

Midocean University

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Department/ specialization Project management



The Effect of Digital Marketing on Customer Attraction

"Case study"

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Chapter One: Introduction

Introduction

Digital marketing: Since the beginning of the XXI century, the term "digital marketing" has evolved over time from a specific term describing the marketing of products and services using digital channels to a comprehensive term describing the process of using digital technologies to acquire customers, build and retain customer preferences, promote and improve brand awareness, reduce costs and increase sales .(Dwivedi et al., 2020; Prihadini et al., 2020) a

Attracting customers: is crucial in achieving the company's goals, as it greatly contributes to increasing sales and profits. By attracting new customers and retaining current ones, the company's reputation is enhanced and relationships with customers are improved.

During the emergence of the COVID-19 pandemic, business owners were significantly impacted, leading to notable changes in how they operate. One of the prominent shifts was towards digital transformation, as many turned to online platforms and applications to deliver their products and services in response to health restrictions and social distancing measures.

Consequently, Digital marketing supports reaching with marketers to obtain information about products, services and offers easily and easily, which contributes significantly to strengthening the relationship between them as a result of dialogue, learning and revealing interests and needs (2013 ,Shukla& Agarwal(

"digital marketing plays a crucial role in customers' decision-making processes, particularly in the retail sector such as Noon, where convenience and accessibility are key factors. what distinguishes it from traditional marketing is its reliance on measurable digital technologies that allow companies to communicate and communicate with the target to facilitate the formation of a relationship (2011 ,Wymbs (

This scientific study aims to explore the direct relationship between digital marketing and customer attraction."

Research Problem

The retail sector faces numerous challenges digital marketing, which cansignificantly impact customer attraction.

Theoretical gaps

They indicate the discrepancies between the supposed best practices in digital marketing and the actual practical results that lead to attracting customers. The following are the most prominent of these gaps:

1. * The gap between data and its interpretation*: companies possess a huge amount of data about customers, but often lack the necessary tools or experience to effectively analyze this data and turn it into practical insights.
2. * The gap between reach and engagement*: digital marketing can reach a wide audience, but attracting their attention and engaging requires advanced content and strategies, which is not always achieved by traditional methods.
3. * The gap between theory and practice*: marketing theories often offer an ideal model of how customers interact, but practical application can be complicated by the nuances of actual consumer behavior and market conditions.
4. * The gap between technology and personalization*: despite the availability of advanced marketing tools, companies may find it difficult to customize experiences to suit individual customer preferences and behaviors.
5. * The gap between ads and conversions*: digital advertising campaigns can be successful in attracting clicks or interactions, but converting that attention to actual customers can be a challenge.
6. * Multi-channel gap*: using multiple marketing channels can lead to inconsistent customer experiences if not coordinated well.
7. * The gap between spending and return*: the return on investment in digital marketing may not always match expectations, especially if there are no clear strategies for measuring the return and optimizing spending.

Empirical gaps

1. * A gap between impressions and conversions*

- *Expectations*: digital marketing campaigns can generate a large number of Impressions (Impressions are brand references).
- *Reality*: these impressions do not necessarily translate into actual conversions (such as purchases or subscriptions), which causes disappointment in the actual performance of campaigns.

2. * A gap between Channel Integration and performance*

- *Forecasts*: the use of multi-channel strategies can increase customer interaction and speed up purchases.
- *Reality*: poor channel integration can lead to sporadic and inconsistent experiences, weakening the impact of the campaign on customer behavior.

3. * A gap between data and analysis*

- *Forecasts*: the availability of big data can lead to deep and fast insights that enable more accurate marketing decisions.
- *Reality*: challenges in data analysis and interpretation may lead to unclear or inaccurate insights, hindering the ability to make effective marketing decisions.

4. * A gap between automation and customization*

- *Expectations*: automation technologies can provide an improved personalized experience for each customer based on their data and behavior.
- *Reality*: inappropriate or exaggerated application of automation can lead to impersonal automated interactions, which causes customers to lose a sense of appreciation and interest.

5. * A gap between content and engagement*

- *Expectations*: attractive content will catch the attention of customers and motivate them to interact with the brand.
- *Reality*: the content may not succeed in arousing the interest of customers if it is not consistent with the needs or if the competition is strong to attract attention.

6. * A gap between expectations and results*

- *Forecast*: digital advertising campaigns will lead to a significant increase in customers and sales.
- *Reality*: actual results may be significantly lower than expectations due to misunderstanding of customer behavior, changes in the market, or unexpected performance of campaigns.

7. * A gap between social media interaction and loyalty*

- *Expectations*: high interaction on social media will translate into customer loyalty and increased sales.
- *Reality*: interaction does not guarantee loyalty or repeat visits, as customers may remain uncommitted to the brand despite positive interaction.

8. * A gap between technology and cost*

- *Forecast*: investments in marketing technology will improve performance and reduce costs.
- *Reality*: the costs associated with the adoption of new technology may be high and may not always bring the expected return.

* Conclusion*

These empirical gaps highlight the need to better integrate digital marketing strategies with customer needs and expectations, as well as the importance of using analytics and data effectively to improve the performance of marketing campaigns and avoid frustration caused by unrealistic expectations.

Main research question

How can the digital marketing affect on customer attraction?

Research significant

This study sheds light on the obstacles faced by the retail sector in the digital marketing and their potential impact on customer attraction. By understanding these obstacles and working to overcome them, companies in this sector can improve the quality of their services and increase their attractiveness to customers in the fiercely competitive market.

Theoretical gaps

Digital marketing in attracting customers is crucial for the success of any business . Through scientific research, companies can identify customer needs and develop digital marketing strategies that attract and attract the customer

Empirical gaps

Help the retail sector to understand how digital marketing strategies affect attracting and retaining customers, analyze data about them and identify the target segment through advertising, in addition, scientific research can also help companies identify new trends and innovations that can make advertising more attractive to customers.

The main research question

How can the digital marketing impact customer attraction?

the sub questions:

- 1- What is the impact of Attractions on the digital marketing in attracting customers?
- 2- What is the impact of Communication on the digital marketing in attracting customers?
- 3- What is the impact of Participation on the digital marketing in attracting customers?
- 4- What is the impact of Learning on the digital marketing in attracting customers?
- 5- What is the impact of Retention on the digital marketing in attracting customers?

General objective

To explore the relationship between the digital marketing and customer attraction.

Sub objectives:

- - Determine the impact of Attractions on the digital marketing in attracting customers
- - Determine the impact of Communication on the digital marketing in attracting customers
- - Determine the impact of Participation on the digital marketing in attracting customers
- - Determine the impact of Learning on the digital marketing in attracting customers
- - Determine the impact of Retention on the digital marketing in attracting customers

Main hypothesis H1

There is a statistically significant relationship between the digital marketing and customer attraction.

Sub hypotheses:

Sup hypothesis Ha: There is a statistically significant relationship between the Attractions pattern in the digital marketing and customer attraction.

Sup hypothesis Hb: There is a statistically significant relationship between the Communication pattern in the digital marketing and customer attraction.

Sup hypothesis Hc: There is a statistically significant relationship between the Participation pattern in the digital marketing and customer attraction.

Sup hypothesis Hd: There is a statistically significant relationship between the Learning pattern in the digital marketing and customer attraction.

Sup hypothesis Hf: There is a statistically significant relationship between the Retention pattern in digital marketing and customer attraction.

Research Model

The following figure shows the relationship between the research variables and the research hypotheses as follows:

Independent variables

Dependent variables

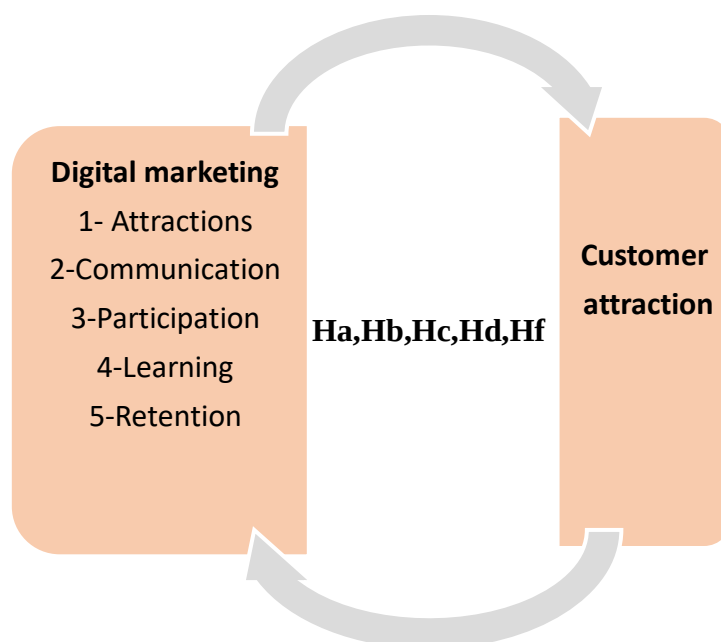


Figure1 Designed by student:Usman Magi Yasing

Scope of the study

About noon

noon is an easy and secure platform for people to discover and shop the products they love. With fast delivery, easy payment and return options and a 24-hour customer service, find everything you need at competitive prices. All our products are backed by our authenticity promise and noon warranty

<https://help.noon.com/hc/ar/articles/115002237274--%D9%85%D9%86-%D9%86%D8%AD%D9%86>

Project structure

chapter 1: introduction

chapter 2: literature review

chapter 3: research methodologt

chapter 4: statistical analysis

chapter 5: findings discussion and conclusion

Chapter tow: Literature review

Introduction

the digital marketing plays a crucial role in customers' decision-making processes, particularly in the retail sector such as Noon. This scientific study aims to explore the direct relationship between digital marketing and customer attraction.

The importance of conducting previous studies lies in several key aspects:

1. **Building on previous knowledge:** Previous studies provide the foundation upon which new research can be built. They offer insights, theories, and results that researchers can use to formulate hypotheses, design experiments, and interpret results.
2. **Avoiding duplication:** By reviewing previous literature, researchers can identify gaps in knowledge and avoid duplicating studies that have already been conducted. This ensures efficient use of resources and meaningful contributions to the field.
3. **Guiding methodologies:** Previous studies often provide methodologies that have been successfully or unsuccessfully tested in addressing research questions. Researchers can benefit from these experiences to refine their own methodologies and improve the accuracy and reliability of their results.
4. **Clarifying results:** Understanding the context in which previous studies were conducted helps researchers interpret their results within a broader framework. It allows for comparison, contrast, and identification of patterns or trends across different studies.

An overview of research variables includes examining concepts such as "digital marketing" and "customer attraction."

- **Digital marketing:** It is a set of marketing activities and processes that are used to promote products or services online using digital technology. It aims to reach the target audience and achieve marketing goals through digital channels such as websites, email, social media, search engines, and online advertising
- **Customer Attraction:** This process involves attracting the attention of potential customers and making them interested in your product or service. This can be achieved through marketing strategies such as advertising, social media, promotional offers, providing excellent customer service, and reducing delivery service costs. One of the secrets to success is providing comfort and convenience to customers.

This first topic "Digital marketing"

Definition: digital: refers to technology that operates using discrete values, often represented as binary code (0s and 1s). In contrast to analog, digital systems encode data into these binary formats, allowing for efficient processing, storage, and transmission. Digital technology is foundational in computers, smartphones, and various electronic devices, enabling functionalities like data storage, communication, and multimedia handling.

Marketing: is the practice of promoting and selling products or services, including market research and advertising. It involves identifying consumer needs, developing products or services to meet those needs, and implementing strategies to attract and retain customers. Marketing encompasses various activities such as branding, pricing, distribution, and creating promotional campaigns to enhance customer engagement and drive sales..

Digital marketing: is a set of marketing activities and processes that are used to promote products or services online using digital technology. It aims to reach the target audience and achieve marketing goals through digital channels such as websites, email, social media, search engines, and online advertising.

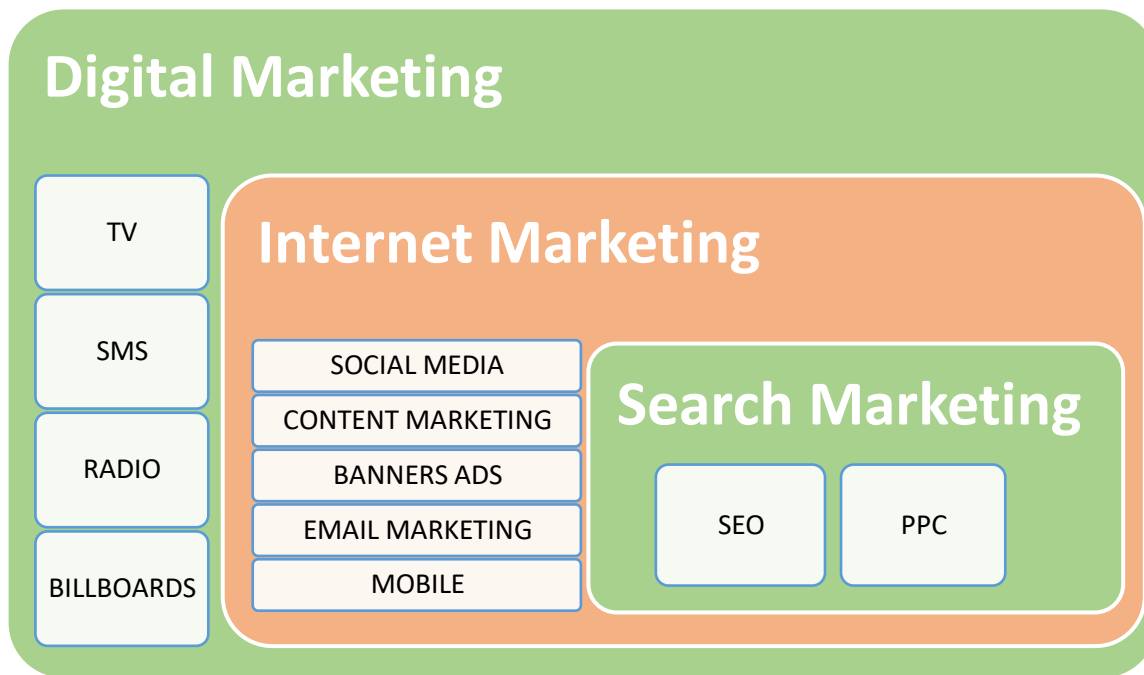
The main elements of digital marketing:

1. * Email marketing*: send marketing messages directly to customers via email to strengthen relationships and increase sales.
2. * Search engine marketing (SEM)*: enhance the visibility of the site in search engine results through paid advertising.
3. * Search engine optimization (SEO)*: optimize the website to make it more discoverable in organic search results.
4. * Social media marketing*: using social platforms to promote products or services and interact with the public.
5. * Content marketing*: create and distribute valuable content to attract and retain the audience.
6. * Influencer marketing*: cooperation with influential personalities to promote products to the public.
7. * Digital advertising marketing*: the use of paid online advertising to promote products or services.
8. * Mobile marketing*: use apps, text messaging, or mobile websites to reach the audience.

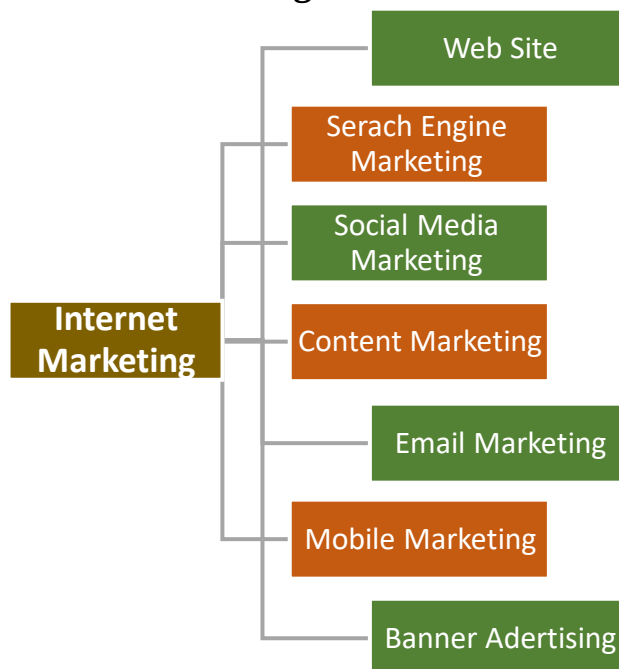
The importance of digital marketing:

- *Performance measurement*: the results of campaigns can be accurately tracked and analyzed, which helps to improve performance.
- *Instant access*: the ability to reach a large audience in a short time.
- *Cost effective*: it is often less expensive than traditional marketing.
- *Personalization*: the ability to customize messages and ads according to the interests and needs of the target audience.

Components specific to digital marketing



Main areas of online marketing in the structure of digital marketing



Marketing is the oldest science with the human beings of identifying, creating, exchanging need and relationships between seller and buyer at a profit, thereby promoting and enabling the process of trading product or service. Definition of marketing as explained by Dr Philip Kotler, states it as “Satisfying needs and wants through an exchange process”, the marketing is the broader way to reach customer which involves selling as the prime cause been influenced through different steps like need understanding, brand recognition and thereby completing element of sales and purchase. This includes different key process such as Need Identification—product development—customer reach and retention with loyalty building—need fulfilment.

Following these each process gives sustainable market for marketer

The promotion of service or product to be deliverable is necessary to reach its people and there are various ways of promotion to increase awareness, generate sales and brand loyalty, develop interest and curiosity among buyers.

With the industrial reformation, the need of fast and impactful marketing is in demand and the technological advancement has changed the way of reaching to customer. Many advertisers/industries are using search engines to promote their businesses. The journey of paper writing to blog has been much faster and trends of marketing has shown paradigm shift in last 5 years than in last 50. Ease of access to internet is now trending from 2G to 4G/5G and this has become base for new era on which different products are placed and explored on Internet. The online marketing is now an ever-growing industry

Digitalisation has played a crucial role in the fast advancement of global economy. In developed markets, Digital market is one of the most prominent and established platform. Organised digitalisation has a 75–80% share in total marketing as compared with developing economies, where BTL marketing activities has a dominant share

There is a local say “Be there where your customer Are” and digitalisation is enabling brand to remain where current customers stay i.e., in social media—Facebook, Twitter, YouTube, Instagram. Digitalisation is maintaining its impressive growth in all markets, whether big or small. Big markets are countries that are always going to be e-commerce behemoths because of their size, and the smaller are promising markets where potential matters along with size (though not always).

Recent verdict in high court of Kerala, consider Right to Internet as fundamental freedom and is a part of Right to education for mankind. In 2019, there are 1.92 billion online buyers in world, accounting for a quarter of world population with 4.39 billion users on Internet and 3.48 billion users active on social media with increase of 9% YOY. In 2014, online buyers were at 1.32 B expected to touch 2.14 billion by 2021, and over the next 5 years growth is expected to grow 21%. India, with world’s second highest population, is a developing country where 627 million users are active on Internet with active buying at 273 million and with a growth rate of 20% increase for online buyers

Change in consumer behavior:

Today’s consumer is tech savvy, socially empowered, information rich and lacking time. At the same time, technology is quickly evolving and embracing the needs resulted from new consumer motivations. Consumers’ ability to influence fellow consumers and companies alike is much bigger than earlier generations .

As a result, consumers expect the world at their fingertips, when they want it, how they want it and where they want it. Shopping is not a planned destination or event—they are shopping, 24/7. And they want an authentic shopping experience tailor-made specifically for them.

‘Generation Z’, want it all. They want to make an impact to the world and share all of their experiences on their journey. They strive to be authentic, socially sensible and in many cases

value purpose over cost. They are driven by ambition and a strong moral conscience. They strive to independency, are more vocal and more informed than any generation before them. They are cognizant, engaged and choosy. They expect these standards are met by the businesses with which they deal with or take their business elsewhere. Furthermore, they will express their opinion, available for other fellow consumers to read.

The base line of digital marketing is to have individual Website or App through which different promotion and tools are linked and used. Digital marketing is the best approach to reach target audience in cost effective manner and is easier to scale the business on faster rate. In current scenario average user with internet spends 3 h on internet platform daily and it makes it biggest platform to promote any brands to eye catch user or buyer. There is a strong proverb in Hindi “Ants find the sweetness in room kept anywhere” hold good in case of digital marketing, wherever marketer find the right customer with the different tactics through digital marketing be it click type or search engines. It is found in several researches, 85% search happens before purchase, in 1 s almost 84+ thousand viewers’ remains online in YouTube, and currently 89% users purchase based on available reviews and comments made for respective products. The young generation even kids are now tech savvy and since very early stage they know to operate smart devices and are fond of accepting technology

Dimensions:

- Attractions
- Communication
- Participation
- Learning
- Retention

Attractions	communication	participation	learning	retention
In general, "attractions" refers to places or things that draw interest and attention, often because they offer entertainment, historical significance, cultural value, or natural beaut	is the process of exchanging information, ideas, or feelings between individuals or groups. It involves sending, receiving, and interpreting messages	refers to the act of taking part or being involved in an activity, event, or process. It involves contributing effort, ideas, or resources	is the process of acquiring knowledge, skills, attitudes, or understanding through study, experience, or teaching. It involves a change in behavior or cognition based on exposure to new information or experiences	refers to the ability to keep or maintain something over time. In different contexts, retention can mean:

Theory

Digital marketing theory encompasses principles and frameworks that guide the strategies and practices used to promote products, services, or brands online. Here are key aspects:

1. *Digital Marketing Channels*

- *Search Engine Optimization (SEO):* Techniques to increase organic visibility in search engines.
- *Content Marketing:* Creation and distribution of valuable content to attract and engage a target audience.
- *Social Media Marketing:* Leveraging social platforms to promote content, engage with users, and build a brand.
- *Email Marketing:* Sending targeted messages to nurture leads and maintain customer relationships.
- *Pay-Per-Click (PPC) Advertising:* Paid ads that appear on search engines or other platforms based on keywords or audience demographics.
- *Affiliate Marketing:* Partnering with third parties to promote products and share revenue.

2. *Consumer Behavior and Segmentation*

- *Customer Personas:* Detailed profiles representing key segments of the target audience.
- *Customer Journey Mapping:* Visualization of the steps customers take from awareness to purchase and beyond.
- *Behavioral Targeting:* Using data about past behavior to personalize marketing messages.

3. *Analytics and Measurement*

- *Key Performance Indicators (KPIs):* Metrics used to evaluate the success of digital marketing efforts (e.g., conversion rates, click-through rates).
- *A/B Testing:* Experimenting with different versions of content or ads to determine which performs better.
- *Attribution Models:* Methods for assigning credit to different touchpoints in the customer journey.

4. *Content Strategy*

- *Content Creation:* Developing text, images, videos, and other media to meet the needs and interests of the audience.
- *Content Distribution:* Sharing content across various channels to reach the audience.
- *Content Optimization:* Using SEO, user engagement metrics, and feedback to improve content performance.

5. *Automation and Personalization*

- *Marketing Automation:* Tools and software that automate repetitive tasks such as email campaigns, social media posts, and ad placements.
- *Personalization:* Tailoring marketing messages based on user data to increase relevance and engagement.

6. *Ethics and Privacy*

- *Data Privacy:* Ensuring compliance with regulations (e.g., GDPR, CCPA) and protecting user data.

Attracting customers:

Ethical Marketing: Practices that respect user consent, avoid manipulation, and provide honest communication.

7. *Emerging Trends*

- *Artificial Intelligence (AI):* Using AI for predictive analytics, chatbots, and personalized recommendations.
- *Voice Search Optimization:* Adapting content for voice search technologies.
- *Influencer Marketing:* Partnering with influencers to leverage their reach and credibility.

These elements form the basis for developing, executing, and refining digital marketing strategies to achieve business objectives.

The second topic: attracting customers

Definition:

The concept of the client:

The client is defined as the person or organizational unit that plays a specific role in completing transaction. The ultimate goal of public or private organizations can be in satisfying the needs and desires of their customers in order to ensure survival, growth and achievement of their final goals, and that the customer represents every individual the organization deals with, customers are those who want to buy the organization's products or (الإسكندرية: دار التعليم الجامعي، 104:2013). deal with it in providing its services (44-43 : 2013، الإسكندرية: دار التعليم الجامعي).

The consumer or buyer who practices online purchases has become called an The electronic client: electronic customer, and in order to become an electronic buyer, he must be provided with sufficient and basic information on an electronic marketing website, including information about the product description, price, delivery, warranty and technical support. most people need this information before making a purchase decision. shopping sites must include additional information about the product specifications, function, methods of Use and maintenance, while displaying the information in an easy-to-understand and readable way

Electronic Buyers practice online purchases and they expect better services from sellers on the internet than is prevalent in traditional regular sales processes, so they expect lower prices, faster and better delivery systems, all data and information related to the product have died, and it is expected that payment methods for products will pass through secure channels with the elimination of electronic hacks that cause thefts from buyers ' accounts

(New Yourk Champan &Hall, 2006, p323.)

: Customer relations

Relationship with customers is the advanced knowledge of customers, which means relationship marketing. i.e. building and maintaining relationships with customers, where relationship marketing is defined as the knowledge and formation of relationships with customers and other stakeholders, maintaining, improving a Customer Relationship Management .ending them if necessary (Management Decision, Vol 34, No. 3, p 5- is a methodology to understand and also influence the customer's behavior through communication with him (مجلة) in order to improve the process of customer acquisition, customer retention, customer loyalty and profit (المعلوماتية، العدد 1، شهر أذار، 2006م، ص.15).

The task of attracting and retaining customers is a difficult task faced by the organization and its marketing apparatus as a result of the intense competition between organizations to provide the best for the customer and the presence of multiple options and alternatives in the market and the customer has become more aware of the price and less tolerant of any mistake committed by any organization or public relations (مجلة العلوم الإدارية للبحوث العلمية , العدد الأول , جامعة أم درمان الإسلامية 2006)

Organizations should work on analyzing and identifying the needs and desires of the client and knowing the change in his tastes in order to be able to satisfy those desires and needs in a way that exceeds his expectations and exceeds what competitors offer

Attracting customers:

The efforts exerted by the Websites are aimed at Electronic consumers, where goods and services are offered that satisfy the needs, desires and tastes of these consumers, resulting in achieving the goals of

organizations represented in the influx of large numbers of customers to their websites and to attract new customers to the website, the following methods must be followed

Classify the website in a place that is easily accessible quickly and identify the properties of search words that lead to the site easily and quickly

-1 pay attention to advertising tapes among other sites because they lead customers to the website

-2 sending an e-mail to specialized mailing lists, which are lists that customers join voluntarily

Customer retention :

These organizations have recently become aware of the importance of customer satisfaction and maintaining it because it represents the real value of the continuation of organizations and their success, and one of the main steps of the strategy aimed at retaining customers is the following

-1 definition of the concept of loyalty

-2 definition of goals

-3 definition of customer needs

-4 curriculum development

-5 ability to meet customer needs

-6 conducting evaluations and selection processes

Customer loyalty :

Organizations strive to achieve customer satisfaction by achieving their expectations, but customer satisfaction does not mean repeat purchase, but the real measure of repeat purchase is customer loyalty and also maintaining the customer requires building his loyalty

The organization must provide offers that match the needs of customers and pay attention to aspects that can be used efficiently and effectively to develop the concept of loyalty among customers and strengthen the relationship with them, if the product that meets the needs of customers is not provided, their hesitation does not continue to the organization and customer loyalty is a set of trends, beliefs and tendencies that

The definition of customer attraction can be summarized as the process of attracting the attention of potential customers and making them interested in your products or services.

Attracting customers can be achieved through various marketing strategies such as social media marketing, electronic advertising, offering attractive offers and discounts, and providing a distinctive customer experience

What is lead generation and why is it important for businesses?

Lead generation is the process of identifying and attracting potential customers for a business's products or services. It involves capturing the interest of these individuals and converting them into leads, which are potential customers who have expressed some level of interest in what the business has to offer. Lead generation is an important aspect of any business as it helps to drive growth and increase sales. Here are several reasons why lead generation is crucial for businesses:

.1 Increased sales opportunities: Lead generation creates a pool of potential customers who have shown interest in a business's products or services. By generating leads, businesses are able to increase their sales opportunities and ultimately close more deals. Having a steady stream of leads ensures that sales teams always have prospects to engage with, increasing the chances of converting them into paying customers.

.2 Targeted marketing: Through lead generation, businesses are able to gather valuable information about their target audience. By understanding the needs, preferences, and demographics of potential customers, businesses can create targeted marketing campaigns that resonate with their audience. This enables businesses to deliver personalized messages and offers, resulting in higher conversion rates and improved customer satisfaction.

.3Cost-effective marketing: Lead generation is a cost-effective marketing strategy compared to traditional advertising methods. By focusing on attracting interested individuals and nurturing them into leads, businesses can avoid wasting resources on uninterested or unqualified prospects. This targeted approach helps to optimize marketing efforts and reduce costs associated with reaching a broad audience.

.4building brand awareness: lead generation activities, such as content marketing and social media engagement, help businesses build brand awareness. By consistently providing valuable and relevant content to potential customers, businesses can position themselves as industry experts and gain trust and credibility. This not only generates leads but also enhances the overall brand reputation.

.5long-term customer relationships: Lead generation is not just about acquiring new customers; it also focuses on building long-term relationships with them. By nurturing leads through personalized communication and providing ongoing support, businesses can establish trust and loyalty. This can result in repeat business, referrals, and positive word-of-mouth, driving sustained growth and success.

.6data-driven decision making: Lead generation provides businesses with valuable data and insights about their target audience. By tracking and analyzing lead generation metrics, such as conversion rates and lead quality, businesses can make data-driven decisions to optimize their marketing strategies. This allows businesses to continuously improve their lead generation efforts and generate higher quality leads over time.

.7Competitive advantage: In today's competitive business landscape, lead generation is essential for staying ahead of the competition. By effectively generating and converting leads, businesses are able to build a strong customer base and gain a competitive advantage. This enables them to outperform competitors, secure market share, and grow their business.

Figure 9

What is lead generation and why is it important for businesses - Ultimate FAQ:Lead Generation,
What,How, Why, When

Evolution :

The wide development witnessed by the world in the field of business as well as the growing network of communication has led to a change in the desires and needs of customers and to a significant change in the level of marketing activities of the organization, and the customer has become a starting point for the implementation of the strategy of the organization that wants to survive and continuity, which was achieved by it has these With the increasing awareness of companies of the importance of putting the customer at the center of their attention in today's highly competitive world, their awareness of the importance of meeting customer requirements is increasing, as the success of enterprises depends on the efficiency of managing their relationships with customers, enabling those enterprises to attract more customers and consolidate their relationships with them, ensuring the preservation of existing customers and increasing their satisfaction

The evolution of customer attraction over the years has undergone significant changes as a result of technological development and changes in consumer behaviors. Previously, companies mainly relied on traditional advertising such as television commercials and advertisements in newspapers and magazines to attract customers. But with the development of the internet and social media, companies are using new customer acquisition strategies such as digital marketing and social media marketing

How can lead generation strategies help businesses increase their customer base?

Generation Strategies Lead generation strategies

Lead generation strategies are crucial for businesses looking to expand their customer base. These strategies involve various tactics and techniques aimed at attracting potential customers and converting them into leads individuals who have shown interest in a product or service and are likely to become customers. By implementing effective lead generation strategies, businesses can grow their customer base and ultimately increase their revenue. Here are some ways in which lead generation strategies can help businesses achieve this:

.1 Targeted Marketing: One of the key benefits of lead generation strategies is the ability to target specific segments of the market. By identifying the demographics, interests, and needs of their ideal customers, businesses can create targeted marketing campaigns that resonate with their audience. This increases the chances of attracting qualified leads who are more likely to convert into customers.

.2 Increased Brand awareness: Lead generation strategies often involve creating valuable content and distributing it through various channels such as social media, blogs, and email marketing. This helps businesses increase their brand awareness and establish themselves as industry experts. When potential customers come across this content and find it helpful and informative, they are more likely to trust the brand and consider becoming customers.

.3 Building Relationships: Lead generation strategies focus on nurturing relationships with potential customers rather than just pushing for a sale. By providing valuable content, engaging with prospects through social media, and offering personalized experiences, businesses can build trust and credibility. This relationship-building approach increases the chances of converting leads into loyal customers who are more likely to advocate for the brand.

.4 Qualifying Leads: Lead generation strategies often involve using lead scoring and qualification techniques to determine which leads are most likely to convert. By tracking and analyzing various metrics such as engagement levels, website behavior, and demographics, businesses can prioritize their efforts on leads that are more likely to become customers. This saves time and resources by focusing on leads that have a higher chance of converting.

.5Diversifying Lead Sources: Lead generation strategies allow businesses to explore multiple channels and sources for generating leads. This reduces reliance on a single source and increases the likelihood of attracting a diverse range of customers. By leveraging social media, search engine optimization, content marketing, and other channels, businesses can tap into different segments of the market and expand their customer base.

.6improving Conversion rates: Lead generation strategies often involve optimizing landing pages, forms, and call-to-action buttons to increase conversion rates. By making these elements more user-friendly and persuasive, businesses can encourage visitors to take the desired action and become leads. This ultimately leads to a higher conversion rate and an increased customer base.

.7Measuring and Analyzing Results: Lead generation strategies rely on data and analytics to measure the effectiveness of various tactics and campaigns. By tracking key performance indicators (KPIs) such as conversion rates, cost per lead, and return on investment, businesses can identify what is working and what needs improvement. This allows for continuous optimization of lead generation efforts and ensures a higher success rate in growing the customer base.

In conclusion, lead generation strategies play a vital role in helping businesses increase their customer base. By implementing targeted marketing, building relationships, qualifying leads, diversifying lead sources, improving conversion rates, and measuring results, businesses can attract more potential customers and convert them into loyal customers. These strategies not only expand the customer base but also drive revenue growth and establish the brand as a trusted industry leader.

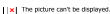


Figure 11

How can lead generation strategies help businesses increase their customer base - Ultimate FAQ:Lead Generation, What, How, Why, When

What are the best practices for lead generation in the digital age?Practices that
Lead

In the digital age, lead generation has become a crucial aspect of any business's marketing strategy. With the rise of online platforms and social media, businesses now have numerous opportunities to reach potential customers and convert them into leads. However, with increased competition and constantly evolving technology, it is important to stay up-to-date with the best practices for lead generation. Here are some key strategies to implement:

.1Create engaging and relevant content: Content marketing plays a vital role in attracting and retaining leads. By producing high-quality, informative, and engaging content, businesses can establish their expertise and build trust with their target audience. This content can take various forms, such as blog posts, videos, infographics, and ebooks.

.2Optimize your website for lead capture: Your website serves as the hub for lead generation.Make sure it user-friendly, visually appealing, and mobile responsive. Implement lead capture forms strategically throughout your website, offering valuable incentives such as freeguides, discounts, or consultations in exchange for contact information.

.3Utilize landing pages: Landing pages are standalone pages dedicated to a specific offer orcampaign. By driving traffic to a landing page, you can capture leads more effectively. optimize your landing pages with persuasive copy, clear call-to-action buttons, and a simpleform to capture relevant lead information.

.4Leverage social media: social media platforms are powerful tools for lead generation. Identify the platforms where your target audience is most active and create a strong presencethere. Regularly post engaging content, interact with your audience, and use social media advertising to reach a wider audience and drive them to your lead capture pages.

.5Implement email marketing: Email marketing remains a highly effective lead generation strategy. build a email list by offering valuable content and incentives. segment your emaillist based on demographics, interests, or previous interactions to send targeted and personalized messages. Utilize automation tools to send automated follow-ups and nurture leads over time.

.6Use search engine optimization (SEO) techniques: Appearing at the top of search engineresults is crucial for lead generation. optimize your website and content for relevant keywords, create high-quality backlinks and regularly update your website to improve its search engine ranking. Consider hiring an SEO expert to ensure your website is fully optimized.

.7Utilize paid advertising: Paid advertising can be a highly effective lead generation strategy when done right. Invest in platforms like Google Ads, Facebook Ads, or LinkedIn ads to reach your target audience effectively. Use targeting options like demographics, interests, andbehaviors to ensure your ads are shown t the right people.

.8Offer live chat support: Implementing live chat on your website allows you to engage withvisitors in real time and capture leads more effectively. Train your support team to provide prompt and helpful response guiding visitors towards becoming leads.

.9Track and analyze your results: Regularly monitor key metrics like website traffic, conversion rates, and lead quality. Analyze the data to identify areas for improvement and optimize your lead generation strategy accordingly. Use tools like Google analytics or marketing automation platforms to track and measure your results.

.10Continuously test and optimize: Lead generation is an ongoing process, and it's important to constantly test and optimize your strategies. Split test different landing pages, headlines, offers, and ad copy to identify what works best for your target audience. Stay up-to-date with the latest trends and technologies to ensure your lead generation efforts remain effective.

By implementing these best practices for lead generation in the digital age, businesses can attract high-quality leads, nurture them effectively, and ultimately increase their sales and revenue. Stay proactive, adapt to changes, and consistently provide value to your target audience to achieve long-term success in lead generation

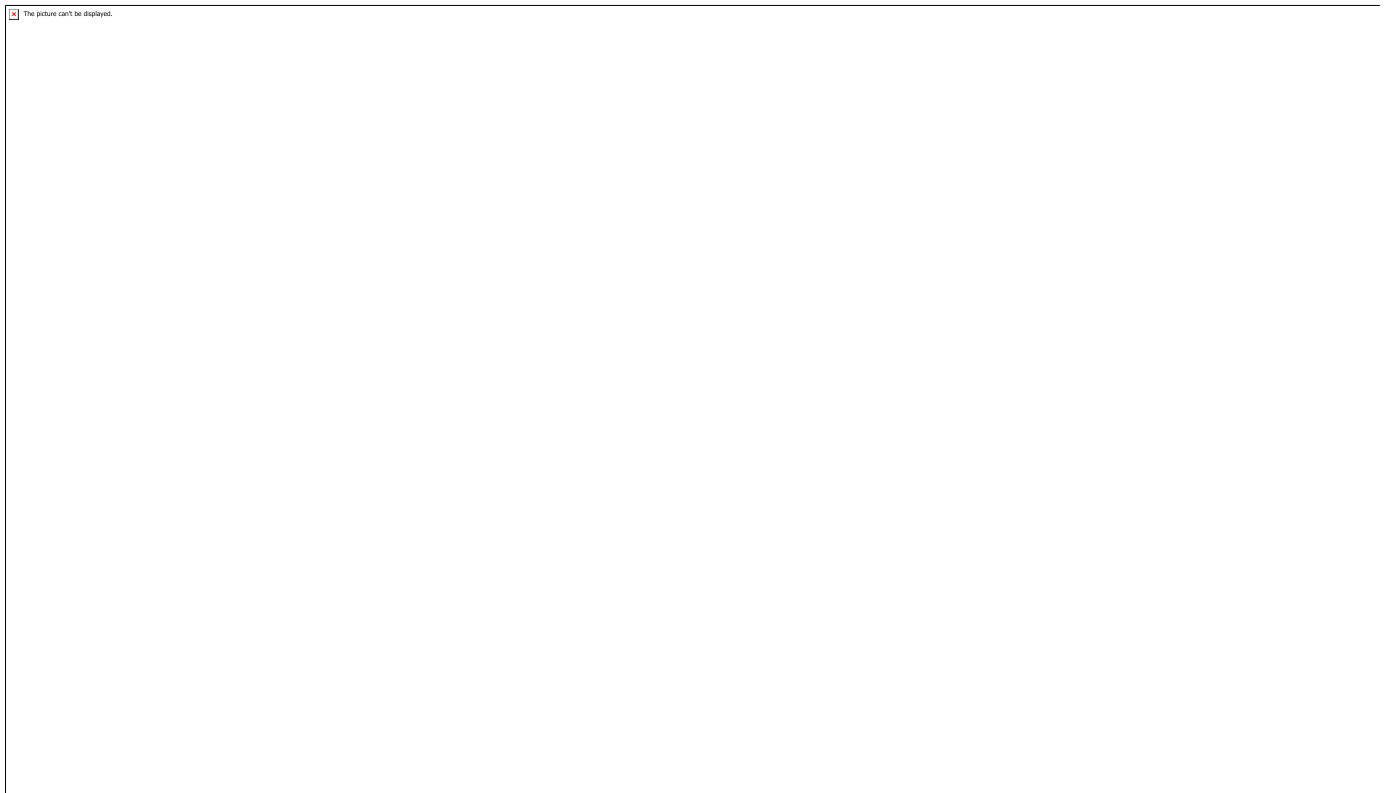


Figure 12

What are the best practices for lead generation in the digital age - Ultimate FAQ: Lead Generation, What, How, Why, When

What are the key metrics to track when measuring the success of a lead generation campaign? Key metrics you need to track Success with Lead Measuring the success of lead Success of their lead generation Measuring the Success of Your Lead Generation

When measuring the success of a lead generation campaign, it is important to track several key metrics to evaluate its effectiveness and make informed decisions. Here are some of the most important metrics to monitor:

.1 Conversion rate: The conversion rate is the percentage of website visitors who complete a desired action, such as filling out a form or making a purchase. This metric helps measure how effective the campaign is at turning visitors into leads.

.2 Cost per Lead (CPL): This metric calculates how much it costs to acquire a single lead through the campaign. It is calculated by dividing the total cost of the campaign by the number of leads generated. A low CPL indicates an efficient campaign, while a high CPL may suggest that adjustments are needed.

.3 Return on Investment (ROI): ROI measures the profitability of the lead generation campaign. It is calculated by subtracting the total cost of the campaign from the total revenue generated, and then dividing that number by the total cost. Tracking ROI helps determine whether the campaign is generating enough revenue to justify the expenses.

.4 Lead Quality: It is crucial to assess the quality of the leads generated by the campaign. This can be done by analyzing factors like lead source, lead qualification criteria, and lead conversion rates. Tracking lead quality helps identify opportunities for improvement and ensures that the campaign is attracting the right audience.

.5 Time to Conversion: This metric measures the average time it takes for a lead to convert into a customer. By tracking the time to conversion, you can identify bottlenecks or delays in the lead nurturing process and optimize your campaign to reduce the time it takes to convert leads into customers.

.6 Lead Engagement: Monitoring lead engagement metrics, such as click-through rates, open rates, and engagement with email campaigns or social media posts, provides insights into the level of interest and interaction from leads. Higher engagement rates indicate a more receptive audience and can help guide future marketing efforts.

.7Cost per Acquisition (CPA): Similar to CPL, CPA measures the cost of acquiring a single customer through the lead generation campaign. It takes into account not only the cost of generating leads but also the conversion rate from leads to customers. This metric helps evaluate the campaign's overall effectiveness in generating revenue.

.8Customer Lifetime Value (CLV): CLV measures the total revenue a customer is expected to generate over their lifetime as a customer. By tracking CLV, you can determine whether the leads generated by the campaign are likely to become profitable customers in the long run. This metric helps assess the campaign's impact on the long-term growth and profitability of the business.

.9Channel-specific Metrics: If your lead generation campaign involves multiple channels, it is important to track metrics specific to each channel. For example, if you are using paid advertising, tracking metrics like click-through rate, cost per click, and conversion rate for each ad or platform can help optimize your ad spend and identify the most effective channels for generating leads.

.10Lead-to-Sales Ratio: This metric measures the percentage of leads that eventually convert into customers. Tracking the lead-to-sales ratio helps evaluate the effectiveness of the lead nurturing process and the alignment between marketing and sales efforts. A low ratio may indicate a need for better lead qualification or improved communication between marketing and sales teams. By monitoring these key metrics, you can assess the success of your lead generation campaign, identify areas for improvement, and make data-driven decisions to optimize your marketing efforts and drive business growth.

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Figure 13

What are the key metrics to track when measuring the success of a lead generation campaign - Ultimate
FAQ:Lead Generation, What, How, Why, When

How can businesses leverage influencer marketing for lead generation purposes?

Leverage Influencer Marketing Influencer marketing for lead Marketing on Lead GenerationInfluencer
Marketing on Lead Generation

Influencer marketing has become an incredibly effective strategy for businesses looking to generate leads and increase brand awareness. By collaborating with influential individuals who have a large online following, businesses can tap into their audience and leverage theirinfluence to reach new potential customers. Here are several ways businesses can leverage influencer marketing for lead

generation purposes:

.1Identify the right influencers: The first step in leveraging influencer marketing for lead generation is to identify the right influencers to collaborate with. Look for influencers who have a high level of engagement with their audience and whose values align with your brand Consider the influencer's niche, demographics and the level of influence they have withintheir community

.2set clear goals and objectives: Before starting an influencer marketing campaign, it's important to define your goals and objectives. Are you looking to increase brand awareness, drive traffic to your website, or generate leads? setting clear objectives will help you measure the success of your campaign and ensure that you're targeting the right audience.

.3Develop a mutually beneficial partnership: When approaching influencers, it's essential to create a mutually beneficial partnership. Provide value to the influencer by offering exclusive access to your products or services, free samples, or even monetary compensation. In return, the influencer can promote your brand to their audience and drive traffic to your website, ultimately generating leads.

.4Collaborate on engaging content: In order to capture the attention of the influencer's audience and generate leads, it's important to collaborate on engaging and authentic content. This could include sponsored blog posts, social media collaborations, or even video content. The key is to create content that resonates with the influencer's audience and showcases the benefits of your products or services.

.5Incorporate trackable links and codes: To accurately measure the success of your influencer marketing campaign and track the leads generated, it's important to incorporate trackable links and codes. These can be unique discount codes or referral links that can be used by the influencer's audience. By monitoring the usage of these codes or links, you can attribute leads directly to your influencer marketing efforts.

.6Engage with the influencer's audience: One of the most powerful aspects of influencer marketing is the ability to engage directly with the influencer's audience. Respond to comments and questions on social media, engage in conversations, and provide valuable information. By building a relationship with the influencer's audience, you can establish trust and credibility, ultimately driving more leads to your business.

.7Offer exclusive promotions or giveaways: To incentivize the influencer's audience to become leads, consider offering exclusive promotions or giveaways. This could include discounts, free trials, or even a chance to win a prize. By offering something of value, you can encourage the influencer's audience to take action and provide their contact information, ultimately generating leads for your business.

.8measure and analyze campaign performance: Finally, it's crucial to measure and analyze the performance of your influencer marketing campaign. Use analytics tools to track website traffic, conversion rates, and lead generation. This data will provide valuable insights into the effectiveness of your campaign and help you optimize future influencer collaborations

In conclusion, influencer marketing can be a powerful tool for businesses looking to generate leads and increase brand awareness. By identifying the right influencers, setting clear goals, developing a mutually beneficial partnership, creating engaging content, incorporating trackable links and codes, engaging with the influencer's audience, offering exclusive promotions, and measuring campaign performance, businesses can successfully leverage influencer marketing for lead generation purposes

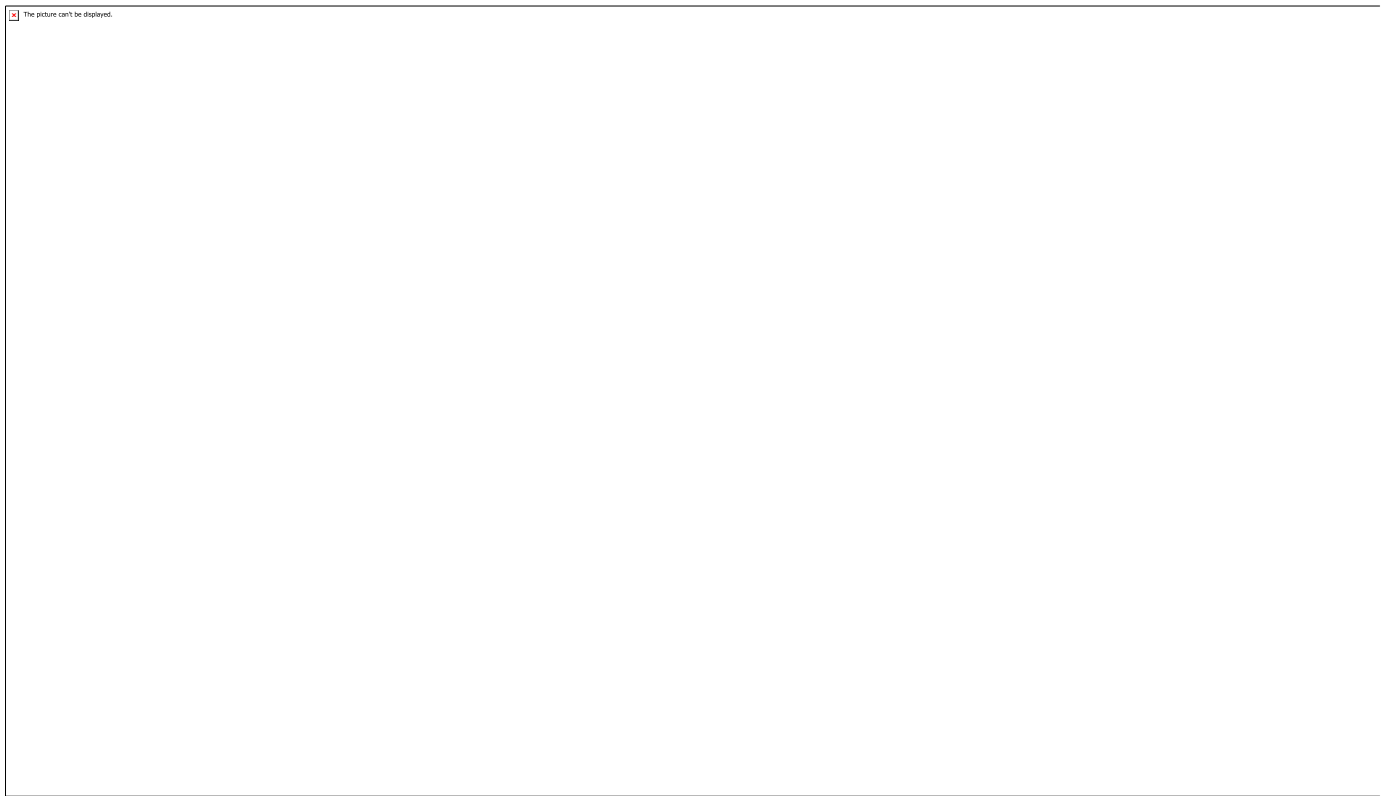
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Figure 14

How can businesses leverage influencer marketing for lead generation purposes - Ultimate FAQ: Lead Generation, What How, Why, When

How can businesses leverage customer reviews and testimonials for lead generation purposes?

Customer Reviews and Testimonials

Businesses can leverage customer reviews and testimonials for lead generation purposes in a variety of ways. These reviews and testimonials act as social proof, building trust and credibility for potential customers. By showcasing positive feedback from satisfied customers, businesses can attract new leads and convert them into paying customers. Here are several strategies for using customer reviews and testimonials to generate leads:

.1 Display customer reviews prominently on your website: Place customer reviews and testimonials prominently on your website, preferably on your homepage or product pages. This will provide visitors with immediate proof of your product or service's quality and reliability. Include the customer's name, photo (if available), and any relevant details about their experience to increase authenticity.

.2 Create dedicated review pages: Create dedicated pages on your website where customers can leave reviews and testimonials. This can be done through a review platform or by integrating with popular review sites like Google My Business, Yelp, or Trustpilot.

Encourage customers to leave reviews by offering incentives such as discounts or exclusive content.

.3 Share reviews on social media: share positive reviews and testimonials on your social media platforms, such as Facebook, Twitter, and Instagram. Create visually appealing graphics with quotes from satisfied customers and link back to the full review on your website. This will not only showcase your happy customers but also drive traffic back to your website.

.4 Use reviews in email marketing campaigns: Incorporate snippets of customer reviews and testimonials in your email marketing campaigns. Include quotes that highlight the benefits and positive experiences customers have had with your product or service. This will help build trust and encourage potential leads to take the next step in the customer journey.

.5 Utilize video testimonials: Video testimonials can be a powerful tool for lead generation. Ask satisfied customers if they would be willing to record a short video sharing their positive experience with your business. These videos can be shared on your website, social media channels, or included in email campaigns. Seeing and hearing real customers speak about their experience can have a significant impact on potential leads.

.6 Leverage reviews in advertising: Reviews and testimonials can be incorporated into your advertising efforts to generate leads. Include snippets of positive customer feedback in your online ads, such as Google ads or social media ads. This can help capture the attention of your target audience and increase the likelihood of them clicking on your ad and becoming a lead.

.7encourage customers to refer others: Satisfied customers are more likely to refer their friends and colleagues to your business. Incentivize referrals by offering discounts, referral programs, or other rewards. When a referred lead converts into a customer, ask them to leavea review or testimonial to further strengthen your social proof.

.8Respond to reviews and engage with customers: Showcasing your commitment to customer satisfaction can help build trust and attract new leads. Respond to both positive and negative reviews in a timely and professional manner. Address any concerns or issues raised in negative reviews and highlight positive experiences in your responses. This demonstrates thatyou value customer feedback and are dedicated to providing excellent service

In conclusion, leveraging customer reviews and testimonials is an effective strategy for lead generation. By showcasing social proof and building trust, businesses can attract new leads and convert them into paying customers. Implementing the strategies outlined above can help businesses maximize the impact of customer reviews and testimonials on their lead generationefforts

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Figure 15

How can lead generation strategies help businesses increase their customer base - Ultimate FAQ:LeadGeneration, Wha
How, Why, When

Theory :

From a consumer point of view, they help individuals make rational choices based on their preferences and budget constraints. For example, when faced with multiple options for purchasing a product or service, consumers can assess the relative value and benefit derived from each option. By comparing prices and considering their preferences, consumers can make informed decisions about which goods or services to purchase.

The relationship between the digital marketing and attracting customers

Digital marketing significantly influences customer attraction through patterns, conflicts, and gaps in the process. Here's an exploration of these dynamics:

*Patterns in Digital Marketing for Customer Attraction*

1. *Personalization and Targeting*

- ***Behavioral Patterns:** Tracking customer behaviors to tailor marketing efforts (e.g., personalized email based on browsing history).
- ***Data-Driven Decisions:** Using analytics to understand customer preferences and segment audiences for targeted campaigns.

2. *Content Marketing*

- ***Consistent Engagement:** Creating valuable content that resonates with customers, building trust, and encouraging engagement.
- ***SEO Patterns:** Optimizing content for search engines to attract organic traffic.

3. *Social Media Engagement*

- ***Viral Content:** Creating shareable content that can lead to organic growth and increase brand visibility.
- ***Community Building:** Engaging with customers through social media to foster a sense of community and loyalty.

4. *Omnichannel Strategies*

- ***Integrated Campaigns:** Using a combination of digital channels to create a cohesive customer experience, driving attraction and retention.
- ***Cross-Channel Analytics:** Leveraging data from multiple channels to optimize marketing strategies.

Conflicts in Digital Marketing and Customer Attraction

1. *Privacy Concerns vs. Personalization*

- *Conflict:* Customers desire personalized experiences but are increasingly concerned about data privacy and how their data is used.
- *Resolution:* Transparency in data usage, obtaining consent, and offering value in exchange for data can help balance this conflict.

2. *Content Overload vs. Quality Engagement*

- *Conflict:* The sheer volume of content can overwhelm customers, making it hard for quality content to stand out.
- *Resolution:* Focusing on high-quality, relevant content that adds value and aligns with customer interests can mitigate this issue.

3. *Automation vs. Human Touch*

- *Conflict:* Automated marketing can sometimes feel impersonal, leading to a loss of the human touch in customer interactions.
- *Resolution:* Combining automation with personalized, human elements ensures efficiency without sacrificing engagement quality.

4. *Short-Term Gains vs. Long-Term Relationships*

- *Conflict:* Tactics like aggressive sales promotions can attract customers quickly but might harm long-term brand perception.
- *Resolution:* Balancing short-term tactics with efforts to build long-term relationships through trust and value is crucial.

Gaps in Digital Marketing and Customer Attraction

1. *Customer Understanding Gap*

- *Issue:* Marketers might not fully understand their audience's needs and preferences, leading to ineffective campaigns.
- *Solution:* Investing in market research, customer feedback, and data analysis to bridge this understanding gap.

2. *Technology Adoption Gap*

- ***Issue:*** Some businesses may struggle to adopt or effectively use new digital marketing technologies and tools.
- ***Solution:*** Continuous learning, training, and strategic investment in technology can help close this gap.

3. ***Integration Gap***

- ***Issue:*** Lack of integration between different digital marketing channels can lead to fragmented customer experiences.
- ***Solution:*** Implementing omnichannel strategies and ensuring seamless integration of tools and platforms.

4. ***Measurement and Attribution Gap***

- ***Issue:*** Difficulty in accurately measuring the impact of digital marketing efforts and attributing success to specific channels.
- ***Solution:*** Developing robust measurement frameworks and using advanced attribution models can improve accuracy.

Conclusion

Digital marketing is a crucial tool in modern corporate strategies to attract customers and strengthen their presence in the growing digital markets. Through this research, the diverse effects of digital marketing were highlighted, which include improving customer targeting through data and analytics, increasing interaction via specialized content, and enhancing customer loyalty using channel integration.

Digital marketing has proven its ability to overcome many traditional marketing challenges thanks to its advanced technologies and effective methods of attracting customers. Despite this, it faces some struggles such as balancing privacy and personalization, managing the volume of content and its interaction with the audience. These challenges represent opportunities for continuous development and innovation, which call for more research and experience to improve digital marketing strategies sustainably.

The rapid development of digital technologies requires companies to continue to learn and adapt to new trends to ensure the continuity of effective customer attraction. The strength of digital marketing lies in its ability to provide customized experiences, facilitate reaching the target audience in cost-effective ways, which enhances its impact in attracting and retaining customers. From here, it becomes clear that digital marketing is not just a passing trend, but an essential component of business success in the digital age.

Chapter 3 : Research Methodology

. Introduction

This chapter outlines the research methodology employed to investigate (put the research title with the company name). It details the operational definitions for research variables, research design, research population & sampling methods and technique, data collection methods, types of data , and data analysis methods & procedures.

Operational definitions for research variables

In research studies, operational definitions are key in clearly defining the variables being measured. An operational definition describes how a variable will be measured, observed, or manipulated. It helps researchers ensure that their studies are consistent, reliable, and valid.

***Operational Definition*: Digital marketing**

Encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, websites, and mobile apps to connect with current and prospective customers.

Measurement Criteria*:

- Attractions
- Communication
- Participation
- Learning
- Retention

***Operational Definition*: Customer attraction**

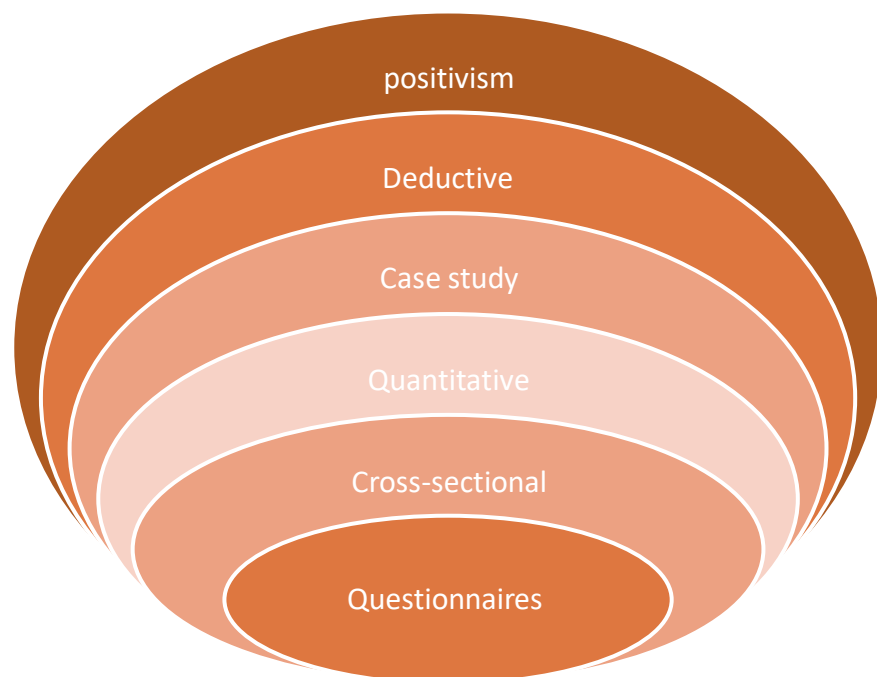
refers to the strategies and processes a business uses to draw potential customers towards its product or services, converting them from prospects to actual buyers. This involves creating interest, engaging prospects, and persuading them to take action.

Measurement Criteria*:

- Attracting new customers

Research methodology

- Research philosophy: positivism
- Research approach : Deductive
- Research strategy: Case study
- Research choice: Quantitative
- Time horizon: Cross-sectional
- Data collection and analysis techniques: Questionnaires



Research population & Sampling methods and technique

Through this deductive methodology, the research aims to provide scientific and practical insights that contribute to improving the effectiveness of digital marketing and enhancing its ability to attract customers the modern business environment.

Research Population

Sector or company name	Classifications	Number of clients
NOON	Company clients	49

Research Sample

The research sample	Sample size
Company clients	49

Sampling Method & Techniques:

The sampling method is Probability and the sampling techniques is Simple Random Sampling

Data collection method

Data collection method: The collected data will be analyzed Statistically. Statistical analysis involves identifying, analyzing, and turning raw data into useful information. This approach will help to uncover the key relationships between the Independent variable (digital marketing) and the Dependent variable (customer attraction) at (noon company).

. **Independent variable (digital marketing):** The researcher relied on the questionnaire of عابد ، مليكة ، (2021) .In order to measure the independent variable (digital marketing), in terms of five dimensions: Attractions, Communication, Participation, Learning and Retention, overall 16 items for the entire variable. Whereas the Attractions dimension consists of 3 elements, the Communication dimension It consists of 4 elements, the Participation dimension It consists of 2 elements, the Learning dimension It consists of 3 elements, and the Retention dimension consists of 4 elements. Type of instrument is Likert Strongly agree, agree, neutral, disagree, strongly disagree

Variable	Dimension	Number of items	source
Digital marketing	Attractions	3	عابد ، مليكة ، سليمان ، فضيلة ، بروكي ، وعبد (2021) الرحمن
	Communication	4	
	Participation	2	
	Learning	3	
	Retention	4	
	Overall	16	

Dependent variable (customer attraction): The researcher relied on on the questionnaire of حبي (2020). In order to measure the independent variable (customer attraction), in terms of one dimension, which is the Attracting new customers with the total 3 items for the entire variable. The instrument type is Likert Strongly agree, agree, neutral, disagree, strongly disagree

Variable	Dimension	Number of items	source
Customer attraction	Attracting new customers	3	(2020). حبي

Types of data

Primary data:

- The primary data was collected using a questionnaire as the main tool for the study. The questionnaire was carefully designed to cover all aspects of the research topic and to achieve the study's objectives. It was distributed to a representative sample of the target population, and a high response rate was achieved.
- A quantitative analysis of the collected primary data was conducted using advanced statistical programs. Relevant statistical indicators and measures were extracted to derive results and conclusions.

Secondary data:

- An extensive search was conducted on previous studies related to the research topic. Research papers, scientific articles, and published sites in relevant journals were reviewed.
- Information and data available on the company's website under study were examined to understand the context and organizational and operational background of the research topic.
- The secondary data was analyzed and interpreted systematically to build a strong theoretical framework that supports the field study and connects the results to the existing literature.

Data Analysis Methods & Procedures:

After collecting data, it is essential to analyze the information gathered to draw meaningful conclusions. As the Statistical Package for the Social Sciences (SPSS), specifically version 28, were used to analyze the collected data. The sample profile test was conducted, via descriptive analysis, to gain insights into the characteristics of the sample population. It helps researchers understand the demographics, preferences, and other relevant information about the individuals involved in the study. Validity and reliability tests are crucial in ensuring that the data collected is accurate and consistent. Validity tests (Exploratory factor analysis) to determine if the research instruments measure what they are intended to measure, while reliability tests (Cronbach's Alpha test) assess the consistency of results over time. The sample profile test was conducted, via descriptive analysis, to gain insights into the characteristics of the sample population. It helps researchers understand the demographics, preferences, and other relevant information about the individuals involved in the study.

Conclusion

In this study, we aimed to address the question of the role of digital marketing in effectively attracting customers by examining the impact of digitization and the use of technology in the marketing process on the communication channel between Noon and its customers. The study population comprised both current and potential customers of Noon, a leading company in the field of digital marketing and one of the largest economic enterprises.

We can conclude that the digital strategies employed have proven effective in enhancing the company's digital presence and expanding its customer base. By leveraging multiple tools such as content marketing, email marketing, and social media, Noon has improved its customer experience and achieved continuous engagement with its audience.

Based on these results, it is evident that digital marketing is not merely an option but a necessity for companies aiming to excel in the competitive digital marketplace. Therefore, investing in digital tools and technologies is a critical step toward achieving sustainable growth and increasing customer loyalty. In light of these findings, companies must continue to develop their digital strategies to meet the evolving needs of their customers and ensure the best possible outcomes.

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داني)

“Appendices Chapter”

Appendices

Dear Ladies and Gentlemen

I am honored to place in your hands this questionnaire prepared for the purposes of scientific research With the aim of a thesis entitled "The impact of digital marketing in attracting customers to noon company, Saud Arabia"

As part of the requirements for a bachelor's degree in project management from midocean University.

Due to the importance of digital marketing as a vital tool for companies and organizations seeking to reach their customers in more effective and innovative ways.

We appreciate your participation in this survey, as your opinions and experiences will contribute to the development of a deeper understanding of how digital marketing can be improved to meet the needs of customers and attract them more effectively

We thank you for your cooperation, and we assure that all the data that you will provide will be kept confidential and used only for scientific research purposes.

Best Regards

Demography

1- Gender : Male () / Female ()

2- Age : less than 20() / 20 to 34 () / 34 to 50 ()

3- Marriage Status : single () / Married ()

4- Education : high school () / diploma () / bachelor () / master ()

5- Jop : student () / employee () / retiree () / freelancer () / Non – employee

Variable	Variable dimensions	number of statement	source
Digital Marketing	Attractions	3	عابد ، مليكة ، سليمان ، فضيلة ، بروكي ، وعبد مؤطر /الرحمن تأثير تقنيات (2021). التسويق الرقمي على فعالية التواصل مع العملاء
	Communications	4	
	Participation	2	
	Learning	3	
	Retention	4	

Questions :

- 1- Noon company takes into account the reminder feature of its trademark
- 2- Noon company resorts to providing additional services to customers
- 3- Noon relies on interactive ads displayed on other people's websites and pages to attract customers
- 4- Noon uses advertising messages through its digital channels
- 5- Noon relies on digital channels to update information about its new services
- 6- Noon provides employees to communicate directly with customers through its digital channels
- 7- The Website is the most prominent digital channels used by noon company in communicating with customer
- 8- Noon company is keen to provide a multilingual website in completing its marketing operations
- 9- Noon company adopts the policy of holding competitions and presenting prizes through the application
- 10- Noon company designs its website according to the preferences and wishes of customers
- 11- Noon relies on customer feedback to develop and improve its services
- 12- Noon conducts online research and surveys to identify customer preferences
- 13- Noon company takes into account the security feature of customers when making purchases
- 14- Noon company is constantly updating its content through digital channels
- 15- Noon's digital channels are characterized by fast loading of information
- 16- Noon company gives motivational bonuses to customers

Variable	Variable dimensions	number of statement	source
Customers Attraction	Attracting new customers	3	حبي. (2020). أثر ترويج خدمات متعاملي الهاتف النقال في إستقطاب زبائن جدد-دراسة حالة مؤسسة موبيليس

Questions :

- 1- I got acquainted with a lot of noon company services through one of the means of promotion
- 2- Promoting noon products and offers motivates me to buy from them
- 3- Tell my friends and acquaintances about the products offered by noon company

Table of research instruments

Strongly Agree	Agree	Neutral	Disagree	Strongly	Questions
					1st dimensions : Attractions
					1- Noon company takes into account the reminder feature of its trademark
					2- Noon company resorts to providing additional services to customers
					3- Noon relies on interactive ads displayed on other people's websites and pages to attract customers
					2nd dimensions : Communications
					1- Noon uses advertising messages through its digital channels
					2- Noon relies on digital channels to update information about its new services
					3- Noon provides employees to communicate directly with customers through its digital channels
					4- The Website is the most prominent digital channels used by noon company in communicating with customer
					3rd dimensions : Participation
					1- Noon company is keen to provide a multilingual website in completing its marketing operations
					2- Noon company adopts the policy of holding competitions and presenting prizes through the application
					4th dimensions : Learning
					1- Noon company designs its website according to the preferences and wishes of customers
					2- Noon relies on customer feedback to develop and improve its services
					3- Noon conducts online research and surveys to identify customer preferences
					5th dimensions : Retention
					1- Noon company takes into account the security feature of customers when making purchases
					2- Noon company is constantly updating its content through digital channels
					3- Noon's digital channels are characterized by fast loading of information
					4- Noon company gives motivational bonuses to customers

Strongly Agree	Agree	Neutral	Disagree	Strongly	Questions
					dimensions : Customers Attraction
					1- I got acquainted with a lot of noon company services through one of the means of promotion
					2- Promoting noon products and offers motivates me to buy from them
					3- Tell my friends and acquaintances about the products offered by noon company