized and the number of internet users is increasing day after day.

Finally, knowing that we did not do an internship, we had a difficulty in collecting information from the employees of different online sales platforms who we looked for on LinkedIn about their strategies to win new customers using a questionnaire but unfortunately we had no answer. The thing that obliged us to elaborate another questionnaire to internet users to know at least how they can be attracted to an online sales platform just to achieve our practical case.

Concerning this questionnaire, we were limited by time; we could have 139 answers from 139 persons in a week.

General Conclusion

General Conclusion

The evolution of the internet has allowed the creation of new communication tools. Their effectiveness and efficiency have quickly pushed companies to digitize and develop digital strategies. On the other hand, they are more and more used by consumers who explore the Internet and reach an extremely large audience.

Currently, digital communication takes an essential place within companies; it is one of the key elements of success and sustainability in the unsettled markets resulting from the new economic situation created by the democratization of the web and the extent of the digital evolution.

We have moved from unidirectional to multidirectional communication where the consumer has all the necessary tools to express his needs and desires as well as his experience and appreciation of the products and services offered by companies.

Today's consumer has become more informed, more aware and more demanding. They see themselves as holders of the power and the decision to buy, and they intend to use it to their advantage.

As a result, companies are obliged to understand their customers' expectations and preferences in order to better satisfy them.

Considering the awareness of consumers, the number of businesses that are being created and the number of product and service offerings that are crowding the markets, the acquisition of new customers is a strategic objective of companies, which implies a long-term reasoning.

This is why the topic of digital communication and the acquisition of new customers has retained our intention and pushed us to carry out our research.

Throughout this thesis, we presented the Digital Communication and Prospecting approach, bringing definitions, theoretical approaches and a range of digital communication and prospecting tools, as well as some digital communication strategies and new customer acquisition strategies.

Then, through the quantitative study we have realized we were able to obtain answers to the questions asked at the beginning and thus answer our research problematic through the confirmation or invalidation of our hypotheses.

The objective is to detect the impact of digital communication on the acquisition of the new clients that we have studied under the following problematic: **What is the impact of digital communication on the acquisition of new clients?**

After analyzing the results, it seemed, firstly, 100 persons among the 139 questioned are familiar with online sales companies and informed by the offers and promotions made by these companies knowing that the majority of the sample consults social networks more than the other elements. This confirms our first hypothesis.

On the other hand, 73% of Internet users chose the interesting and original content of the ad as the reason for clicking on the links of online sales companies. In addition 36% judged that the good SEO of online sales companies on search engines in Algeria influences their online purchase with an average level, which confirms the second hypothesis.

Also, the communication made by online sales companies makes them better known for people with rate of 48% and pushes them to buy products and services that online sales companies provide. Moreover 97% of questioned persons use internet every day and consult social networks more than any other element. This confirms the third hypothesis.

We conclude that the results obtained allow us to appreciate the influence that digital communication tools can influence the acquisition of new customers for online sales companies.

Our study also reveals the need to make appropriate adjustments in order to maximize the effectiveness of digital communication at those companies. For this purpose, we will propose our recommendations, which can be summarized as follows:

- Emphasize the exchange with consumers to improve the interactivity between them and the platforms.
- Organize games and challenges on social networks to generate enthusiasm.
- Launch Mobile applications.
- Improve the management of presence on social networks and the diversification of content offered on them.

Finally, it is worth noting that the topic studied is very wide, requiring more time and deeper knowledge in order to make more precise conclusions. Therefore, we invite future students to treat it, as well as to conduct their researches on the following topics:

- ✓ The digitalization of the customer relationship within the company.

- ✓ The impact of marketing automation on customer acquisition and loyalty.
- ✓ The role of digitalization of marketing processes in winning new customers.

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Appendices

Annex 01 : The Questionnaire

Dans le cadre de la préparation d'un mémoire de fin de cycle en vue de l'obtention d'un Master en Sciences Commerciales, option Management de la Distribution à l'ESC, portant sur "l'impact de la communication digitale sur l'acquisition de nouveaux clients".

Pour cela nous vous demandons de bien vouloir répondre aux questions suivantes sachant que les réponses sont anonymes et ne seront exploitées qu'à des fins scientifiques, nous vous remercions pour votre aide.

Part 01 : Digital Communication

1- Utilisez-vous internet ?

- Oui
- Non

2- Si oui à quelle fréquence l'utilisez-vous ?

- Une fois par semaine
- Un jour sur deux
- Tous les jours

3- Que consulté vous sur internet ?

- Votre messagerie
- Les réseaux sociaux
- Site de vente de produits/services
- Autres

4- Que signifie le commerce électronique pour vous ?

- Achat et vente en ligne
- Consultation des produits/services en ligne
- Autres

5- Êtes-vous familier avec des plateformes de vente en ligne ?

- Oui
- Non

6- Si oui, êtes-vous informés sur des offres et des promotions faites par les plateformes de vente en ligne via les réseaux sociaux ?

- Oui
- Non

Part 02 : Acquisition of new Customers

7- Quel(s) facteur(s), est (sont) susceptible(s) de motiver votre intérêt pour un achat en ligne ?

- Accéder à des produits/services non disponible dans votre localité
- Accéder à des produits/services à un prix intéressant
- Accéder de façon plus pratique (gain de temps, livraison à domicile) à des produits/services vendus physiquement
- Autres

8- Quels sont les produits/services qui pourraient vous intéresser ?

- Paiement de factures (gaz, électricité, abonnement internet)
- Activités touristiques (location de voiture, achat de billets, réservation d’hôtels)
- Produits de grande consommation
- Journaux et livres en ligne

9- Quel mode de contact préféreriez-vous ?

- Contact téléphonique
- Contact physique (face à face)
- Contact par internet

10- Voici un ensemble d'affirmations concernant la communication faite par les plateformes de vente en ligne sur les réseaux sociaux, veuillez indiquer si cette communication vous a:

	Pas du tout d'accord	Pas d'accord	Indifférent	D'accord	Tout à fait d'accord
Fait mieux connaître la plateforme					
Fait plus aimer la plateforme					
Plus convaincu d’acheter ses produits et services					
Poussé à recommander les produits et les services de la plateforme à votre réseau					

11- Avez-vous l'habitude de cliquer sur les liens et les publicités en ligne des plateformes de vente en ligne?

- Oui
- Non

12- Si non, pourquoi ?

13- Si oui, Qu'est-ce qui vous pousse à cliquer ?

- Un besoin
- Le contenu intéressant et original de la publicité
- Autre

14- A quel degré pensez-vous que le bon référencement du site de vente en ligne des plateformes sur les moteurs de recherches en Algérie peut influencer votre achat?

1	2	3	4	5

15- Quelles suggestions proposez-vous pour les plateformes de vente en ligne afin d'améliorer leur communication digitale?

Part 03 : Data Sheet

16- Êtes-vous ?

- Femme
- Homme

17- Quel est votre âge ?

- Moins de 20 ans
- Entre 20 et 30 ans
- Entre 31 et 40 ans
- Plus de 40 ans

18- Quel est votre statut socioprofessionnel ?

- Étudiant(e)
- Employé(e)
- Sans emploi

19- Quel est votre niveau d'instruction ?

- Moyen
- Secondaire
- Universitaire

Merci pour votre collaboration

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