

The Effect of Social Media on Strategic Orientations and Digital Marketing Tactics in Dissemination of Cross-Border E-Commerce

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ABSTRACT

The main purpose of the present study was to examine the effect of social media on the strategic orientations and tactics of digital marketing in the dissemination of cross-border e-commerce. The research method was descriptive-analytical, and the data collection method was the library. Digital marketing includes all marketing efforts done using digital devices and the Internet. This is a very basic definition of digital marketing. Through digital marketing, our products' sales can improve and brand the products and services. Digital marketing involves the dissemination of advertisements on digital displays as part of marketing. Social networks are a type of website or application that allows users to create an account and share content, images, or videos, and this is why most people log in to social networks. Both ordinary people and business people use social networks to develop their businesses and introduce themselves to others.

Keywords: Social Media, Digital Marketing, E-Commerce, Cross-Border, Sales.

1. Introduction

Today, with the spread of digital and the Internet, the attention of most large computer and Internet companies to provide services of social networks, mass media, web portals, etc., has been attracted. Web and application developers these days have spent a lot of money and energy on setting up and launching social networks. The multiplicity and different features of social networks have caused everyone to be interested in one or more social networks according to their interests, needs, tastes, etc., and to operate in these social networks. The scope and attractiveness of each social network have caused people of all ages, genders, races, beliefs, etc., to even reach out to these social networks to fill their free time. The popularity and acceptance of each of these social networks, in turn, has led to focus various businesses and brands in every field for marketing, advertising, getting to know their contacts, the supply of products and services, etc., on huge activities in these social networks (Hosseini and Amityan, 2019, 34-36).

You can easily attract more customers by using social networks. These networks help you find your target customers and target contacts for your services and products. Social networks provide a great opportunity to get quick feedback, product requests, or answers to questions about your services and

products. If you help your contacts solve their questions and problems, it will surely help you retain the customer. If you update your page on social networks every day, people will visit your page and business account regularly. Your social networks help you update and present new information to your contacts. This will attract new customers, improve your brand, and increase your sales. The key to the role of social networks in digital marketing is to build trust in your brand among the public. This will improve your credibility in social networks and the world of business (Azari and Omidvar, 2018, 22).

Improving website traffic is another role of social networks in digital marketing. Social networks channels are part of an SEO strategy to improve sales and increase website traffic. Working on social media will eventually improve your ranking in the Google search engine. People search for your service or product on Google. All your information on the website, even ranked social networks, is displayed in Google results. So there are many ways to improve sales and branding. But you have to choose the right method from the dozens of methods that exist so that your customers and reputation will progress at any point in time, and you will not lose your reputation. As mentioned above, social networks will be the best way to reach more customers and attract more people to your services and purchase your products. Considering the information provided to you about the role of social networks in digital marketing, we hope there will be more improvement in your business (Ahad Motlaghi et al., 2018, 12).

2. Problem statement

Social media has revolutionized the field of business and internet marketing. These media have attracted many customers in the virtual world and given new life to industries and products, but they are also a place for companies to advertise. Social media is a platform easily accessible to anyone with Internet access. This is a cheap platform for the organization to implement a marketing campaign. Also, in line with an e-commerce business, social media can increase communication for the website and increase brand awareness. Marketing through social media systems such as Facebook and blogs can be fast and powerful. Social media marketing programs usually try to create content that attracts attention and encourages readers to share it with their social networks (Akhlaghpour, 2019, 4)

The question now is, what is the effect of social media on the strategic orientations and tactics of digital marketing in the dissemination of cross-border e-commerce?

3. Theoretical concepts

Digital marketing includes a set of all tools and activities used to market products and services in the digital context (Web, Internet, mobile, or other digital tools) (Balali Sharibani, Maki, 2016, 4)

E-commerce: Doing all business activities, including the process of purchase, selling, or exchanging products, services, and information is through computer networks and the Internet. More broadly, and from the perspective of the concept of commerce, e-commerce not only includes cases where electronic data interchange (EDI) is used but also older technologies such as telex and teletype because commerce and exchange of information and transaction in any context is in the concept of commerce and the e-commerce merely refers directly to the method and platform of information exchange and transaction. E-commerce has led to developing technologies such as mobile commerce, e-money transfer, supply chain management, Internet marketing, online transaction processing, EDI, inventory management software, and automated data collection systems. Instead, e-commerce is driven by technical advances in the semiconductor industry. E-commerce includes all methods in which the management and execution of an action is done through the indirect presence of individuals (Rahimizadeh, 1400, 1083)

Social media: It refers to a set of user-oriented services, one of which is social networks, and a variety of user-oriented communications which is formed based on a variety of content, including text, images, and video-based on these media (Iraqi, Ghasemzadeh Iraqi, 2015, 23).

4. Theoretical foundations and research background

The connection between commerce and technology has been around for a long time. A technical breakthrough boosted commerce, and that was shipbuilding. Around 2000 BC, the Phoenicians used

shipbuilding techniques to cross the sea and reach distant lands. With this development, geographical borders were opened for commerce for the first time, and commerce with other lands began.

E-commerce in its infancy was nothing more than a simple commercial medium, and anyone could advertise their products on the Internet using web pages. Published statistics from 500 companies show that about 34% of them used this method to advertise their products in 1995 and about 80% in 1996. Interestingly, by the end of 2001, more than \$ 220 billion in financial transactions by Hundreds of commercial sites had been done on the Internet. But the use of electronic technologies in business also has a relatively long history. The need for e-commerce stems from the demands of the private and public sectors to use information technology to achieve customer satisfaction and effective coordination within the organization. It can be said that this type of commerce started in 1965 when consumers were able to receive their money through their ATMs and make their purchases with credit cards. Prior to the development of Internet-based technologies in the early 1990s, large companies began to build computer networks with specific, limited, and standardized communications to exchange information (including commercial information) between each other. This method was called EDI. In those years, the term e-commerce was synonymous with electronic data interchange. The most important of these networks were formed in the 1960s to conduct research collaborations between various military units in the US Department of Defense (Abolhassani et al., 2018, 4-6).

The term digital marketing was first used in the 1990s. The digital age began with the advent of the Internet and the development of the Internet version 0.1. Web 1/0 allowed users to find the information they wanted but did not allow them to share that information on the Web. Until then, world marketers were still unsure about digital platforms (Safavi et al., 2020, 3-4).

5. Traditional marketing versus digital marketing

If marketers want to create new customer needs, what is the added value of digital marketing? Traditional marketing with printed content reaches limited contacts, can serve a global market, and is rarely specifically targeted. It is also not changeable as soon as it is printed, leading to delays in the seller-consumer relationship. This marketing approach begins with segmentation and targeting, brand positioning and differentiation, the concept of 4p, and the objective of creating value-added services or products (Fig. 2). Digital marketing, on the other hand, refers to how customers reach through digital channels. Yasmin et al. (2015) stated that the term refers to advertising on mobile phones, social media, display advertising as well as search engine marketing (SEM), so advertising through digital technologies may be a better definition (Binter, 2019).

Efforts to sell items on the Internet began thirty years ago, and digital phenomena, primarily electronics, marketing, and digital power purchasers (Minculete & Olar, 2018). Today, digital disruption forces companies to change their marketing to succeed in managing a set of profitable offers (Oracle, 2016). Digital is just one aspect of marketing, an element of the advertising mix, said Charlesworth (2018). On the other hand, Kotler et al. (2017) claim that the two should live side by side with interchanging patterns, as shown in Fig. 1 below. Fig. 1 also provides a comparison of both types of marketing. In traditional and digital marketing, there is one objective: to attract potential customers and improve the brand image, but they show differences in tactics.



FIGURE 2: INTERCHANGING ROLES OF TRADITIONAL AND DIGITAL MARKETING

Source: Kotler et al., 2017

Fig. 1. Comparison of marketing types

The digital world does not exclude potential customers or the online community, which can now be considered a unit segment. In addition, the traditional vertical relationship between brands and consumers changed to a horizontal one: customers and brands become friends, customers accept images of different brands. Four traditional foundations were redefined to a connected marketing mix or 4C:

1. Collaboration as a new product development strategy,
2. Dynamically priced currencies for greater profitability,
3. Joint activation with peer-to-peer distribution, and
4. The conversation is often platform-based (Samadi et al., 2019).

The newly created marketing term 4.0 includes the main ideas presented above and the ultimate objective of winning customer support. The author of Forbes de Veris (2018) predicts the success of an integrated marketing mix in which digital marketing will focus on quality, personalized digital engagement. Efforts will be made to provide optimal, credible, and relevant digital content, often free. Supervised content with the most relationship to micro niches may have the most effectiveness in terms of relationships. Forbes also warns of the gap between drug addiction and reality, especially technologies that consume data in over-analysis and may mislead inappropriate marketing tactics. Kotler and Armstrong (2018) coined the term retail, which should provide an efficient and balanced marketing strategy for the future, or a seamless inter-channel shopping experience that integrates in-store, online, and mobile shopping.

Customers find digital marketing beneficial because they are up-to-date, get more involved, get accurate information and prices comparable to competing products, make instant purchases, and share their product experience or content (Yasmin et al., 2015).

Interestingly, consumer product brands have spent the most money on digital advertising. B2B companies spend 50% of their marketing budget on traditional channels (customer and industry events, sponsorships, traditional media) and the second half on digital. On the other hand, technology companies are changing the ratio and prefer digital marketing with a 60% budget allocation. Fig. 2 shows the ranking of twelve digital channels for B2B marketers (Omobono, 2018).

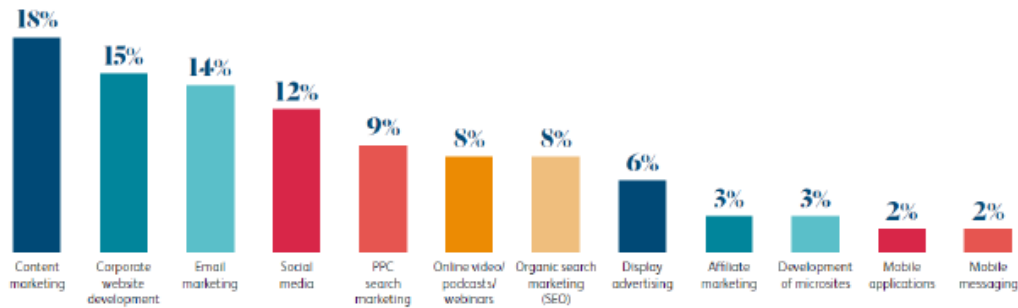


FIGURE 3: TWELVE DIGITAL CHANNELS OF B2B

Source: Omobono., 2018

Fig. B2B

Two less formal terms need to be mentioned, as they are often used in connection with the digital or online marketing industry: marketing technology (Martech) and advertising technology (Adtech). Pilecki et al. (2017) stated that cover technology for marketing is a field that should provide attractive and relevant experiences as customers demand today.

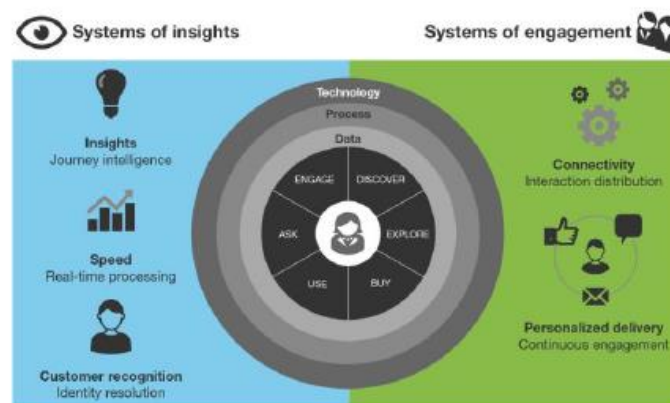


FIGURE 4: ADTECH AND MARTECH CONVERGENCE REVOLUTIONIZE MARKETING

Source: Forrester Research

Fig. 3

Marketing technology and advertising technology need to be integrated, and this shift focuses on quality instead of size (Fig. 3).

On the other hand, Gartner is more pessimistic in anticipating technical and financial barriers that prevent rapid convergence (Binter, 2019).

6. Digital marketing strategies

Digital advertising across national borders and consumer mobility has created opportunities for marketers to track product positions in different regions (Keegan & Green, 2016), so these marketing strategies are different from traditional strategies. It speaks in favor of online advertising: 30% of marketers overestimate paid advertising in print or broadcast media (Hubspot, 2019).

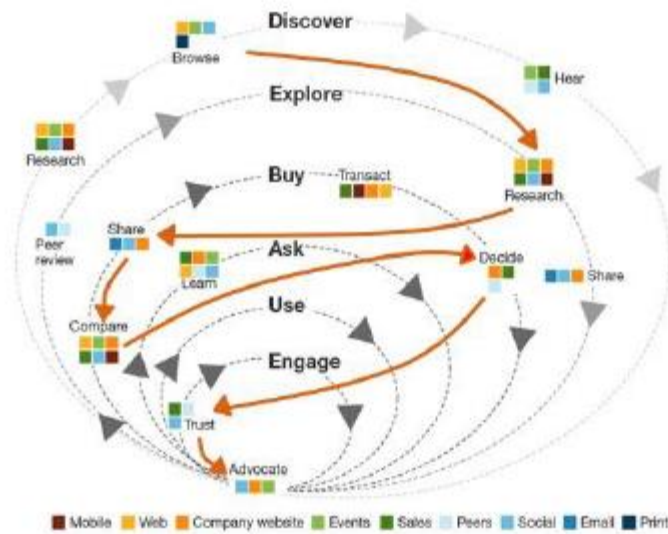


FIGURE 5: BUYER JOURNEY MAP WITH TOUCHPOINTS

Source: Forrester Research, 2015

Fig. 4

As shown in Fig. 4 of Forrester, the importance of digital marketing grows in parallel in two dimensions: (1) when the customer path gradually evolves from the stage of awareness, review, request, action to the final status of advocacy, (2) improves brand of the competition and leaves the level of enjoyment, the experience behind until it finally reaches the level of engagement. Forrester realizes that a commercial purchaser controls the purchase process more than the seller controls the sales process. The shopping route is more complex and involves several contact points where traditional marketing is a minority channel (Fig. 3).

Six of the most important online marketing strategies are stated below (Hutt & Speh, 2010; Kotler & Armstrong, 2018). In addition, there are the following: online public relations (increasing brand awareness and backlinks to a site), interactive display or advertising, online partnerships that include link building, affiliate marketing, online support, and joint branding, development of micro-sites, mobile applications and mobile messaging are different in terms of use in marketing; however, they should be used for the most effective targeting, with the right message and at the right time (Dumitrescu et al., 2018).

6.1. Content marketing

The Content Marketing Institute defines content marketing as a marketing technique to create and distribute valuable, relevant, and consistent content to attract and obtain clearly defined contacts to guide profitable customer action. Kotler and Armstrong (2018) add the objectives of inspiring customers to a particular brand and sharing brand messages across a mix of paid, affiliated, revenue generation, and shared channels. Wang et al. (2017) found that content marketing affects low and high-level accounts leading to sales. This is a complementary role to the existing sales force, helping generate new sales leads, and works well, especially in the B2B.

The company website is a convenient and credible message board for an online advertisement and product portfolio. This is one of the first consulting resources consulted in the purchase decision process, and customers use it to identify and qualify sellers (Kotler and Armstrong, 2018). Once established, the company automatically becomes a global platform for purchase and selling and a completely unlimited collection of products and services (Keegan & Green, 2016). However, companies need to be aware that they need to navigate the status of the online brochure interface and use the website as a vital tool for

informing and customer service (Popovici et al., 2018). Web forums that offer attractive commercial content, brand, and blogs with a customer name should be listed here (Kotler & Armstrong, 2018).

6.2. Email marketing

Email marketing is one of the communication tools to deliver a commercial message. The purpose of this is to create personalized letters to connect with consumers and motivate them to purchase. This is the third most important marketing tool for B2B companies (Omobono, 2018). Social networks marketing approaches engage business customers and manage customer relationships anywhere, anytime (Kotler and Armstrong, 2018); by promoting brand communication and providing exposure (Kijan & Greene, 2016), more control and access to important information is given to both parties. For example, LinkedIn has become the third most used sales channel after telephone and direct email. Marketing teams have invested more in the video, Instagram, Twitter, and direct messaging to encourage advocacy and sharing, yet 11% of B2B marketers believe that social media advertising is also overrated (Hubspot, 2019).

Using visual, motion, and audio, online videos, and webinars are effective tools for products that need to be displayed. With real-time customer support or the option to provide product features, they can be considered an interactive learning tool. Thus, the boundary between advertising and other consumer content is eliminated because they provide shopping strategies, product overviews, and detailed technical information (Kotler and Armstrong, 2018). Hubspot (2019) shows that many companies are aware of the importance of videos for their business and invest more in digital video content, hoping to make it viral (YouTube 45, LinkedIn ,or Xing 43).

6.3. Search engine marketing (SEM)

SEM is about placing a message on a search engine, encouraging clicks through a website when a user types in a particular keyword phrase (Chaffey & Smith, 2013) with two fields of (1) SEO with ranking factors inside and outside the site and (2) PPC increase site visibility through organic search engine results and ads. While targeting your contacts instantly with a search engine also helps the brand's commercial position during the purchaser's journey. Hubspot found that they start doing commercial research about 80% of the time. On average, B2B purchasers do a maximum of 12 searches (Binter, 2019).

6.4. Advertising campaign

Two-thirds of B2B marketers have also conducted the program ads, with more than 70% planning to invest more. However, Dun and Bradstreet warn that they need to be aware that this strategy does not automatically lead when the contacts are poorly analyzed, the contacts are misdirected, and the CPI is poorly adjusted.

7. Digital marketing framework and the most important objectives

To find the right strategy for success, three questions must be asked: Where are we today? Where do we want to go? What do we need to achieve the ultimate objective? Chaffey & Smith (2013) add to the analysis of the situation the definition of objectives and strategy, presented above as three questions, as well as the concept of tactics, actions, and control that correspond to the following questions: What tactical tools do we use to execute the strategy? What action are plans needed to implement the strategy? How to manage the strategy process? For these, the SOSTAC model is proposed (Fig. 5).

Charlesworth (2018) noted that companies could be successful if they define three key objectives of digital marketing: (1) branding, (2) revenue generation, and (3) customer retention.

Omobono (2018) analyzed the most important marketing priorities of B2B and aimed to increase brand awareness in second place (after deepening customer relationships) while having the highest indicator among the seven outstanding tasks for 2019. An online presence complements and enhances a company's commercial efforts and integral part of the general brand strategy. A brand must be in a good position to have a convincing message to the consumer. Accurate differentiation through marketing mix contributes to brand integrity and self-confidence in consumers. Online presence increases customer support services and improves the customer experience. It also acts as an acquisition channel that generates revenue through direct sales or directing (Kotler et al., 2017).

Customer prioritization can lead to profitable sales. Along with establishing customer relationship management, statistical packages, and data mining, Mahadevan and Kettinger (2011) propose a service-

oriented model that uses dynamic customer relationships through the customer service staff. Marketing departments should not have people with a complete set of skills, including marketing knowledge, analytics experience, lead generation (the process of attracting the target contacts), providing quality digital services (Omobono, 2018).

7.1. Strategy model (SOSTAC)

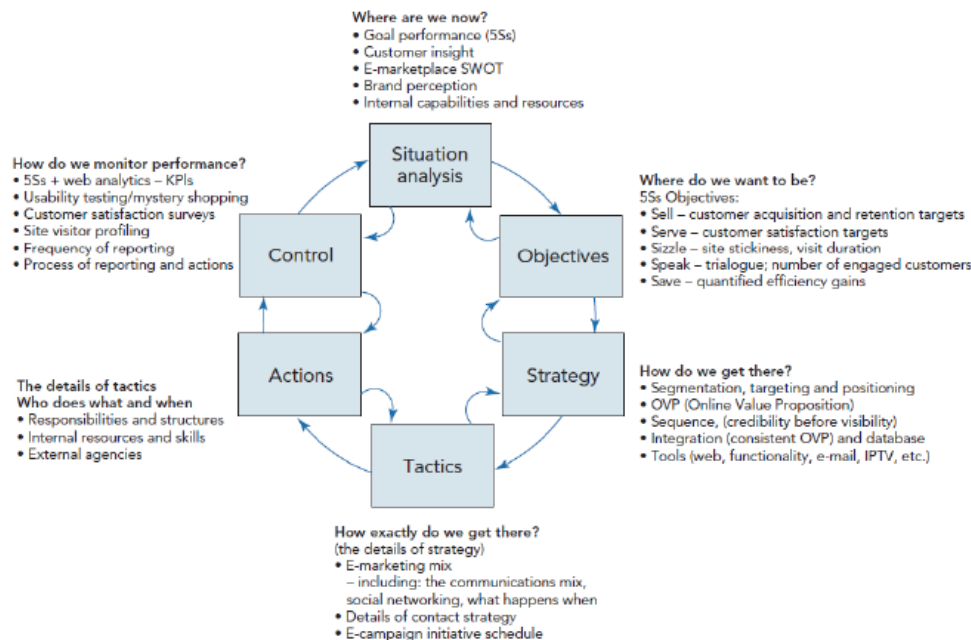


FIGURE 6: SOSTAC® PLANNING FRAMEWORK FOR DIGITAL MARKETING

Source: Chaffey & Smith, 2013

Fig. 5

8. Digital marketing measurement indicators

Kotler and Armstrong (2018) define the term marketing return on investment as the net return on marketing investment divided by the cost of marketing investment. However, the authors also agree that there is no constant definition. It should measure the profitability of investing in marketing activities, but it is difficult to obtain measurement results, regardless of whether it is for current or future performance. As an engagement, the effect of creating a brand with numbers is very difficult. As an engagement, the effect of creating a brand with numbers is very difficult. The standard criteria for marketing performance usually followed in the marketing dashboard are the brand, sales, or market share awareness. Customer-oriented marketing impact criteria, including customer engagement or customer equity, may also be added (Keshvari and Abdollahi, 2016, 31).

Rust et al. (2004) introduced a marketing return on investment model that can also be used in digital marketing. Fig. 7 shows a data-oriented framework for analyzing the effect of competitive marketing costs and predicting return on investment. This model helps managers market integrated strategic decisions or commercial transactions. Customer attraction, engagement, and retention improve the customer's lifetime value, which increases the company's overall customer value. Increasing customer value about the cost of investing in marketing determines the marketing return on investment (Binter, 2019).

8.1. Strategy model based on return on investment

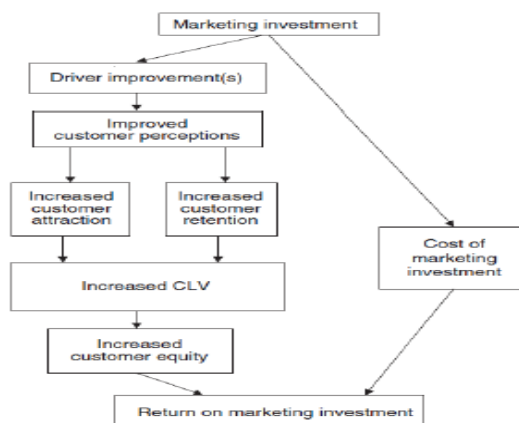


FIGURE 7: MODEL FOR MARKETING RETURN ON INVESTMENT

Source: Rust et al., 2004

Fig. 6

The digital footprint is the basis of digital marketing criteria and analysis. Minculete & Olar (2018) stated that good measurement is very important among different types of marketing. This favors digital marketing, which has different criteria and varies from channel to channel. Without specific objectives and criteria, an organization can not (1) determine whether an online activity has been successful or (2) evaluate the return on investment for any online operation. The basic criteria or indicators can be sales units, sales revenue, net interest margin, and gross. Interest margin. Companies individually define key performance indicators as key components of accountability. These may range from website visitors, including demographics, to the length of stay on the site or their purchase value (Charlesworth, 2018).

According to DeMeers (2014), the most common online criteria are total visits, new sessions, channel-specific traffic (direct, referrals, organic, social media accounts as most important), bounce rate, lead closure ratio, customer retention rate, customer value, cost of attraction, projected return on investment, and total conversion rate as one of the most important criteria for measuring the profitability of overall marketing efforts. Also, some criteria may be a misinterpretation of a website's performance rather than a sign of user behavior.

Kotler et al. (2017) also point to the importance of marketing productivity criteria (purchase action ratio) and (brand support ratio). The purchase action ratio evaluates how good companies turn into people they know about to purchase decisions, and the brand support ratio evaluates how good companies turn people they know into loyal advocates.

Relationship criteria such as customer satisfaction, engagement, retention, and equity are evaluated under the umbrella of relationship marketing, which recognizes the long-term value of customer relationships and promotes relationships beyond intrusive advertising and sales messages (Palmatier, 2008). Customer satisfaction, commitment, trust, and customer participation are the forerunners of customer engagement, which can be cognitive, emotional, or behavioral. In addition, customer equity with three drivers (value, brand, relationship) is considered the result of customer participation (Youmna et al., 2018).

Google Analytics is the most popular trading platform in terms of online data analytics. Similarly, Facebook and LinkedIn provide analytics for business users of the operating system, but companies often opt for proprietary software that enables analytics as a complete service.¹ As part of the analysis, report analysis with predictive scores creates the most excitement. Kardon (2019) noted that Artificial intelligence

¹ E.g. Oracle Infinity

(AI) could identify potential leads at various click points (e.g., commercial show visits, company website visits, watching webinars, reading marketing emails), and so on, prioritizing efforts. In addition, the author stated that similar to potential points of touch, purchase decisions are multifaceted aspects of the purchaser's behavior with multiple shareholders. Gartner found that the average number of people involved in B2B purchase decisions is 6.8.

8.2. A framework for research in digital marketing

Kannan and Li (2017) developed a framework for research in digital marketing (Fig. 8). This shows the relationship between stakeholders, and also, the results can be considered as criteria (customer value, company customer value, and company value).

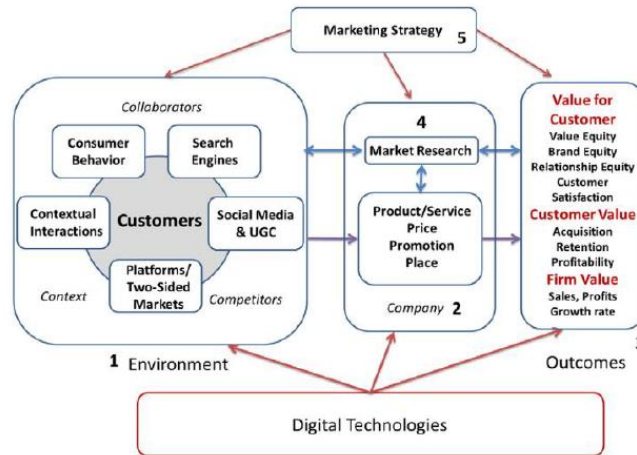


FIGURE 8: FRAMEWORK FOR RESEARCH IN DIGITAL MARKETING

Source: Kannan and Li, 2017

Fig. 7

9. Proper use of online marketing strategies and their effect

The best application of online marketing strategies should lead to loyal and profitable customers. Customer loyalty is defined as the desire to support a brand. Kotler et al. (2017) argued that the customer path is built toward loyalty and support in two stages: pre-connection and pre-connection. In the initial stage, customers go through brand awareness (their attitude towards the brand), change of attitude, and performance. As soon as the second stage begins, the attractiveness of the original brand is already influenced by the surrounding community. As shown in Fig. 9, customer behavior changes in five stages (aware, appeal, ask, act, advocate), enabling different touchpoints, leading to five main impressions. Customers know (1) first, then they like something(2), then they are convinced(3), they decide (4) to buy, and finally, they recommend advocacy or (5) brands. The whole process is not a simple one. Brand attractiveness is strengthened or weakened depending on how loyal customers connect and thus build question-support relationships.

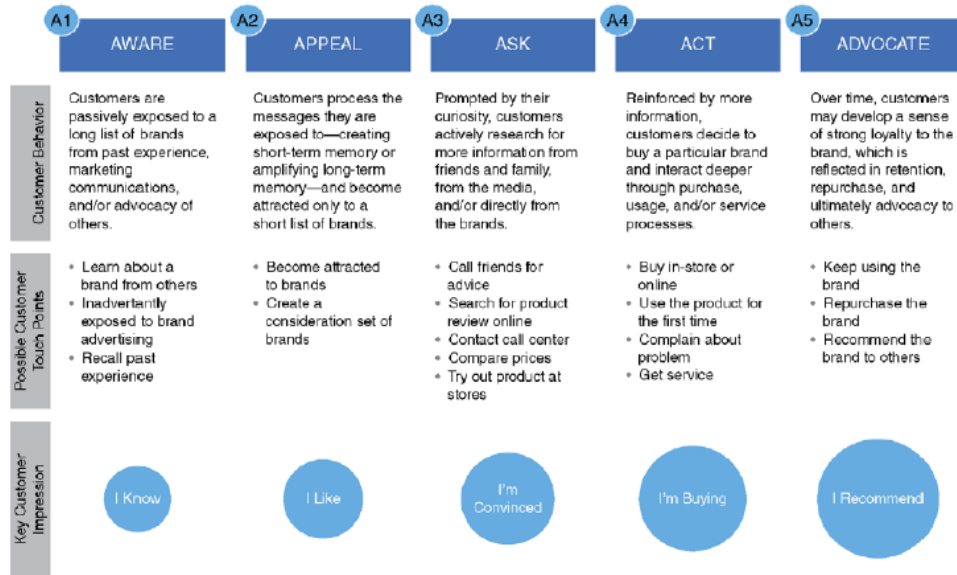


FIGURE 9: CUSTOMER'S PATH IN THE CONNECTIVITY ERA WITH FIVE A STAGES

Source: Kotler et al., 2017

Fig. 8

10. Success in sales strategy

Marketing is closely related to a high level of market knowledge and sales. Gartner points out that sales and digital must parallel to support the customer journey. Le Meunier-FitzHugh and Piercy (2007) proved a direct and positive relationship between marketing and sales. There are five backgrounds for better collaboration: a positive senior management attitude, reducing cross-sectoral conflict, better relationships, establishing organizational learning, and smart market information systems. Others disagree about the importance of sales and marketing collaboration in the implementation stage, but in the development of the concept stage, they speak in its favor (Ernst et al., 2010).

Companies need to know their customers for long-term and profitable sales. If the customer needs to make a call to exchange information, they are more likely to include the sales transaction. Products must be delivered and a clear message of value-added and vision of customer needs. Purchase decisions in the B2B segment are still more heavily influenced by word of mouth, customer references are ranked second, company authors are ranked third, and analysts' reports (such as Gartner) or extensive resource review sites are ranked in the last rank (Richardson, 2003).

However, Hubspot's (2019) analysis rejects the strong link between marketing and sales. The interviewed salespeople estimate that they continue to provide the most clues (customer attraction), which suggests a potential difference between the marketing that should generate the most returns for sales. Forrester (2015) similarly proved that a sales representative is still the fifth most influential channel in sales (behind peers, technology analysts, IT associations, and technical publications. Only 28% of the marketing is obtained, while the highest return is through site visits (with the highest quality, more than 50% of clues) or directly through sales. The results of this study show that sales search is even more problematic now than it was three years ago, and the focus should still be on sales teams. The most challenging tasks reported are getting answers from potential people, engaging multiple decision-makers in the purchase process, closing a deal, or calling over the phone. Deeter-Schmelz and Sojka (2007) stated that sales staff should work harder and see the need to identify and monitor themselves because these factors have been examined as potential predictors of sales performance.

Successful sales standards vary depending on the company's terms and objectives in the sales-marketing plan. Sales success can be measured by turnover, return on investment, profitability in each sale/lead, or other items. Hutt & Speh (2010) argued that tactics for different product categories differ in advertising, pricing, and distribution in terms of appropriate sales strategies. It is important to continuously evaluate whether the strategic sales components achieve their objectives. They are some of the performance measures of products (sales by market segments, sales to potential, sales growth rate, market share, share margin), distribution (sales to market potential through the channel, type of intermediary and special intermediaries), communications (information of requests by type of media, sales in each region relative to potential), pricing (price changes and discount structure relative to sales volume, bid strategy for new contracts, margin structure for marketing costs, general pricing policy for sales volume). Hubspot (2019) measured sales success by reviewing new ads/opportunities, customer attraction rate, location-based sales, competitors price, existing customer participation, sales/reciprocal sales rate, net promoter score (how likely it is for customers to offer products to others), sales staff satisfaction (Kafashpour et al., 2016, 45-49).

10.1. What objectives should be pursued to achieve success?

If productivity is to enhance a company's success, the focus should be on increasing attraction, commitment, desire, and optimizing curiosity (Kotler et al., 2017). The main objectives of marketing include (1) revenue generation, (2) brand development, appropriate customer service, and thus (3) improvement of customer value. It is difficult to find and evaluate all the objectives that a company can have to be successful in its performance here; the focus will be on the three objectives mentioned that are the most dominant.

10.1.1. Objective 1: Revenue generation

Both traditionally and digitally, marketing manages beneficial customer relationships (Kotler et al., 2017). Sales channels must be properly designed for production, profitable sales results, and achievement of set objectives. Customer segments and exact needs must be identified, the potential of each segment must be estimated, and competitors must be benchmarked. Companies also need to find solutions to their potential customer needs to achieve future sales. Failure to evaluate selected channel options can be a major disadvantage as it can miss out on future job opportunities. Hutt & Speh (2010) stated that many factors or barriers negatively affect revenue generation, such as poor products, unmotivated teams, lack of skilled manpower, aggressive competition, low budget, negative economic and political conditions, unfavorable credit, or the like. However, if the sales are basic, the preconditions are not met, the sales mechanism that stimulates the activity of each company can not generate sufficient revenue (Mousavi et al., 2018).

10.1.2. Objective 2: Brand building

The second important objective is brand building (2). Visconti & Van Laer (2016) discuss a particularly interesting topic for this study, arguing that a lot of brand content remains unnoticed online due to a lack of storytelling. Branding enhances the ordinary something into more valuable and meaningful ones (Kotler & Pfoertsch, 2006), facilitates the identification of products, services, and occupations, and distinguishes them from the competition (Anderson et al., 2008). De Chernatony (2001) adds that brands should be evaluated as a complex phenomenon consisting of functional and emotional values. In recent years, the latter have gained their importance in the C2B and B2B sectors. On the other hand, the financial perspective of brand evaluation should not be forgotten. Similarly, it is added to the balance sheet as several types of intangible assets (Kapferer, 2011). In this case, brand equity is introduced as a criterion for evaluating brand value (Mokhtar et al., 2017, 76). In addition, brands help people make purchase decisions and raise awareness, and promise business. This can be interpreted as a two-step process to demonstrate trust: (a) initial selection after evaluating competitors' offers, (b) long-term trust and recommendation. It also provides an opportunity to create sustainable and competitive advantages and create the most important and sustainable assets of the company. The principle of the brand that companies must follow is stability, clarity, consistency, visibility, and originality (Kotler & Pfoertsch, 2006); because the brand image includes a comprehensive

consumer interpretation of a brand, it is important to properly understand and manage the brand image, which also indirectly affects customer satisfaction. The number of visitors helps to develop the brand, and the number of returning visitors who spend more time on the site may indicate a status of affiliation and support (Roth, 1994). Marketing departments need to be aware of how to differentiate B2B or C2B brands, define clear strategies, announce their distinctive message accordingly, and regularly analyze and evaluate market feedback and consumer's voice. As the brand image changes over time and context, it is important to have continuous social listening as an active process of monitoring what is being said about a brand on the Internet. Ultimately, every brand needs fine-tuning and re-branding, and it is important to see how the market perceives it (Kotler et al., 2017).

10.1.3. Objective 3: Customer value

The following questions are often asked: What affects the digital environment the most? Strategy, technology, or people? Cohesive individuals and teams can be the key to customer service, lasting customer relationships, and therefore (3) customer value. How can customer value be improved? The customer lifetime value (CLV) is derived from the number of categorized purchases, average purchase volume, brand change patterns, and the company's share margin (Rust et al., 2004). Companies are keen on targeting the right customers, meeting high-quality customer needs, and motivating in-house teams. According to the Digital Marketing Institute (2016), the rapidly evolving digital landscape requires teams' skills and professional development with digital knowledge. The global digital skills gap is globally in many industries, organizations of all sizes, and employees of all ages, they report. Therefore, training in the digital environment should be an important part of the company's strategy. Other important factors influencing sales success include market research and interviews, defining focus groups, and analyzing what can be improved for further sales. These activities should be part of an ongoing process. Another important dimension of success is time. Companies need to have a timeline and deliver results in the shortest time possible. Investopedia defines marketing as a long-term, multi-touch process that leads to sales growth over time (Binter, 2019).

11. Conclusions

Many people do not know the difference between social media and digital marketing and consider both activities. The purpose of marketing is to meet customers' needs and meet them while making a profit. One of the most popular types of marketing is digital marketing. Digital marketing has made a huge difference in how a product is marketed. This channel has global access. Therefore, a seller can reach people regardless of their geographical location and increase sales. Digital marketing allows all possible online marketing channels to be used, branding is done, and people are aware of it. In this way, the seller can sell his products and services to his target contacts worldwide. Digital marketing includes social media marketing, online marketing, and mobile marketing. On the other hand, social media marketing is often compared to digital marketing, but there are significant differences between the two because social media marketing is part of digital marketing. Social media marketing creates relationships to promote their products and services to their target contacts through various social media platforms. Social media is a platform where users share messages, images, stories, audio, videos, etc. A marketer uses the social media platform to make their presence online and make their voices heard. The social media platform brings people from all over the world together and allows them to share information with society. On social media, information can spread very quickly. If a person has many followers on Facebook or Twitter, a simple post by him can reach a thousand people in a few seconds. He posts the message on Facebook or Twitter. Social media is the fastest way (even via TV and radio) to spread information. Google and Bing can also use social media for ranking purposes. A company should never want to give up social media to win the game. You can attract more customers from all over the world by using the social media platform properly. You can inform your customers about your new product's launch and be aware of their opinions about the various products and services that you offer. This platform can also communicate with customers because you can ask questions through the customer and provide solutions for them. Your fans can play the role of a lawyer for you by writing a positive experience on how to work with you. In this way, you promote your commerce at no cost.

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