Principles of E- marketing



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The book is accredited for teaching

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National Library Deposit No

ر.ا.: (2024/10/5747)

الواصفات:/ التسويق الإلكتروني // مواقع التواصل الاجتماعي// الإنترنت// تكنولوجيا الاتصالات/



Dar Al- Swaqe Alelmieh

For Publishing and Distribution

Amman-Jordan

عمان – الأردن – العبدلي–عمارة غطاس سنتر – ط2

هاتف: 795294400 962 +

ص.ب : 1472 – الرمز البريدي : 1111

E-Mail: dar.alswaqe.publishers@gmail.com

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الرقم المعياري الدولي

ISBN 978-9923-9926-4-7 (ردمك)

In the name of Allah, the Most Gracious, the Most Merciful

A word of thanks and gratitude

He who does not thank people does not thank Allah

I must first thank Allah Almighty who enabled me to reach this high academic level. I also extend my thanks and gratitude to the arbitration committee that evaluated the book for teaching purposes and my continued thanks to my honorable professors. I have all the respect and reverence for you for expressing your opinion and recommendation for the scientific status of the book. This is a certificate that we are proud of.

1. Professor Dr. Naji Maala - Professor of Marketing
2. Professor Dr. Mahmoud Abu Dalbouh - Professor of Marketing
3. The honorable uncle Ahmed Al-Mathani - Arabic language teacher.

Dedication

To the soul of my dear mother... May God have mercy on her and make her dwell in a spacious paradise... To my beloved father, the symbol of giving... May God grant him health and wellness. To my brothers and sisters who were my support at every moment and the best support... to my virtuous wife... to the joy of soul, spirit and heart, to my budding children, Karam and Kamila.

Abstract

This book has been written to explain the basic principles and theories in the field of e-marketing development and to define the elements of the e-marketing mix. Particular attention is given to the use of appropriate scientific methods to keep pace with digital transformation and the use of innovative Internet technologies, and to shed light on e-business and its basic principles.

Models and basic structures of e-commerce, e-marketing strategies and their advantages and disadvantages are highlighted. The advantages of e-marketing and ways to design and develop websites and improve search engines are emphasized.

We hope that university students, postgraduate students, educational institutions and businessmen will benefit from the scientific results of this book.

This book should become a reference book for studying the theoretical foundations of e-marketing principles.

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INTRODUCTION

The objective of this book is to introduce the principles of e-marketing and provide students and researchers in this field with information about the development of marketing concepts over time in line with economic, social and cultural changes in our era. This will help to achieve increased competitiveness of organizations and create advantages for marketing activities that meet international standards. Since e-marketing activities require rapid adaptation of markets, products and technologies to new strategies and management methods to be effective, dynamic and reliable. Commercial organizations that sell their products rely on many strategies to operate effectively in market-oriented management, using technology, information and communication systems and digital technologies on a large scale in various industries to achieve growth, and this issue requires more study and research to keep pace with the emergence of new activities.

Chapter One: reviews the theories about the origins of the development of marketing concepts, and the essence of the marketing concept. Definitions through discussion of development, modern marketing concepts are presented with the identification of their main components and elements. The role of marketing at the organizational level in modern conditions is highlighted. The marketing mix and its main elements are studied with special attention to the product life cycle, with a classification of modern marketing concepts for organizations in the world.

Chapter Two: shows the role of Internet technologies and analyzes their history and determines their capabilities, where the most important Internet protocols were highlighted and the Internet, intranet and extranet models were presented. The main sources of e-business development in the world are highlighted, and the main stages of e-business development in the world are presented with the presentation of e-business models. Many specialists, programmers and marketers can take into account the main results of this chapter as methodological recommendations for the use of Internet technologies in the activities of organizations.

Chapter Three: is devoted to the study of e-commerce, the goals of organizations within e-commerce, the stages of development and transition to the world of e-commerce, the conditions for the success of the e-commerce concept and the presentation of the most well-known e-commerce models in the world markets. The results obtained in this chapter can be used as practical recommendations for organizing e-commerce and transferring business to this sector.

Chapter Four: Covers the basic concepts of e-marketing and compares e-marketing with traditional forms of marketing, where the distinctive aspects of e-

marketing are highlighted. The main advantages of e-marketing are considered, and the specifics of the modern e-marketing mix are highlighted when introducing its elements to the markets. The advantages of using the e-marketing mix in modern conditions are revealed, and the results obtained in this chapter can be used to study e-marketing and discuss its main elements for further implementation in the practical activities of organizations.

Chapter Five: Explains e-marketing tools such as content marketing tools and e-mail marketing, the modern marketing environment. The main e-marketing tools around the world are presented, with an emphasis on the tasks they can solve, the results of this chapter can be used when planning a marketing strategy and choosing e-marketing tools for managing an organization's business.

Chapter Six: is devoted to studying the stages of organizing e-marketing, the consumer's decision-making process to purchase goods on the Internet, price comparison tools in e-stores, the advantages of e-pricing and the basics of online pricing. The advantages of e-marketing and the traditional marketing process are emphasized. The main findings of this chapter can serve as a theoretical basis for building the process and organization of digital marketing for organizations.

Chapter Seven: is devoted to the study of e-marketing models, the role of strategy in developing marketing activities and explaining the elements of the sales funnel in the concept of e-marketing for organizations. Also highlighted are e-marketing strategies and their advantages, which provide a personal approach to the concept of e-marketing.

Chapter Eight: is devoted to the study of e-markets and the main forms of activity and business of e-market participants, types of global markets and e-market participants based on their activities. The factors that attract e-buyers are proven, and the need for segmentation of e-markets and their main stages is highlighted, from e-marketing platforms and highlighting their advantages and disadvantages, and outlining the risks associated with working through e-marketing platforms. The results obtained show the importance and necessity of reducing digitalization by switching to online e-markets, and aspects of the problem can serve as theoretical prerequisites for this.

Chapter Nine: is devoted to the study of e-site technologies for organizations, the difference between a site and a web page is emphasized, the stages of site design and development are highlighted. The elements of defining the target audience of the site and its technical requirements for the development of the site itself are formed, the forms of site design and prototype are highlighted, the features of designing and developing modern sites and their subsequent classification are

emphasized. The results obtained can serve as practical recommendations for choosing a strategy and tactics of web development for the organization's site.

Chapter tenth: Dedicated to studying search engine optimization of the organization's site, types of search engines are highlighted, the most famous search engines after Google, the main stages and methods for improving the search engine of the organization's site are formed, the results obtained can be used practically when forming a search engine optimization strategy for the organization.

The book "Fundamentals of Electronic Marketing" was developed taking into account the problems and requirements of the market and electronic marketing, which makes it recommended for students and postgraduates of universities, other educational institutions, as well as for everyone who wants to get a theoretical basis and ready-made practical recommendations in the field of the basics of electronic marketing.

And Allah is the Grantor of success

Author

Professor of Electronic Marketing

Dr. Eng. Hassan Ali Al-Ababneh

CHAPTER 1

BASIC CONCEPTS IN MARKETING

1.1. ORIGINS AND DEVELOPMENT OF THE MARKETING CONCEPT

The marketing function is one of the most important management functions for any business organization striving for success and achieving goals.

An increase in labor productivity as a result of scientific and technological progress and the widespread distribution of machines and devices, specialization and division of labor has led to an increase in the quantity of products, saturation of markets and the emergence of problems with the sale of products, which leads to irrational use of resources and a deterioration in the financial results of the organization, a decrease in income , and sometimes bankruptcy of organizations.

At the production stage, if it is not accompanied by effective marketing activities that help identify the needs and desires of the consumer and increase the sales and profitability that the organization strives for, it can lead to negative economic consequences such as the emergence of social problems such as unemployment, etc.

Because the history of marketing as a market theory in its first form dates back to 1902, when courses and conferences were established at leading American universities (Harvard, Pittsburgh and Pennsylvania) on the problems of organizing trade in goods, represented by the concept of marketing all activities of the organization, and also knowledge of consumer wants and needs and their future changes [1].

Definition of Marketing: Currently, there is no specific definition of marketing as it has been defined in many forms and from different angles.

Evolution of Marketing Concepts: Over the past years, marketing has gone through several stages of development, depending on the level of production development and demand for the products offered.

Marketing concepts have evolved continuously and, accordingly, changes have largely been and continue to be determined by the state and society. interaction in the market niche of such manufacturing organizations (Seller), consumer (buyer) and state (authority) in the development of technical means that are improved in close connection with the development of society as a whole [4].

However, most definitions focus on the function of marketing and its various activities, so the definition of marketing is not as important as what is meant by marketing and its many functions, as shown in the table 1.

Table 1.

Marketing Definitions

1.	American Marketing Association	In 1960, I defined it as the business activity aimed at managing the flow of products and services from producer to consumer.
2.	American Marketing Association	In 1985, a new definition was added: "the process of planning, implementing, designing, pricing, promoting, and distributing ideas, products, and services to create exchanges that achieve the goals of individuals and organizations." [2].
3.	Philip Kotler	Definition: It is human activity aimed at satisfying needs and desires through the process of exchange.
4.	Stanton	This is an integrated system consisting of a set of activities based on planning, coordination and promotion of goods that meet the needs of current and potential customers.
5.	Al-Ababneh Hassan Ali	The set of activities, functions and methods of developing products or services to increase their value, which leads to an appropriate exchange between the seller and the buyer to achieve the benefit of both parties.

Source: Compiled by the author based on [2-3].

When analyzing the concept of marketing at the stages of its development, special attention should be paid not only to the relationship between the main units of marketing activity (production organization, consumer and state).

Also determine the role of the main marketing function and the research function in the process of implementing management functions in the organization, and what explains the main idea of marketing as a science. Based on this, it should be noted that production efficiency at the industry and organizational levels is determined by the level of creativity and demand satisfaction, which makes the market research function one of the most important functions in the field of organizational management and interaction systems.

When analyzing the development of the marketing concept, special attention should be paid not only to the relationship between the main units of marketing activity (production organization, consumer and state).

But also to determining the role of the main marketing function and the research function in the process of implementing management functions in the organization, and what explains the main idea of marketing as sciences, i.e. production efficiency

at the industry and organization level is determined by the level of creativity and demand satisfaction, which makes the market research function one of the most important functions in the field of organization management and interaction systems. The evolution of marketing concepts is presented in the table 2.

Table 2.

Evolution of Marketing Concepts

Marketing concept (years of development)	*Marketing concept idea*	*Tools*	*Main goal of marketing*
Production (1860-1920)	Produce what is possible	Increased supply	Improving production, increasing sales and maximizing profits
Commodity (1920-1930)	Production of quality products	Product Policy	Improve product characteristics
Sales (1930-1950)	Develop a commercial sales network	Sales Policy for Products and Services	Increasing sales by promoting goods and services
Traditional Marketing (1960-1980)	Produce what the market needs	Marketing processes and systems	Meeting market needs
Social and ethical marketing (1980-1995)	Produce what the consumer needs, taking into account the requirements of society.	Marketing Mix Group	Meeting the needs of target markets, taking into account the provision of human, material, energy and other resources and environmental protection.
Service concept (from the 90s to today)	Production of integrated products and services	Package of services upon purchase	Building an effective customer service system
Interaction Marketing (from the 80s to today)	Individual approach to each consumer - to produce what satisfies consumers and business partners	Customer Relationship Management	Building a system of relationships with clients

Source: Compiled by the author based on [5-7].

1. The concept of the stage of production-oriented marketing:

At this stage, large volumes of products are produced as the demand for it increases in relation to the size of supply, which significantly increased the orientation of factories and organizations towards production, since increasing

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production reduces costs, and there was no problem with sales, and all products had markets for their sale.

According to this concept, the focus is on products that are widely available and sold at an appropriate price. In other words, the quality requirements in this concept are low, but this does not mean that the product cannot be of high quality, but, on the contrary, it must be standard, uniform and inexpensive [8].

2. Concept of Product-Driven Marketing Stage: This stage revolves around positive consumer reactions to new, inexpensive and well-made products. This means that a good product sells itself because the consumer buys the product as a solution to order and to satisfy his needs, and he is primarily concerned about the quality of the product and is informed and knowledgeable and familiar with the quality and characteristics of competitive products in the market.

This requires the organization to first of all work on improving the quality and type of products in order to retain and attract customers. Then there is a change in the main direction of marketing and a gradual transition to a new product concept [8].

3. Sales wave marketing stage concept: This phase aims to significantly increase production through the introduction of scientific project management techniques, which resulted in a significant decrease in supply compared to demand, resulting in increased trading opportunities for consumers and competition between sellers reached the highest level. The main goal of the organization was to obtain effective and efficient promotional tools to sell products to consumers regardless of consumer demand for them.

This concept prevailed after the global recession at the end of the second decade of the last century, when interest in the sales function increased, but the sales philosophy did not change, so the use of advertising increased. Market research has emerged to provide organizational management with the necessary marketing information to rationalize decisions related to production, storage, distribution, etc. [9].

4. The concept of the modern stage of marketing: This stage depends on marketing, in which organizations begin to determine what customers actually want and design all marketing activities to effectively meet their needs, instead of focusing on convincing them to buy the organization's products when they are not needed. as the concept of marketing is the latest idea. In the history of exchange relations, it is based on the production of what can be sold, since the mission of the organization is to determine the needs and desires of target markets (consumers). This phase was characterized by the speed at which new products were created to keep pace with the speed of changing consumer tastes, and the intensity of

competition increased to attract consumers and achieve their satisfaction. Many technological, economic and social factors contributed to the development of this concept. According to which the achievement of an organization's organizational goals depends primarily on identifying the needs and wants of its target markets and providing the required customer satisfaction in a more efficient and effective manner than its competitors from other organizations [10].

Reasons for the emergence of marketing:

- Development of production methods from manual to dynamic.
- Extensive production of products and services.
- Widespread and intense competition between organizations.
- Rapid development of communication and advertising media.
- Development of consumer needs and desires.
- Wide variety of products and services.
- Decline in sales levels achieved by organizations.
- Slow growth in current markets.

According to the traditional concept of marketing, it is a means of communicating, communicating and learning about the consumer, and in case of dissatisfaction, government policy should change, not the sales process.

The modern concept of marketing involves:

- produce what can be sold, rather than trying to sell what can be produced.
- Satisfies the needs of the consumer, not the manufacturer.
- Do not sell products, but satisfy needs.
- Study market needs and develop necessary plans to meet them rather than production capacity.
- Connection between goals, customer needs and organizational resource capabilities.
- Adaptation to changes in consumer structure and characteristics.
- Assess the impact of competition, government regulation and other external influences on the organization.
- Focus on the long term and look at consumer needs from a broad perspective.

5. Social Marketing Stage Concept: At this stage, we are talking about replacing traditional marketing with a new concept based on a responsible approach to marketing products or providing services not only for personal gain, but also for the benefit of consumers and society as a whole. Social marketing includes the organization's responsibility for product safety, honesty and integrity in advertising, and objective fairness in pricing based on the desire to rationalize consumption, humanize production and protect the environment for society from

undesirable production processes. It also focuses on various aspects of social responsibility of marketing, such as the practices, application, behavior and ethics of those involved in the marketing process, and holding those responsible accountable, holding them accountable for any error that occurs. About the provision of a product or service, since they constantly connect the interests of producers and consumers. with the interests of society as a whole.

This area also includes charity marketing, volunteer work in organizations, a socially responsible approach to business marketing and environmental protection. Today, social marketing is not limited to demonstrating the positive personal qualities of entrepreneurs. Business, but defines the requirements that are considered satisfied in an increasingly competitive market. Social responsibility means commitment to society and protection of the environment [11].

6. Service Marketing Stage Concept: At this stage, the focus is on the latest concepts of modern marketing, that is, the service approach, which has emerged with the growing trend of the modern global economy towards entrepreneurship in the service sector. Since services and their level of productivity, progress and quality are one of the important criteria for the level of urbanization of modern societies. In countries with developed economies, the society of the future is called a service economy, since it is believed that more than half of the world's national product will be realized in the service sector.

The service sector, since the concept of services does not change the main objectives of marketing, but only the focus on an integrated marketing solution, since this shift occurs towards the service provided to consumers, or the construction of an effective customer service system that allows you to attract more new customers who will consume products or services organization, as well as more regular customers who will use the services they receive from the organization [12].

7. Interactive Marketing Stage Concept: At this stage, in the 1980s, Swedish scientists proposed a new concept for marketing management in markets for goods and services, called interactive marketing. The main idea of interactive marketing was that the complex solution became the subject of marketing management, and the relationship (communication) with buyers and other participants in the buying and selling process. It is assumed that this concept is that each customer requires an individual approach to the process of interaction with him, while the main goal of the organization is to build a system of long-term relationships with customers, which makes the transaction system one of the main strong factors in stabilizing the market for organizations [13].

The basis for building an effective system of relationships with clients is modern information technology, which allows collecting, storing, displaying and analyzing information, as well as helping organizational managers in decision-making.

Therefore, in the process of communicating with consumers, it is necessary to establish personal contact with the consumer, which includes the concept of interactive marketing, which prescribes a high level of corporate culture of the organization and a high level of professionalism of employees. Thanks to this, this group produces quality products and creates a positive social climate for interaction. with customers, which ultimately leads to customer satisfaction not only after receiving and using the product, but throughout the entire period of contact between the organization and employees. So, with the help of this concept, you can constantly expand your customer base and build a network of customers. that maintain strong and long-term relationships that competing organizations cannot stop or compete with [13-14].

Due to the rapid development of information and communication technologies, marketing interaction is acquiring a dominant role in the development of the global market system. On the other hand, the existence of organizations that adhere (with great success) to the traditional concept of marketing or sales. The concept of marketing should be completely rejected, and the idea of coexistence of marketing concepts is a fruitful way to develop marketing theory.

1.2. ORGANIZATIONAL MARKETING

Marketing at the organizational level helps to satisfy customer needs, increase sales, maximize profits and outperform competitors as the development, growth and survival of an organization largely depends on the level of its marketing activities. Given that the marketing environment is characterized by continuous changes resulting from direct or indirect factors in the work environment, and often these variables cannot be predicted or their changes may be sudden.

Therefore, the organization must have sufficient research on these internal and external factors and variables and be prepared to take into account all the variables and cope with them as the market changes, clearly defining the organization in a way that suits the common people, emphasizing the quality of products and services provided by various organizations as well as explaining how to improve various services and products, develop customer service and help maintain the organization's reputation [15].

Table 3.

Classification of products into goods and services

Goods	Many products have dimensions and specific characteristics (length, width, height and weight), such as electrical appliances, furniture, consumables, buildings, cars and others.
Service	Many products have dimensions and specific characteristics (length, width, height and weight), such as electrical appliances, furniture, consumables, buildings, cars and others.
Rights	It is intangible and does not have tangible aspects, such as ownership of land, real estate, ideas, projects, shares and bonds. Rights can be inherited or acquired.
Privileges	They are intangible and have no material dimensions. These are additional rights granted to individuals, groups, or organizations under specific laws.
Thoughts	They are intangible and have no tangible dimensions. They form opinions, trends and mental representations that contribute to the achievement of organizational goals, such as art projects, graphic designs, financial and administrative consultations, feasibility studies, etc.
Experience and skills(Experience And Skills)	If you have skills, be sure to provide an example of those skills from previous experience, for example, write the name of the work you have done, such as professional work experience, gaming skills, technical skills, marketing skills, promotions, product launches, and travel programs... etc.
Information	It is a collection of data that is processed to achieve a specific purpose or used in a specific way and for a specific purpose and disseminated for the purpose of disseminating knowledge. Information helps in decision making and confidence.

Source: Compiled by the author based on [15-16].

Marketing mix and its elements:

It is a marketing tool aimed at providing products whose quality and characteristics meet the needs of consumers and markets in which the organization operates, which are presented in Fig. 1.

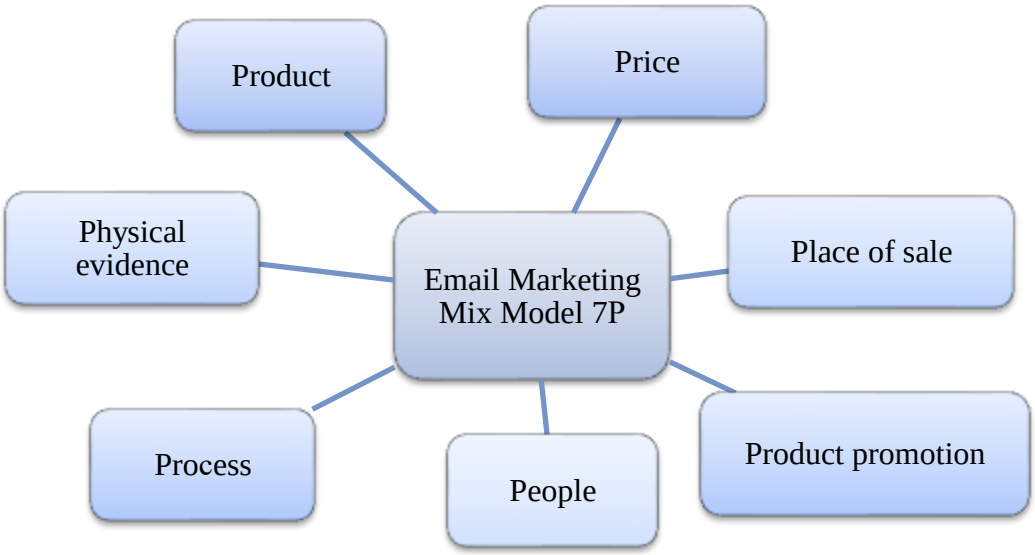


Fig. 1. Marketing mix model 7P
Source: Developed by the author based on [16-17].

1. Product: Anything a consumer can buy to satisfy a specific need or desire. This could be a tangible product or something intangible such as a service or digital product. The product must solve a problem that the audience is facing or satisfy a want or need they have, rather than having an incentive that motivates people to buy the product.

*Consumer perception of a product along three dimensions, the most important of which are***:**

- First dimension: the fundamental benefit of the product, which is the main benefit that the consumer is looking for or the purpose for purchasing the product..
- Second dimension: Real (physical) product. It expresses the physical components of a product and its characteristics, represented by its dimensions, packaging shape, color, weight, as well as brand and packaging... etc..
- Third Dimension: Product in its broadest sense: it is everything that accompanies the product in the form of additional services (after-sales service) such as distribution, installation, warranty service, maintenance, delivery, etc..

2. Price: it determines the appearance of the product in the eyes of consumers. Always remember that a low price in the eyes of consumers means that the product is lower than other competing products. Choosing a high price in return means that the cost exceeds the desired benefit to consumers, and therefore consumers choose to keep their money rather than buy it. consumer and is responsible for the final profit from the sale of the product, which is the goal of all marketing activities.

Factors influencing the price of a product or service:

- Costs of production, labor and raw materials.
- The value and benefit it brings to the consumer.
- Competition and products competing with this product.
- Factors and influences affecting price changes and fluctuations such as festive seasons, valued customers, geographical regions, purchasing power, etc.

3. Spreading (place): These are the channels through which a product is transported from sources of production and delivered to places of consumption, while ensuring the right place of sale and availability of the product to consumers at the right time, which means that the target consumer will be able to see and buy the product when they need it and track the process in a timely manner delivery of goods. Selecting various distribution outlets in a manner that suits the nature of the product and consumer needs, which requires comprehensive knowledge of the target market to discover the best distribution channels and the most effective places to enter the market directly.

4. Promotion: A group of communication activities carried out by the manufacturer in order to attract the attention of potential consumers in order to introduce and convince them of the goods and services offered to them, convey all

the advantages of the product, and determine the need for it. product and convince them to buy it. The promotion element includes advertising, publicity, personal selling, public relations and sales promotion, etc.

To create an effective advertising strategy, you need to answer the following questions::

- How you can send marketing messages to potential clients*?*
- What is the optimal time to promote a product*?*
- Does television advertising provide access to potential audiences and customers*?*
- Is it better to use social networks to promote a product*?*
- What promotion strategies are competitors following*?*

5. People: this is the audience and all the people who will deal with the product or service you provide. Comprehensive research needs to be done in advance to determine the number of people or audiences present in the markets who want to do business. In short, to find out if there is a category in the markets that is interested in the products or services and is ready to purchase them.

6. Processes: These are the actual procedures that ensure the flow of activities that facilitate the delivery of services and goods and the implementation of the actual steps to deliver them to customers. Here the requirements and all the stages that the service goes through are analyzed.

This process is also unique in that it provides customers with evidence to evaluate the service on and the extent to which the customer uses the service - all of which lead to customer loyalty.

7. Evidence: The identity of the product or service you want to provide, without which it is difficult for the product to succeed. This confirms the identity of the product in the mind of the consumer, and physical evidence is associated with the position of the organization and its products in the market, since a trademark is an example of physical evidence.

For example, when we say “sportswear”, we immediately think of Adidas or what surrounds the consumer when purchasing a service, which helps in creating an appropriate image of the organization and its products in the market. organizing and focusing on the benefits of a product with the potential for use in a physical environment (an organization's office or hotel room furniture).

Product Lifecycle [18]**:**

This is a series of stages that a product goes through from entering the market to leaving it (when its production or sale is completed). A product has a life cycle similar to the life cycle of a person.

Product life cycle sections:

1. Introduction: This is the stage of defining and introducing a new product to the market. It is called the product creation and implementation stage, and its most important characteristics are:

Spread: low.	Profit: small.	Prices: high.
Transaction volume: low.	Number of clients: few.	Promotion: intensive.
There is little time.	Cost: high.	Competition: no

2. Height. This is the stage of product acceptance and market success in preparation for widespread adoption and is considered the best stage of a product's life cycle and its most important characteristics are:

Distribution: increasing	Profit: increasing	Prices: increasing
Transaction volume: increasing	Number of clients: increasing	Promotion: decreasing
Time is long	Cost: Decreased	Competition: growing

3. Maturity: This is the stage of product maturation and its distribution across market zones, in which the organization tries to delay it as long as possible for fear of reaching the stage of decline. It can achieve customer satisfaction only or customer satisfaction and satisfaction. Among its most important characteristics are:

Distribution: increasing	Profit: Diminishing	Prices: Reduced
Transaction volume: increasing	Number of clients: increasing	Promotion: intensive
Time: very long	Cost: high	Competition: intense

4. Recession: this is the stage in which the product tends to decline instead of spreading across all sectors of the market. The organization tries to get out of this stage with the least possible losses, and its most important characteristics are:

Spread: low.	Earnings: no.	Prices: very low.
Transaction volume: low.	Number of clients: few.	Promotion: Very intensive.
Time: very short.	Cost: very high.	Competition: very intense.

It is clear that marketing activities have a different nature, and the methods, forms and goals of marketing activities of persons participating in the marketing process are completely different, which leads to different interpretations of the marketing concept.

In addition to the emergence and development of marketing, the main driving force behind this development was the desire to improve the efficiency of organizations in various industries, due to the internal factors of the organization's capabilities, as competition in the market increased, which requires organizations to pay attention to external operations, analyze them and take them into account when conducting commercial business.

1. Marketing Philosophy:

This position defines the principles, goals, functions and concepts of marketing, including the basics of consumer relationships, partnership principles, as well as ethical and social rules of conduct in markets.

- Defining the organization's vision: envisioning the organization's future, defining what it will be, and developing plans, standards, and strategies that will allow the organization to determine where we want to go.
- Defining the organization's mission: directs the activities of the organization, defines its main purpose and provides direction and decision-making at all levels of management.
- Defining organizational goals: This is a decision-making process and organizational goals are the end states or desired results that a work group hopes to achieve.

2. Marketing research:

- The marketer must realize that research is not limited to the product, its value, distribution and promotion to the final consumer and that the system of marketing activities is aimed at systematically improving the tools and methods of promotion.
- Determining the problems and goals of marketing research: reducing uncertainties and risks in the process of making management decisions and monitoring the implementation of marketing activities.
- Market analysis. An important step in the work of a marketing manager is to conduct a qualitative market analysis, quickly search for open market niches and select the most attractive target market so that the consumer knows the organization's product better .
- Analysis of the strengths, weaknesses, opportunities and threats of the organization: Defining the concept of SWOT analysis is one of the most common ways of assessing complex internal and external factors affecting the development of an organization, as a process of analyzing the strengths and weaknesses of the organization. from the internal environment, as well as opportunities and threats from the external environment.

3 . Marketing tools:

- Marketing tools answer useful questions about how the implementation of marketing and the organizational policies that pursue it are carried out in modern conditions.
- Strengthening the organization's position in the markets: It is difficult for new organizations in the early stages of their existence to enter markets full of competitors at an early stage and focus on marketing activities to attract target groups and consumers in order to create a good base for them in the area of the industry in which they work.
- Development of marketing groups: With the passage of time and with the advent of the industrial revolution, this led to an increase in production, which led to competition between producers and sellers, and markets became consumer markets and many products were exposed with alternatives to them. This has led to the intensification of the role of marketing as an appropriate means of achieving profit. In the market and over time, it has evolved into one of the management and economic sciences, which has contributed to the production of many studies that track the behavior of consumers to determine their motivation and then work to properly convey this information to them.

- Develop a marketing strategy: Define the product in detail and spend time describing its value and specific characteristics. Go beyond the obvious and find the unique qualities the product offers and showcase them in your marketing campaign.
- Development of programs, projects and marketing plans. Writing a strong marketing plan is not considered a supernatural art, but simply depends on the ability to gather sufficient information and then make the right decisions based on the information obtained from studying the market and competitors, identifying target customers, studying their behavior, choosing specific markets for the project and staging marketing goals.

4. Marketing Management:

In modern scientific literature, there are several concepts on the basis of which management policies are based: financial (cost optimization and profitable investments), competitive (exclusion of competitors from a certain market segment) and product (continuous efforts to improve quality) of the company. goods produced or services provided. The marketing concept at the organizational level is presented in Fig. 2.

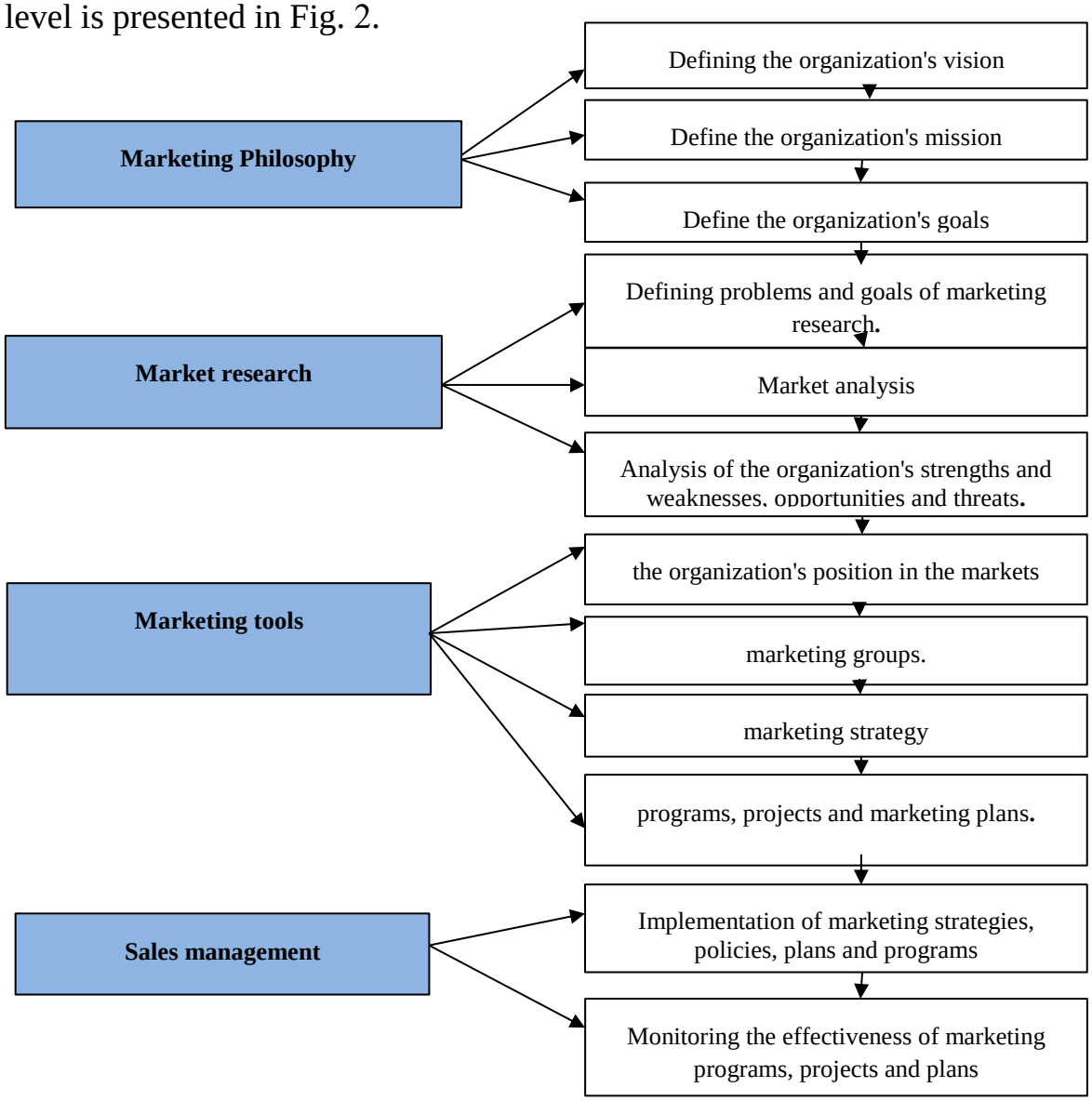


Fig. 2. Marketing concept at the organizational level
Source: Developed by the author based on [16-18].

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In modern systems, the marketing system effectively identifies products and services that satisfy the needs and desires of consumers and solve their problems, taking into account the interests of society as a whole over long periods of time. Due to its existence, marketing has acquired global significance character and uses its foundations not only to sell products, but also to improve management efficiency... Organizations, and marketing is an independent economic system, which is carried out through the study of financial activities, its principles and models [19].

Implementation of Marketing Strategies, Policies, Plans and Programs: During the operational program planning stage or the development of detailed business plans, it is necessary to formulate marketing strategies into detailed plans and programs related to each of the four elements of the marketing mix.

Monitoring the effectiveness of marketing programs, projects and plans: This is the stage of monitoring plans for detailed marketing work projects.

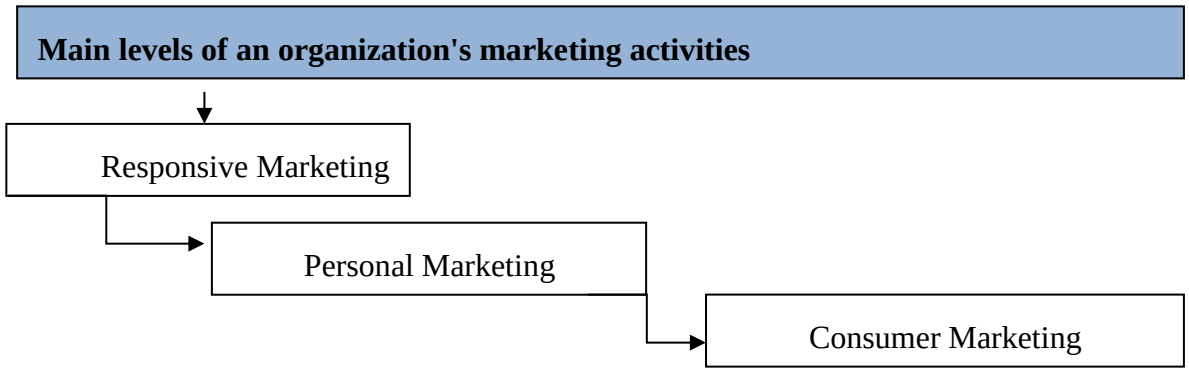


Fig. 3. Main levels of an organization's marketing activities
Source: Developed by the author based on [20-21].

The modern concept of marketing at the organizational level involves building long-term and strong relationships between the production organization and the customer, buyer and seller, therefore the priority is not to carry out a large number of transactions at the same time, but to build strong, long-term and mutually beneficial cooperation.

Levels of an organization's marketing activities:

1. Satisfaction Marketing. The goal is to identify and satisfy the needs of the target audience, and the main task is to provide a product that best suits current interests and desires.

2. Personal Marketing: the set of ideas and feelings that come to mind when listeners hear your name or a customer's promise to provide you with a unique and special experience that they will not find from your competitors, to promote your product or differentiate your service from others. products and services of others, such as the art of professionally managing the image of a person or organization in the minds of clients.

***3. Consumer Marketing*:** This is a complex level in terms of the essence of the marketing concept when searching for needs. In fact, organizations independently determine the need to produce specific products or provide services and do not try to satisfy current or expected needs.

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target audience. This is an effective marketing concept for an organization to manage holistically. For an organization that takes into account the state of the economy, the purpose of which is to manage markets [20]

However, it is worth considering the common features and differences between the sales concept and the marketing concept, which allow us to identify the main tools and methods in the processes of organizing the organization's marketing activities, as shown in the table 4.

Table 4.

Features of comparison of the sales concept and the marketing concept.

Basis for comparison	*Sale concept*	*Marketing concept*
Guaranteed	Selling is the business concept of transferring ownership of a product from a buyer in exchange for a certain amount of money.	It's about analyzing markets, understanding user needs and business direction, and achieving business goals by being better than others to ensure customer satisfaction.
Focus	The focus is on product performance and value for money.	The benefits of the product or service and the needs that make the customer satisfied with these services are always emphasized.
Profit	Profit comes from sales volume, since more sales mean more profit.	Profit is achieved through customer retention and customer satisfaction.
Contest	The sales concept does not provide a competitive advantage and will be less suitable in a competitive environment.	It builds a two-way relationship between seller and buyer, so it is best used in a competitive environment.
Call to action	Promotions and discounts are used to speed up the customer's purchasing process.	There is no mandatory subsequent purchase as the goal is to deliver the product to customers and convey the message that the product meets the customer's needs.
Business Planning	Short term	long-term perspective

Source: Developed by the author based on [21].

Table 5.

Marketing Concepts of the World's Leading Companies

Company	*Marketing concept*	*Features of using the marketing concept*
Samsung	**Commodity**	The organization produces a high-quality product and works to improve its characteristics and expand its functionality. The latest technologies and innovations are used. A distinctive feature of the products of this brand is the clear image that is created thanks to special technologies. Samsung products have been at the forefront of technology markets for many years thanks to the introduction of modern and quality products that meet the needs of most consumers.
DANONE	**Sales**	It is a French transnational organization and one of the largest food industry organizations in the world. Its activities are focused on three business areas: milk and its derivatives, biscuits and mineral water, as it represents the consistency of high quality and uniqueness of products, and also helps to attract more customers and sell manufactured products. The organization uses all available methods, such as advertising in the media, competitions, promotions, tastings, etc., in addition, products of this brand are presented, which promote a healthy lifestyle and proper nutrition, especially in the light of modern society.
AVON	**Traditional**	Regularly expands the range and improves products taking into account the needs and desires of the target audience, without paying attention to quality and good solutions. This policy is customer-oriented and includes individual consultations, gifts for the purchase of selected products and household goods. delivery with money back guarantee.
IVES ROCHER	**Social and ethical**	The slogan is “Nature is the source of beauty.” The main advantage of the product is environmental protection, since it is made mainly from natural plant ingredients. The organization cares not only about the health of its customers, but also cares about the environment. Thus, the consumer can buy creams in special tubes just once, and then purchase packages Variable, that can be easily inserted into existing packaging.
McDonalds	**Interaction Marketing**	Today there are more than 30,000 restaurants in various parts of the world, while the organization owns about 18% of the fast food market, ahead of its competitors. The organization achieved this success thanks to a well-thought-out and carefully implemented marketing program.

Source: Developed by the author based on [23-24].

Marketing is the most important reason for the success of any organization, big or small. It is difficult for organizations to succeed if they do not use modern marketing techniques and strategies that help them attract more customers, achieve good sales and increase profits because marketing requires knowing the potential customers of a product or service and trying to approach them and communicate

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with them to find out their wants and needs, serve them in the best possible way and then showcase and sell these products or services using innovative and attractive methods and techniques as well as success stories of some organizations [22].

Globalization trends in the world economy and social networks have recently become one of the most discussed topics among domestic and foreign scientists and have not only led to the emergence, standardization and popularization of new global needs, making the consumer more knowledgeable, informed and demanding when choosing. However, this has changed some rules of consumption, which has increased society's demands for respect for the environment, energy efficiency of products, consumer safety, etc.

These changes in consumer consciousness influenced the conceptual rethinking of the tasks and principles of marketing, which marked the beginning of the emergence of a new approach to the needs and requirements of the modern consumer.

CHAPTER 2

E-BUSINESS: ORIGINS AND BASIC CONCEPTS

1.1: INTERNET TECHNOLOGIES, THEIR EMERGENCE AND DEVELOPMENT.

The Internet is one of the information technologies directly involved in the activities of the organization. This is a set of interrelated scientific, technological, production and communication activities, the purpose of which is to collect, store and transmit information for long-term management in a short time [1].

Fearing the outbreak of nuclear war and loss of information, the US Department of Defense created a network called «Advanced Research Projects Agency Network» (ARPANET). Advanced Research Projects Agency network, where this network was able to connect two computers separated by hundreds of kilometers, benefiting scientists. Universities and colleges created a similar network to share information, which paved the way for a vast network connecting millions of computers around the world, and is now the largest communications network and information provider.

The essence of the concept of the Internet includes a wide range of electronic communications networks that are widely interconnected and not regulated by any central rules, surrounding within themselves a group of public and private computer networks distributed throughout the world and developing independently as long as networks and computers exist , which were added, and their creation.

The web has created global connections for users, organizations and individuals, and with the integration of new offerings in the electronic environment, information has become more relevant and accessible more easily and quickly. [2].

Internet capabilities:

- ***Open network***: Any subnet or network created in the world can connect to the Internet and be part of it without restrictions or conditions, be it geographical, political, religious, social, etc.
- ***Global network:*** it is a large network comprising a number of public and private computer networks.
- ***The user is anonymous:*** Because the Internet is an international network with which users from different countries of the world interact, and at the same time they are unknown to each other.
- ***High throughput:*** this means that Internet performance will not decrease as the number of users increases, since this number cannot be controlled.
- ***Available to everyone:*** There is currently no tool that can match the popularity of the Internet. It is a collective tool that is not limited to a specific group.
- ***Internet for extensive e-commerce:*** There is currently no other advertising medium that can be compared to the Internet.

- ***The Internet is constantly evolving:*** The Internet has become the subject of global debate as it serves as a vehicle to bring about major changes in the shape of the information industry and the speed at which it spreads. [3-4].

Development of Internet technologies:

1. **First stage:** Educational institutions and research centers used the Internet as a means of communication, linking computers and exchanging large and small text files via email using TCP/IP protocols. TCP/IP protocols are considered the primary language of communication on the Internet because each device connected to a network must have a single and unique address that identifies and distinguishes it from other network devices, called an IP address. important services:

- ***Email service:*** appeared in the 1970s and is the first service on the Internet that allows you to send and receive electronic messages to and from anyone on the network around the world.
- ***File Transfer Service:*** This service is based on the File Transfer Protocol (FTP), which is used to transfer files between two sites over the Internet by accessing a computer (server) on the network, downloading the files stored there, and sending them to another computer. another computer, thanks to this the service made it possible to transfer files remotely and from computers located in remote locations [5].
- ***Newsgroup service:*** appeared in the early 1980s and is known as Usenet. Discussion groups can be compared to forums that bring together people from all over the world who have common interests on specific topics. Discussion groups are divided into main categories related to various topics. covering technology, science, etc. Any Internet user can easily join any discussion group [6].
- ***Mailing list service:*** involves creating mailing lists for groups of people with common interests. Websites use these lists to send news and events on topics and products of interest to the email addresses of individuals registered on the site [7].
- ***Live chat service:*** it was developed in the late 1980s and allows the Internet to be used as a means of direct communication between people through real-time dialogue in the form of text messaging.

2. **Second phase:** The idea of the World Wide Web (www) originated in 1989, when a scientist named Time Burners came up with a proposal that would allow Internet users to view sites containing text, images, video clips, and sounds. in a simple way via the Internet. Basic services include:

- ***Information search service:*** provides access to information on topics in various fields, information is searched using a search engine, and also retrieved using web browser programs from servers containing large volumes of information in the form of pages characterized by high coordination between servers Website containing various information or requests worldwide, searched and sent to the customer at any time.
- ***Live chat service:*** a system that allows users to communicate in real time through a web interface. The conversation takes place through text messages, voice or video using

multimedia. Chatting occurs in chat rooms that bring together many subscribers with common interests in the form of instant messaging, where two people exchange messages in real time.

- ***Online video conferencing service:*** consists of geographically dispersed video conferencing by exchanging audio and video data between two or more locations. This type of communication ensures interaction between participants because it is based on the property of synchronization in communication, that is, communication. in real time, and also allows the exchange of experience and knowledge between specialists from different countries of the world.
- ***Blog service:*** these are sites presented in the form of diaries that contain the ideas and impressions of their creators, individuals or institutions, are constantly updated and allow visitors to leave reviews and notes.

3. Third stage: The main feature of this stage is the emergence of peer-to-peer technology in 1998 after its publication on the Internet by the American company Napster, allowing computers to directly communicate with each other over the network, since this technology depends on the ability to exchange Files between Internet users directly, without having to go through any server or other intermediary, with the ability to make the user a consumer and producer at the same time, and its services includeя:

- ***Public p2p service:*** it allows users of public peer-to-peer networks to share and transfer files, given that various of these networks are owned by private organizations and any Internet user can connect to them, provided the appropriate software is installed.
- ***Private p2p service:*** allows users of p2p networks to exchange and transfer files, with the ability for Internet users to create such networks by installing special programs on their computers. It also allows the user to select network users who can connect to them based on addresses, which allows access to be blocked by untrusted users using a password, and also allows file encryption.
- ***Search service for hidden personal information on the Internet:*** allows you to search for hidden information on your hidden personal website, that is, information on web pages stored on computers connected to peer-to-peer networks. Please note that search engines such as Google and Yahoo help with searches. only on the visible web, while search engines like Metacrawler help search the public hidden web [8].

Internet protocol: a set of rules designed to direct and process data packets so they can travel from one computer to another across a network and reach the correct destination. It is also called an identification number associated with a specific computer device or network. allowing computers to send and receive information when connected to the Internet.

*Comparison of Internet, Intranet and Extranet***:**

- **Internet:** it is a global communications system that allows the exchange of data and information between countries through packet switching over the Internet

Protocol (IP) and provides a range of services such as the World Wide Web (Web), email, file transfer protocols, and website transfer protocols. The Internet is seen today as a phenomenon of global social and cultural impact, which has led to a change in traditional concepts in various areas such as work, education and trade, and the emergence of a different concept of what the information society looks like.

- **Intranet:** (internal electronic data interchange tools) is an internal network created by organizations of various sizes. This network uses Internet protocol such as HTTP and uses web services such as email and contains all the internal programs to achieve the largest possible scale of business activity.
- **Extranet:** (external tools for electronic data exchange with partners) - a technology that allows a group of remote internal networks to communicate and exchange data with each other [10-11].

Requirements for a computer network for modern communications:

1. Speed and ease of control: Network performance is characterized by indicators such as response time and throughput, transmission latency and network response time, which all users know when they say at work that "today's network is slow." influenced by both technical parameters and network congestion, on which performance depends. Setting the amount of information transmitted over the network or its segment per unit of time. Transmission delay is calculated from the time that elapses between the arrival of information at the device's input and its appearance at the output. This indicator is required to transmit audio or visual data.

2. Network scalability: means the ability to easily add individual elements (users, computers, applications, services) to the network. However, in some cases, these operations can lead to a decrease in network performance. It is common to talk about the network. a property such as scalability, which is the ability to expand the network without loss of performance.

3. Ensuring device reliability and safety: This is done by traditional methods by duplicating each element to ensure the integrity of the information and prevent tampering by making copies and verifying the identity of the copy if the information changes. Of particular importance in computer networks is the security of information transmission, which is guaranteed by software and special devices [12].

*Benefits of using the Internet and its applications in the activities of business organizations***:**

1. Constant and quick access to the necessary information.
2. Simultaneous transmission of information in different places.
3. Possibility of simultaneous centralization and decentralization.
4. Interactive communication with potential partners and consumers.

5. Business communications services.

The Internet uses several protocols to facilitate the communication process between network devices, including those shown in the table 6.

Table 6.

Basic Internet protocols.

Internet Protocol (Ip)	It is the basic communications protocol in the Internet protocol stack and forms the basis on which the process of routing packets across the network depends. It provides communication between different networks, and this is the essence of the Internet, according to researcher Vint Cerf and researcher Bob Hahn - they are the ones who allowed the process of sending information from one computer to another.
Transmission Control Protocol (Tcp)	Transmission Control Protocol, or Transmission Control Protocol, is one of the core protocols in the Internet protocol stack. It provides reliable, error-free transmission of a stream of bytes between two hosts communicating with each other over an Internet Protocol-enabled network. Researcher David Clarke is the one who developed the rules to control the transfer of information between computers.
Hypertext Transfer Protocol (Http)	A stateless protocol (that does not store any data between two requests) for transferring resources over the Internet. This is the main and most common method of data transmission on the World Wide Web. The main purpose of its creation was to find a way to publish and receive HTML pages (files such as images, audio, documents, etc.) Development of the protocol began by Tim Berners-Lee at CERN in 1989.
Hypertext Transfer (Https) Protocol Secure	A more secure version of the conventional Hypertext Transfer Protocol because messages carried through it have a level of security not found in the other protocol.
File Transfer Protocol (Ftp)	It is the oldest Internet protocol other than the Internet Protocol, as it became available for use in 1971 and is used to download and upload files from one device to another device within a network. This protocol is considered insecure if its settings do not meet the requirements. configured correctly and the connection may be compromised if the settings are left as they are.
Secure Shell (Ssh)	Secure Data Transfer Tool because it contains many of the features of File Transfer Protocol, but it is more secure, contains many features and allows you to remotely access servers and execute commands.
Telnet (Telnet)	It provides the ability to remotely connect to and control computers, but lacks secure communication standards because it does not encrypt data sent and received over the network.

Source: Developed by the author based on [9].

The importance of using the capabilities of the Internet for the activities of organizations is due to the large number of active users of the information source in the world, therefore the Internet appears to be more accessible and suitable for more active exchange of information between users [13].

2.1. ELECTRONIC BUSINESS: ORIGINS AND DEVELOPMENT

The Internet continues to revolutionize many aspects of the modern world, including business, which is why conducting deals, transactions and business transactions over the Internet is known as e-business. With the active development of the Internet in the early 1990s, new concepts began to emerge. e-businesses are emerging all over the world.

E-commerce and e-marketing, which have formed a new model of economic development in most countries. The application and development of innovative information technologies have changed the basic relationships and business models from the dominance of the production organization and then the intermediary, the role of the dominant consumer, from mass production to customization, and from the value of material resources and goods to the value of information, knowledge and intelligence at this stage development of Internet use.

Opportunities in the activities of most organizations have become an integral part of their effective activities in the markets, and new types of electronic business relationships are constantly being created through the Internet, which leads to the emergence of the term e-commerce.

The concept of e-business appeared in the United States in the 1980s as a result of the development of the idea of a global information economy, which formed the theoretical basis for the use of local and global computer networks and their integration with information technologies and systems in organizations. Technologies and systems in organizations have become the main information delivery system, thanks to the availability of real-time communications, which has evolved into the use of tools and capabilities of the global computer network as a means of conducting electronic business and establishing internal and external connections of the organization in order to achieve profit.

Electronic business: it is a basic process carried out by an organization using a network of interconnected computers, which is actively developing in many countries. It includes activities and processes such as customer service, production control, affiliate activities, buying and selling of goods and services, payment processing, employee services and information transfer.

Another definition has been given. E-business was defined by IBM director Louis Gerstner as “the transformation of core business processes using Internet technologies” for the first time in October 1997 and registered as a trademark [8].

To shed light on the stages of development of e-business, it is necessary to consider the history of its emergence, development and transformation of related technologies, as shown in Table 7.

Table 7.

The main stages of development of e-business in the world

Stages	*Years of development*	*Features of doing business*
1 stage	1960 – 1970	With the advent of the basic principles of the development of the information society, the concept of a computer data exchange network was first developed.
2 stage	1970 – 1980	Intensive development and technological innovation contribute to the rapid development of information technologies, microprocessors, memory cards, the concept of the development of the World Wide Web and electronic signature.
3 stage	1980 – 1990	The development of Internet standards, the emergence of the first concepts of e-business and e-commerce, the use by organizations of production planning systems based on data from suppliers and consumers.
4 stage	1990 – 2000	The creation of a new global information environment (www) of the World Wide Web and the emergence of electronic money payment system technology are associated with the initial creation of Internet banking.
5 stage	2000 - today	Introduction and widespread use of Internet technologies in all areas.

Source: Compiled by the author based on data [10, 14].

Benefits of e-business:

• *Low Costs:* Companies adopting an e-business approach work to reduce operational and financial costs to a level that gives them a competitive advantage.

• *Improvement in production and marketing stages:* Increased efficiency, effectiveness and productivity in all stages of planning, implementation, evaluation and control as the use of computers leads to optimal optimization of resources and increased productivity and this is achieved through maximization of production. goods and services at the lowest cost.

• *Time saving*: Using the e-business approach reduces the time required to complete all operational, marketing, sales, financial and even supply activities, making the e-business approach completely time-constrained.

• *Effective Communication:* Achieving better, more complete and faster communication with customers as the Internet provides new ways and opportunities for an organization to effectively communicate with customers on a

large scale. The Internet is a global network that allows an organization to attract customers from Market Share in the Electronic Market higher than in traditional business. On the other hand, a business organization can become closer to customers and respond quickly to messages. , questions and requests via email and email.

• *Quality Effectiveness:* Based on customer feedback, in addition to the specific benefits of the information systems provided by the organization in the electronic environment, the organization can adopt quality as an integrated approach to performing its work with what is called total quality management. , in which many organizations have implemented and integrated all activities, as well as products and services provided previously [13].

Electronic business has gone through many stages in its history, the simplest of which is data exchange and the creation of information services using artificial intelligence systems in its technologies.

Stages of submitting an electronic case to an organization:

1. Infrastructure development: provision of all modern technical requirements, such as computers and accessories, to ensure the transition of the organization to the use of new tools of the electronic environment in all its forms. Also work to secure the necessary local area, networks within one organization and its connection to other branches or related organizations such as intranets and extranets, as well as the protection of all programs and applications that provide a complete work environment, from workstations to databases stored on servers that provide the speed and flexibility of information flow required by the organization.

Appropriate and reasonable systems must be in place to protect the new electronic business environment from modern security infiltration techniques such as viruses and network hackers, and of course, ensuring periodic maintenance of the organization's networks by engaging specialists in the field or by contracting for maintenance with the competent authorities.

2. Qualification and training: Attracting competent specialists to work in a new work environment in organizations that are new to work, or assigning employees to new areas of activity in the organization. However, if an organization already exists, it needs to provide training to its employees to ensure their competence.

Many government and private organizations have done this by sending their employees to computer driving and other similar courses, by training workers and employees to conduct independent Internet searches to obtain data and information related to their jobs, by training workers and employees in electronic marketing, by reading directories, requesting data and queries over the Internet, and providing.

Various sources that allow workers and employees to develop their professional skills in the field of e-business.

3. Increased tracking and control: Construction of an integrated software system that provides tracking and monitoring of operations, for example, used in an Internet cafe, which allows the manager to know the time of entry and exit of clients or user visits to sites and the amount of downloaded data, etc.

Nowadays, there are full-fledged programs and solutions for remote network management provided by organizations specializing in this field: for example, you contact support about a problem with your home Internet, and the person who answers you answers your questions and solves your problem located in another country, using privacy practices. Security and privacy of the organization's employees through passwords, fingerprints, etc. Evaluate employee performance online through self-managed programs that track performance and provide regular reports on the volume of activity, and create a special mechanism to monitor employee performance or performance parts so that their employees can perform their tasks remotely and this saves a lot of costs associated with the workplace.

4. Increased customer satisfaction: respecting the customer's sometimes lack of knowledge about the new e-business environment, and attempting to focus on developing and facilitating communication with the organization in a sustainable and responsible manner, while continuing to develop and modernize after-sales service. Since it is the most controversial in the e-business environment, and strives to raise awareness and education, continuously eliminate the risks of improper commercial transactions on the Internet and provide the necessary conditions of reliability to protect the reputation of the organization and ensure the continuity of its operations and ensure that the needs and desires of consumers are the core driver of the organization's activities in the field of e-business.

Also important is the fact that the organization strives to improve its work and service methods to make them simpler and more dynamic with the need for coordination. Communicate with distributors and suppliers as they are the backbone of e-business and not neglect old customers in traditional business but rather retain them and try to attract them into e-business and attract new customers by doing business online [13].

E-business classifications:

1. Electronic communities: These are lively social gatherings of people who engage online in public discussion and exchange of information with enough human feeling about issues of common interest to form networks of personal relationships. Many of these electronic communities are rapidly developing through the Internet, and some of these communities are beginning to be organized

and controlled by the community members themselves, others are organized and controlled by marketers, and others by third parties who act as intermediaries between members and other interested parties such as marketers and advertisers.

2. Electronic markets: This is a center connected to modern communication networks and controlled by fast computers. In an electronic marketplace, buyers and sellers do not need to be in the same physical location to interact.

3. Electronic services: they represent one of the most well-known applications of the use of information and communication technologies in various fields, namely the role of technology in influencing and facilitating services, as well as in their transformation from traditional services to electronic services.

4. Electronic process: An electronic process defines the interaction between the entity that owns the process and the electronic service providers involved in its implementation. In particular, the e-process defines the coordination activities necessary to ensure cooperation between e-service providers.

5. Electronic procurement: An organization uses the Internet (or sometimes an intranet) to purchase goods and services it needs to operate. Paper processes are being replaced by fully electronic document management, which optimizes all aspects of the procurement process [16-17].

The Internet has popularized the auction model and expanded its use to include a variety of products and services. There are many ways to describe and classify business models in different ways. Michael Rappa proposed an approach for the integrated and purposeful design of online business models. This organization has not completed the development of an online business model, and new interesting options may emerge in the future, as shown in the figure 4 .

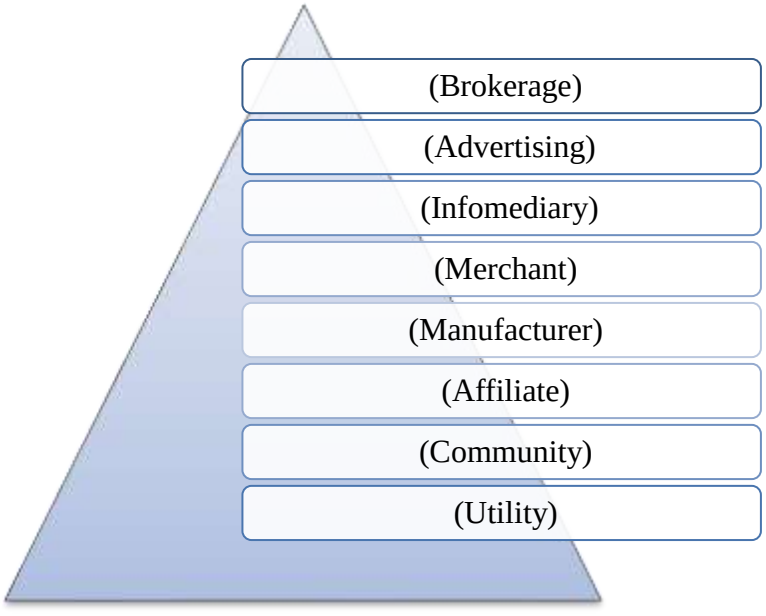


Fig. 4. E-business models
Source: Compiled by the author based on data [17-18].

First: Mediation Model:

Intermediaries are market participants who bring buyers and sellers together and facilitate transactions. Brokers typically operate in business-to-business (B2B), business-to-consumer (B2C) or consumer-to-consumer (C2C) markets. Brokerage costs consist of either a commission or commission for each transaction completed, and payment rules are subject to change. Includes**:**

1. Exchange: provides comprehensive services related to the entire trading process, market valuation of the traded product and performance monitoring. Exchanges operate independently and are supported by industry associations.

2. Resellers (purchases/sales): receiving requests from users for the purchase or sale of goods and services, which include a list of all necessary conditions, such as price and delivery conditions.

3. Order collection system: sample ordering portal Priceline.com. The potential buyer determines the final price for a specific product or service, and the intermediary guarantees the fulfillment of the order.

4. Auction broker: Auctioneers (individuals or organizations) incur brokerage fees, which are bids and fees that vary depending on the size of the transaction. Auctions vary widely in terms of product and service offerings, staffing rules and price changes.

5. Payment intermediary: provides a mechanism for making payments to third parties between buyers and sellers in connection with a specific transaction.

6. Distributor: A catalog that serves as an intermediary between various product manufacturers and wholesale and retail buyers and facilitates business relationships between authorized distributors (franchisees) and their business partners.

7. Search agents: a program or function that can be used to determine the availability and price of a product or service desired by a customer, or to locate such information.

8. Virtual markets: online trading services and brokers receive an initial commission, monthly or transaction commission, and automated marketing services. Examples of successful brokerage models for online financial exchanges and industry portals include ebay.com-amazon.com-europages. com-wallmart.com[17-19].

Secondly: Advertising model:

Online advertising has evolved from traditional broadcast media, where broadcasters are websites providing content, services and advertising media in the form of banner advertising, where banner advertising is the only source of income. Advertising works best when site traffic is highly specialized.

The advertising model includes:

1. ***Portal:*** acts as an entry point for users and is an online resource that combines a large amount of content and various services. Advertising to a large number of visitors is beneficial and allows for further development of the portal's services. A special portal allows users to use the user interface and customize content. It is obvious that the Vertical portal is aimed at a community or social audience with a certain geographical number of visitors.
2. ***Notice boards:*** It is common practice to post items for sale or purchase and pay for advertising, but data access fees may apply.
3. ***User registration:*** Websites that contain content and provide free access but require registration of demographic data, allowing the registration to track users' long-term browsing behavior and collect data to plan and evaluate targeted advertising campaigns.
4. ***Advertising by content and search by queries:*** selling advertising links or ads that match keywords specified in user queries, in addition to the paid registration model (Google AdWords).
5. ***Behavioral advertising (contextual advertising/behavioral marketing):*** used by open source software developers who place advertisements in their software or browser extensions that can recognize forms and software that removes advertising links or pop-ups from the user and fills them in automatically. the site is searched on the Internet, and contextual advertising companies can sell targeted advertising based on the activity of an individual user.
6. ***Content-based advertising:*** Created by Google, which distributes targeted search ads to the rest of the Internet, Google determines the semantic content of a web page and then automatically displays relevant ads when a visitor visits that page (Google AdWords system).
7. ***Itramercial:*** full-screen animated advertisement placed upon entering a site before the visitor can access all of the site's contents.
8. ***Ultramercial:*** It requires the visitor to regularly respond in a certain way in order to receive the desired content..

Third: (Infomediary) **:**

Data about consumers and their purchasing preferences is especially valuable when this information is carefully analyzed and used in targeted advertising campaigns. Independent collection of data on manufacturers, suppliers and related products helps consumers plan their purchases by providing market-specific information.

This template includes online business categories:

1. Advertising networks: Advertising networks provide a network of participating websites with banner advertising that allows for large-scale marketing campaigns.

2. Audience Research Services: online market research agencies providing audience research services (alexa.com).

3. Incentive Marketing: It is a customer loyalty program that offers consumers rewards such as coupons and vouchers for purchases at retail stores and collects data about users who make a purchase for targeted promotions.

4. Metamediaries: Facilitating transactions between sellers and buyers by providing comprehensive information and value-added services beyond the normal exchange of products and services between two parties [19].

Fourth: (Merchant):

This category includes wholesalers and retailers of products and services that may be sold through catalogues, price lists or online auctions. This includes the most common form of doing business online.

1. Virtual seller: A seller who sells online in the most popular online stores: (Amazon.com и Ebay.com).

2. Catalog sellers: mail order company with an online catalog that combines online mail order and telephone ordering.

3. Web showcases: Service providers are represented by a wide network of online offerings (in contrast to traditional organizations that have an extensive service delivery infrastructure).

4. Seller of digital goods: deals exclusively with digital products and services and fully combines online sales and delivery (e.g. sales of mp3 music, software, digital product portal) [20].

***Fifth: Manufacturer*:**

The direct manufacturing or production model allows a manufacturing organization (that is, the organization that supplies the product or service) to work directly with customers, reducing distribution channels, and supporting and simplifying production through efficient customer service to meet customer needs and better understand consumer preferences.

1. Acquisition: sale of a product in which ownership is transferred to the buyer (dell.com-ibm.com-hp.com).

2. Rent: In exchange for rent, the buyer is given the right to use the goods under the terms of the user agreement and the goods are returned to the seller before the lease expires, although this agreement may contain a title clause at the end of the lease.

3. Licensing: The sale of a product only grants the buyer the rights to use it in accordance with the license agreement and remains the property of the manufacturing organization (for example, a software license).

4. Brand content: Unlike available sponsored content (in the form of advertising), branded content is created by an organization that creates product information for individual use and distribution, so the organization's brand creates a strong basis for differentiating the organization's products, including advertising. service for organization.

Sixth: Affiliate commission:

In addition to the traditional portal, which provides high traffic per page, the commission model gives the opportunity to make purchases wherever customers are, and this is achieved through financial incentives (in the form of a percentage of sales) to the owners of affiliate sites. and partners provide buyers to the seller. This model is payment for each action, if the partner does not make sales, the seller does not pay anything.

1. Banner exchange: Place advertising signs through a network of partner sites.

2. Pay per click: website that pays affiliates for visitors' clicks (questionable, but still existing income, like netflix.com).

***3. Income distribution*:** Sales commissions are offered based on the number of visits by visitors to affiliate sites.

***Seventh: Community*:**

Marketing is based on the loyalty of founders and partners, and profits are generated through the sale of additional products and services or through voluntary donations. Revenues can be associated with contextual advertising or subscription to paid services. The Internet is suitable for the implementation of the social model and is one of the most developed industries. and can be seen in community development organizations.

1. Open source: software is created voluntarily by a community of developers and is distributed free of charge. Typically, open source providers rely on revenue from related services such as product integration, support, training, and the sale of user documentation (linuxrsp.com, nixp.com).

2. Public broadcast: model of non-commercial radio and television channels based on donations from Internet users, which consists in forming a community of participants who support the service through voluntary donations.

3. Social networks and sites of interest: Sites that give the visitor the opportunity to communicate with other visitors based on common interests, such as professional interests, hobbies or romantic interests. Interesting sites offer the

opportunity for meaningful advertising and subscription to a paid service, the most famous of which are Myspace.com - Facebook.com —Linkedin.com.

***Eighth: Benefits (Utility)*:**

How much did you get based on your measurement or consumption approach? How much do you pay? Unlike the subscriber model, the volume of consumed services is taken into account; utility measurements are usually made for consumption services (electricity, water, international telephone services).

1. measured consumption: measurement of services and payment to the user based on the actual use of services (mobile communications, Internet, payment for information).

2. limited subscription: Subscribers can purchase access to certain content, which is counted towards page views.

It should be clarified that the current spread of business models is partly conditional, that the use of these models is very specific to different areas of activity, often interrelated, that priorities in the use of business models are changing and new practical applications are emerging [21].

CHAPTER 3

E-COMMERCE

3.1. E-COMMERCE CONCEPTS

The world economy is undergoing major changes caused by several factors, the most important of which is technological development, especially in the field of remote communication systems, which has given speed and efficiency to the world economy through the presence of the ideas of economic globalization or the idea of the global village. In fact, one of the main reasons that created the phenomenon of globalization is the remarkable progress in the field of information and communication technology.

Communication technology has made great strides in saving speed and time, reducing paper processes and human friction, reducing operational costs and increasing the efficiency of electronic transactions.

E-commerce has become an integral part of e-business as it refers to a wide range of interactive business practices that aim to provide products and services to consumers. Which helps them meet their needs and has helped build trust in the markets by providing sellers and buyers with price, quality and delivery conditions , and has now become one of the most effective tools in global business management, which has led to the creation of a system compatible with the advantage of the information age, and has also helped to penetrate global markets and achieve the highest commercial level by eliminating boundaries and restrictions before entering commercial markets. It also helped simplify consumer choice by making it simple and straightforward to implement, and helped develop commercial and service performance [1].

E-commerce — is a type of process of buying and selling or exchanging products, services and information through any electronic means or computer network, including the Internet, between commercial establishments, individuals, governments or other public or private institutions.

As the product ordering process occurs through these networks, payment and final delivery may or may not occur through these networks as they express the interaction between communication systems and data management and security systems, resulting in the exchange of information for the sale of various products, goods and services.

E-commerce companies can increase efficiency and improve business operations. For organizations that set strategic goals as shown in the figure 5.



Fig. 5. Goals of e-commerce organizations
Source: Compiled by the author based on data [1-3].

Commercial organizations operating via the Internet are legal organizations or individuals who use the Internet for commercial, advertising, production or other activities in order to make a profit or meet other necessary social needs, distribution organizations, sellers, buyers (clients), advertising agencies and Internet providers, government agencies, associations, supervisory authorities, etc. [5].

The Importance of E-Commerce: it can be said that e-commerce is one of the most important innovations of the era, through which it is possible to achieve profits that were previously not possible using traditional methods, and the reason for this is as follows:

1. *Cost reduction.* Reduced costs have made marketing a product online cheaper than advertising in newspapers and on television.

2. *Going beyond state borders:* An organization can provide access to its products to any individual at no additional cost, especially since the Internet has spread to all countries.

3. *Freedom from restrictions:* the organization does not require a special license, is not subject to many regulations and incurs the costs of setting up a new branch or appointing a third party in a foreign country to be able to sell its products.

*The emergence of e-commerce***:** The roots of e-commerce go back to the nineties of the last century with the rapid development of Internet networks around the world. The historical development of e-commerce in the world is shown in the table 8.

Table 8.

www.ababneh.net

Stages of e-commerce development.

Year	*Historical development*
1969	Two electrical engineering students from Columbus, Ohio launched CompuServe, which at the time became the world's largest commercial online service..
1979	English inventor Michael Aldrich used the computer to process business transactions and television to create the world's first secure data transmission, laying the foundation for online shopping.
1982	He opened the first market for exchanging commercial goods over the Internet and named it (Boston Computer Exchange).
1995	Notable e-commerce marketplaces launched today are Amazon and eBay, which accounted for one million commercial transactions by 1997.
1998	PayPal's online payment system has debuted, giving shoppers confidence when making personal or business transactions.
2000	Google has launched Google AdWords, a service related to advertising on commercial websites, giving companies the opportunity to advertise and deliver their products to customers through the service..
2009	Square has arrived, allowing retailers to accept debit and credit payments.
2014	Apple introduced a mobile payment service and the ability to use a digital wallet, which facilitated the development of e-commerce in the following years.

Source: Compiled by the author based on data [5].

Digital markets have emerged as platforms for various organizations that bring together a large group of manufacturers, producers, distributors, retailers, suppliers and production components in a particular industry or company into a single information network containing their data and managed by an independent organization that displays information indicators and reports , which allow subscribers to exchange business information and invest in closing deals. Among them, trade organizations thus emerged as independent sites specializing in e-commerce [6].

***Stages of transition to the world of e-commerce*:**

1. Internet subscription: Effective and easy use of email by an organization requires the presence of the Internet in the organization. With the introduction of the Internet into organizations, the first steps towards actually using the principles begin. An organization achieves significant cost savings on email communications by being more open to the world it communicates with and moving towards sustainable messaging practices.

2. Creation of information pages about the organization on the Internet: This stage involves the actual presence of the organization through the creation of simple pages containing information about the organization on the Internet, by employees of organizations specializing in this work, or organizations specializing in creating websites.

3. Main center of e-commerce establishment: The center allows all commercial transactions with clients to be carried out at various levels, including offices containing catalogs, product lists, prices, orders, means of payment and the necessary financial transfers. Security features and a financial link to the payment method have been added.

4. Internet information center of the organization: The organization's growing use of the Internet has prompted it to consider moving to a higher level of usage by creating an online organization clearinghouse that facilitates interaction between the organization and its customers.

5. Using email: organizations have entered the world of e-commerce by getting their own email address. There are many websites on the Internet that provide email addresses for free, which does not pose a financial burden to the organization once the address is created. Once the email address is created, the organization uses it for correspondence in its publications and brochures, on employee business cards or when sending messages. to other organizations.

6. Organization e-commerce center: connecting the information center with the internal systems of the organization, achieving complete communication between the organization and its customers at the level of internal information systems and integrating all e-commerce operations [7-8].

*Conditions for e-commerce success***:**

- Provides advanced communications infrastructure and good management systems with advanced remote working capabilities.
- Providing the necessary means to access the Internet at a reasonable cost and within reach of most people, including access to computers.
- Having a legal framework and legislation in place to guarantee the protection and security of human resources in the sector, including protecting consumers from fraud and manipulation, protecting intellectual property rights, regulating tax issues and anything that will help encourage the entry of individuals. and organizations in the information revolution.
- Availability of appropriate banking services appropriate to the nature of transactions carried out over the Internet, while ensuring the security of communications between banks and customers through effective supervisory controls.
- Availability of a qualified workforce capable of effectively using information technology, as well as operational facilities and websites, including the development of educational and training programs in this area in general and in the field of e-commerce in particular.

- Educating the public and governments about the importance of information technology and the benefits it can bring.

The success of e-commerce depends on the presence of a developed infrastructure, which depends on the rapid development of information technology, computer networks and telecommunication networks, and this infrastructure depends on integrated elements such as networks, software, hardware, equipment and human resources. resources [9-10].

***E-commerce methods*:**

1. Online store: It is a website or platform for buying and selling goods, be it goods, services or information, over the Internet. The sales process occurs automatically without the intervention of the store owner, including ordering, checkout, and direct payment via the network.

2. Online auctions: is an electronic service through which participants sell or bid on goods or services, which facilitates virtual auctions and online transactions between buyers and sellers in different locations or geographic regions and is the virtual equivalent of traditional auctions.

3. Spot trading (hotline): This is the virtual online trading of financial assets, i.e., the buying and selling of currencies, stocks and digital currencies through trading platforms provided by brokerage organizations in order to benefit from changes in the prices of these activities at the time expected by the market.

4. E-learning: a means of supporting the educational process and transforming the indoctrination stage into a stage of creativity, interaction, skill development and integration of all forms of e-teaching and learning as it utilizes the latest techniques in the field of education. and publishing through the introduction of computers, their storage media and networks.

5. Electronic travel business: is a group of travel services for electronic travel agencies and is considered one of the largest and most important online markets. The development of the travel industry has led to the marketing of its services via the Internet, with a preference for purchasing from well-known and reputable travel agencies rather than directly from companies. Aviation, since these agencies provide various travel services (airline ticket sales services, hotel booking services, car rental services, etc.) [11-12]

The e-commerce process is an effective and convenient way to make money online. E-commerce has spread very quickly due to the opening of many e-stores on the internet and the dependence of many people on e-stores for their shopping. It is worth noting that there are many people who want to open e-stores, especially they must think about a profitable and constantly scalable business and have a long-term vision of creating an organization that will bring real value to the market [13].

***Steps for E-Commerce Success*:**

1. Product selection: When you are setting up an online store, you must consider the product market suitability as you first need to find the best selling products online and then come up with an idea to launch the product. You must know how to get this product.

2. Study the market well: Anyone who wants to open an online store should study the market, do a thorough research on the competition, problems and obstacles that may arise in the future and find suitable ways to overcome them so that the existing products stand out from other products sold in the online store.

3. Choose a brand that sets you apart: Any person wishing to set up an online store must make some difficult decisions when choosing a suitable name or brand for the area of business that will be opened and the logo must represent the business activity that will operate.

4. Develop a business plan: It is necessary to develop a detailed and thorough business plan that takes into account the company's need for external financing from investors, conduct a detailed study of the costs of opening a store and develop a marketing strategy: taxes, production costs, delivery costs, etc. employee salaries, if any [11-13].

5. Online store design: Once you have completed the previous steps and started creating your store, you should think about many things that will help your store stand out, such as getting beautiful product images, choosing a color palette, attractive writing. product descriptions, etc.

6. Choose the right ways to attract clients: There are many ways to attract customers, such as promoting products or the store itself through social networks (Facebook, Instagram, etc.), and this is achieved by encouraging customers to like and share store pages with the possibility of increasing the number of customers. Buyers by offering incentives in the form of discounts and gifts to customers who promote the online store page and negotiate with online stores to exchange goods on different electronic [14].

***Ways to increase sales in e-commerce*:**

All e-commerce operators strive to increase their sales by introducing new methods and constantly evolving strategies as old methods may not be effective due to technological developments followed by customers.

1. Target existing customers: Growing online stores can be difficult, so these store owners should focus on improving customer retention strategies rather than attracting new customers. Targeting local customers is a good way to increase sales for online stores as it results from their knowledge. When you have your own store

brand, one of the most obvious ways to attract local customers is to create a loyalty program.

2. Display your website in a special way: This is an effective way to increase sales, so it is necessary to highlight icons that confirm the reliability of the online store as customers always look for safe shopping sites to avoid scams.

3. Video advertising: This is a good way to increase sales of your online store. The process of showcasing products through video helps to increase traffic and interest in all products offered by the store as video provides the highest ROI compared to other marketing methods. .

4. Sharing customer feedback: The process of browsing through an online store website is one of the ways to gain the trust of others and increase online sales by sharing photos with positive reviews of the products sold in the online store.

5. Make your website mobile friendly: This process aims to make your website mobile-friendly since most people use mobile phones and tablets to shop online.

6. Providing special offers and discounts: This is one of the most effective ways to increase the percentage of sales in electronics stores. When presenting these offers, you can use the old strategy of increasing sales by increasing the base price of the items that were created, and then offering them offers such as discounts, with the option of introducing a discount on some items or on all items sold.

7. Display of best selling products: by directing customers to what they buy most often as this process increases the percentage of sales as people browsing the store's website do not know what they want to buy and hence this process will help guide them to buy products from the site [15].

8. Providing special offers on holidays and public holidays: customers usually shop during festive and special times, making this time of the year attractive to customers, resulting in increased sales and crowded markets during this time. This is one of the factors that helps increase online sales as many people love to shop online.

9. Several payment options: it is a necessary process to increase online sales. When a customer wants to buy goods, but the store does not support any payment method, the more payment options, the greater the sales volume, just like the case with credit card payments.

10. Add a phrase about quantity limitation: it is an effective process for increasing e-commerce sales that can motivate customers and encourage them to order as soon as they see the product instead of delaying the order. Because this phrase causes concern, customers say that the product may sell out before it is purchased.

11. Share with your customers what makes you different from others: This process helps in convincing customers to choose the products offered in the store and increases customer confidence in the products by explaining the features of the products offered, explaining their best features and displaying them in a visual manner. a highly effective way to increase sales on an e-commerce site [15].

Advantages ecommerce

The introduction of the Internet in various places of production and work in organizations has led to an increase in spending and consumption of various goods and products provided by international organizations through the Internet.

Demand is expected to increase in the future as the rate of participation in Internet services increases and they become available to everyone, which increases the awareness of Internet users and allows them to easily purchase the products they need. The development of e-commerce will greatly benefit both rich and poor countries, benefiting individuals. and organizations.

*Benefits for individuals***:**

1. Save time and effort: online markets are always open as customers do not have to go or stand in line to buy a particular product. All they have to do is click on the product and then enter their credit card information.

2. freedom of choice: E-commerce provides the opportunity to visit various types of online stores and also provides buyers with complete information about products, their characteristics, prices and services, as well as comparison with other available products, as well as the opportunity to communicate with international organizations beyond the local scale.

3. Cost reduction: Many online companies sell products at a reduced price compared to traditional stores because online marketing saves a lot of normal purchasing costs, which is in the best interest of customers.

4. Achieving user satisfaction: The Internet enables direct, interactive communication and allows e-commerce companies to use these features to respond quickly to customer requests, thereby providing better services and greater customer satisfaction.

Benefits for organizations:

1. This allows small organizations to reach different markets and different types of buyers around the world. This means that e-commerce provides the manufacturer and trader with the opportunity to expand the market, as well as easy, simple and transparent access to global markets and at the same time allows buyers to shop around the world, saving effort, time and money, allowing buyers to compare prices.

2. E-commerce allows for direct and close relationships between organizations

and their customers and suppliers, which allows organizations to obtain better, faster and cheaper services from their suppliers, especially when organizations use electronic data interchange systems.

Because these systems provide immediate and direct services, as well as offer automatic delivery services, enter messages exchanged between organizations in transaction systems, or process transactions without human intervention. This is where communication occurs between the organization's computer and the supplier's computer. It is often widely used in contracts, invoices, and purchase orders between component suppliers and industrial companies and has been integrated into e-commerce models in developed countries.

3. A direct relationship between manufacturer and buyer allows for better service to be provided to the buyer and creates new markets for products that are tailored to the consumer's taste and often have a high price tag. [10].

Electronic payment systems: The banking industry has seen significant progress in the use of methods that enable bank customers to conduct banking transactions through electronic communications networks and transfer and transfer money over the Internet, i.e. electronic money and digital wallets, in the form of digital data.

Electronic payment system - is a system that allows merchants in e-commerce applications to exchange money electronically instead of using coins, paper money or paper checks, and provides online merchants with an easy, fast and secure way to obtain prices for their goods. products from customers.

Electronic payment systems:

- Payment through point of sale or point of purchase.
- Through ATMs
- Payment via the Internet

Advantages of electronic payments

1. Reaching more customers around the world which results in more sales which does not happen with traditional payments as you are limited to people from your country or available area around you and you cannot reach more customers.

2. More efficient and effective transactions. Transactions are completed in seconds without wasting the customer's time, providing speed and ease unlike traditional payments.

3. Online payments are possible worldwide: customers can pay for their goods in online stores anytime, anywhere, and a device connected to the Internet is required to complete the process.

4. Reduced transaction costs and less paper used in cash transactions.

5. Electronic payment gateways provide effective security and anti-fraud tools to ensure secure transactions [16-17].

3.2. E-COMMERCE AND ITS MAIN MODELS

The electronic marketplace consists of several different levels: from simply presenting an organization on the Internet to electronically supporting the collaboration of many organizations. Electronic markets by their nature operate internationally and locally. This is in contrast to traditional markets, which operate only locally. Electronic markets are complex due to several factors such as differences in taxes, customs duties and banking systems. According to international standards, an electronic market is a market for interaction between business organizations that use electronic technology and the Internet, and is currently one of them. sectors of the e-commerce market depending on the participants and the characteristics of their interaction.

*E-commerce capabilities***:**

1. Globalization of e-commerce: it is an online business that knows no spatial or geographical boundaries. Creating an online website that provides the owner organization with access to markets and internet users from all over the world gives them the ability to effectively manage the commercial transactions of any organization through their website over the internet from any geographical location and this feature has various implications especially in the case of products or services that are delivered digitally, for example the difficulty of subjecting them to customs taxes. It is noted that high quality e-commerce is a theoretical or social characteristic and may not apply to all existing e-commerce sites, and some sites may be limited to certain geographic areas.

2. Interdisciplinary nature of e-commerce: Organizations large and small are finding that traditional divisions between industries, which were originally based on differences in the appearance of products and services and differences in physical delivery channels, are becoming less clear, with the result that goods or services may not be delivered to the consumer in this way. Traditionally, they can also be delivered directly in digital form, such as music and video films containing computer programs, information, statistics, etc. This is an advantage that creates strong competitive pressure. and motivates organizations to restructure to deal with the close relationship, for example, between what is considered a product and what is considered a service, and relates to difficulties in determining the taxable product.

3. Effective communication with clients. Earlier we talked about the advantage that the idea of e-commerce offers as it transcends the elements of time and space. Thus, one can easily deal with many companies, both local and international.

4. Trading without revealing dealers' identities: There is a possibility that customer information will be disclosed and misused while being transmitted over the Internet. A commercial transaction may take place between two parties who do not know each other, however they may have sufficient information about the other party, including where communication occurs, one party may provide false or misleading information to the other party.

Even if there is no easy way to verify this information, even in the case of stolen bank cards or the promise of guarantees or after-sales service without any real guarantee that the seller is obliged to honor. In cases where one party provides another party, this information may be misused without the owner having any control over its use. or who will misuse it, which indicates confidentiality and confidentiality of the information. There are efforts that rely on technology to maintain privacy, security, and reliability in online business transactions [18-19].

5. The advantage of diversity: One of the most important advantages of e-commerce is that it is a large and open market. There are many areas and markets that you can easily and easily communicate with depending on your project. With the amazing variety of products and services available online, this allows you to compare and scrutinize the offerings that are right for you and your company.

6. Analytics and tracking. E-commerce also allows companies to track and analyze customer behavior such as page views, click-through rates, and conversion rates. This data may be used to improve the user experience and performance of the website. An e-commerce structure has been created, including several groups, the main advantage of which is the use of information sources for cooperation with partners in the sale of goods and services. For a more detailed study in this area, it is worth considering the basic concepts and models of e-commerce, shown in Figure 6.

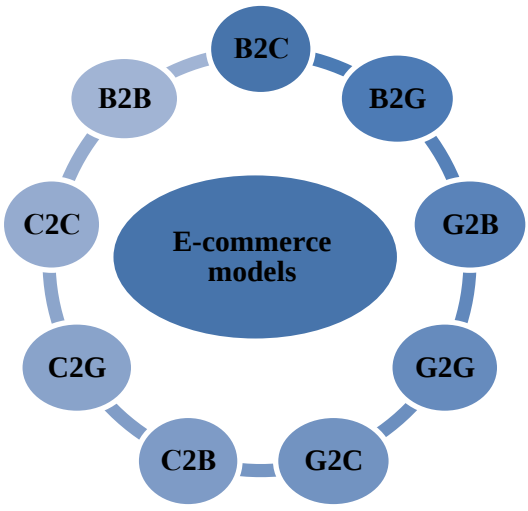


Fig. 6. The most important e-commerce models in the global market.
Source: Compiled by the author based on data [20-21].

1. Business to business model (B2B): a form of transaction between organizations that sell a product or service to another organization. For example, manufacturer and wholesaler, wholesaler and retailer, or e-commerce between organizations that have no contact with consumers typically involve products such as raw materials, software, or integrated products, with manufacturers also selling directly to retailers via e-commerce. commerce [22].

2. Business-client model» (B2C): It refers to business-to-consumer commerce where products and services are sold directly to consumers over the Internet and its purpose is direct sales to consumers. This form of trade effectively eliminates geographical distances between cities and major regions. Availability of products and services to the consumer, such as electronic exhibitions, catalogues, electronic stores and auctions, e-commerce, online commerce, electronic payment systems, travel services and other services [23].

3. Model C2B (to business Customer). It has two aspects:

First aspect: It is a form of e-commerce that allows the consumer to independently determine the prices of various goods and services provided by organizations and thus demand is generated, which does not mean that there will be a sale at the asking price. Based on this, the seller, using statistics of current demand, makes a final decision and then offers the product for sale at an average price.

Second aspect: a set of methods, tools and technologies for conducting online transactions between individual consumers, small associations or private business organizations, for example, the sites of business consultants, lawyers, promoters (specialists in improving the performance of organizations), auditors, advertising agents and other professionals capable of providing organization services.

4. Consumer-to-consumer model» (C2C):

It is a commercial exchange between people because a person can sell goods and services that he owns to another consumer by browsing them online, so that the entire process of buying, selling and paying takes place over the Internet. The intermediary between the buyer and the seller is a personal website or a specialized website with a section for free advertisements.

The transaction can be carried out directly via the Internet, if both parties have electronic means of payment, or in cash, if all issues related to the use of the Internet are agreed upon. Its applications include online auctions, classified ads and message boards. The popularity of this marketing has increased with the advent of the Internet in organizations such as eBay [24].

5. Model Business to Government (B2G):

It refers to the work of organizations that sell products and provide services to governments or government agencies, as well as participating in electronic auctions for the purchase of products for government supplies, fulfilling government contracts, and also providing tax, statistical, customs, etc. reporting.

6. Client-government model» (C2G). It refers to all transactions that link the consumer and the government with the government's efforts to develop services for the masses, whether through the collection of information and data, participation in public opinion surveys, payment of taxes, fees and fines, and the submission of citizen inquiries, complaints and petitions.

7. Government –to-Business model (G2B): this means a shift from the public sector to a sector between government and business. In this type of e-commerce, the government uses the Internet to exchange information with organizations, including information about commercial and customs issues. taxes and others.

This also includes services. Which government agencies provide to organizations, whether on their websites or on their traditional sites in the real world rather than the virtual one. It is an advanced system used by Internet-based governments and related agencies. It integrates its various services with private organizations and the public at large and makes information available to individuals in order to establish transparent relationships characterized by speed and accuracy and aimed at improving the quality of implementation. This form works for the system of distribution of government orders, electronic tenders and communication with tax and customs authorities, certification bodies, state licenses and departments, etc.

7. Government-to-Consumer model (G2C): from the public sector to the consumer sector, from government to consumer. In this type of trade, information is exchanged between government agencies and consumers. This type also includes services provided by government agencies to citizens, such as educational, cultural and health services.

This type also includes announcements by government agencies about vacancies in them, so a citizen can carry out his government transactions via the Internet, for example, renewing a driver’s license without having to go to the licensing department and the social service system (pension salaries, allowances, benefits, etc.).) and public service systems .

8. Government-to-government model» (G2G):

It is the exchange of information and coordination between government agencies, which may also include commercial activities. exchange information with each other, whether between the administration of the same device or between

a device and other devices internationally, nationally or locally, with the aim of improving the performance of these devices, reducing operating costs, reducing personnel training and providing election services and automated systems cooperation in the field of customs, taxes, law enforcement and geographic information systems [23-25].

Barriers to e-commerce

First: Technical obstacles:

- Issues of protection, safety and quality always require recognized standards.
- Connection speed in some places is not sufficient for e-commerce needs.
- E-commerce software development tools are evolving.
- Technical difficulties associated with the integration of Internet technologies and e-commerce programs.
- Small projects cannot afford the high cost of e-commerce projects.
- Problems associated with the order fulfillment process requiring high efficiency.
- Need for computerized warehouses.

Second: regulatory and environmental obstacles:

- Concern for safety, security and privacy.
- Lack of trust in e-commerce transactions.
- Many legal and political issues, such as taxes, remain unresolved.
- National and international regulations sometimes prohibit the use of e-commerce applications.
- Lack of clear means to evaluate and measure the benefits of e-commerce.
- Buying habits of many consumers [9-10].

Electronic markets – These are complex markets that involve not only buyers and sellers, but also logistics agents, marketing and financial service providers, and digital intermediaries. local supply and demand, but also external supply.

Market development is largely related to the development of the technological base and the development of the digital advertising market and the IT sector.

This provides competitive advantages to organizations by reducing costs, expanding markets and business lines, penetrating existing markets and identifying new sales channels, attracting new customers, improving service to existing customers and achieving greater mobility and efficiency in management decision-making within a unified communications system, taking into account e-commerce categories [4, 9-10].

CHAPTER 4
ELECTRONIC MARKETING CONCEPTS

4.1. BASIC CONCEPTS OF ELECTRONIC MARKETING

The Internet is a constantly evolving means of communication that helps improve an organization's competitiveness in the virtual world.

Marketing is a vital activity and is of great importance, be it in commercial, government or even non-profit organizations. Whether organizations produce goods or services, marketing today poses a real challenge to the success, survival, growth and prosperity of organizations. Because it allows them to design, develop and distribute their products based on the needs and wants of the target market, which is relevant to the market.

The one thing that sets email marketing apart is the ability to measure impact in real time and allow marketers to test its effectiveness as well as personalize messages. Based on its effectiveness compared to traditional marketing.

Table 9.

Definition of Electronic Marketing

An approach	*Definition*
(IDM) **Institute of Direct and Digital Marketing**	Integrated use of information channels in the virtual space to support the marketing activities of commercial organizations and customer loyalty by recognizing the strategic importance of digital technologies, developing an integrated approach to improving the provision of online services for optimal customer satisfaction and increasing their awareness. organization, brand, products and services.
Hassan AL-Ababneh	The use of marketing methods and practices in a virtual environment to facilitate the exchange and satisfaction of customer requests, thereby reaching the target audience and providing high-quality products at more competitive prices through electronic means, with the ability of the organization to reduce costs**.**

Source: Compiled by the author based on data [1].

At the beginning of the development of the Internet, many enthusiasts believed that in the near future the virtual space could replace the reality of real work. Shopping, entertainment and communication will be carried out exclusively via the Internet. A direct result of these provisions was the hypothesis that the Internet could become the only channel for advertising and online marketing. The Internet is the inevitable future of general marketing, but after the first ten years of the Internet's development, it has become clear that such a scenario is unlikely in the

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near future. The main task of the Internet is not to replace the real world, but simply to complement it and simplify the process of communication. Likewise, online marketing The Internet does not replace traditional marketing, but rather complements it. Email marketing is growing rapidly and the number of people who are using it is constantly increasing to gain benefits and benefits for themselves or their business. The main goal of Internet marketing is to use the opportunities available to Internet users to achieve the maximum possible profit, growth and development. And independently receive various information and data about the organization, product, service and brand that interests them, since the organization and the client in the field of online marketing maintain communicative relationships and quickly interactively respond to the needs and requests of clients, process the information received and draw conclusions from the profitable marketing activities [2-3].

Digital marketing and email marketing tools are similar because the Internet is electronic and interactive. However, there is a difference that distinguishes email marketing from digital marketing, which is an online or offline mode, which means that in email marketing, its tools are used exclusively in the Internet environment, while in email marketing, its tools are used exclusively in Internet environment. Non-Internet media, such as digital television, various mobile applications, interactive screens, print media, quick response posters. Since email marketing is one of the digital marketing models and without it it is impossible to promote, create and improve any brand or product in the modern era, these are two systems of marketing activities that do not become obsolete, but only work to improve, modernize and change every day, complementing their new electronic and digital technologies, which allow analysis and use of more accurate, objective, specific and timely information [3-4].

Marketing activities in a global economy require a transition from traditional marketing tools to cross-border promotion of products and services in order to increase customer loyalty through dialogue and real added value of the product. The effectiveness of Internet marketing for each organization extends specifically to a specially selected tool, the use of which will not allow achieving not only the desired results, but also superiority over competitors in the markets and obtaining many new attractive opportunities for business development [4].

Just as traditional marketing focuses on promoting products and services to increase sales and attract the largest user base to an organization, everything happens exclusively through the Internet. There are three main elements that completely distinguish online marketing from other types and differentiate models: as shown in the figure 6.

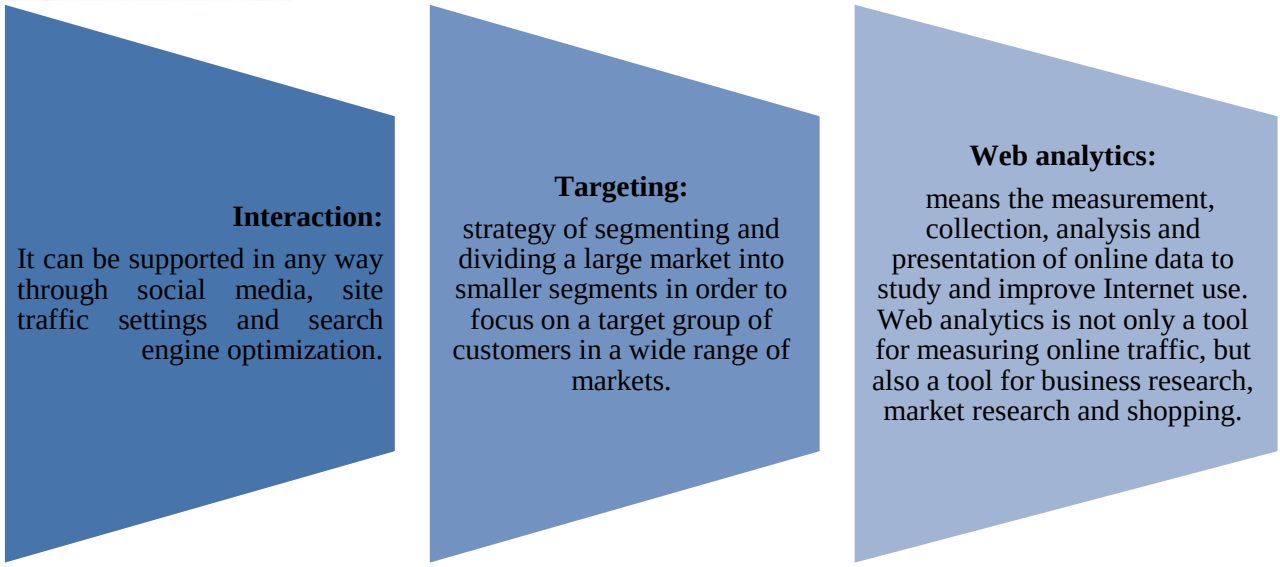


Fig. 7. Comparing Electronic Marketing to Traditional Forms of Marketing.
Source: Compiled by the author based on data [5-6].

Types of Email Marketing Used by Organizations [7].:

1. ***External Marketing:*** it depends on the organization's ability to market itself and its products and is associated with traditional marketing functions such as developing and implementing the marketing mix (product, price, distribution and promotion).

2. Internal Marketing: The ability of a business organization to convince employees of the organization's goals related to employees within the organization. Because the organization must follow effective policies to train and motivate employees so that they communicate well with customers and help employees work together as a unit. divisions and strive to satisfy the needs and desires of customers.

3. Interactive Marketing: refers to the idea of the quality of products and services provided to customers, which is fundamentally and highly dependent on the quality and relationships between employees and customers.

The concept of email marketing is no different from traditional marketing concepts except for the ability to communicate with customers. This means that electronic marketing relies on the Internet as a fast, easy and inexpensive means of communication to carry out the work that constitutes the main activities of the marketing process in its traditional form.

Arthur's Model for the Email Marketing Cycle and Stages [6-7].:

First: preparation stage: At this stage, the needs and wants of potential customers are identified, potential and attractive target markets are identified, and the nature of competition is determined. To be successful, it needs to quickly obtain the necessary data and information so that the company can resort to collecting data and information on the Internet and use a market research approach to determine the needs and wants of consumers. The nature of competition helps an organization to offer relevant products online that meet its objectives.

Second: communication stage: at this stage, the organization carries out a process of communication with the client/consumer to introduce him to new products offered in electronic markets via the Internet.

*According to the IDA model***:**

- ***Attention stage:*** Many means are used to attract the attention of the client/consumer, the most important of which are advertising feeds and emails.
- ***Stage of interest:*** Providing data and information that the client/consumer needs, allowing him to form a definite opinion about the new product.
- ***Stage of arousal of desire:*** At this stage, the focus is on the desire of the customer/consumer itself. For the process to create desire, the presentation and development process must be an effective process, and it is preferable to use multimedia technology.
- • ***Action and action phase:*** (purchase). After the previous stages, the client/consumer is satisfied and satisfied with the product offered online, so he carries out the purchasing process.

Third: exchange stage: this stage expresses the process of exchange between the seller and the buyer, in which the organization (seller) provides the necessary products in the required quantities at the appropriate time, and the buyer (consumer) pays the price of the goods. necessary products.

Fourth: Customer Service: This is the post-sales stage. An organization cannot only carry out the sales process, but it must maintain an effective relationship with the buyer. The marketing process is not limited to winning and attracting new customers, and supporting these customers must be done through electronic means. These facilities include virtual communities, virtual chat that communicates via email and provides the buyer with all the information about new products in addition to a list of frequently asked questions, as well as support and update services.

Characteristics of electronic Marketing:

1. Wide range of services: clients who deal with any marketing website can do so at any time and the website owner will not know who is reading her emails until the client contacts her. She can also know her website's visitors.

2. The versatility of email marketing: The email marketing methods used know no geographical boundaries with the ability to make purchases wherever the buyer is located.

3. Developability: Electronic marketing is characterized by rapid development of the concepts and activities it includes, as well as the rules that govern it, as it uses communication media, electronic technology and related advanced information technology and is rapidly evolving. For this reason, the right decisions

required can change rapidly depending on the development of communications and information.

4 .**High efficiency:** Email marketing is highly effective because products and prices can be updated or changed immediately based on market demand, and customer needs can also be effectively met.

5. Direct interaction with clients: The ability to interact with customers directly and without any intermediary, as email marketing allows you to directly communicate with customers who see your content, especially through online comments, messages, comments and social media posts.

6. Track and measure all types of marketing campaigns In addition to communicating with customers, email marketing allows you to track their activity: you can track the ads and types of content you view before making a purchase.

7. Bridging the gap between organizations: E-marketing helps bridge the gap between large and small organizations in terms of production, distribution and human skills, allowing small organizations to enter the international market without the infrastructure of large organizations and making them stand on equal footing with these organizations.

8. No paper documents: In e-marketing, transactions are completed electronically without the need for paper, especially products that can be numbered, from the negotiation process to the delivery of the product to the receipt of the price. This has raised questions about proof of contracts and the validity of digital signatures, which has called for international organizations to develop a legal framework. Specializes in e-commerce, electronic signatures and payments. [8]

Electronic Marketing Goals:

1. Access to global markets.
2. Increased sales.
3. Promoting the organization's brand.
4. Availability of a large base of potential clients.
5. Ability to achieve all client goals specified in the marketing plan.
6. Ability to work at any time.
7. Better and more efficient use of your marketing budget.
8. Reduce marketing costs.
9. Increase customer satisfaction
10. Website ranks better than competing sites and appears in major search engines.

One of the first comprehensive studies of the differences between new media and traditional advertising channels was the work of McDonald and Wilson, who formulated the electronic marketing model in 1999. To clarify the features of the concept of Internet marketing and the features of its development, it is worth considering its key elements, which are presented in Fig. 8.

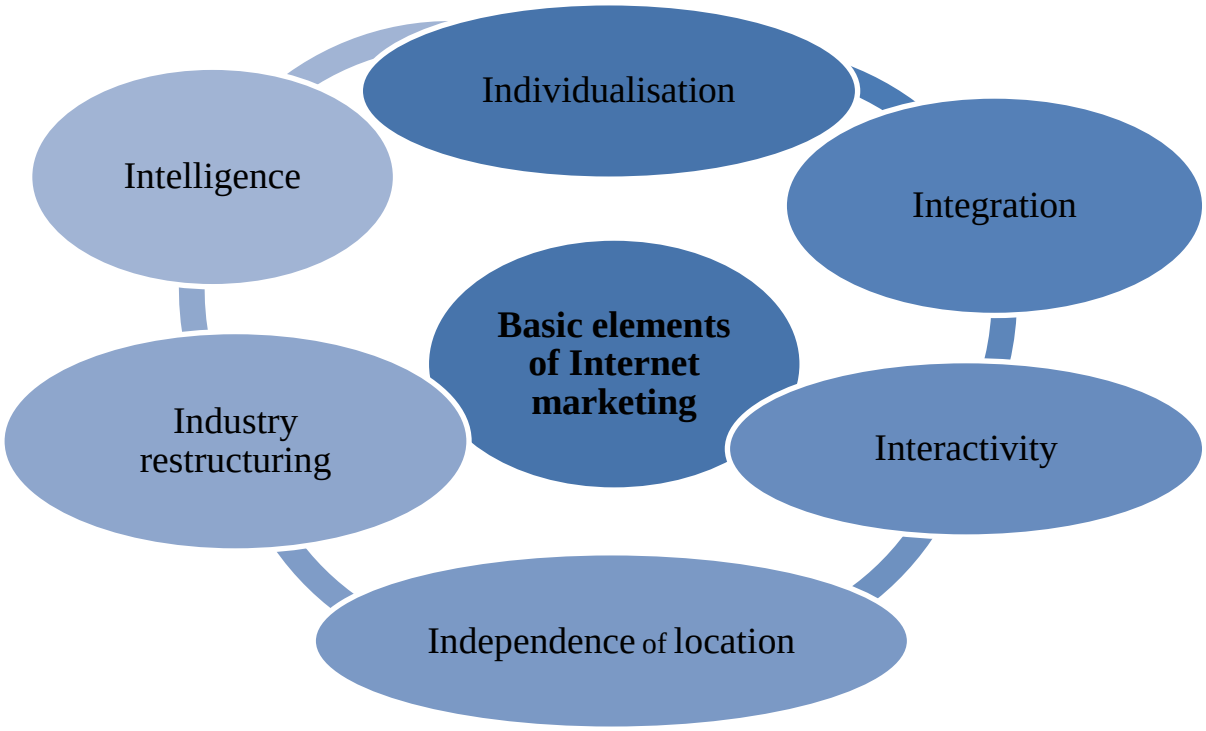


Fig. 8. Main advantages and elements of Internet marketing.
Source: Compiled by the author based on data [3-8].

1. Personalization: Electronic marketing messages can be tailored to the needs of each individual or consumer segment, unlike traditional media, where in most cases the message is addressed to the entire audience, at a relatively low cost, in a separate method. With the advent of social networks, users individually enter information about themselves a large amount of information, which increases the chances of conducting targeted advertising campaigns [9].

2. Integration: The Internet provides more opportunities for integrated marketing communications, which are assessed in terms of inbound and outbound communications, since external marketing is the flow of communications from the organization to the consumer, which requires careful consideration of how to integrate the Internet with other channels to promote products for the organization, while This is where internal marketing communication is carried out. From customer to organization, where customers can write comments about the organization and its products, and follow instructions to complete an order, a critical part of internal communication is the process through which the consumer explores different product options from different organizations [10].

3. Interactivity: Interactive marketing involves "the ability to appeal to a person and the ability to collect and remember that person's response" which results in "the ability to re-target the person and take into account his or her unique response and

the strong influence of the Internet as an information medium is due to the following facts:

•The client is the one who initiates communication.

•Client – an individual who is looking for information about the brands and products he needs.

• Using the Internet requires a lot of human participation. Unlike radio or television, which can be listened to and watched, the Internet allows you to freely distribute films and audio recordings of any size, use public opinion polls, initiate discussions between people, and create interactive games and applications [11].

4. Location independent. Electronic communications advertising campaigns reach all Internet users around the world, allowing any organization to sell products and provide services in global markets that were previously the preserve of large organizations. However, many businesses can use online marketing to gain a competitive advantage in several ways. To maximize the potential of online marketing, online marketing organizations use social media as an important tool to create a pipeline of information [12].

5. Changes in production processes :The Internet has fundamentally changed the way business is done: for a marketer who is developing a communications strategy for their company online, it is important to think about how the brand will be presented on brokerage websites and online media in general for online distribution.

6. Measurability: The Internet can be used as a relatively inexpensive means of conducting market research using computer-assisted personal interview technology. The second channel for obtaining information about clients is the organization's website, provided that a web analytics system is installed. Many online marketers use this data to study consumer preferences and behavior, adjusting the display of information and graphics used on the site. Large online merchants in the West create special databases and purchase expensive equipment to process and determine algorithms for marketing use of all user data, which allows them to more accurately segment the audience and even predict their consumer behavior [11-12].

4.2. ELECTRONIC MARKETING MIX.

The marketing mix is considered an important aspect of marketing activities in terms of integrating and linking marketing activities to ensure that the organization achieves its main objectives: profit, survival, continuity and growth within the available resources.

Definition of the marketing mix consists of a group of organized, integrated and interrelated marketing variables that enable the marketing process to be

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implemented in such a way that it meets the expectations of marketers.

Accordingly, the marketing mix is usually based on the basic idea that there is no single component or element that can best achieve the desired goals and objectives. Forms and formulas, and from this came the idea of marketing mix, which means mixing a group of parts or elements together to obtain a mixture or group more suitable for achieving the goals and objectives desired by the organization than using one element among many marketing elements [13].

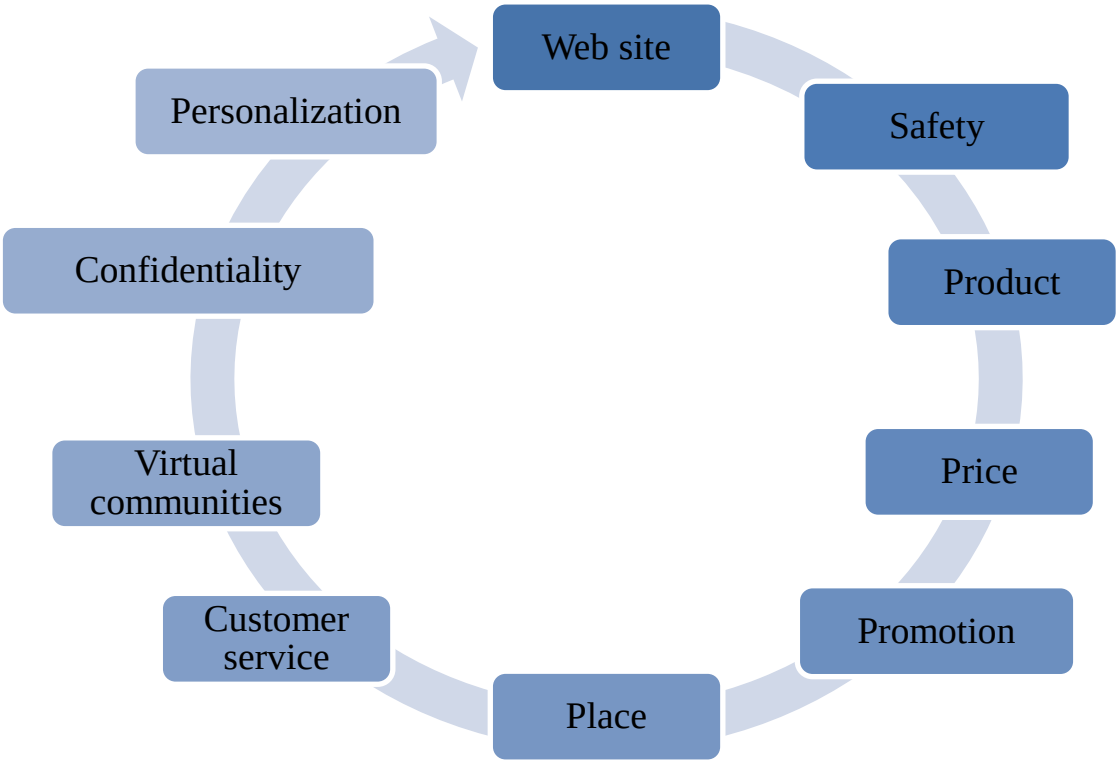


Fig. 9. Elements of e-marketing market.
Source: Compiled by the author based on data [14-15].

1. Site design: A website is a central location containing many related web pages located on another computer called a server. The files that may be located on a website vary depending on documents, images, text, and other file types. All files have the same domain name. It can be accessed from the home page of the site. The organization seeks to achieve customer traffic to the site and maximize the volume of these visits through marketing activities. This implies the importance of website design, since the more attractive the website, the greater its ability to attract and retain visitors..

Website design - is the process of planning and organizing electronic content that creates the overall look and feel of a website. Therefore, great care must be taken when designing and building a website when planning and implementing website elements. This process includes all the elements of a website, such as the structure, colors used, font sizes and types, graphics, and sitemap. Along with

graphic design, interface design, user experience and search engine optimization, website design goes beyond aesthetic aspects and includes the overall functionality of the website, and various elements that enhance the user experience. When designing and developing a website, it is important to remember that it adds an aesthetic visual dimension and shapes. An important part of your website is keeping visitors on the site for as long as possible.

Website design should be well thought out. It is important to study website design before launching it online. Therefore, you need to do more research to know the technical issues that attract visitors to your website. A website interacts positively within the pages of a website as this helps generate higher sales if the site is a commercial one, and since web design makes up about 94% of a customer's first impression of a website, a distinctive design can help generate more sales and increase brand awareness , which allows you to expand your customer base and achieve the overall goals of the organization [15-16].

2. Safety: Website security is one of the preventative measures and policies that organizations take to protect themselves from cybercriminals and website threats or attacks from malicious websites that compromise the security of the organization and allow hackers and cybercriminals to infiltrate systems for control. and access data and steal valuable resources. The importance of security and privacy in commercial and electronic transactions and exchanges in the context of hacking and sabotage activities carried out by Internet thieves (hackers). Especially when it comes to trade secrets or financial matters such as buyer or seller account numbers and credit card numbers, the issue of data security and confidentiality is one of the topics that attracts the attention of email marketing professionals who resort to various security techniques and data protection, such as encryption.

The violations committed by Internet thieves in the early days of the Internet destabilized customers and weakened their trust in commercial and financial transactions over the Internet. Organizations have been able to develop effective and successful technology solutions to ensure the security and privacy of commercial and financial transactions over the Internet. securely over the Internet [17].

3. Product: This is the heart of the marketing mix and the essence of marketing activities, that is, what the organization offers and demonstrates through its online store. These can be goods or services. A successful product always depends on knowing the important needs of the target segment. audience to achieve the organization's goals.

The high quality of the products sold allows, during Internet technologies, to compete not only with electronic stores, but also with traditional stores, since the

buyer can purchase the desired and desired product via the Internet anywhere in the world and at any time, with the possibility of appropriate delivery and payment systems . The online buyer receives the product purchased as quickly as possible, and the delivery speed in electronic transactions is faster than in traditional transactions, especially if the entire process is completely electronic. The success of a product is also determined by the amount of data and information provided. One of the most important requirements for the success of any product delivered over the Internet is the availability of sufficient data and information about the product so that a large number of products can be provided, giving the buyer a broad and complete understanding of the electronic shopping experience. There are also a large number of similar products offered by the same organization or competing organizations on the Internet, but despite the large number of similar products on the Internet. Such abundance does not necessarily lead to lower prices. There are many free products that organizations offer as a promotional tool to market and sell their core products.

For example, an insurance company sells a car. at cost, provided that you insure the car along with them. Information technology and management information systems have helped speed up the design and development time of a new product because data and information about consumer needs, wants, and tastes are quickly collected to satisfy those needs and wants and translate them into an actual product for sale over the Internet. [18].

4. Price: It is a set of systematic steps and strategies that an organization uses to enhance the real and tangible value of products in exchange for the benefits that customers receive from using the products. It can simply be viewed as a process of exchange in which money is exchanged for benefits or services that the customer receives. Selecting a pricing method requires a comprehensive knowledge of pricing concepts. It is suitable for any service that you will provide, since the value of the service is determined directly by the degree of benefit or the importance of the problem being solved for the consumer. Electronic pricing strategy is a method of determining the best price for a product, that is, the price that maximizes profits to the greatest extent possible given demand and the market.

Pricing strategies depend on many internal and external factors. Examples include the organization's own internal factors: sales goals, marketing objectives, target audience, organization positioning, and product attributes. Pricing strategies also take into account external factors such as product demand, competitor prices, and general market and economic trends. The price level in online stores is lower than the price level in traditional stores due to lower costs [19-20].

5. Promotion: a group of marketing activities that involve introducing the consumer to the benefits of a particular product, service or idea, arousing his interest in it, convincing him that his needs can be met, with the goal of pushing him to make a purchasing decision, and then continuing to use it in the future . It is a marketing communication tool between producers and consumers; organizations use it to convey information about the brand to customers. There are a number of main tools that are used in promoting e-business over the Internet, including: websites, search engine optimization, contextual advertising, banner advertising, email marketing, viral marketing and affiliate marketing, interactive advertising, blogs, etc. .[20-22].

6. Distribution (place): These are the channels through which a product is transported from sources of production to places of consumption and becomes available to the consumer and through which the product comes into the possession of the consumer where the latter ensures the right point of sale and the product is available to consumers at the right time and delivered at the right time. This means that the target consumer can see the product and buy it when they need it [20].

7. Customer service: It is the process of meeting customer needs and expectations by providing high quality services that result in customer satisfaction. E-marketing organizations strive to provide these services through various means and methods and all these means and methods result in an increase in the number of customers, their satisfaction and their loyalty towards the organization, its location and its products.

Services constitute a large part of the volume of e-business through the Internet. We can say that the Internet economy is essentially a service economy, which reflects the reality of traditional trade, in which services occupy the largest share. Services are intangible products because there are many product images that represent goods, services, ideas, places and organizations and individuals, e-commerce strategy, services and content can be viewed as a business or project in which e-commerce organizations harm parts of the target market (which consists of a group of online shoppers) [23].

8. Virtual communities: These are social networks that bring together a group of people who interact with each other by exchanging interests, ideas and feelings through the Internet or other collaborative networks, overcoming all geographical and political barriers to achieve common interests and goals in various ways such as chat, conversations, forums and some websites. An electronic community that provides opportunities for interaction. A virtual community allows individuals and groups to meet, talk, express themselves, ask and exchange questions, chat, make

new friends, exchange knowledge and ideas, correspond, attend events and interact with others.

9. Confidentiality: Data protection expresses the right of individuals, groups and organizations to protect their personal data and privacy when making decisions, as customer privacy is the right of the customer (Internet user) to allow others to access, view or use personal data and information. Privacy is a right guaranteed by all divine laws and legislation, and interest in the right to privacy may increase with the changes associated with the widespread use of the Internet. This includes privacy and data protection, as well as all necessary measures to prevent unauthorized access to confidential and sensitive information such as personal financial data. This problem extends to the world of email marketing, where organizations are subject to competitive espionage and market infiltration. There are organizations that follow individuals online, track their trends and behavior, and then resell that data. without their consent [24].

10. Personalization: Personalization is one of the core elements of email marketing that focuses on using customer data and information to develop better products and market them online. Also targeting the customer so that the product meets their needs with high precision, relying on data. and information in the development, production and presentation of products in online markets. Personalization is a system through which it is possible to dynamically change content for each user based on their previous shopping experience and based on their preferences. In this way, marketers can design a customer experience reality that truly matches consumer expectations, a way to interact with customers through content , email messages and other methods that will provide a personalized customer experience. This helps increase their loyalty to the business and achieve greater profits. To provide personalized customer experiences, marketing teams collect and analyze data to learn consumer preferences and then target their personalization campaigns. Customization is more or less important as customer demands increase, competition intensifies, and impersonal service and service negatively impacts customer loyalty and hinders business growth. [25-26].

Benefits of Using an electronic Marketing Mix:

1. ***Large target market coverage:*** Some people primarily use search engines, others prefer to use social networks, and for some, watching YouTube videos is their favorite pastime. If you only use one online marketing tool, you will be able to attract attention. A small part of the target audience, that is, by promoting the project comprehensively, you will be able to reach all potentially interesting users and a platform that they have not yet used.

2. Increase brand awareness: The target audience must be reached through several channels simultaneously so that your business does not go unnoticed, especially when using display advertising and content marketing in popular media publications. This effect works especially well in the service and service industries. long-term.

3. Knowledge of the effectiveness of online marketing channels: In practice, knowing how to promote a website is the most effective, which of course allows you to make more or less accurate predictions, but reality always adapts, making adjustments by trying several online advertisements. channels at the same time and compare their performance, so you can gradually identify the areas that offer the greatest return on investment and then decide to reallocate your budget accordingly.

4. Rapid growth in traffic and sales: There are many online advertising channels that offer good benefits but require increased growth, such as search engine optimization, the use of contextual advertising. You can launch a campaign literally in one day, but the cost of transition will most likely be much higher; if you combine different trends into one mix, the effect will be balanced and the business owner will have the opportunity to grow quickly without losing profitability.

5**. Gain a competitive advantage**: Most market participants rarely use more than 2-3 areas of Internet promotion, regardless of the niche; there are also those who focus only on SEO, contextual advertising and, of course, the use of comprehensive Internet marketing from Promoting your business, you will receive a significant competitive advantage and will be able to help increase your market share and attract the best market participants [27-28].

CHAPTER 5

BASIC ELECTRONIC MARKETING TOOLS

5.1. ELECTRONIC MARKETING TOOLS FOR ORGANIZATIONS

The study of marketing aims to know and understand consumer behavior and produce goods and services that satisfy their needs, rather than providing them with what the product produces, while maintaining aspects of marketing.

These concepts are not only useful to consumers, but can also be useful. organizations providing services as it allows them to evaluate their performance on a broad scale. Broadly speaking, it's about identifying different departments and systems, such as sales and marketing, that work together effectively.

When tracking data and results from a marketing strategy, manufacturers (retailers) need to answer several questions: What do consumers want? How can you imagine this? Only then will they be able to stay in the market and make a profit.

Modern marketing activities require a range of innovative technologies and tools as they enable organizations to improve their campaigns, expand the scope of their marketing fields and reach a wider target audience. Innovative technologies make it possible to rationally organize and manage marketing activities in all areas and management.

Various marketing activities remotely and carrying out marketing activities at the lowest cost, since the author has created electronic marketing tools, which represent a set of standards necessary to ensure marketing effectiveness, taking into account imbalances in the global economy, external and internal influencing factors. [1].

Based on the criteria established by the author that ensure the effectiveness of marketing activities, it is necessary to identify in detail each electronic marketing tool, identify elements, advantages and disadvantages, and also highlight the advantages of its use in practice. organizations and sectors of the world economy.

First: Content Marketing:

This type of marketing focuses on creating, publishing, and distributing content to target audiences online.

Content marketing is based on predicting and meeting customers' current information needs and involving them in purchasing decisions by publishing useful content about interesting products or services than direct marketing.

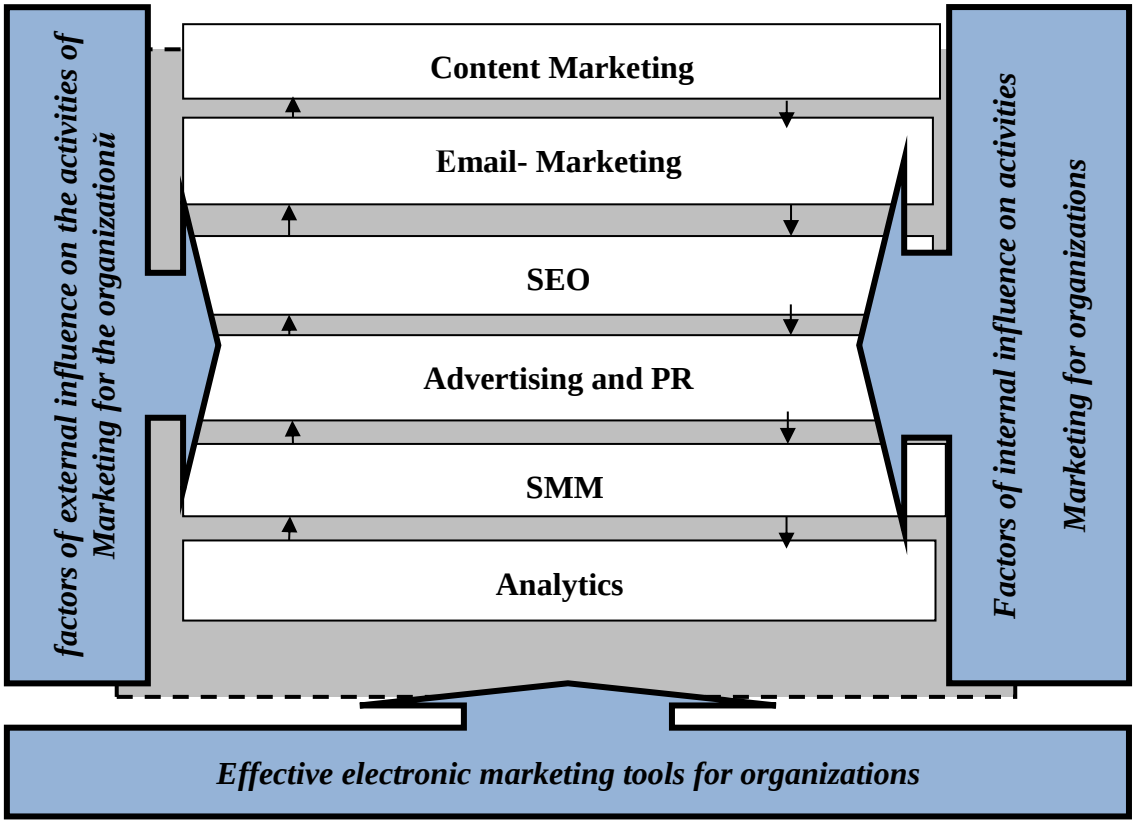


Fig. 10. The most important electronic marketing tools that ensure the efficiency of the organization, taking into account the impact of external and internal factors.
Source: Compiled by the author

Providing useful and relevant content to customers helps them solve their problems by ensuring that an organization's brand message can be communicated and presented in different ways to different people on different websites, as shown in the figure. 9.

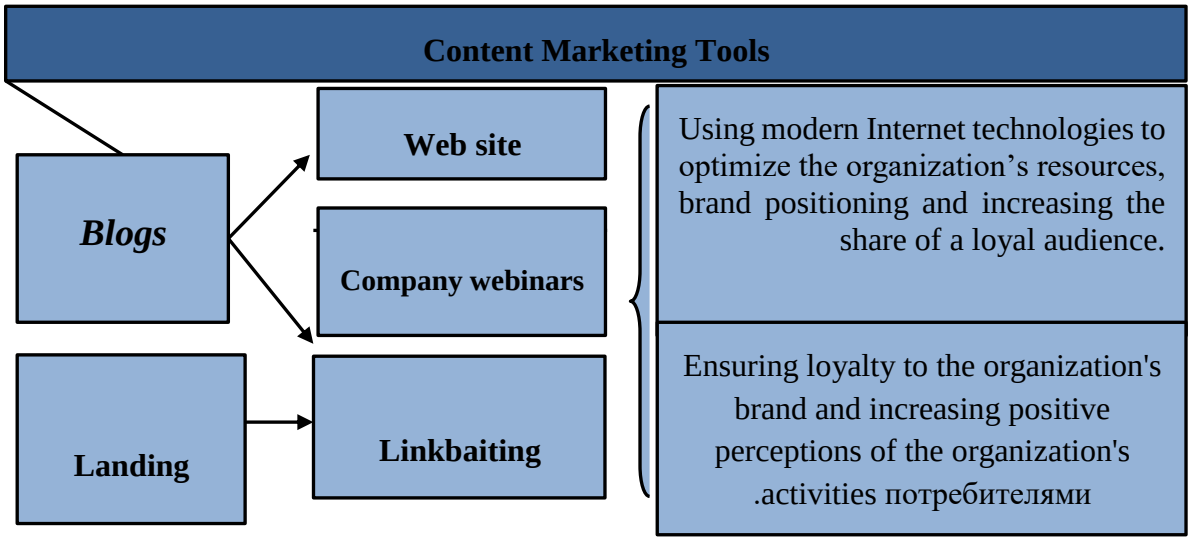


Fig. 11. Content Marketing Tools.
Source: Compiled by the author based on data [2-3].

In the current highly competitive and unstable economic environment around the world, an organization's brand image can be built by creating content on one or more websites, publishing original and useful content, where the organization's news is disseminated to gradually increase popularity. public trust.

Benefits of Content Marketing:

- Increase in the number of site visits and page views.
- Increasing the number of potential brand clients.
- Increase brand awareness, enhancing your overall reputation and gaining a lifelong audience.
- High-quality marketing content increases the effectiveness of marketing activities with competitors.

Disadvantages of Content Marketing:

- High cost of content creation and production.
- Requires professionals with experience creating brand content, from content creation to images, text and graphics, and varies by skill and experience.
- Collecting ideas takes time..
- Long-term impact on content: We still have to wait for all the content to produce results.

1. Blogs : It is an electronic page, similar to a journal, where a person, group of people, or even an organization records ideas, beliefs, or blog activities. A blog may specialize in publishing original material or filtering news and articles by collecting them from various online sources and writing them along with the sources. Content is added regularly, such as articles containing text, images or multimedia content, blogs are characterized by short, urgent entries in reverse chronological order (latest entry at the top). Blog sites allow users to interact with each other and the publisher by posting comments on content.

In the modern business environment, it has become possible to build the brand image of an organization by creating a blog on one or more sites, publishing original and useful content, you initially share news from your field, and then gradually gain the trust of the audience.

Pros of Blogging:

- Blog content is divided into individual posts, each containing text, images, videos and possibly hyperlinks, all available in chronological order.
- The organization’s brand receives a permanent audience.
- Constantly updated blogs and ease of access.
- Immediate feedback.
- Blogs contribute greatly to search engine optimization.
- It's a quick and easy way to advertise and promote projects and products.

Cons of Blogging:

- To run a blog, a professional must create a lot of content for images, text and brand information.

- The impact of a blog is long-term and in practice you still have to wait for all the content to produce results.
- The complete freedom enjoyed by blogs can be achieved through social values and morals.
- Publishing false or incorrect information.
- Wastes time of readers or bloggers.

2. Landing:

This is a web page that a customer accesses over the Internet after clicking on an advertising hypertext link, which usually contains detailed information about the product or service being advertised. It is an independent web page that targets an organization's potential customers by linking to sponsored advertising campaigns, and its mission is to convert. A potential customer is converted into an actual customer by clicking a purchase button for a product or service or a subscribe button with a call to action such as “Get Started,” “Subscribe,” or “Buy.” This is a web page that exists separately from the main page of the site and has one goal - to convince the client to make a purchase.

Landing Page Benefits:

- Easy to organize and create a website.
- Less expensive and better over time.
- Small budget for many other tools.
- High quality page.

Landing Page Disadvantages:

- Limited contact with users and increased competition.
- This type of content marketing is not suitable for marketing organizations that have a wide range of products that require a more serious approach to marketing organization.
- Such a product is difficult to rank and promote in search engines, since the landing pages are designed for high-traffic searches.

3. Web site: It is a central site that contains many different web pages linked together and hosted on another computer called a server. The files on the website vary depending on documents, images, text and other file types, and the name of the site does not indicate that it is located in a specific physical location, and all files are shared. In one domain name and accessible through the website home page. When you use a web browser to visit a particular website, the address of the website is entered in the address field of the web browser which redirects you to the home page of the website and the organization aims to get customers to visit the website. Maximizing the number of these visits through external marketing activities. Hence the importance of a website. The more attractive the site, the more opportunities it has to attract and retain visitors.

Advantages of the site:

- Offering a full range of products and services online.
- Improved ability to effectively attract traffic and increase audience share.

- Organization of online services and sales for users, providing all necessary information about the organization, contacts, links, etc..

Disadvantages of the site:

- Costs of creating, promoting and maintaining a website (costs of purchasing domains, hosting, development, design, maintenance and search engine optimization).
- Legislation is not regulated by law, which leads to the loss of many rights and property.
- The need for a specialist to fill the site with texts, product data and images [4-5].

4. Webinars. This is a type of web conference, online training, organizational meeting or online presentation that is held in a virtual space. A webinar always involves two parties: the speaker and the audience. Participants usually see the speaker, but he sees. not see them. This allows you to demonstrate your knowledge and build trust in the brand.

Benefits of webinars:

- Increasing the base of buyers and potential clients.
- Increase the level of loyalty and brand awareness.
- Interaction between the knowledge tool, which increases the percentage of loyal consumers and strengthens their trust in the brand.

Disadvantages of webinars:

- Difficulty attracting audience attention.
- Installation requires a lot of time and money.

5. Linkbaiting: Links have proven to be an effective way to promote content. The goal of this method is to attract significant links and traffic by creating useful content that is easy to share. This is a method that websites use to link to specific pages of you from their pages. It's about creating interesting and valuable content that can be used as examples. In articles or specific content, they clearly explain the topics or terms they use in the content without trying to go into detail, which encourages people to link to or share them to secure traffic. They are stored by each other and used by other websites for information. However, to succeed in these areas, technically generated content must be compelling enough and provide real value to attract and engage users of the Internet and other websites (in the same field).

Pros of link bait:

- Makes web resources more recognizable.
- Allows you to quickly increase traffic.
- Unique, useful and relevant content spreads quickly on social networks and blogs.
- Make useful business contacts.
- Improve brand image online.

Cons of link baiting:

- Creating good content to attract an audience takes a lot of time.
- This tool is not always effective and depends on the organization’s strategy and the specifics of its activities [6].

*Second: Electronic Marketing***:**

Electronic is one of the most widespread developments on the Internet and the most important successful means of influencing consumers. It is a means of confidentially transmitting electronic messages between individuals and organizations while maintaining complete confidentiality when sending electronic messages. Messages and documents are exchanged. without using paper, with the ability to send a message. It reaches a large number of users as it reaches the desired destination simultaneously and within a limited period of time not exceeding a few seconds and at a low cost. Electronic can be used to send texts, images, movies, computer programs, files, etc. Usually, when people connect to the Internet, they view their emails, which are unique in nature. advertisements at the appropriate time, where the message can be sent at the appropriate time to the person concerned, and received and viewed at the appropriate time for the users, thereby increasing the effectiveness of its impact.

The main element of electronic advertising is to have a sufficient database. Many organizations prefer to create a list of their own addresses, which can be compiled from their business files. Some electronic organizations that own platforms such as (yahoo - hotmail) provide a free service to their users in exchang electronic for organizations using this electronic for display your paid advertising. According to classification of user data, the main group of marketing tools is displayed through modern email, which are presented in Fig.12.

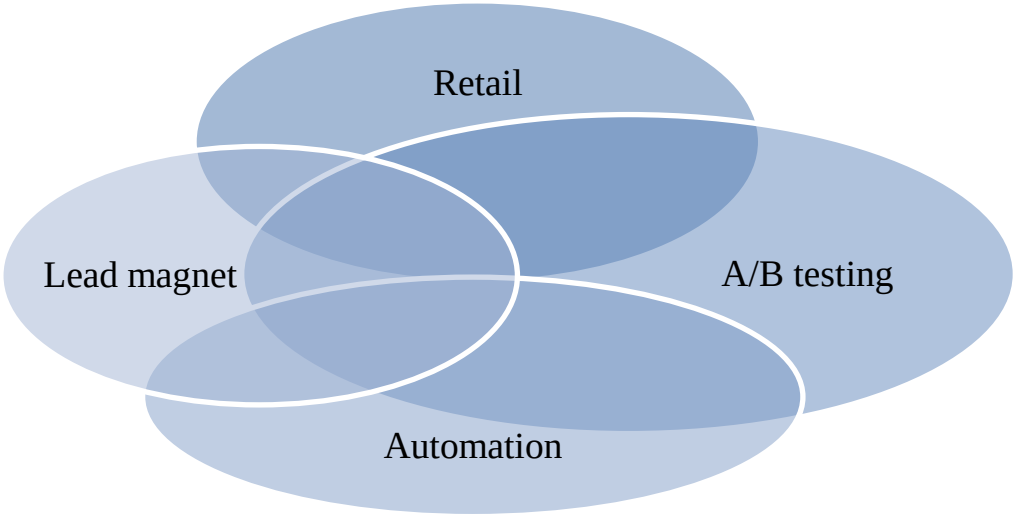


Fig. 12. Modern electronic marketing tools
Source: Compiled by the author based on data [7-8].

1. Segmentation:

Modern marketing is characterized by the fact that it requires careful selection of target consumers and division of users, since a business organization cannot deal with the market in an absolute sense, since there is no single organization that can

satisfy all the needs of consumers with goods and services. Therefore, consumers of goods and services resort to market segmentation strategy, which is the division of the market into small segments and then selection according to various criteria and characteristics based on gender, age, interests and location in order to create more personalized messages that will facilitate the conversion of newsletter subscriptions on sale.

Retail Benefits:

- Presentations have become more relevant and personal.
- Increase customer lifetime value through customization and segmentation based on preferences.
- budget.
- Increased brand awareness.

Disadvantages of Segmentation:

- Proper customer segmentation requires the use of customer relationship management software, which not all organizations can afford due to its complexity and high cost..
- The need for experienced, qualified employees to segment consumers and maintain contact with them.
- Increased financial costs for preparing content to develop strategies for each segment of consumers and users.

2. Lead magnet :

It is one of the leading email marketing tools and the fastest way to grow your email list and can help you add hundreds of email subscribers to your list every day. This is a free but useful offer for consumers and institutional users based on gifting. in exchange for an email address or phone number. Phone or anything else that will help solve problems.

Disadvantages of Lead Magnets:

- Relieving user objections and increasing interest in participating and purchasing more of the organization’s products and services.
- It enhances the organization's experience and makes customers more loyal to the brand..

Cons of this tool.

- Organizing such an event is an attempt to make the magnet useful for achieving effectiveness in accordance with the needs, values and characteristics of the organization.

3. A/B (testing :

It is a marketing tool used to determine whether one option is better than another and a way to compare two versions of a web page or application against each other to determine which one performs better or whether more variables are provided to users in a similar manner. Random and statistical analysis is used to determine the best format to achieve a specific conversion goal. It is possible to determine the effectiveness of various offer options in the online marketing tools mentioned above by A/B testing the implemented marketing methods and tools.

Benefits of A/B testing:

- Increased correspondence efficiency.
- Tests and interviews can be used to determine the preferences of the target audience.

Disadvantages of A/B testing:

- This tool is only suitable for small organizations with a small customer base..
- Testing is not always accurate and does not adequately reflect reality.

4. Automation :

In light of the changes and fluctuations in the global market, it is difficult for companies to effectively manage their marketing efforts without automation as this tool makes the life of a marketer much easier and manually sending thousands of emails is difficult, so most large organizations. The use of automated email services and automatic correspondence allows you to guide the client through the sales funnel.

Benefits of Automation:

- Improving the organization's marketing activities and saving time.
- The ability to guide the subscriber through all stages of sales and increase loyalty to the marketing brand.

Disadvantages of Automation:

- Automation of marketing processes and paid mail services requires proper budget planning.
- Need for a technical specialist to work on creating email chains and managing automation processes [9].

The author has developed and structured a proposal for standard email marketing tools that allows you to increase the share of consumers, retain loyal customers and increase loyalty and interest in the brand, taking into account current technologies in modern conditions.

Third: Search Engine Optimization :

It is difficult to imagine life without the Internet, since everything from information about all life's needs can be found on the Internet. Websites are created by organizations that want to attract new customers and introduce their brand to them, but how to ensure that the organization of the site is not. It is displayed only by search engines, but we want it to be at least in the top ten positions in the ranking, and for this it is necessary to develop the site's pages, and search engine optimization specialists are involved in this. Development and promotion of websites so that the site is in the first positions in search engine results and another goal. For SEO specialists, the goal is to increase website traffic and generate additional income. SEO specialists – increasing website traffic and generating additional income.

Search Engine Definition: It is a computer program used to search documents stored on the Internet to make it easier for users to find specific content by entering

the user's keywords related to the desired content or topic into a search engine and then displaying a set consisting of a web page. a page containing keywords entered by the user. The results are displayed, the search is usually carried out in the form of a list of results, commonly called "search engine results pages". The results can be images, videos, audio recordings, etc.

Search Engine Optimization It's an important part of digital marketing because people make billions of searches every year for information about products and services, often for marketing purposes. Search is often the primary source of digital traffic for brands and other marketing channels. To be clear and understandable, an outstanding ranking in search results higher than your competitors can have a significant impact on your bottom line. However, over the past few years, search results have changed to provide users with more direct answers and information, which is more likely to keep users in the results. page rather than redirecting them to other websites.

Benefits of Search Engine Optimization:

• Increase traffic to the organization's website, which will increase brand awareness and increase customer loyalty.

• Provides an unobtrusive effect for users, allowing you to increase your target audience.

Cons of SEO:

- You should update your website pages regularly.
- Search engines may not provide results and information that are 100% consistent with user expectations and may be inaccurate in ranking results.
- Data and information published by search engines are not 100% reliable, most of them are incorrect and lack scientific validity and reliability.
- The need for specialized personnel to maintain and populate the website [10-11]..

Fourth: Advertising and Public Relations:

The purpose of electronic advertising is to attract the attention of the public and direct it to websites where every organization, large or small, public or limited, has some form of online presence to promote products and services, since all requests are aimed at reaching the largest number of individuals individuals investing the least amount of money. Information and getting the maximum benefit possible There is an effective way to let all customers know and be interested in marketing activities through online advertising. Unlike traditional advertising, electronic advertising has become more accessible to all marketing organizations, as it is characterized by quick access, simplicity and effectiveness. With low costs for all target audiences, it is now important to have a website, a presence on social networks is necessary, and it is also important to have an online marketing strategy. Public online marketing aims to create a mutually beneficial relationship between the brand and the target audience and build a good reputation.

Advantages of advertising:

- Audience orientation
- • Cost control
- Measuring success.
- Attractiveness and interest.
- Simple and attractive.
- Increase the speed of customer recalls.
- Wide coverage.

Disadvantages of advertising:

- The need to qualify employees to carry out marketing activities.
- The cost per click directly depends on the highly competitive topic.
- Inadvertently blocking a logo or rejecting advertising images may result in missing advertisements.
- Irritation can have a negative impact on the brand.
- Visitors don't see it or care about it.
- Intense competition.

*Fifth: Social Media Marketing***:**

Email marketing via social media can bring great success to an organization's operations, attract loyal brand followers, and even increase leads and sales by encouraging customers to interact with brands through social media, even if you are not talking to the audience directly through social media. social media platforms such as Facebook, Twitter, Instagram, LinkedIn, etc.

Social media marketing introduces products to the masses to know the strengths and weaknesses and gauge public interest in the released product. All this happens through direct contact with the target audience, with the opportunity to work on improving Reputation, proximity to individuals and communication with them in real time.

Benefits of Social Media Marketing:

- Easy to use, requiring some basic knowledge of technology.
- Increasing brand awareness.
- Ability to create and share company or brand content with a large audience.
- Savings, as it saves effort, time and money, and subscription and registration are free.
- Communicate with the audience by allowing them to navigate to the landing page of the organization's website.
- The audience is large and the target audience can be divided.
- Immediate feedback.

The main advantages of targeted advertising on social networks:

- Advertising is viewed by the target audience, and not by everyone.
- Daily analysis of indicators based on targeted analysis of website web pages.
- Increased audience reach and relatively inexpensive promotion with high KPI.

Disadvantages of Social Media Marketing:

Social media is changing advertising and, unfortunately, not all ads are viewable.

To achieve effectiveness, the assistance of a social media targeting specialist is required [12].

Sixth: Analytics:

Web analytics helps you find out what's happening on your website and how to improve it. The main purpose of web analytics is to collect and analyze data about website visitors in order to improve it. Thanks to the available data, weaknesses can be identified. on the site, identify the audience and their needs, determine the tasks that the site should solve and develop a plan to improve efficiency.

Activities in the field of web analytics:

- Traffic quality.
- Identifying technical shortcomings and errors on the site.
- Identify effective advertising channels.
- Reduces customer acquisition costs.
- Create a site-wide visitor image and a model of visitor behavior.
- Find ways to increase target activity (purchase).

Different tools may produce different results, and the effectiveness of online marketing may vary depending on the goals of the marketing organization.

To evaluate the effectiveness of online marketing, you need to use different metrics. Naturally, you can calculate the ratio of profit and investment, but this is not enough to get a complete picture. Internet marketing uses different tools, each of which has its own criteria by which effectiveness can be assessed [13-14].

5.2. EMAIL MARKETING TOOLS AROUND THE WORLD.

In modern conditions of intensive development of innovative technologies and their implementation in the field of marketing, special attention should be paid to the development of an effective marketing strategy, which requires not only collecting statistics on advertising campaigns, but also conducting market research and their assessment. The competitive environment deserves attention because it allows group Proposed activities: apply the successful experience of industry leaders and use appropriate channels to communicate with the public, create a sustainable competitive advantage and create business practices that allow you to promote products.

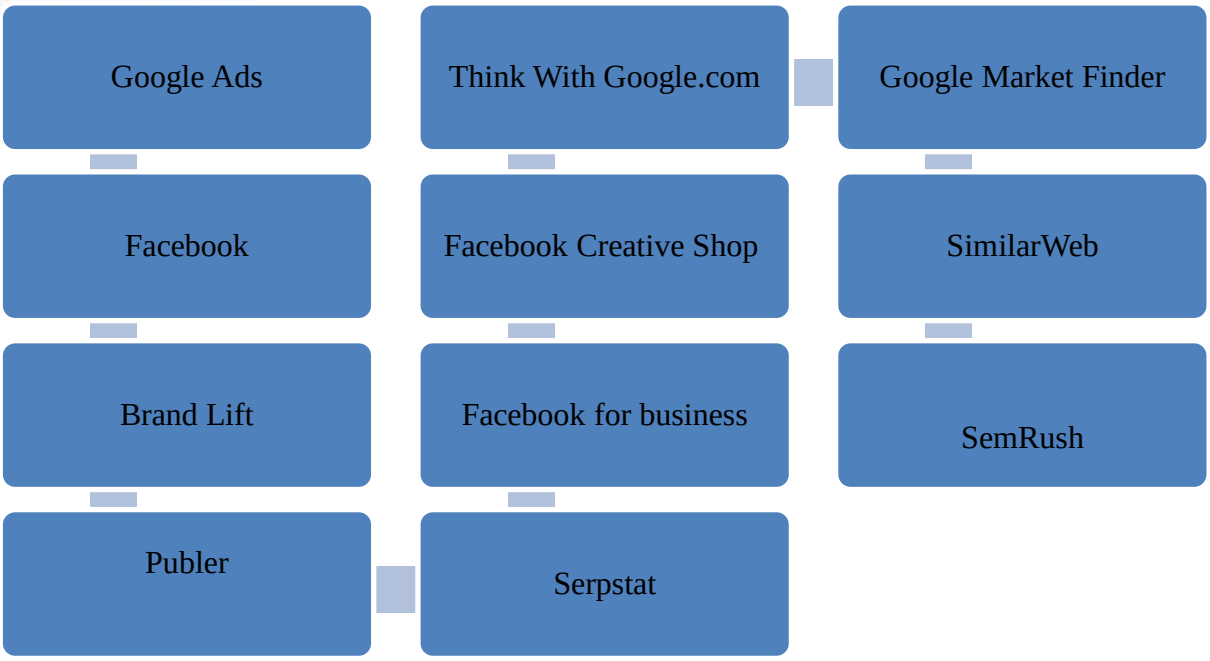


Fig. 13. Modern tools for global electronic marketing.
Source: Compiled by the author based on data [15-16].

1. Google Ads: This is one of the most popular online search engine optimization and competitor analysis services on the web. Based on the keywords you use, the system collects data across a wide range of fields and search queries, allowing you to achieve what you want. the page that interests you in the search, including:

- Traffic indicators and sources.
- Site position in the Google search engine.
- Basic queries that Google makes to the site.
- Search queries for which contextual advertising is provided on the site.
- Compare various SEO metrics and many other analytics data.

By analyzing the data, you can choose the right keywords for your campaign, find ideas for creating content that will resonate with your audience, and gain insight into how best to market to your competitors.

2. Facebook: Offers a wide range of services and adheres to the principle of advertising transparency, as you can view all the ads that were displayed in applications and services of a private advertising library. All promoted posts can be viewed through advertiser information, funding source, cost range and performance. Because it allows you to track competitors' advertisements in markets by keyword or advertiser name, which will help you track the advertising campaigns of others, determining what interests recipients and inspires creativity, since this tool flexibly and effectively identifies trends in the advertising market and flexibly adapts them to the desired brand or a product that the organization uses.

3. Brand Lift: Particular attention should be paid to the modern Brand Lift tool, which will provide access to a high level of knowledge of the target audience. This tool is a free survey conducted by Google to determine the impact of an advertising campaign on users. attitude towards the brand through which the survey is conducted. Directly, by creating a video on YouTube and asking questions to a group of viewers about the content of the advertisement and its connection with the advertised product, etc., where the number of questions depends on the budget of the video campaign, where the answers received are compared with the answers of the group that did not watch the video, which allows analyzing responses to evaluate the impact of an advertising video on communication with users using various indicators:

- Ability to remember the advertising message.
- The impact of advertising on brand awareness.
- Willingness to choose a brand: How often do people choose a brand over competitors after viewing an advertisement?
- Purchase intent: the number of users who wanted to buy the product after viewing it

4. Publer: It is a tool that increases the effectiveness of an advertising campaign through detailed competitor analysis using a modern and feature-rich service such as Publer. This ad tracking system tracks data from social networks Instagram, Facebook, TikTok, etc., in addition to dozens of well-known advertising networks .Publisher analyzes more than 300 million posts and 8 million ads, and its functionality provides many options for searching ads, posts and communities by various criteria, searching for targeted advertising and searching for entertainment networks.

By tracking the progress of competitors, you can identify suitable communities for advertising or identify the most profitable sources of traffic for an organization's product or take inspiration from designs that are highly valued by the organization's audience, which makes it difficult for an organization to organize online marketing in today's reality without many different innovative technologies and platforms.

5. Serpstat: it is a tool used for ranking or position tracking as well as semantic mining, competitor keyword analysis, search analytics, link analysis and website audit tool. Enter any website into the search field, and Serpstat will display information about organic and paid search phrases and domain positions in search results, traffic dynamics, most visited pages and competing sites [17-19].

*Using this tool, you will benefit from the experience of other organizations to solve marketing problems***:**

• Use proven keywords that will push your competitors to the top of search results.

• Identifying popular products or services by specialty and working to develop those areas.

• Planning advertising budgets based on successful strategies.

• Analyze the content of the most popular pages on competitor sites and create your own unique content that attracts your audience.

With the help of Serpstat tools, you can determine the extent to which an organization's website is improving online, as well as find weaknesses that may affect your search engine rankings, as the site audit department checks this through a comprehensive analysis of your pages to identify the presence of search engine errors optimizations, providing suggestions and informing how to eliminate them. However, since there are many different ways to set up a web marketing business, these are not effective methods used by organizations all over the world, there are world famous tools like Facebook Business Platform for the most popular business sectors and you can learn about creative strategies for each of them.

6. Facebook for Business: allows you to take your organization’s business to a new level:

• Ways to attract the target audience and retain their interests.

• Optimal channels of communication with clients.

• Practical tools to promote your brand and increase sales.

• Real cases of successful organizations, etc.

7. Facebook Creative Shop: In addition to a gallery of attractive ads, here you can find effective recommendations for creating ads: which ones will be shown in the first seconds, how to use sound correctly, what are the advantages of mobile advertising and how to implement creative ideas. Facebook recommends using Creative Studio, where you can create ad plans, collaborate on them with colleagues, test them, and easily manage them [20].

8 .ThinkWith Google.com: is a digital marketing site that combines useful information, analytics and global insight into trends and growth prospects. Using this resource, you can find and receive effective information about your business and use the experience of other organizations. successful strategies, get ad design ideas, and learn about tools. Use Google to solve your marketing problems.

9. Google Market Finder: When running an online business, you always want to know which markets have the most popular products and what it takes to enter those markets. Having the opportunity to get an answer to this question using Google Market Finder, all you need is a link to the website. Or application, and based on an analysis of the potential demand for a product or service, the level of

competition, etc. will determine which countries are best suited for your business. In addition, you can get useful statistics about potential customers based on their average income level and online behavior, for which the service will also provide ideal solutions: how to localize advertising, reach targeted audience, work with international payments and organize delivery to selected markets, in modern conditions. The Internet world provides a large number of opportunities to increase the scale of a marketing business to an international level, but in this case it is necessary to find an approach to potential clients and adapt the website and advertising. Logistics services and more with each market where locations are planned as the Google Market Finder tool further confirms the organization's chances of business success and its promising growth online [21-22].

10. SimilarWeb: This is a website that provides web analytics services to organizations, where the organization shares information with its clients about its clients' website traffic, competitors, and referral sources, including analytics, keywords, demographics, and site "stability." Using this tool allows you to get traffic information. Through the site and keywords that lead to traffic channels, in addition to this, statistics are available on the demographic and geographical data of recipients, their loyalty, time spent on the site, number of pages viewed per session, etc., as well as information about interest categories, user devices and traffic. From social networks and the most popular pages of the site, using a platform similar to the web will increase organic traffic for keywords and find new audiences and potential partners, as well as discovering growth opportunities based on competitors' marketing strategies. When adopting an email marketing strategy in a business organization, there is a a number of questions:

- What budget should be planned to achieve the KPI?
- Will campaign performance improve if the keywords are changed?
- Take market developments into account when developing strategy?

You can get answers to your questions using an innovative tool like Google's Results Chart. With this service, you can plan your advertising budget and receive weekly, monthly and quarterly forecasts on the progress of your campaigns to make forecasts, with which Results Table analyzes a large number of Google search queries and models situations based on Miscellaneous metrics, for example, if your business depends on the season, the planner will provide recommendations to improve your campaign and offer options for increasing efficiency without increasing costs [21].

11. SemRush: It is a web analytics tool responsible for providing integrated data about user search queries, ranking factors, and appearances on the search engine results page (search engine results page). You can use this tool to get results for

your area from your competitors as it is known as an integrated competitor analysis service and it is widely used by professionals in their search engine optimization strategies as the tools can be used to check the text compliance with search engine optimization guidelines and also audit the site for technical errors. [23].

It should be noted that the presented tools are effective in global markets, provided that the developed strategy and advertising are characterized by an appropriate, understandable and customer-oriented interface and design .

CHAPTER 6

STAGES, PRICING FEATURES AND ELECTRONIC MARKETING MODELS

6.1. STAGES ELECTRONIC MARKETING

Research in recent years confirms that the rapid development of the Internet requires a comprehensive study of the goals, objectives and trends in the development of electronic marketing. The Internet has begun to play an important role in our daily lives, as it directly affects science, technology, business and education, which makes it an independent and important area, as is the case with the marketing activities of commercial organizations. It includes a complete subset of marketing activities such as banner advertising, public relations and research techniques.

One of the main goals of email marketing is to study the needs of consumers and determine their wants and needs. This is done by analyzing data available on the Internet, such as online interaction data. Social media and website data. Email marketing requires effective and proper brand positioning to ensure highly effective advertising campaigns. This can be achieved using modern marketing techniques such as keyword research and geographic analysis. Thus, it can be said that email marketing has become important for business organizations as it helps in increasing brand awareness, retaining customers and increasing sales [1]. In marketing practice, the term "e-marketing" is often used synonymously because most marketing activities are carried out online, depending on the level of activity of the organization, as shown in Figure 14.

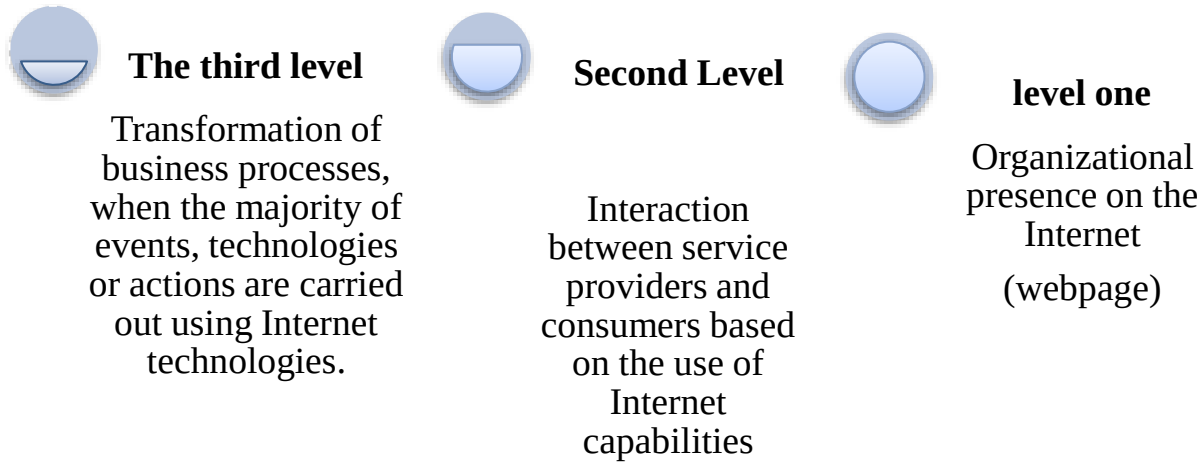


Fig. 14. Levels of electronic marketing organizations by type of activity.
Source: Compiled by the author based on data [2-4].

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As for the conditions for carrying out marketing activities, the main content of the modern development of electronic marketing is associated with passing the first stage.

Characteristics of the first and second stages:

1. Electronic customer service system.
2. Electronic system of relationships with suppliers and partners managing the supply chain.
3. E-commerce.

The main difference between online marketing activities and traditional marketing activities is that most of the processes are done electronically, which changes the traditional procurement process, although the main step remains the same, but it is achieved in a different way. e-marketing tools, the steps of researching information, evaluating opportunities and responding to the buying process are carried out using online tools, as shown in Figure 15.



Fig. 15. The consumer decision process to purchase a product online.
Source: Compiled by the author based on data [3, 5].

1. Feeling the need:

A need begins to manifest itself when there is a difference between the current state and the desired state, so that the consumer perceives a specific need and wants to satisfy it. At this stage, the consumer is affected by both internal and external influences, since the Sales Representative plays an important role in the choice, in as a result of which it is influenced by the influences to which the consumer is

exposed. This is done through promotional efforts and activities (advertising, sales promotion, etc.).

2. Search for information:

Once a need is identified, the buyer seeks information about products that will help solve or satisfy that need and may not seek additional information. If motivation is strong and a product that can satisfy the need is readily available, the consumer is more likely to make a purchase.

3. Evaluate the alternatives)

This stage depends on the extent to which the consumer collects complete and correct information about the various alternatives from which to choose, and it is important to know how to choose between many brands and how the consumer evaluates the information, since each product has specific features. a set of characteristics such as criteria for evaluating a hotel stay (location, cleanliness, welcome and good reception, cost) and determining the importance of each factor. Although price is the main criterion for most consumers, there are those who consider it a secondary factor, for example, people with high incomes, and it is necessary to focus on the value of the product to the consumer, since two consumers may use the same criteria. The criteria have equal weights, however we find that each behaves differently or has the other's opinion.

4. Purchasing decision making :

The outcome of the evaluation process is the selection of suitable products that meet the needs and desires of the consumer. A purchase decision, like any other decision, involves choosing between available alternatives and comparing their benefits and costs. Therefore, it is a complex decision in many ways that can influence the attitudes of others, and purchase intention is also influenced by unexpected factors, including: reliance on family income, the expected price of the product, and the expected benefits of purchasing the product [6].

5. Post-purchase evaluation:

After the purchasing process, the consumer evaluates the purchase decision process based on his previous expectations and whether the products satisfied him sufficiently. If the products meet the consumer's expectations, he will be satisfied, and vice versa. With the development of electronic marketing tools, a qualitatively new phenomenon appears, which should be reflected in the organization’s marketing system, since the digital form of the product arises and active interaction with it develops in the process of implementing marketing operations, which will reflect satisfaction with the product in subsequent consumer behavior. If he is satisfied, it is likely that he will buy the product next time.

Just as a satisfied consumer is inclined to share the positive origins of a product

with others, a dissatisfied consumer may choose not to use the product. product, decide to return it to the seller, or try to find some positive information about the product he purchased. Angry customers may also file a complaint against the organization.

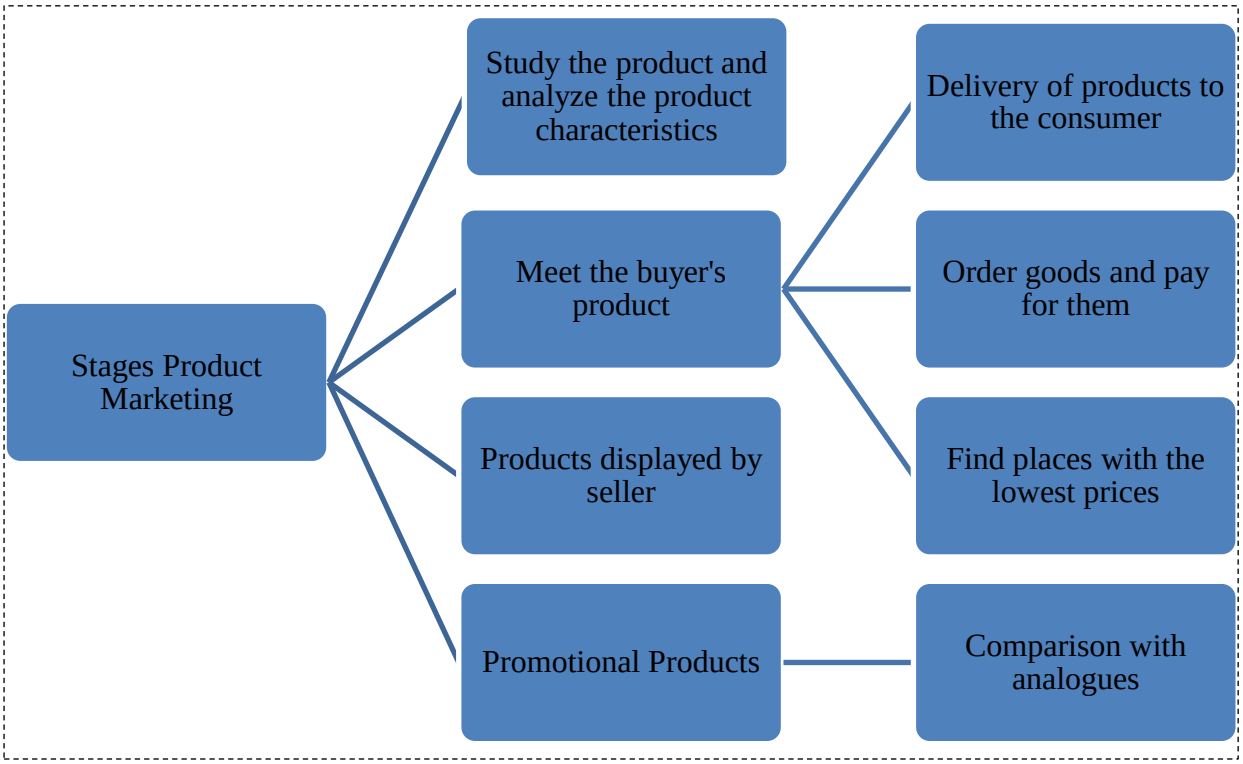


Fig. 16. Stages product marketing
Source: Compiled by the author based on data [7-9].

1. Product advertising: this is a type of marketing communications that disseminates information about a specific brand in order to attract attention to it, promote and maintain interest in it, in order to inform the target audience about specific events related to the activity. specific brand of the project.

How to advertise products:

• **Know your customers.** Only by knowing who your customers are can you make the right decisions about how and where to promote your product.

• **Know customer expectations**. It's important to know how customers define the type of product or service you offer and what motivates them to buy.

• **Determine your advertising goals**. Determine how to achieve these goals, don't make "increasing sales" your goal.

• **Choose the right way to attract customers:** Choose the right place to promote the products and the channel through which you want to promote.

• **Advertise in places where competitors advertise**: This way, you can save yourself from the unpleasant experience by finding a suitable advertising method by placing the benefits and features of the product that potential competitors will see before making a purchasing decision.

• **Determine the purpose of the ad**. Before you write and launch your ad, make sure you know your goals: get the most out of your ad, gain valuable information, get people to visit your store, or simply learn about your brand.

• **Consider the interests of the potential client, not your own**. Remove any statements like "We are proud to advertise." Most clients don't care what you're proud of. You want to know how you can make them proud of something or how you can help them solve a problem or need.

• **Start simple**: don't spend your entire advertising budget on a big campaign. Start with a low-budget campaign and experiment with advertising to see what ads and media work best for you. Change headlines, print ads, or add keywords to them. your search ads may not be effective. Lead generation ads have responses tracked to determine what worked and what didn't.

• *Testing and measurement*. The success of your commercial advertising requires testing and measuring results. [10].

2. **Salesperson Product Presentation**: It is a set of actions and practices undertaken by manufacturers and sellers to persuade consumers to buy products.

Factors influencing product presentation

• ***Website Design:*** Good design in terms of product presentation and ease of use satisfies consumers and often leads to purchasing decisions.

• ***Display Skills:*** Some skills help in adding attractive and exciting elements to products and most importantly, attractive display placement.

• ***Product Specifications:*** You must ensure that the images match the product and all specifications as these issues can greatly affect the reputation of the seller and the product.

• ***Presentation of the product using appropriate promotional tools:*** These tools help in presenting the product and motivating customers to buy, mainly in the form of social media, websites, promotional banners, flyers, posters and display stands.

3. Identification of buyer products: This is the identification of the needs of markets and customers that can be included in the number of goods and services that the customer wants to obtain primarily to satisfy his desires.

How to identify customer needs?

• **Create surveys:** Surveys provide comprehensive information about the needs of customers and target audiences by knowing their motivations, wants, needs or problems they want to solve. They also mainly focus on matching the product to those needs, the right type. employees, as well as any data that needs to be collected in the future. This information is important to the seller, whether he is selling goods or services. You can also include questions about how products compare to competitors' products and try to understand why customers choose a competitor's

product over yours. These surveys can also give you insight into changing customer needs. Answers to questions such as: Is there a specific time when a customer buys a particular product? Why have their needs changed?

• **Benefits of social media:** The use of social media platforms has become an important factor in attracting the target audience and improving the image of the organization, thereby increasing sales. Moreover, social media platforms allow you to communicate with customers through comments, reposts and interaction with posts. This allows organizations to identify customer needs in real time and what they want.

• **Forecasting customer needs:** To understand customer needs, a salesperson or marketer needs data. As most organizations have gone digital, access to this data has become more accessible than ever before. However, most organizations do not use this data for forecasting. Customer needs.

How do you meet customer needs?

• Provide superior customer service: If you notice that customers are complaining about the quality of service you provide, or if you think that your competitors' customer service is better than yours, you need to improve your customer experience. looking for. Clients are always looking for support. The frontline technician feels like their time is limited, and as a result, customers get what they really need and are more satisfied. This requires ongoing chat support and customer service automation using bots to interact with customers throughout the day. Real-time support solutions such as video chat and co-browsing are also available.

• Regular measurement of customer satisfaction: To determine the level of customer satisfaction, some measurements need to be taken through appropriate communication channels to get a complete picture of the performance of products and services and show any weak points. This is also useful. for managers or employees to provide comprehensive information to improve customer satisfaction. Results: Organizations modify products to reduce customer losses.

• Increasing product benefits: Every customer needs a reason to buy products over others and that reason is the benefit he will receive. Moreover, this benefit may vary depending on the product, service and target customer. Product quality is a characteristic that affects the ability to satisfy customer needs, and here value is part of the quality that customers look for, which is their highest need. [11-12].

4. Research the product and analyze its characteristics: This is a group of techniques used to gather information and gain better knowledge of the target market. Organizations use this information to develop and market new products and know the qualities and characteristics of the product being offered.

organization and test various products to ensure they are approved and meet customer and market requirements to ensure the success of the project and the achievement of its objectives.

Ideal product characteristics

• Providing solutions to customer problems, needs and wants.
• Ease of use for customers.
• Provides better user experience.
• He must be of acceptable and attractive appearance.
• Reduce costs to increase profits.
• Product prices correspond to product quality.

5. Comparison with similar products: With many advantages over similar products and the proliferation of online shopping and selling applications, you can find hundreds of local and international applications and websites to purchase the products you are looking for, and on each site you will find find multiple versions of the same product because you will find the difference. In product prices, product quality and many other details, you may have to search for hours before you finally decide which site to buy that product from.

Perhaps for many, this method is not convenient or useful for purchasing the best products in the shortest possible time. To solve this problem, there are apps and tools that collect items offered for sale online, show you the best options, distinguishing each item, its price and ease of availability. This saves you a lot of time instead of having to search through dozens of apps yourself and compare hundreds of products in each app. It also gives you the best deal and the lowest price possible. Don't be fooled if you are in a hurry and choose any product before knowing its price difference with other products.

6. Finding the Lowest Prices: Customers always look for the best price when investing in a product and often use price comparison sites to find the best price for the product they want to buy [13-14].

Tools for comparing prices in online stores

• Shopbrain This tool is available for many smartphones operating systems for free through the website or by downloading the app from the site. See price comparisons for the products you're looking for on most online shopping and selling sites: eBay - Amazon - Walmart - Best Buy. You can install it on Google Chrome or any other browser to automatically compare products you search for online.

• PriceBlink Google offers this tool to compare the best prices when browsing products. These tools can also access more than 11 thousand e-shopping sites. Once this process is completed, a small window will appear at the top of the screen with

the best available price in addition to attaching a link that will take you directly to the site selling the product.

• Google Shopping You can compare prices using Google search tools directly using the Google Shopping service. You can then add the product name to the search field to show you the best results that suit you, showing products from different online stores. There is also a feature to request notifications if an item is available at a lower price. From the results I found.

• Shopping.com This site is similar to how you use Google Shopping. This site is linked to the famous eBay site and features a search engine for items for sale. You can control the sorting of results to show you the lowest priced items. to the highest or vice versa.

7. Ordering goods and payment: In this method, the client orders goods, then pays for the purchase of goods in an online store or through a website by providing and filling in the card or bank account details of the client. Electronic payments in the world of digital commerce is about simplifying the purchasing process so that the customer can buy any product he wants from home in a convenient, easy and secure manner and also to expand the reach of customers beyond a specific geographical area, while attracting customers and implementing them with minimal effort and time.

8. Delivery of the product to the consumer: This method involves presenting the product and delivering it to the consumer within the specified time frame and schedule. These are the stages of all sales transactions, since they depend on the characteristics of each type of product and on the marketing methods developed in the market, and can be supplemented by various elements such as pre- and post-sales services, as well as payment methods, but the basic relationship between the two entities (by the seller and the buyer) do not change. Changes in the purchasing entity of the product. [15-16].

6.2. BASICS AND BENEFITS OF ELECTRONIC PRICING

Pricing involves setting prices for goods and services based on business activities as part of a product's marketing plan. Pricing decisions are important not only at the level of the products themselves, but also at the level of other activities related to the product, such as promotion, development and market research. In terms of new electronic media, pricing is characterized by products being flexible and dynamic in this new environment as product prices change several times a day, allowing the Internet to change the way organizations communicate with customers.

In addition, it provides many other opportunities for branding, innovation, pricing, commerce and marketing, as it allows everyone who uses it to think

differently about time and distance and open up new markets and distribution channels. communicate with your clients. It offers many opportunities in terms of branding, innovation, pricing, commerce and marketing. This requires everyone who uses it to think differently about time, distance and exploring new markets and distribution channels the basic principles of online pricing as shown in Figure 15.

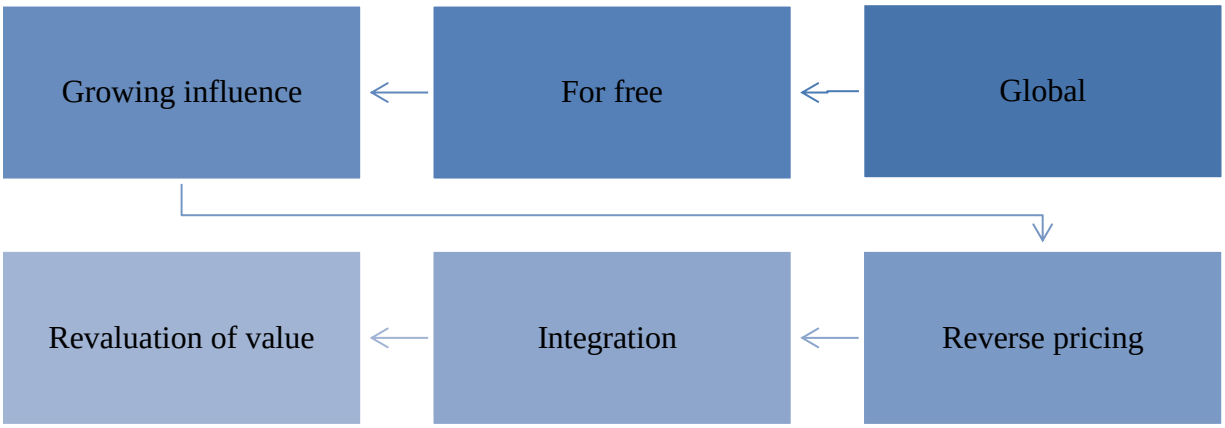


Fig. 17. Basic Online Pricing.
Source: Compiled by the author based on data [17-18].

1. **Global**: Because the Internet economy is a collection of closely interconnected global markets, each company can grow at a high rate around the world, but at the same time, the number of competitors around the world increases at the same rate, which comes with an increase in various types of risks.

2. Free: Based on the principles of fairness and reverse pricing, valuable products should be provided free of charge to interested consumers. For example, Microsoft offers Internet users free Internet Explorer, offers free email services, distributes free antivirus software, etc. However, in the future, selling modified versions of these products will bring lucrative income to the organization.

3. Increasing influence: The arrival of new Internet marketing participants increases the size of the network itself and, as a result, attracts more resources to it, thereby increasing sales, which leads to increased profits. In addition, production costs are reduced. which characterize the Internet economy lead to increased benefits not only for individual participants, but also for all participants in the process [17-18].

4. Reverse Pricing: Prices of online products tend to decrease over time. The longer the purchasing period, the lower the price of the product purchased. To survive in the fierce competition, online organizations are forced to introduce more new products into the market. This is the Reverse Pricing System in mainly applied to processors, microelectronics, communications and other high-tech products.

5. Integration: In the Internet economy, the value of a product or service is determined by increasing its supply and widespread distribution, in other words,

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the more products are available online, the more valuable they are to potential consumers due to their greater availability.

6. Revaluation of value: Represents the gradual replacement of material assets through the value system of knowledge and information, knowing that the share of the information component in the cost of manufactured products is constantly increasing, which leads to the achievement of this gain. the importance of a clear division of the market and based on a detailed analysis of all aspects of demand and consumer requests. It should be noted that the basic principles of working on the Internet outlined above lead to the conclusion that there are a number of differences between traditional marketing work and marketing work using computer technology, since these, in turn, are reflected in practical aspects such as a, collection and analysis information and development of an algorithm for searching for clients, partners and investors. Prospects, and of course, pricing issues, where the right decision is the key to business efficiency, and in this case the question seems quite logical: the new term Internet pricing should not be introduced into commerce.

Advantages of electronic marketing and traditional marketing process:

1. Diversity of ways to attract customers: The method of attracting customers to the store is very important, since this process in retail can traditionally be described in four stages:

• Attracting customers through advertising is an important factor in determining the location of a store.

• Influencing the customer through good display and entrance design plays an important role.

• Attract the buyer entering the store with the interior design of the sales area and its ergonomic organization.

• The buyer selects the goods he needs. The buyer's decision depends on how easy and quickly it will be for him to choose a product with the help of a salesperson in the marketing room or make subsequent purchases in that particular store [19].

2. Psychological influence on buyers: Sellers are deprived of the opportunity to exert psychological influence on buyers in the electronic marketing system, which eliminates the possibility of such an influence on the buyer as evidence of attractiveness and seriousness, since everything remains behind the network. browser screen.

3. Product Information Display Method: In the traditional marketing process, the product is personally identified, whereas in an online store, this knowledge is obtained from the buyer by carefully reading the relevant information, description and characteristics of the product.

4. When purchasing from an online store: When purchasing products, the buyer registers and places an order online, which creates a certain risk that in the end the buyer may not receive exactly the product he ordered, or may not receive the quality he expected, as well as the possibility of risk - a more interesting price. from the buyer's point of view, this is less than products sold online.

5. According to the level of costs for organizing trade: Organizing trade and services through an electronic store makes the presence of commercial buildings, warehouses, offices, and various commercial equipment unnecessary. There are also many industrial organizations in the world that sell products only through an electronic store. stores that do not have stores.

Traditional selling in general, trade organization makes it possible to reduce the costs of sales, advertising and retail network management. Naturally, reducing costs, which is one of the most important structural elements of the price of a product or service, leads to a decrease in price, so you think that the products can be sold at retail, but at lower wholesale prices (i.e. by 20-30% cheaper than traditional trade).

6. Ease of shopping: Visiting dozens of online stores is much easier than browsing through the same number of brick-and-mortar stores or walking around looking for the products you need.

7. Accessibility and use: Online stores are accessible to customers from almost anywhere in the world, so they are not limited to the choice of goods and services they need during travel and business trips. These stores operate around the clock without crowds. buyers, as in regular stores, which gives the buyer the opportunity to make purchases at any time convenient for him [20].

8. Quality of service: In a traditional store, when purchasing and to obtain more complete information about the product, you must seek advice from the seller, since the choice of product depends on the seller, his level of competence and the time during which the product will be sold. the seller will be able to allocate to the buyer, since a well-organized online store offers a wide range of information support for all products.

The buyer will not have to wait until the seller is free to get advice on the product. This situation may lead the buyer to prefer an online store, which reduces the price sensitivity of the buyer.

9. Time to market decisions: Creating a branded online store will take much less time than building a traditional store, while the manufacturing enterprise can set and control prices for its products, since it trades without intermediaries and immediately receives direct income from the sale of its products .

10. By product group: In general, in a traditional store the choice of products is limited, so the buyer often has to wander around one of these stores in search of the right product.

It should be noted that electronic marketing and trading of goods and services using the Internet significantly change the understanding of standard pricing strategies, increasing the competitiveness of markets and at the same time giving buyers the opportunity to compare offers from sellers on a global scale, receiving information in real time.

6.3. ELECTRONIC MARKETING MODELS.

The marketing model is one of the most important tools that supports the development of marketing strategies and programs. Using a clear and simple marketing model, you can compare your results with those of your competitors and plan future growth strategies. It's also an attractive way to communicate the purpose and rationale for your strategy. Many marketing models have been developed over the years, but which one best suits your marketing strategy?

Electronic Marketing Models:

1. **Viral Marketing:** A marketing method that stimulates the interest of a target audience through marketing communication directed at another person. By spreading information about a product or service from one person to another through word of mouth, the Internet, or email, the goal of viral marketing is to inspire and motivate people to share the marketing message with friends and family.

To achieve a significant increase in the number of recipients, the content must be interesting and attractive, reach recipients very quickly and have a large impact on customers. a goal based on the process of virus replication, similar to the replication of viruses in the biological realm as well as in the world of computers and the Internet, the one who receives the Advertisement is given voluntarily to everyone he knows because he finds it funny or distinctive, and is often taken advantage of in social networks [21].

2. **Internet marketing**: This is a group of social and managerial activities, the purpose of which is to achieve maximum satisfaction of consumers and the fullest satisfaction of their needs through the Internet, as well as the formation of an offer and system for the exchange of products and services using information and communication technologies, since the cost.

The use of Internet technology is low, affordable, and provides broad reach while targeting audiences, near-instant access to markets anywhere, and real-time performance measurement for marketing efforts. As a marketing method, Internet

marketing involves the use of traditional and innovative tools and techniques, especially in conducting market research.

Also more detailed information on the effectiveness of electronic advertising messages and consumer profiles covered by electronic advertising, with the ability to collect and analyze them online in order to identify and satisfy the needs and requests of consumers (buyers) through exchange for profit or other benefits by the manufacturer of the product (seller) from what online stores have become. In recent years, it has become increasingly popular as an essential element of marketing policy. in the Internet environment [22-23].

3. **Relationship Marketing**: It is a combination of practices, strategies and techniques that organizations use to manage and analyze customer interactions and data throughout the customer life cycle. The goal is to improve customer service relationships, help retain customers, and increase sales growth.

CRM systems collect customer data by channel or point. Various communications between the client and the organization, which may include the organization's website, telephone, chat, direct mail, marketing materials and social media. CRM systems can also provide customer-facing employees with detailed information about customers' personal information, purchase history, purchasing preferences, and problems they are seeking to solve. Creating a large base of loyal customers, which represents a long-term competitive advantage for the organization.

4. **Commercial Marketing**: This is a broad area of marketing aimed at wholesalers, retailers and distributors not only to increase consumer demand but also to increase demand from supply chain partners and provide products to consumers, organizations strive to ensure that the product is provided in a reliable and consistent manner to the end consumer as incentives are provided to intermediaries and promotions are provided to potential partners for effective promotion.

5. **Marketing Communications**: Used by an organization to carefully integrate and coordinate multiple communication channels to deliver a clear and consistent message.

For example, public relations, social networks, audience analysis, business development principles, advertising and corporate identity, which remain relevant. through separate media channels, allowing public and private organizations to deliver product to consumers in an attractive and transparent manner, improving the organization's image and stakeholder relationships. Integrated marketing communications is an integrated marketing approach that considers marketing strategy within the broader context of the organization's goals and business

development needs. In other words, rather than separating marketing, advertising, public relations, social media, and consumer/audience analytics. teams or efforts within an organization, integrated marketing communications encourages the integration of these disciplines to create a more robust approach.

6. Brand marketing: A brand includes a marketing method that includes the use of a body of knowledge about methods and means of managing the processes of formation and development of a brand, as well as achieving a competitive advantage that distinguishes the organization's products from the products of other organizations. Trademarks are protected by intellectual property laws.

7. Mutual Marketing: Mutual marketing is one of the most successful marketing methods and is used by organizations with similar activities and services. Organizations rely on this method to benefit each other by selling each side to the other.

The Mutual Marketing idea can be refined by having one of the programmers select a copy of the program associated with the organization. Through explanation, he encourages viewers and listeners to use this version of the program exclusively and directs them to the organization to which he belongs. so that clients can receive consulting services from him [24-25].

8. Diversified marketing: network marketing, call center marketing methods, mobile marketing methods, product placement, direct marketing methods, methods of exhibition activities of the organization etc.

The use of the above marketing technologies by local organizations, each of which has its own advantages and disadvantages, will help achieve marketing and management goals, increase the competitiveness of each product and organization, strengthen its position in the markets, develop and apply modern scientific methods and tools for planning, organization, analysis and activity control.

CHAPTER 7

STRATEGY ELECTRONIC MARKETING

7.1. THE ROLE OF STRATEGY IN THE DEVELOPMENT OF MARKETING BUSINESS.

The intense development of competition in all product markets requires each organization, regardless of its size and type of activity, to pay special attention to the development and continuous improvement of its marketing strategy as a long-term marketing plan aimed at achieving the organization's marketing goals. To achieve a leadership position in a particular market, every organization must have a detailed strategic plan and set of actions to achieve the specific goal of its activities. marketing strategy to determine how to achieve it [1].

The concept of strategy has different connotations and meanings depending on the areas of activity. Its linguistic roots go back to the Greek word Strategos, which means the art of direction and choice of goals. This term was first used in the military sphere. It means war plan or the art of planning military activities before the outbreak of wars, and at that time it was the art of directing these activities after wars, which meant forecasting government policies and implementing them using available resources and was widely used in the long term. The term is “methods”, so the use of this term has moved into different fields including business, organization strategy development, business policy studies.

Marketing strategy is a process of systematic planning and continuous changes to achieve a long-term marketing goal, or in other words, it is a blueprint for long-term plans to achieve important marketing goals. organizational development, revealing its field of activity and tools for achieving goals, the area of external and internal cooperation and its mission. Its response to various obstacles and long-term measures to achieve established forecasts is a model of the organization's behavior. at a certain stage of its life cycle. The development strategy takes all its characteristics from the foundation of the organization through implementation, growth, maturity and decline at each stage of the organization's life cycle, in order to organize the development strategy into individual approaches and methods [2-3].

The concept of electronic marketing is one of the main marketing strategies that organizations use to communicate with other organizations to increase the number of customers and traffic to the organization's website, achieve revenue through customer acquisition, build brands, launch new products, increase prices. changes, product updates, new features and upcoming events, and the reason. The main reason why marketers prefer the electronic marketing concept is to allow prospects to progress through the sales funnel very effectively. The concept of e-marketing

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aims to increase sales and increase the organization's market share by improving marketing techniques and using new tools to ensure efficiency. Based on the elements presented in the sales funnel, it is worth considering each of the elements contained.

Sales funnel - This is the customer's path from studying the organization's brand to purchasing products. This usually happens in real life and in the modern business environment. A sales funnel for marketing and sales is designed to define a series of stages for which each is responsible. An example of this directs traffic to an organization's website. Through the Internet, collecting leads, making contacts and concluding contracts, and starting to pay for goods and services, a measure of success is associated with each step, and if anything goes wrong along the conversion path, the team then analyzes and reviews the strategy based on the latest relevant trends in the development of world markets in reality.

Many organizations build a sales funnel around the client to make it easier and faster to achieve the main goal and receive the organization's products. Every modern organization has dedicated marketing and sales teams that work to develop their strategy and focus on communicating with customers, which is the main goal of marketing and sales in this case. Not to increase sales, but to respond as quickly as possible to best suit the needs and preferences of the user and establish close interaction and communication with him. If previously a user could wait several hours or days for an organization to contact him, then in modern reality the situation is different. [4-7].Based on a critical analysis of scientific works in the field of electronic marketing, the author clarified the main elements of the sales funnel used in the concept of electronic marketing, as shown in Figure 18.

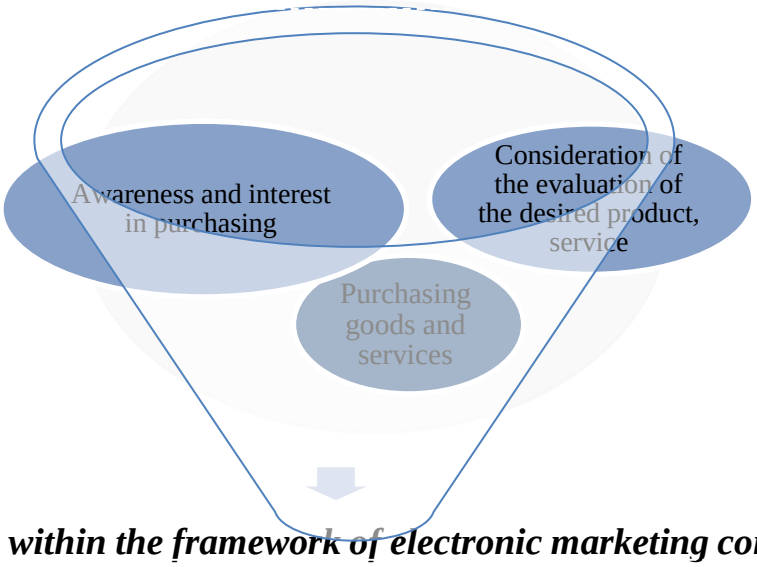


Fig. 18. Sales funnel elements in electronic marketing concept for organizations
Source: Compiled by the author based on data [4-7].

The awareness stage is the need that drives the purchase. The ways to satisfy this need range from simple, complex or unclear solutions. Potential customers learn about the problem and receive information about products and services. Help customers learn more about the organization's products. , you should use various tactics, such as the first visit to the website or social media posts, that will help you attract target customers to the products or services.

The interest stage is the benefit and value you provide to customers by using your services or purchasing your products. At this stage, customers want to know more about the organization, then read information about you on the website or in the store, look for the opinions of other people who have tried the products on social media platforms.

This brings the customer to the next step because the funnel is about convincing them of the benefits that the products bring them and providing them with content that satisfies their desire to learn about the products and present them in a professional and quality manner.

Not only that, but you should also try to attract customers, get their attention or provide some proof that they will get it if they sign up for your mailing list. a list, a discount coupon for their first order, or anything else that will make them think about purchasing from you now or in the future.

The evaluation phase is an intensive, precise and parallel comparison process in which the client compares you with your competitors and selects the product that is most suitable for him.

It is therefore important to ensure that you carefully study the competition and provide different benefits to the customer that he needs more than those offered by competitors to attract customers, and marketing at this stage must be wary of the possibility of damaging the brand by applying too much or too little pressure when it comes to providing goods or services that meet the needs of clients and customers.

The purchasing stage is the final stage for the client, and the sales process is not complete until the client makes the final purchase and is convinced that you are the right person for them. In fact, nine out of ten customers make a purchase when they reach the final stage of the conversion journey, and for this reason, it is important that the final stage of the conversion journey is tailored to the customer's needs, preferences, characteristics and expectations, and that the essence of the buying process is the concept of email marketing. Organizations need to adapt to customers and respond quickly. Communication is the most important process in the sales funnel and should be organized in such a way that the user can quickly get a solution to his problem, which is the main goal of the email marketing concept.

7.2. BASIC STRATEGIES ELECTRONIC MARKETING.

Electronic marketing is one of the most effective ways to support and develop an organization in a business environment. In recent years, there have been global transformations and changes associated with the spread of the COVID-2019 pandemic, which led to some social and economic changes.

The political imbalances and instability that have ushered in the global digital shift across all sectors of the economy have seen many global organizations forced to immediately change their digital strategy to adapt to these unexpected changes in the world. To prepare an organization and develop a successful e-marketing strategy, the organization's leadership must understand the importance and relevance of marketing in building the strategy, as well as in its implementation and use.

Innovation in the management process, analyze scientific methods and work in the field of building e-marketing strategies, and there are many of them, but there is no clear unified classification of the advantages of its application in the reality of modern business.

Accordingly, the author, based on a critical analysis of scientific works on generalization and their structure, has compiled an exhaustive list of e-marketing strategies that are the most relevant and in demand in the reality of modern business, as shown in Figure 19.

Basic strategies electronic marketing	1. Social media video strategy
	2.Strategy of focusing on user experience
	3. Mobile site optimization strategy
	4. Strategy for updating the organization’s website
	5. Sales promotion strategy.
	6. Strategy for developing self-service capabilities
	7. Account-Based Marketing Strategy
	8. Strategy for targeting Generation Z
	9. Paid media strategy
	10. Strategy for updating consumer image
	11. Strategy for creating unique content
	12. Personalization strategy
	13. Business process automation strategy
	14. Strategy for searching for new marketing tools and budget revision

Fig. 19. Electronic marketing strategies for business.
Source: Compiled by the author based on data [8-14].

The author's e-marketing strategies include all areas and types of marketing activities under the concept of e-marketing, which are initially classified based on the characteristics, strategies and activities that organizations must implement to achieve their business goals.

1. Social media video strategy:

Interactive video is one of the technological innovations that provides audio and visual information based on responses. Audio, image and video are displayed on the display screen and are part of a single unit consisting of a computer and data input and storage means. In modern marketing, consumers want to interact with content based on images and videos and for this reason, the use of video content is one of the important email marketing strategies and with the development of the COVID-2019 pandemic, social media platforms such as TikTok and Instagram Reels have gained more popularity given that video will become the most popular form of content on social networks in the coming years [11].

2. User experience strategy:

In today's business environment, it is difficult to carry out marketing activities without an organization's website. According to many studies, many users prefer websites with easy-to-use interfaces that prioritize user experience. Visitors are more likely to stay there. To help organizations measure the usability of their website, Google recently introduced a new set of metrics called Core Web Metrics that help measure site speed, response time, and visual stability [12]

User experience (UX) is the totality of knowledge, skills and impressions that a user receives after interacting with a specific service or branded product. User experience helps increase customer satisfaction and loyalty, and conveys the value of the product to them. A good user experience always depends on the interests, preferences and needs of the user, however, due to the ever-increasing competition and multiple offerings in the markets, designers often expect overwhelming experiences and impact, which results in interaction with products or services becoming difficult for the user. potential buyers and they cannot achieve the desired result [13].

3. Mobile site optimization strategy:

One of the important email marketing strategies is to optimize an organization's website to be mobile-friendly. Considering the severity of the pandemic, increasing restrictions in all areas of the global economy since 2019, and the continued rise in device usage, this will not only result in a compelling experience that attracts visitors, but will also help search engine optimization to correctly interpret web content and present it to users [14].

Based on the author's contribution, recommendations were made to improve the

organization of the site for mobile devices, as shown in Figure 20.

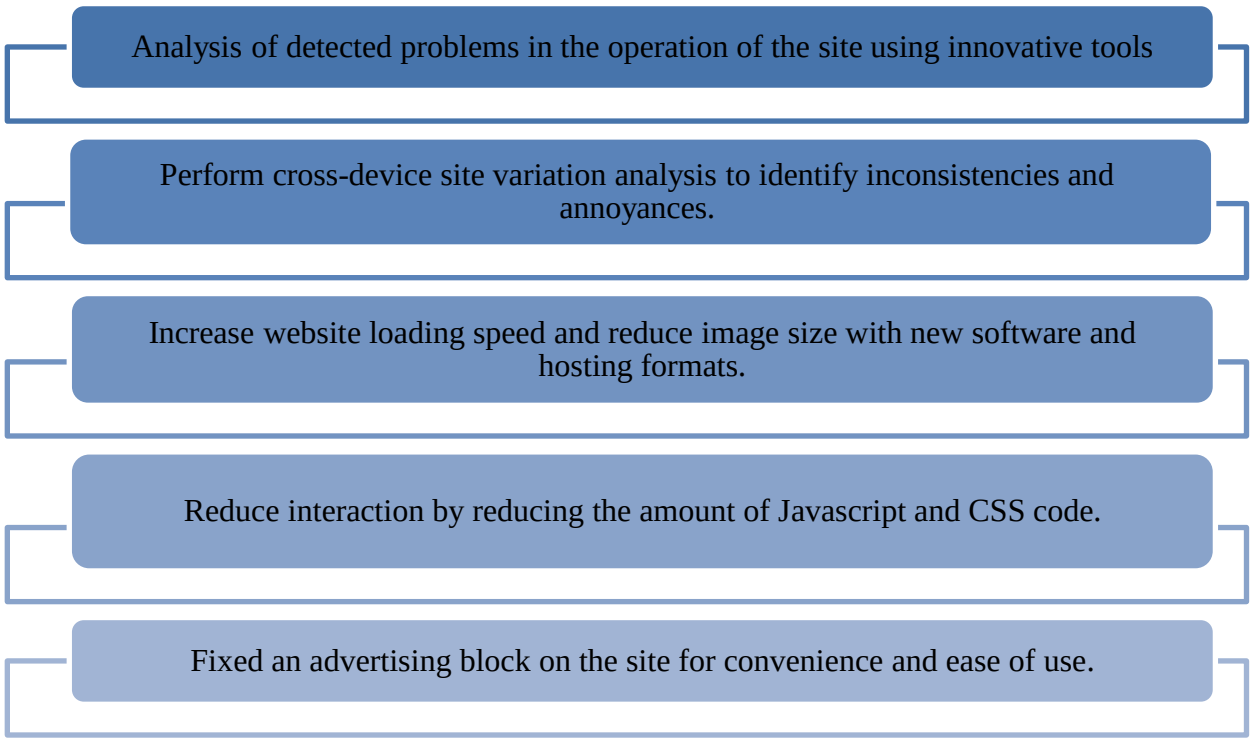


Fig. 20. Optimizing your organization's website for mobile phones.
Source: Compiled by the author based on data [15-16].

Based on the author's recommendations, we can highlight the main trends in the field of website optimization for mobile devices in terms of convenience, ease of use and increased competitiveness, since any organization needs all the resources to optimize the website. mobile devices, if a smartphone user goes to the organization's website and discovers that the site is not optimized for a smartphone (images are displayed incorrectly, keys are inconvenient to press, etc.), without hesitation, he will close it and open another link in a search engine that takes this trend into account, so new and improved rules for ranking websites are constantly being introduced.

4. Strategy for updating the organization's website:

Modern conditions of marketing practice and details of the organization of marketing activities are determined by the need to constantly search for modern methods and tools to increase efficiency and achieve business goals. The main factor ensuring the process of increasing the marketing effectiveness of an organization is the constant activation and updating of the organization's website, since it takes users 0.05 seconds to form an opinion about the website.

Therefore, the e-marketing strategy should include a constantly updated list of activities for the organization's website, as shown in Figure 21.

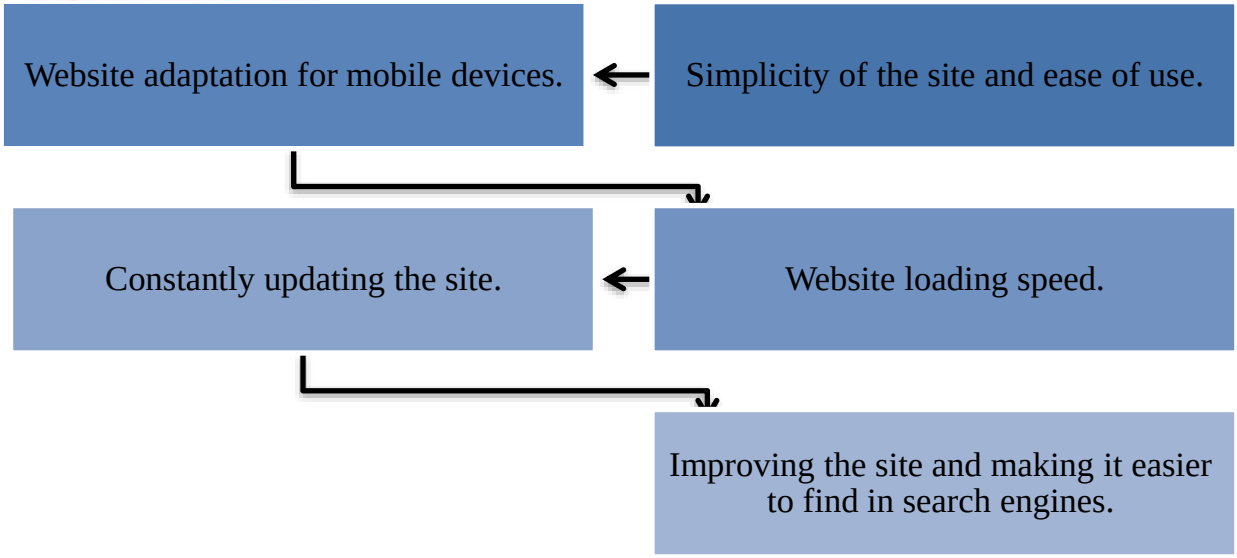


Fig. 21. Activities to update the organization's website in the concept of e-marketing.
Source: Compiled by the author based on data [17-18].

It should be emphasized that an attractive design makes the site more professional and authoritative in the eyes of users. Since web design can have a significant impact on the success of an organization's business, relevance and constant updating ensures great interest and loyalty among potential customers. According to the results of a global marketing study, 46.1% of users consider the relevance of information on a website and its design as an important factor in determining whether an organization is trustworthy or not, and without an updated and improved website, organizations will find it difficult to connect with potential customers [18].

5. Sales promotion strategy:

In the current conditions of digitalization of all sectors of the global economy, many consumers need immediate solutions, which is closely related to the fact that the intensive spread of the epidemic has led to a radical change in consumer behavior in terms of expectations for solutions to problems. all the problems are online, the Internet shapes the email marketing strategy. There is a need to provide digital tools that make it easier for users to interact with the organization through effective sales operations. Marketing and product sales strategy depends on the use of innovative tools such as chatbots and voice search, as well as the planning and implementation of all online transactions. [19].

Using voice search as part of a digital marketing concept allows you to personalize an organization's message and provide a call to action, sell products more effectively, save time in the sales process, and make it easier to record product demos while providing a seamless user experience. Viewers have the ability to pause and rewind the video. Launch it at their convenience. To ensure the effectiveness of your marketing strategy, you should use scheduling and lead

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generation tools that allow you to automatically schedule instant meetings with potential clients, as well as make sales by organizing online transactions [20].

6. Develop a strategy for self-service options:

Today's global markets make users expect instant gratification. Because of this, it is important to create a great customer experience by providing resources and answering questions. During customer interactions, users don't want to wait hours or even days for support to contact them. answer their questions instead. Therefore, in the reality of modern organizations, it is necessary to create a knowledge base with answers to the most common frequently asked questions, so that the knowledge base includes images, explanations, or links to additional sources. We invite you to create a video library with practical tips that will help the client adapt and learn to work with the product. To determine the degree of customer satisfaction with the developed self-service systems, customer opinion surveys are conducted, and the service provider must solve the problem of relationships with the user, because a dissatisfied customer tells about his problem to more than ten individuals, and each of them shares the opinion of his friend with several individuals. The importance of the problem lies in the fact that customers whose complaints were resolved became more loyal to the organization than those who never showed their dissatisfaction. Each complaint received from consumers with the right approach to this can become a real gift for the organization. approach to problem solving [10].

7. Marketing strategy based on account registration. It is a digital marketing strategy that aims to attract specific customers, often an organization, by targeting and attracting customers from that organization, with the return on investment usually being significant. Marketers collaborate with the sales team on inbound marketing and this is an effective way. This strategy, widely used by technology organizations offering advanced and modern products, requires a large customer database, reduces the time and effort required to acquire customers and is one of the innovative tools. A marketing concept that uses Account-Based Marketing (ABM) tools Account-Based Marketing is a custom marketing strategy that is sold directly to customers of large organizations. Globally, approximately 70% of B2B marketers use account-based marketing strategies and 85% of marketers who measure ROI show that account-based marketing provides higher returns than using any marketing strategy.

Another digital one is the concept of account-based marketing, which is based on the simple idea that 80% of sales come from the same groups of customers. Every year, and it is clear that the organization must base its development strategies on better managing its key accounts in this area. In this regard, it is important to

consider this concept through partnerships, since through them many business segments generate between 50-80% of sales, but in principle, account-based marketing is applicable to any competent and qualified customer groups. For Key Account Management While key account marketing has become an increasingly popular approach in recent years for large B2B organizations whose marketing focuses on specific products/solutions and channels in a market segment, account-based marketing brings all of these elements together with a focus on attention to specific clients and their treatment. Based on this, the author constructed the benefits of an account-based marketing strategy as shown in Figure 22.

Cost-effective: Account-based marketing is more personalized than traditional marketing, reducing wasted time by up to 50% for potential customers who never buy the product.

Personalization: Marketing communications are personalized, which means that their content is as close as possible to the business needs of the potential client who may become a client of the organization.

Sales Velocity: With account-based marketing, organizations shorten the sales cycle, allowing marketers and salespeople to focus on only those prospects most likely to generate revenue.

Fig. 22. Benefits of an Account-Based Marketing Strategy.
Source: Compiled by the author based on data [22-23].

Account-based marketing is good for building relationships with an organization's customers and helps maintain brand loyalty. This strategy is critical because it requires a personal approach to sales and customer service.

8. Generation Z targeting strategy:

These are people born between the mid-1990s and mid-2000s. This generation has emerged on the heels of the millennial generation to distinguish its members with certain technological skills that came with their birth in an era characterized by enormous technological change. This generation is characterized by diversity and intelligence from a technological point of view, as it has quickly become the most influential generation in the modern economy according to statistics, since Generation Z makes up 20% of the workforce and 40% of all consumers and is the largest, demographically diverse and technologically dependent generation, therefore Organizations are trying to improve their marketing communications for any mobile device.

Features of improving the organization's online presence tools:

• *Load Time*: This is extremely important for website visitors as 40% of visitors are not willing to wait more than 3 seconds for a load, meaning the average user checks their smartphone 150 times a day to learn, do, find, watch. or buy.

• *Features of purchasing behavior*: The user is looking not only for information about the product, but also for a potential place of purchase and not necessarily an online store. Promotions in offline stores often attract customers more than the opportunity to make a purchase without leaving home. and get more information. 82% of shoppers use a smartphone before making a purchase, and 57% compare prices using a mobile device.

• *Mobile App*s: Developing mobile apps for online sales is a good way to make the shopping process easier for Generation Z. Mobile apps that allow online shopping are very popular among young people, and almost half of people aged 18 to 34 have installed them although would like one application for shopping on their smartphones. An important tool for influencing consumers is cooperation with bloggers and socially active media. By entrusting their products to influential representatives of the new generation, the organization will be able to attract enthusiastic customers and find ideal clients. faster [24].

It must be clearly understood that there is no one-size-fits-all digital format suitable for all buyers in one market, even in local markets, the impact of economic and professional differences between generations in different cultures is significant, and all this makes it useful to bring the entire strategy into everyday practice. Transformation of strategy into the ease of integration of all channels of interaction between the organization and the consumer during his transition from one to another, in order to create conditions for his continuous interaction, which is the simplest and most appropriate current expectations, requests and needs. The requirements of this generation must be taken into account when developing an e-marketing concept.

9. Paid media strategy:

As a result, organizations continue to reduce their traditional marketing spend and focus their marketing budget. Paid media is one of the ways organizations can promote their content through sponsored social media posts, from ad delivery, paid search results, video ads, pop-ups and other advertising means. Paid media can be an effective way to expand the reach of an organization's brand, gain more clicks and traffic, and ultimately, by sponsoring content, it will reach audiences who would not otherwise identify with the organization's brand without these tools [8-10].

10. Strategy for updating consumer image:

As we mentioned in email marketing strategy, consumer behavior has changed a lot since the start of the pandemic, and it is necessary to re-evaluate and compare target buyer personas using Google Analytics and Facebook Audience Insights. From these innovative tools, it is possible to ensure that the current audience still always matches the image of the target audience. Consumer image is a set of characteristics that allow you to better know the target audience in order to make a choice. content that interests them. Sending email to a segmented database accounts for a 77% ROI on email marketing because users are more likely to understand content that meets their needs.

11. Strategy for creating unique content:

To know whether to put an element of this strategy into action, you need to conduct key business analysis in Google Analytics to find out what topics and keywords consumers are searching for on the organization's website, which requires creating new blogs and a website based on resources on the topic or update currently popular blogs to include more useful and relevant information. Search algorithms are complex. They take many factors into account, but unique content is always important. Search engines reward unique content related to a search query and impose penalties for search engines using stolen text and images. We must not forget that human relationships are not about selling products. By creating strong, useful and unique content, you can increase the trust of potential customers, and ensuring the creation of unique and quality content through effective marketing is a strategy that increases customer loyalty, customer base and increases interest in the organization's brand. The quality of unique content is a testament to the credibility of the source and the respect of customers, as shown in Figure 23.

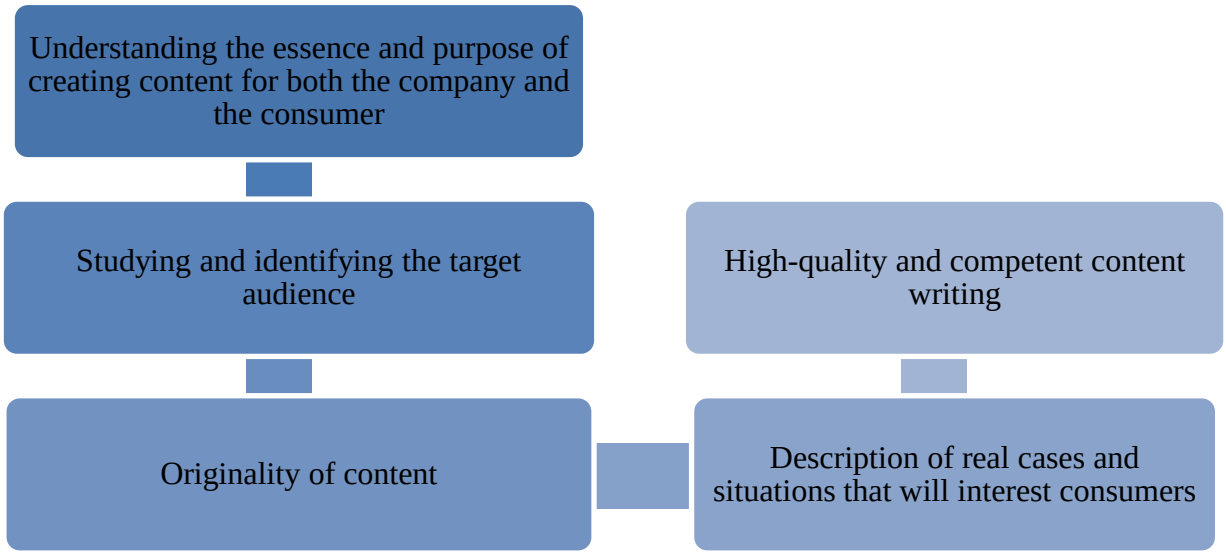


Fig. 23. Ways to provide unique content in electronic marketing.
Source: Compiled by the author based on datаых [25-26].

12. Distribution strategy - interacting with potential customers by sending targeted and relevant messages based on the data collected from them is very important and necessary in today's marketing environment. Modern businesses use innovative personalization methods and tools to achieve goals through customer relationship management systems. Their role in the personalization strategy is important because it allows them to collect information about the consumer and his preferences, as shown in Figure 24**.**

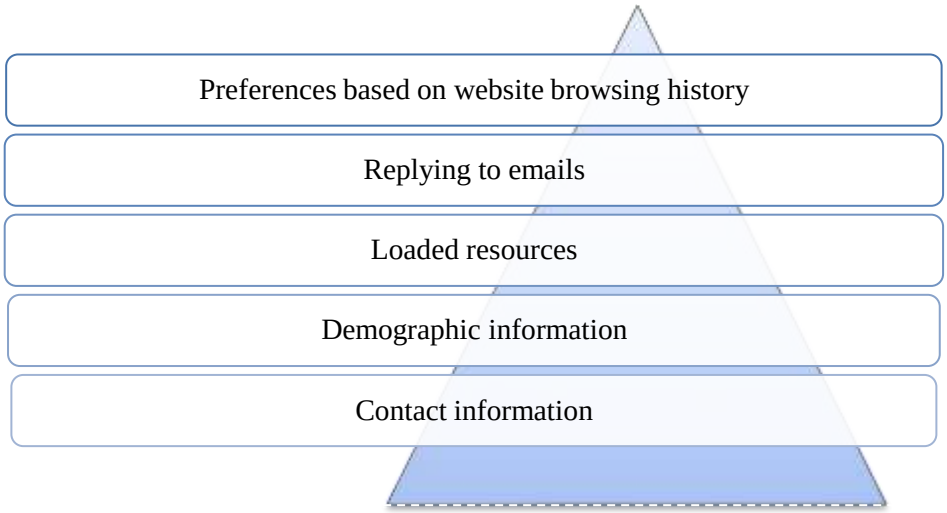


Fig. 24. Information that provides a personalized approach to the electronic marketing concept.
Source: Compiled by the author based on data [27-28].

On average, about 86% of organizations worldwide have improved their business performance through personalization strategies.

Ways to implement a personalization strategy:

• *Submit relevant information about interests*. Once a prospect signs up or downloads a resource, you should continue to send them additional interest-based information and resources to help guide them through the stages of the buying process.

• *Target prospects by name*: Emails that include a name or a specific subject are more likely to be opened and clicked on than personalized emails, which deliver offers six times faster [28].

13. **Business process automation strategy:**

With all these new digital marketing strategies, it is important to automate as much as possible to save time and focus on higher priority projects.

Main automation tasks:

• *Automation*: Every time someone sends an email, you can receive email notifications about the next steps.

• *Electronic Marketing Automation*: Schedule all marketing emails to pre-selected contacts.

• *Automate social media posts:* Schedule social media posts in advance across multiple platforms.

• *Automatic lead flow*: When someone downloads a specific resource, you can immediately send an automated email with a link to download that resource. This person should also periodically send you automated emails with additional information on this topic to help them move toward conversion.

• *Automation of analytical reports*: reporting in Google Analytics and CRM to track consumer behavior [29].

14. **Strategy for finding new marketing tools and revising the budget:**

When developing your online marketing strategy, be sure to try out different marketing tools to simplify and improve your marketing and sales efforts.

These tools include marketing automation software, CRM, content management system, analytics and reporting software, and search engine optimization software. It should be noted that the pandemic has changed consumer behavior and therefore changed the way of reaching consumers, which leads to the search for new approaches, tools and management methods in addition to revising the marketing budget [28-29].

An email marketing strategy is a list of actions necessary to successfully build long-term relationships with your target audience and achieve specific business goals. Every business organization has its own email marketing strategy, taking into account location details, advertising exposure, target audience, region and many other factors, the reasons for this are important and necessary.

When building a customized email marketing strategy for your organization, the email marketing framework offers many tools and elements that each organization can use individually. or collectively. However, the concept of e-marketing is closely related to digital and electronic channels, without which it is difficult to achieve the strategic goals of the organization.

CHAPTER 8

ELECTRONIC MARKETS

8.1. ELECTRONIC MARKETS

An e-marketplace is a form of electronic business that allows consumers to shop online and purchase goods and services directly from sellers. The process of electronic shopping is also called the process of searching for products by visiting an online store website for that product and then submitting a purchase order to receive it. Desired product. Organizations or business owners can benefit from this process to convey their image or impression to consumers. An e-market is a virtual market created over the Internet and presented by a website. This concept is similar to a traditional industry market, where individuals, traders or organizations offer their goods and services to certain categories. From buyers, to meet needs and requirements by facilitating electronic purchase and sale transactions. Participants in electronic markets include sellers, buyers, intermediaries and organizations providing market infrastructure. The interaction of participants in markets for the purchase and sale of products and other types of market activities is represented by processes that may include the development of new products, market research, supply, ordering products, supply and consumption [1].

Importance of Electronic Market:

1. The online market is available to consumers 24 hours a day: not only during the day, but also throughout the week, since the consumer only needs to open the website to make a purchase at a time convenient for him and choose the product he likes.

2. Lack of spatial and time barriers. This means that anyone, regardless of the distance separating them from electronic markets, can order goods wherever they are, be it local or global.

3. Protect the influence of the seller on the buyer: Consumers have freedom of choice, choose the products they want and buy on a regular basis, and it belongs to the consumers.

4. Increase in the number of consumers and visitors. For an online seller, the number of consumers and visitors to its products increases.

5. Qualitative advantages of electronic markets. Electronic markets provide organizations with the advantage of entering the electronic world, the financial value of which is relatively less than the cost of opening a store or store to display their products.

6. The product is promoted through paid advertising system or email marketing: This helps organizations to promote their products online and get to know about

the competition from all over the world, which gives us many advantages, which makes the electronic market much better than the regular market, and also the extent of its openness to the outside world, as shown in Figure 23.

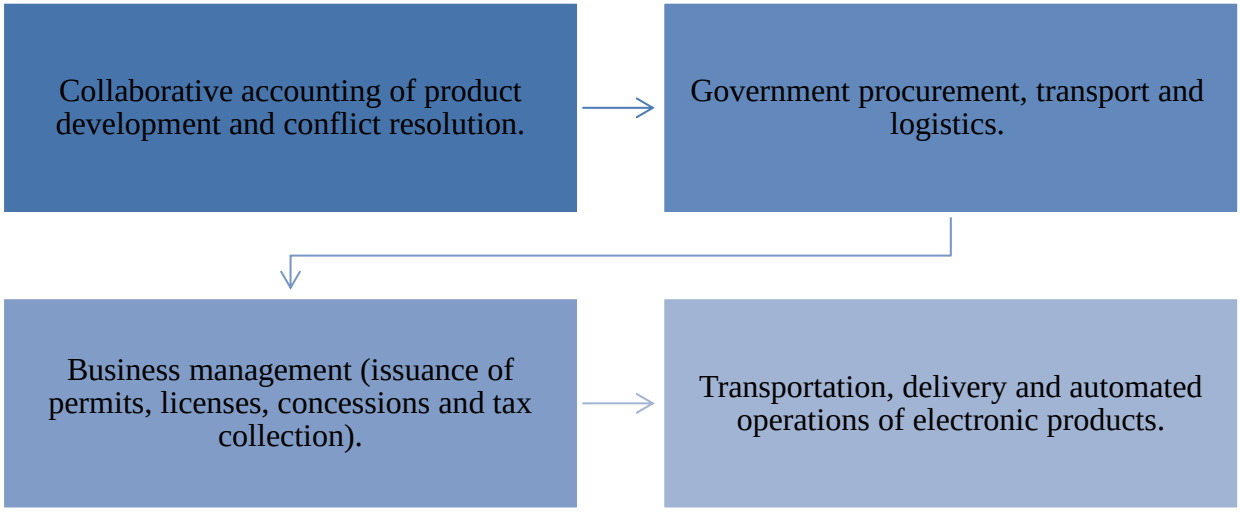


Fig. 25. Forms of activity and business of electronic market participants.
Source: Compiled by the author based on data [3-4].

Vendors come from organizations of varying sizes, located in different geographic areas, and at varying stages of adoption of e-business tools. All international organizations operating in modern markets can be divided into three groups depending on the type of activity they carry out in the electronic market.

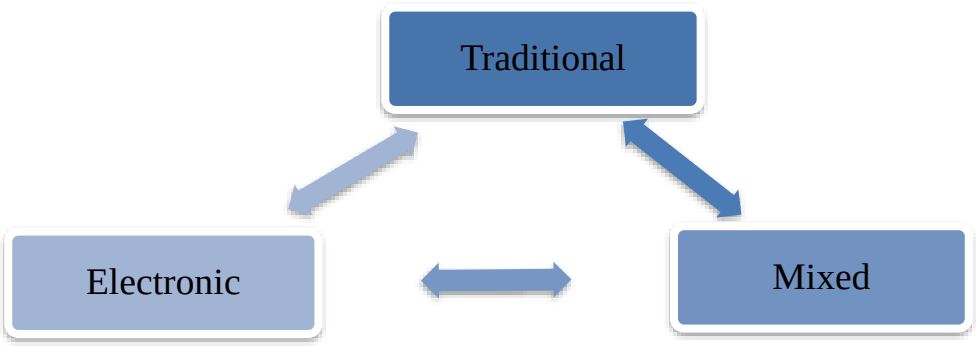


Fig. 26. Types of Global Markets
Source: Compiled by the author based on data [5-6].

1. Traditional Markets: This is where the marketing process partners meet the seller/buyer/and sometimes the intermediary in markets that operate in a real physical environment and do not develop into an e-marketing business environment unless they are forced to do so. do this due to circumstances.

2. Electronic Markets: These are virtual markets where electronic transactions are carried out to search for products or services through the websites of those products and then submit purchase orders to obtain the required products, which only happens in the Internet environment.

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3. Mixed markets: These are those that operate in traditional markets and conduct part of their activities through the Internet. Buyers in electronic markets are somewhat different from buyers in traditional markets because access to the Internet requires the purchase of equipment and a certain level of related knowledge, so Internet users have a higher level of knowledge compared to the average consumer in the market. real market, according to a study conducted by Metrix Media and McKinsey Online, buyers can be divided into categories.

Categories of online buyers:

1. *Negotiators*: They are lovers of negotiations. They make up 8% of Internet users and love to constantly search where to buy products at the lowest prices. Half of online shoppers fall into this category.

2. *Connected:* They like to stay connected, shop less online and prefer to participate in activities such as chatting or sending greetings, and are often interested in brands they know in real life, which accounts for about 35% of internet users. belonging to this category.

3. *Animators:* Ordinary people and leisure enthusiasts use the Internet to obtain information. The general public often visits economic and news sites, while leisure enthusiasts prefer sports and entertainment sites. These two categories account for significant traffic, and this situation is important for sellers as it translates into converting traffic into the buying process.

4. Leniency: Proponents of the principle of making life easier conclude more than half of contracts online and their main principle is to buy directly from hand to hand and save time.

5. Surfers: Walkers (or surfers) make up only about 10% of users, but they view four times more web pages than other users. They account for about 35% of the total time that users spend online, and they are attracted to sites that are constantly being improved and updated.

When studying and analyzing electronic markets, there is no generally accepted unified system of models of interaction between electronic market participants [7].

Activities of electronic markets:

• *Brokerage Services:* They work as intermediaries between buyers and sellers to facilitate the buying and selling process. Brokerage agreements are concluded between commercial institutions with enterprises, consumers with enterprises, or consumers with consumers. The broker's profit consists of a percentage of the agreed amount. or discounts.

• *Promotions*: The site offers advertisements and services in the form of emails, chats and forums and the main income comes from advertisements such as banners, etc.

• *Communications*: allow customers to exchange information about the quality of goods and services, experience in purchasing a particular product, etc.

• *Trade*: Traditional model of wholesale and retail trade of goods and services. Prices can be fixed or vary depending on the demand for the required products.

• *Production*: Direct contact between the production organization and customers, which reduces financial and time costs, which is important when trading perishable products such as milk, flowers, etc.

• *Virtual Community*: Virtual communities are based on the importance of communication between community members, and income comes from contributions and advertising.

• *Subscriptions*: These sites provide some information to all users and some information only to paid subscribers.

In modern conditions of the global transformation of the international market and the significant development of innovative technologies and products, increasingly technical and digital goods and services are becoming increasingly important and in demand; innovative technologies enter all spheres of life every day and require corresponding changes in operating principles that completely change human perception and approaches to management [8].

Organization of marketing campaigns through electronic markets.

In today's environment, in order to effectively harness the full potential of electronic markets, many organizations that decide to enter these markets need to organize all the main elements of their marketing campaigns and prepare for constant changes and transformations in organizing their marketing. In email marketing, they need to analyze their strengths and weaknesses. The organization's readiness to adapt to change.

Factors that encourage an organization to adapt to change:

1. **Improving business processes and increasing the speed of customer service**:

• Determine the timing of response to customer requests during e-marketing operations.

• Creation of electronic markets, marketing systems and online search services in an open environment.

• By measuring time as the difference between a request and its completion in seconds, successful email marketing organizations strive to eliminate unnecessary procedures to create a profitable Internet project that operates 24 hours a day, 7 days a week.

• The speed with which organizations are working to understand and evaluate their competitive position in new ways.

2. **Organization of collaboration with a large number of partners:**

• Email marketing should support broad relationships, not just simple inquiries and accounts.

• Interaction between organizations is dynamic and represents a new form of collaboration over time.

• Organizations work together and then separate when necessary.

• Electronic markets create an environment for dynamic intermediation in finding optimal solutions for consumers.

• Increasing competition around the world is forcing organizations to merge to improve efficiency and effectiveness.

3. **Transition to personal services**:

• Distinctive features of an email marketing business that is focused on customer satisfaction.

• Organizations entering electronic markets must realize that the service has become more important than the product.

• Consumers, customers, partners and employees need personal contact, and online organizations are trying to better serve their customers by creating a marketplace for individual customers.

4. **Flexibility and adaptability thanks to transparent e-commerce rules**:

• Success in e-commerce agility.

• Entire sectors of the economy are being restructured and organizations must reconsider if they are to create a profitable network structure.

• Customer value in electronic markets is no different from the value of conventional goods in real physical markets. You need to know what the consumer needs and offer it better than competitors. Customer value also relates to the consumer's perception of the benefits received from the product. and its specific characteristics, as well as the brand and additional services provided by the seller. When selling products and determining the cost of the product, consumers also consider the financial, time and psychological costs of purchasing the product. [9-10].

Customer value in electronic markets is no different from the value of conventional goods and services in real physical markets. You need to know what the consumer needs and provide it better than your competitors. Customer value also relates to the consumer's perception of the benefits received from the product and its specific characteristics, as well as the brand and ancillary services it provides. Retailer When selling a product and determining the cost of the product, consumers al consider the financial, time and psychological costs of purchasing the product.

Factors that attract e-shoppers [11].

1. Low cost: by reducing overhead costs and providing certain functions to consumers and others themselves.

2. Shopping Benefits: Through personalization of the offer and customization of product characteristics according to the specific needs of the customer, the convenience of self-service shopping when ordering products, order tracking and the ability to order different products and the ability to purchase various products in one place.

3. Continuous Communication: Sales are not tied to a specific time frame as you can sell your products continuously and without interruption and thus reach your target customers in your free time and at work.

4. Relationships with Buyers: The continuity of the relationship between the seller and the buyer after the buying process indicates that the buyer begins to develop a special relationship with the seller and this relationship supports the marketing of new products through promotional information that makes them likely to repeat the buying process in the future.

5. Customer Satisfaction: The focus should be on customer satisfaction and what the organization can develop to attract more customers, properly evaluate the organization and determine the future direction of its development.

6. Audience needs and requirements. For example, if an organization operates in the apparel sector, you need to keep up with the latest local and global trends to develop products, meet customer needs, and become more competitive in the market.

7. Trust between the organization and potential clients: Maintaining position in the market is one of the most important factors that enable you to retain clients and gain their trust while attracting more clients as attracting potential clients and converting them into regular loyal clients helps in encouraging others potential clients.

8. Enhance organizations' ability to innovate: Monitor recent activities and the latest customer processes, which can provide real information about the strengths and weaknesses of your business project, such as important deals and plans, major problems in the workforce, etc. .Assess the financial health of the organization and hence start by reviewing the financial statements, annual reports and quarterly reports, analyze and read them comprehensively.

Benefits of online shopping [11].

1. Ease of searching for products online due to the availability of a large amount of information about products and their prices.

2. Get the best prices: All options and products will be available to you at the same time.

3. Finding the best deals is easier than just shopping.

4.Saving Time and Effort: This is one of the most important benefits as it saves a lot of time and effort. Instead of going to traditional markets and spending hours of time to purchase the required goods, electronic markets have allowed us to do this. process within a few minutes.

4. Direct purchase. Consumers do not have to deal with sales representatives and their constant attempts to convince them to buy.

5. Find out what others think about the product: The opinions and experiences will not be limited to the people around you but will extend to buyers all over the world, which will make you more confident in your purchase.

6. Global shopping opportunities. Online shopping has provided access to goods and products from many countries around the world as online shopping provides quick and easy access to global markets within minutes.

7. Payment is possible through electronic payment systems.

8. Information is available 24 hours a day.

9. Easy comparison. You can compare different products and websites directly, rather than visiting a store and then moving on to another store, only to discover that there is information you were missing and didn't ask about.

10. After-sales service. Many electronic marketplaces provide the public with the opportunity to recover materials in the event that an item is found to be defective, specifically defective, or does not meet agreed upon specifications.

Disadvantages of online shopping [12].

1. Don't try products: You may not know their texture or perhaps you have a hard time imagining their true size and dimensions, which is different from traditional shopping.

2. Easy to get scammed: Some scammers deceive buyers by creating a website that looks like the real one. An online store could be hacked and your information, especially your bank card information, could be stolen, putting you at risk of theft.

3. Loss of luggage during delivery. These sites may deal with unreliable shipping companies, which creates problems in the delivery process for the recipient.

4. Product does not meet required expectations: The product may not be as original as you expected, or its size, specifications or color may be different from what you expected.

Consumer satisfaction in the electronic market depends on the technical state of the consumer interface (security, reliability, speed, simplicity, quality of content, security of payment systems), as well as on the marketing aspects of this interface

(attractiveness of the pricing strategy used, quality of service, reliability of logistics support). Does not contribute to customer satisfaction with transactions made in the markets. E-commerce not only encourages repeat purchases, but also builds trust in e-commerce, backed by reputation and the quality of organized communication.

8.2. SEGMENTATION OF ELECTRONIC MARKETS.

It is a marketing strategy that aims to reach specific groups of customers with common characteristics to provide products that meet their needs by dividing the target audience into homogeneous sectors or consumer groups, whether they are targeting email marketing or traditional marketing. This approach helps determine market share, sales knowledge, positioning and development of product sales strategy. It is important to know how to attract the attention of consumers, how to arouse their interest and provide those product properties that should be targeted. To do this, you need to know the needs, desires, preferences and even weaknesses of the target audience. That is why when advertising products of famous brands, it is often not the technical characteristics of the products sold that are taken into account, but the benefits that the purchase brings [13].

Target Market - This is a commercial organizational/institutional market defined by a group of organizations that have similar needs for certain products and have sufficient resources, desires and purchasing power. Implementation of a market segmentation strategy should begin with defining the organization's mission and describing its primary role and function. from a consumer orientation point of view.

The Importance of Market Segmentation

Market segmentation is important for organizations because of the benefits it provides when markets are divided into several parts, which helps promote:

• Establishing clear marketing goals. These objectives will help the organization prepare the right plans to achieve the required results and achieve the best competitive position.

• The role of retail in helping an organization overcome direct competition from large organizations in the market by providing products with clear competitive characteristics.

• Compared to competitors in the target market segment.

• It helps the organization to know the location of the competitors to avoid those places and the supporting organizations also satisfy the needs of the consumers in better ways and means as compared to their competitors.

• Participate in the creation of the marketing mix and strive to use it effectively.

• Helping the organization to allocate appropriate resources to provide products to the target part of the market rather than to those parts of the market that are difficult to deal with.

Stages of market segmentation

1. Research stage: It relies on the role of experts and explores all the influences and factors that play an important role in the customer's purchasing decision. Information is collected at this stage by preparing questionnaires that cover the importance of product characteristics, brand evaluation, nature of product trends and geographical distribution of customers.

2. Analysis stage: based on the application of analytical methods, relationships and factors influencing communication are identified. To identify sectors that are affected by specific factors, it is important to limit the number of factors to the minimum possible level. This helps facilitate market segmentation.

3. Selection stage: depends on a limited number of factors that determine the characteristics of each market sector that differ from other sectors.

4. Stage of identifying the required sectors: This is a process that depends on the strategies used in segmenting the market and is related to the type of strategy used in the market.

5. Finding a suitable marketing program to help segment the market. This is the choice of a marketing program that assists officials in the marketing process to achieve the necessary goals, which depend on the effective satisfaction of the desires and needs of the individual [14-15].

Criteria for dividing the electronic market.

The process of market segmentation is not random, but depends on a set of standards and frameworks that provide better access to customers and obtain the best results through market research. Market segmentation can be based on the top five customer segmentation models included in any marketing plan.

1. Geographical Segmentation: This is the simplest form of market segmentation as it consists of classifying customers by geographic region as it is based on analyzing the location of individuals. Organizations with retail outlets focus on this segmentation. It can be helpful to know what your marketing is targeting.

From a digital perspective, your strategy can benefit from geographic location or data as the Internet makes it accessible to anyone, anywhere in the world.

Where small and medium-sized companies were previously limited to their local scope of operation, email marketing ensures that everyone has the opportunity to reach a global market. Useful geographic data for market segmentation include: continents, countries, cities, climate, culture, and language.

2. Demographic Segmentation: This is considered to be the broadest type of market segmentation as it divides the market based on a number of criteria such as personal income, age, gender, education level, etc. To achieve the highest possible degree of targeting, the media can offer various offers, each tailored to the needs of a specific industry.

3. Behavioral Segmentation: It focuses on customer behavior and reactions and seeks to connect with a small group of consumers with common views and psychological traits to help brands leverage their assets more effectively. It used to be difficult to understand consumer behavior, but in the world of big data, you can now collect information about every interaction. What the customer does with the brand, and aggregate it accordingly. Instead of making assumptions about how people behave on your website, social pages, app or store, you can get real-time data and use what you learn from that data to improve the customer experience. This segment collects information about consumer behavior and their patterns of purchasing and using products or services. Behavioral segmentation is a great way to talk to people in a way that can influence them. This is great when it comes to a product or event.

4. Benefit Segmentation: Benefit and need segmentation is a type of market segmentation in which customers are classified based on the perceived value and benefits they can get from products. May also include customer segmentation based on practical benefits such as functionality, quality and customer service. First impression is important to the mission of this segment because it depends on consumer perception. Many organizations use this type of segmentation to understand consumers and develop and market products.

5. Psychological Segmentation: Organizations can also easily study the lifestyle and personality of consumers. This includes the research, activities, opinions, beliefs and interests of what is known as marketing psychology, which has been successfully used in market segmentation. Through social media and through web-based data analysis, reference market psychology can be explored. This type of segmentation is effective because it provides more information and truth about personality, values, lifestyle choices, opinions, interests, and motivations than demographic and geographic segmentation, each of which has a significant impact on individuals [16-17].

To accurately determine the target audience and develop a buyer persona, several criteria were used at once and the more functions you choose, the better, but we should not forget that this part of the organization must have the potential for development and be available for further communication. Based on the same criteria, you can divide your target audience into other groups, as well as group

customers by level in the sales funnel, number of purchases, category of goods purchased, etc. You should use relationship management systems to collect and manage customer data with clients who help improve communication and increase business efficiency.

8.3. ELECTRONIC MARKETING PLATFORMS.

Electronic markets represent an inter-organizational information system in the interaction processes of multiple buyers and sellers, and market activities such as identifying potential partners. The selection of specific partners and the conduct of marketing activities is achieved by reducing costs in electronic markets, which can lead to a significant increase in competition between sellers. Thus, lower prices for buyers or the ability for buyers and sellers to interact directly, without barriers to entry for new market participants, as well as free access to information for all participants, eliminating the role of intermediaries. An electronic marketing platform is a website that organizes the process of concluding agreements and contracts between sellers and buyers, as well as conducting financial and marketing transactions. The capabilities of the Internet allow transactions to be concluded in real time, with sellers and buyers from different countries. parts of the world can participate in the activities of the marketing platform. It should also ensure the development of trading platforms. With the more efficient and free flow of information, products, services and payments, such as business to business enterprises, with the possibility of creating e-commerce platforms by various participants in electronic markets to meet specific needs [18].

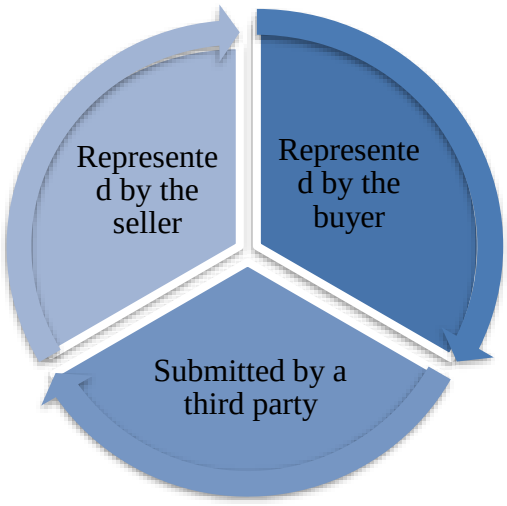


Fig. 27. Types of electronic marketing platforms in the world.
Source: Compiled by the author based on data [19-20].

1. Buyers: With the help of large organizations, an electronic marketing platform can be created to attract suppliers. This type of e-marketing platform was created as a result of achieving maximum improvement in the procurement process

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by large organizations. The first of these electronic marketing platforms marketing platforms originated in the automobile industry, bringing together General Motors, Ford and DaimlerChrysler.

2. **Merchants**: Email marketing platforms are created to attract more customers and reduce costs.

3. Third Parties: The purpose of e-marketplaces created and operated by third parties was to connect buyers and sellers, however, based on the specialization of e-marketing platforms, they can be divided vertically, focusing on a specific industry or product type. and to horizontal (functional), business-oriented with an emphasis on specific business processes.

Types of Email Marketing Websites in terms of Design:

1. Directory (Directory): This is a virtual directory that collects data from many suppliers and presents it to target groups of buyers. Here, buyers can get a lot of information and compare products, but according to different criteria including price, delivery time, guarantees provided, and the market profit from this type generates income from transaction fees and advertising commissions from sellers.

2. Auctions give sellers an opportunity to sell their inventory: Buyers compete for a higher price because the auction starts at a low price. Buyers are attracted by the opportunity to buy at a discount. Sellers are attracted by the mere fact of access to new sales. markets and the possibility of faster inventory turnover. The price is not fixed, as on catalog sites, but is determined during the auction. Short-term auctions have become common in government procurement, with sellers competing with each other to sell goods or services.

3. Exchanges: anonymous trading platforms for buying and selling goods on spot markets (a market with immediate delivery and payment). Stock market prices are determined by supply and demand and can change significantly. Anonymity of participants is important, especially in areas where advertising can harm the competitive position of the buyer or seller and affect prices, such as in the energy sector.

4. Online trading: Virtual trading of financial assets via the Internet, i.e. buying and selling currencies, stocks and digital currencies through trading platforms provided by brokerage organizations in order to benefit from price movements of these assets in the expected direction.

5. E-learning: a tool that supports the learning process and moves it from the memorization stage to the stage of creativity, interaction and skill development, combining teaching and learning in all its electronic forms, using computers and their storage media. and networks in computer science and networking.

6. E-Tourism Business: This is a group of travel services for e-tourism business, which is one of the most important and vital markets through the Internet. The growth of the tourism business sector has led to the marketing of its services through the Internet, as it is preferable to purchase them from leading and reputed travel agencies rather than directly from airline organizations, since these agencies offer a package of travel services (ticketing services, hotel booking services, for renting tourist cars, etc.).

7. E-commerce Website: This is a website that you create when you want to start a business of selling products and services online. The website contains several pages that display product details, checkout pages, and ordering pages.

8. Personal websites. This is an opportunity to express yourself and promote your work or talents. They can be used primarily for informational or entertainment purposes, but they are also used for career marketing. -[21-22].

Main advantages of electronic marketing platforms [23].

1. *Instant response*: The response rate of online marketing is very high, supported by communication and with a minimum budget.

2. *Ease of reference and use*: Publish information about the organization, contact information and website associated with the product or service provided (including graphics, photographs, etc.). This allows you to launch a large-scale advertising campaign without any additional costs.

3. Low cost: It is cost effective as it is cheaper compared to other platforms.

4. Multiple Activities: An organization may engage in multiple activities of varying degrees of complexity (competitive negotiations, requests for quotations, buyer/seller auctions, and various types of tenders).

5. Free access: Providing access to electronic documents for all marketing activities.

6. Information Collection: A large amount of consumer data is collected through the email marketing platform.

7. Reduce document flow: Create documents electronically and sign them with an electronic digital signature.

8. A significant expansion of sales markets leads to the elimination of geographical barriers and leads to a significant increase in sales volumes.

9. The systems provide services suitable for business efficiency: obtaining digital signature, bank guarantee, express loan for secure applications, insurance services, logistics invoice, translation into foreign languages, etc.).

Advantages of electronic platforms:

1. For buyers: the benefit is

• Cost reduction.

• The speed of the purchasing process is shorter compared to traditional markets.

• Buyers have to spend a lot of time and money on researching, analyzing, comparing and studying the features of the product.

• Automation of the purchasing process protects the buyer from unpaid commissions.

2. For sellers: The advantage is

• Reduced production and distribution costs through e-marketing platform.

• Avoid some costs such as pre-sales preparation.

• Remove restrictions on time and place and attract new clients.

• Increase revenue with the ability to automate customer communications to reduce errors, transactions, processing time and labor costs, thereby reducing order processing costs.

Risks of working through electronic marketing platforms:

The advent of e-commerce and related developments have led to its emergence on the Internet, hence the need for consumer protection in the electronic market:

• Trust in the electronic market is one of the most important needs of the consumer to satisfy his personal needs.

• Disclosure of buyer personal data obtained during purchases due to their theft by other persons, which requires online stores to be provided with the latest electronic security systems.

To find out the values that are important to the market's audience, you should study the website, blog, and social media channels of the site. If the marketplace doesn't provide this information, you can analyze how other sellers are displaying their listings. The buyer receives most of his information from marketing sources, and the extent to which these sources influence the product and the buyer varies.

However, the most effective personal information is that which is communicated to the buyer from commercial sources. Information is collected the more information available to customers about the availability and features of goods and services. This is followed by a stage of evaluating the options they evaluate where the consumer has different options to choose from based on the information provided in the previous stage.

CHAPTER 9

WEBSITE TECHNOLOGY

9.1. WEB DESIGN BASICS

The website is a direct representative of the organization's brand. From this point of view, the creation of a website becomes the main means of influencing consumers, since the success of marketing activities through digital channels and the Internet largely depends on the design of the website.

Since the Internet offers a wide range of technologies, marketing aimed at increasing sales in local and global markets, through which customer-centric marketing is implemented and at the same time improving the marketing operations of organizations, regardless of the type of website. It doesn't matter what the organization needs to develop, be it a business card website or a full-fledged web resource, to ensure interaction with clients and visitors, the website was connected to the organization's information system and became the center for the implementation of marketing initiatives available to both parties, consumers and employees of the organization .

The mission of the site is to guide visitors in a way that facilitates their purchases, since the mission of the site is not only to attract and retain consumers, but also to try to turn them into regular customers of the organization through the use of resources created by the organization to conduct market research, obtain statistical data on site visitors, as well as collecting information about the preferences, interests and habits of visitors, which turns the site into a unique marketing tool through the implementation of marketing activities that can thanks to us know what customers want to achieve and explain why a visitor leaves the site without making a purchase [1].

Web design is the process of planning and organizing electronic content to create the overall look and feel of a website. Website elements must be planned very carefully during design and development. This is a process that includes all the elements of a website, such as: structure, colors used, font size, graphics, site map, graphic design. User interface design and user experience goes beyond search engine optimization and aesthetic aspects of website design to include the overall functionality of a website and various elements that enhance it. website user experience. When designing and creating a website, you need to consider that it adds an aesthetic visual dimension to the website and is also an element of the website. It is important to ensure that visitors stay on the website for as long as possible. as long as possible while watching. It is important to study website design before launching it online. Therefore, you need to do more research to find out the

technical aspects that make website visitors interact positively with website pages [2].

A website is a central site consisting of many interconnected web pages located on another computer called a server, and the files that can be found on the website vary depending on documents, images, texts and other types of files , all of which have the same domain. Name with the ability to access them through the home page of the website, where the organization seeks to achieve visits to the website from customers and maximize the volume of these visits through marketing activities and hence the importance of website design because the more attractive the website, the more it has the ability to attract visitors and retain them. [3-4].

Difference between website and web page:

There is a difference between a website and a so-called electronic page, which consists of only one page. A website includes a group of different web pages linked to each other and grouped under one domain name. Electronic pages within the website are accessed through hyperlinks present throughout the site. All electronic pages located on a particular site include files related to the site itself, and web pages can use one name to unite them all, but these pages must be in different documents and have different addresses.

Website classification:

Static Websites: These are websites where the user does not make any changes to the website server and hence no changes are made to the website databases. This does not mean that the user cannot interact with them or make any changes. to their content. These sites are quick to develop, easy to create, and inexpensive. These websites are created using some languages such as HTML, CSS and JavaScript.

Interactive Sites (Dynamic Site): These are websites that the user can edit while using it and make changes to the data on their server. A change on one page will cause that change to be reflected on all other pages on the site. This type of Website is characterized by having a so-called content management system located on the site, and this type of website is developed using various programming languages such as (PHP), (ASP.NET) and other languages.

Sections of the site:

1. *Header*: This is the part that contains the name of the site, tabs that help you navigate to different areas of the site, and may also contain a search field.

2. *Page Content:* This is the part that contains the content of the page, which varies depending on the type of page. This section may contain images, articles, news, videos and other content.

3. *Footer:* This section is located below the page content and usually contains contact information of site owners and other static information [5-6].

Before you begin designing a website or creating any organizational plan for advertising or search engine optimization, the first and fundamental step should be designing the website. On this basis and on the basis of a critical analysis of scientific works in the field of development and implementation of websites, the author formed the main directions of website design and development and the phase structure shown in Figure 28.

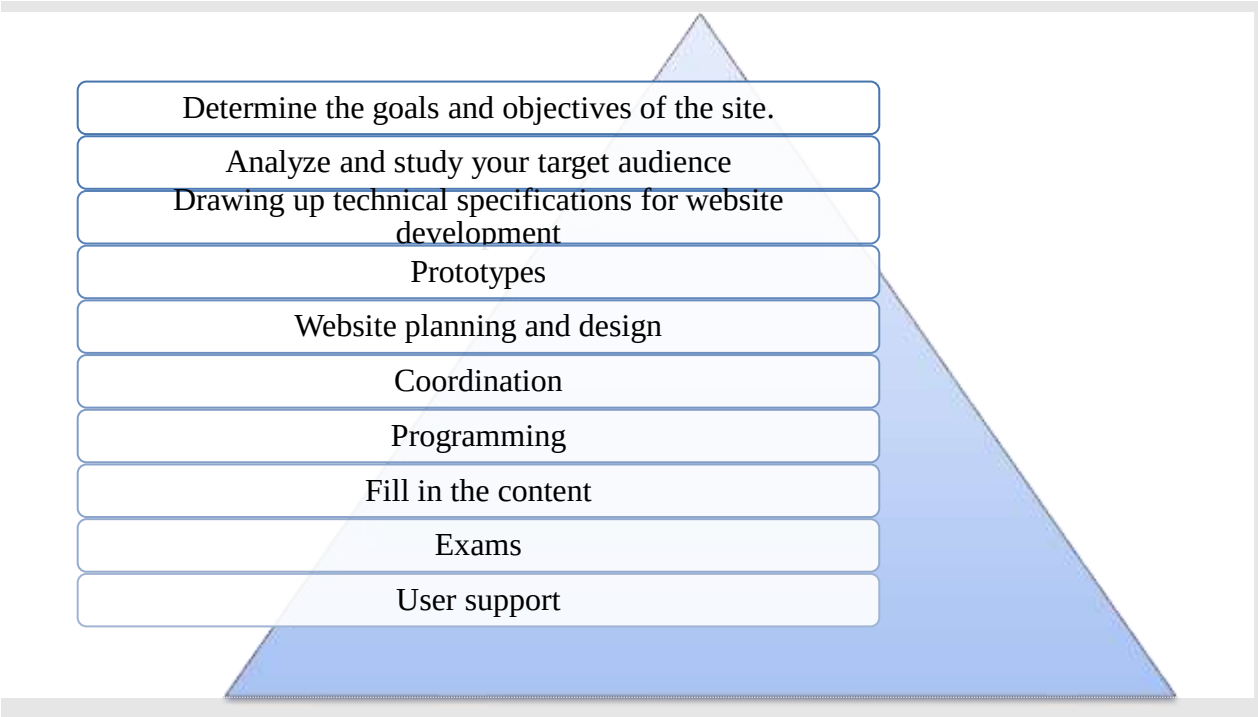


Fig. 28. Stages of website design and development.
Source: Compiled by the author based on data [7-8].

To achieve a high-quality result that satisfies clients, in addition to creating plans and algorithms for the various stages of work, it is necessary to carry out careful planning and detailed algorithms save time. According to many international studies, it is necessary to spend two thirds of the time on developing a step-by-step plan for the implementation and development of the organization's website, the remaining third will be enough to solve specific business problems. The importance of the website creation process cannot be underestimated. In many cases, trying to save time leads to fundamental errors that take much more time to correct than the time saved.

Rational and competent planning of the website creation process will save time, material and financial resources, and it must be said that developing a web resource requires a lot of tedious and time-consuming work, even a small website can have a huge impact on business development and marketing, so when creating a business, card website, you need to think through every detail and, above all, design it carefully. In general, the most important business objectives must be identified

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and defined.

1. Defining the goals and objectives of the site - these are goals that determine the result that needs to be achieved in the future. Each goal contributes to achieving part of the vision. At this stage, the working group should clearly define the purpose of creating the website. Without defining a clear mission there will be failure. Good planning and a clear goal are essential to the success of a website. Moreover, creating a website is a team effort, if you don't think about it from the very beginning, not all plans will be clear enough on how to develop and implement the full design of the website itself, without a specific design goal to develop a website will be insufficient or, conversely, will contain a lot of unnecessary information and functions.

The following option is possible because there is enough information included, but it does not fit into the theme of the source. However, with careful planning of the sequence of work from the beginning to the final stage of development, it is necessary to have an organized website with a clear and easy-to-navigate interface.

2. *The stage of analyzing and determining the target audience* of recipients of web resources when designing the process of implementing the organization's website, that is, those elements without which it is difficult to imagine the target audience by topic and focus, for example, information and content published to attract the audience, preferences and expectations of buyers and potential customers, as well as the types of content used for advertising purposes.For the website, feedback and organization of the interaction process. [9] are shown in Figure 29.

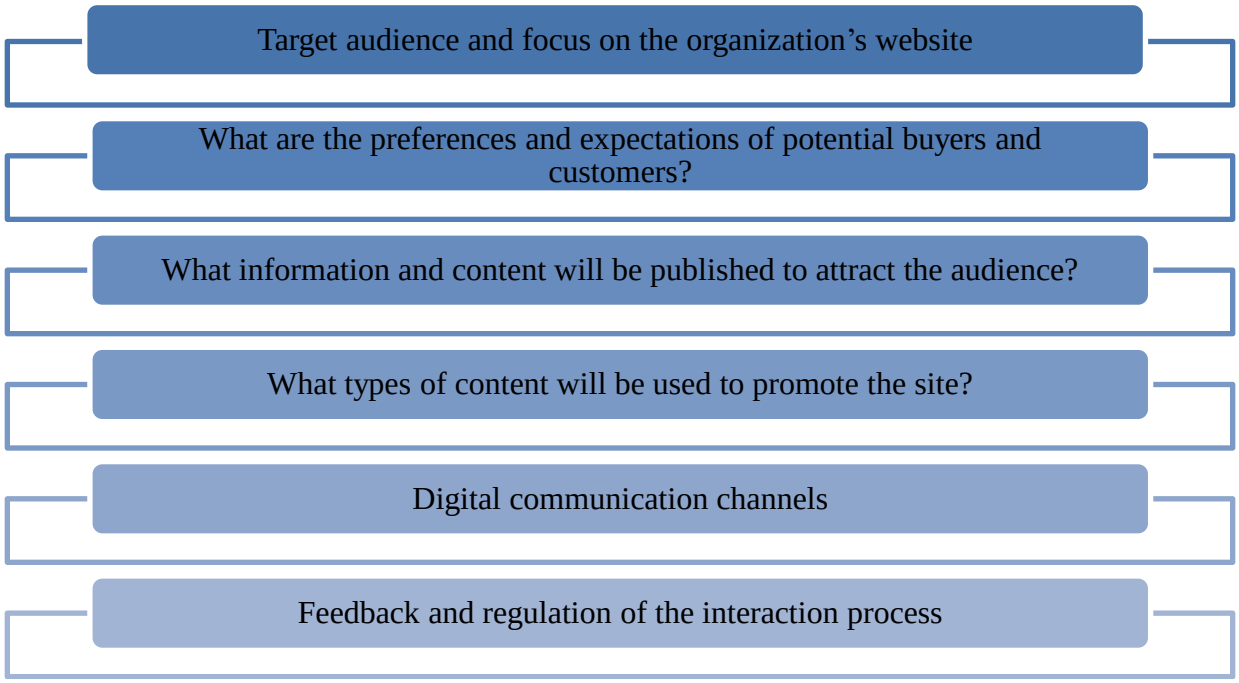


Fig. 29. Elements of determining the site's target audience.
Source: Compiled by the author based on data [10-11].

3. Stage of preparation of technical specifications: Since this stage is one of the most important, errors arising at this stage will have a negative impact on the timely implementation of the project. Preparation of technical specifications is one of the elements of successful website design and development, as well as technical tasks. are organized from the requirements and capabilities of the project, its working methods and functions, when designing the site. The stages of preparation of which should be based on the technical specifications on which the entire process is based, created in accordance with the collected requirements of the author, shown in Fig. 30

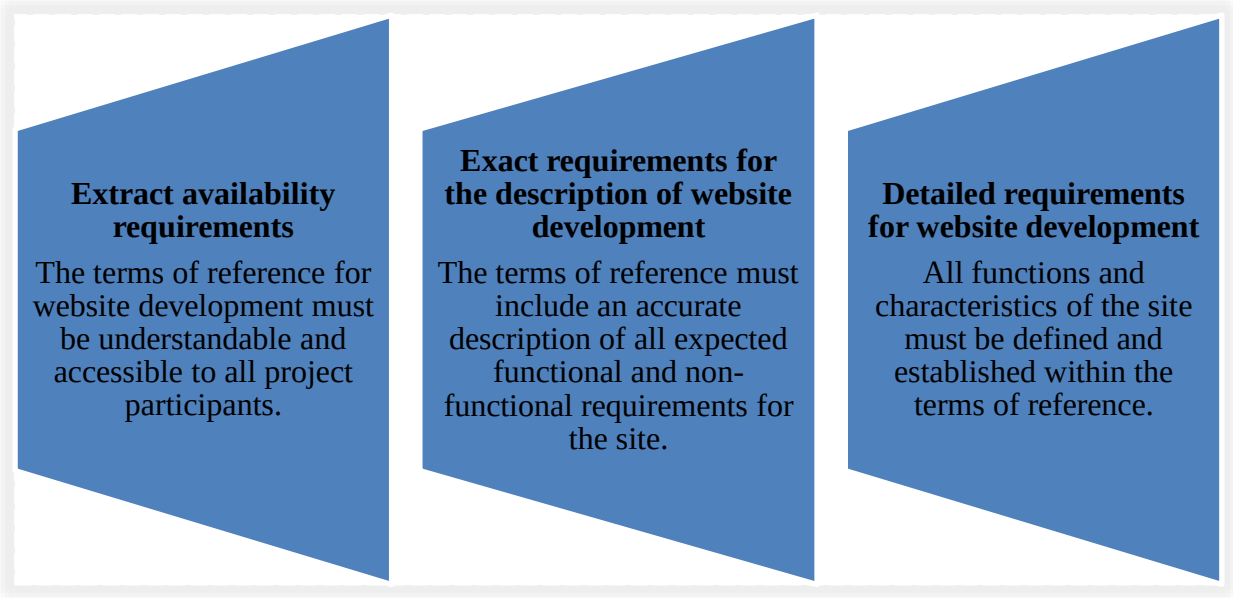


Fig. 30. Technical requirements for website development.
Source: Compiled by the author based on data [12-13].

When specifying the main terms of the contract, it is important to take into account the purposes for which the web resource was created and the information obtained as a result of analysis of the target audience. Once the main business goals of website development have been determined, the target audience and the necessary technical tasks are determined, and a website prototype is developed and created as necessary.

4. Prototyping stage: Their purpose is to show the position of the components of the future organization's website and recognize the navigation features, which should be simple, practical and convenient so that the visitor does not have to think much about how to access the necessary information and how to find it. find it on the website. Other things being equal, people prefer websites. Easy to use because the clear design allows you to get an overview and know how the page will look in the future.

This eliminates the problem of waiting and guessing what will happen next. what

the project will look like and what it will look like in its final form. In addition, it is easy for customers to make changes and modifications. Instead of redrawing or rewriting requirements on paper, it is easier to do it correctly in the project than to do it later on the finished site.

Changing functionality, arranging elements and making other changes, such modifications will cost much more than developing a website prototype in terms of time and money.

Another advantage is the determination of a more accurate estimate of the timing of the development process and budget planning for the development and implementation of the site. Of course, it will not be 100%, but it will be as close as possible to these indicators [14].

Based on the detailed characteristics and features of website prototypes, the author classifies the types of website prototypes by analyzing the scientific works in the field of website prototypes, as shown in Figure 31.

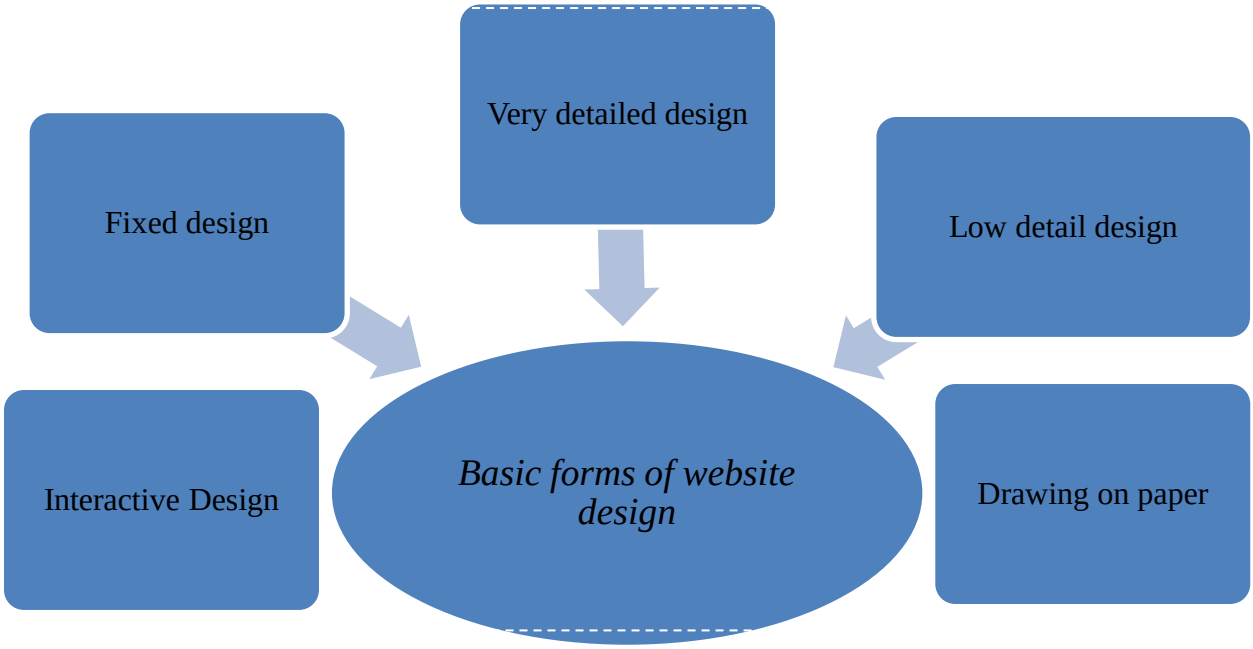


Fig. 31. Basic forms of website design.
Source: Compiled by the author based on data [15-16].

Drawing on paper: This type of prototyping is relatively simple and is suitable for creating simple and uncomplicated designs and websites.

To do this, a pencil and a sheet of A4 paper are enough, on which a sketch is drawn in the form of an outline of the modules. future website, which will allow you to determine the best website design, and this type will allow you to perform prototyping by finding a good arrangement of elements and creating an overall vision without unnecessary details, while ensuring a vision of the entire concept, before creating the website and drawing a site map, as shown in Figure 32.

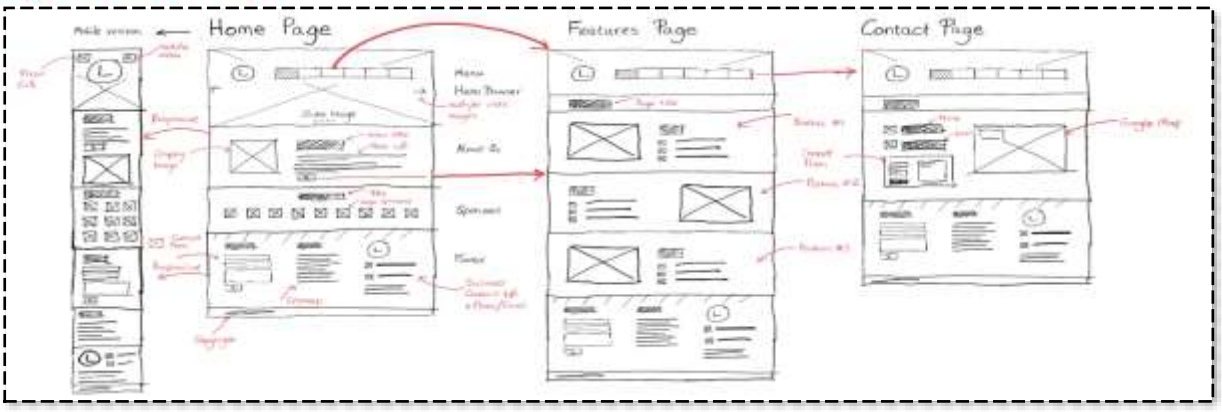


Fig. 32. Website prototype on paper.
Source: Compiled by the author based on data [14-16].

Figure 28 shows a visualization of the site model detailing the main functions and their location on the main pages of the site. However, when using site models using drawing on paper, it is not recommended to go into detail, but rather to describe the vision of the future site in a superficial and understandable form.

Low Detail Design: This type of web page and website template is also known as LoFi Wireframe. This type of website prototype is created from preliminary sketches. This approach to website prototyping helps you distill ideas, transform them into digital documents, and agree on an approximate scope of work. At this stage, general points are determined, such as the sizes and proportions of blocks, layout, the structure and framework are determined, since each participant in the development process gives his comments and puts forward hypotheses and ideas for the development of the site. Typically, a design that contains few details does not contain any content.

This type of website prototype is suitable for websites with simple and clear functionality, where the features and functionality of the website design are not presented in as much detail. This is a rough idea page. groups in the form of geometric shapes, as shown in Figure 33.

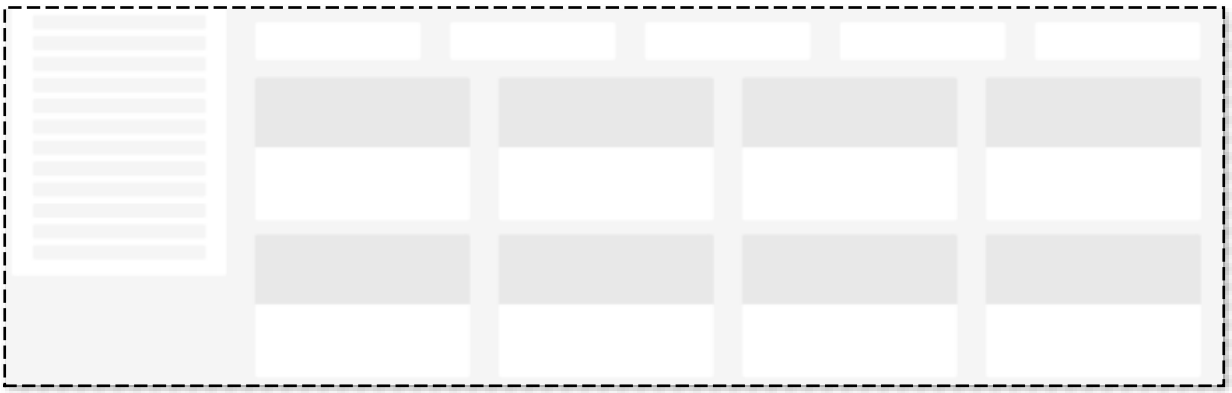


Fig. 33. Website prototype with minimal design.
Source: Compiled by the author based on data [14-16].

• **Highly Detailed Design:** This type of website prototyping is used when the overall structure of the website has already been designed. Then you start working with content such as text, illustrations, descriptions, captions, icons, and images. Content is the main message and helps establish contrast. To convey valuable marketing information to the audience, the text must contain an informative explanation and illustrations to form images, and the overall image must contain a story. A team usually works on the details of a complex study, for example a designer, illustrator, copywriter. and photographer (for online stores and grocery sites). With this prototype, work organization is simplified. Group work is made easier when each member has a specific functional task. Visualize the site prototype using a highly detailed layout, as shown in Figure 34.

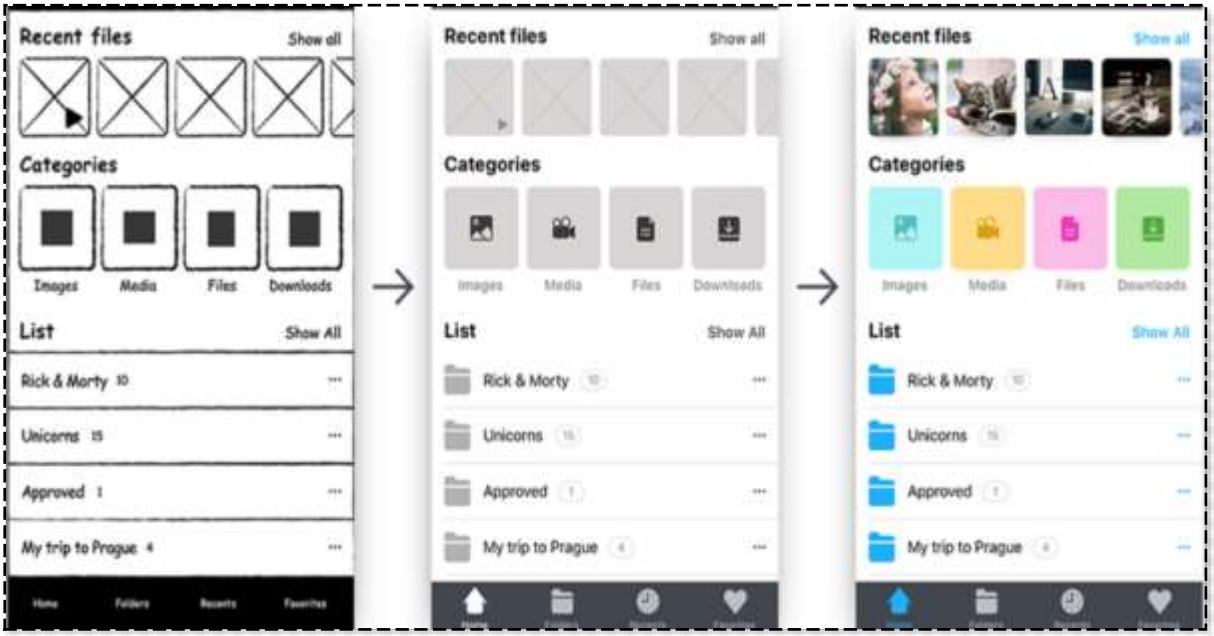


Fig. 34. Website prototype using highly detailed design.
Source: Compiled by the author based on data [14-16].

It should be noted that this type of website prototype is in many ways similar to a real website, the design of which is actually based on functional groups.

4. Static design: These prototypes are made in the form of a graphic image, with such a design and non-clickable elements you may not be able to interact, in fact it is just an image similar to a screenshot of the future site, to optimize development resources, the designer simply develops a layout, then it is copied and transferred to other sites. There is no point in creating an interactive prototype right away as improvements will occur almost 100% of the time, and therefore it is easier to edit graphics in Photoshop than redesign interactive elements as this type of prototyping is used by many organizations when deadlines are running out. The last option is short, and the site interface is simple and does not contain complex functional elements. [16].

5. Interaction Design: This type of modeling is appropriate and necessary when it comes to visual presentation. When content and behavior are taken into account, the designer notices how animations, visual effects, transitions and slides are displayed, how they work, how site elements behave and interact with, how forms and filters appear and how they affect. User action buttons in different tools, in fact, this is a working version of the site, this is just a prototype that helps to complete the site design before development begins, attention to detail, simplification of testing and agreement on the final result, the ability to interact with this design and even insert a clickable one. When you are carefully managing your budget and want to achieve a perfect result with few errors, these design templates are often used to illustrate your organization's web design concept and website implementation blueprint keeping in mind your key business goals [17].

5. Planning and Design Stage: During the website design process, an organization needs to effectively implement the call to action to achieve the required increase in sales. In this aspect, this stage of the site design and development process is responsible for visualizing and organizing the appearance of the site, which includes: developing a color scheme, drawing functional parts, and, if necessary, designing individual implementation options. indexed by search robots. It becomes known to visitors and customers when, when changes are made to its design, the appearance of the site is not good enough, which leads to the failure of the entire site design. In practice, the concept of "Good Design" includes not only a beautiful design, but also a user-friendly and simple interface and user experience, because this is where the success of a website begins. Page elements should be simple so that the visitor can find them immediately. This is especially important when developing websites that should be as convenient, useful and informative as possible [18].

6. Coordination stage: After completing the site design development process, the designer agrees with the client on the site design, and only then moves on to the adaptive format, since this design stage includes the development of the site and its accessories, as well as graphic support. for customization by using any type. Tools and browsers This stage of website design and development is responsible and important, because it is much easier to make changes to resources once than to make corrections and changes several times, but the more interactive you are, the more important interaction with the client becomes. Discussion of website design. People are more likely to have a website that suits their needs and market demands in a particular area.

7. Programming Stage: This is the stage where the site comes to life to create the basic elements of the web resource. Basic logic and functionality are put into

practice to save resources and improve business processes of organizations. The stages of coordination and programming are combined into one stage, but this is only possible when implementing small projects, so to speak For a large online store or website for a large organization, these two tasks must be divided into different stages. After completing the design, coordination and programming of the main functions of the site, the next stage of content creation begins.

8. Content filling stage: A site that does not contain complete content cannot be considered interesting for customers. At this design stage, the content is translated into the required format and placed on the site pages. Materials are prepared in advance. Authors can be hired to write articles for the site according to pre-agreed conditions and technical specifications. Basically, anyone with eloquence and writing skills can write effective content copy. These can be descriptions of products and their groups, as well as texts rich in information. In addition, the content must be constantly updated. If there is no development, search engines will not be interested in the organization's website. Ratings will decline and the problem will steadily diminish. Texts should be useful, informative, and uplifting. relevant and relevant in order to attract the interest of potential clients. After completing all the stages indicated and organized by the author, an important technological point arises in the design and development of websites, which consists in checking the functionality of the function [13].

9. Testing phase: Testing of a website is carried out at every stage of its creation, but the testing process cannot be ignored, as this process helps to identify broken links or broken elements, taking into account the importance of eliminating all existing errors within a timely manner. Appropriate before transferring a web resource to a client. After all errors are eliminated, the web project is transferred to hosting, which is the permanent location of Internet resources. After the transfer, the site is tested again in order to promptly eliminate all errors, even minor ones.

10. User support stage: This is the stage from creating a website to delivering it to the client and training on how to use the web resource. A good sign of a quality web resource is the presence of an appropriate and flexible management team capable of ongoing maintenance and further development [19-20].

9.2. WEBSITE DESIGN AND DEVELOPMENT.

Many organizations and large brands believe that website functionality is more important than attractive design. When customers and users of an organization's website want to make a purchase or access services, the organization's website must meet their expectations and be easy for potential visitors to navigate.

Website and find all the information they need, users appreciate the ease of navigation between pages and sections, these sites are easy to maintain and update,

website navigation design is a complex and multidisciplinary issue that requires the creation of an organization website with the ability to add additional content, does not create clutter and does not affect the functionality of the organization's website.

Since the operation of the site consists of a number of different options that solve some user problems regarding the comfortable operation of web resources, based on a comprehensive analysis of modern approaches to the scientific literature, the main elements were built that should be given great attention when developing site functionality that can negatively affect the state of the web -organizational resources as shown in Figure 35.

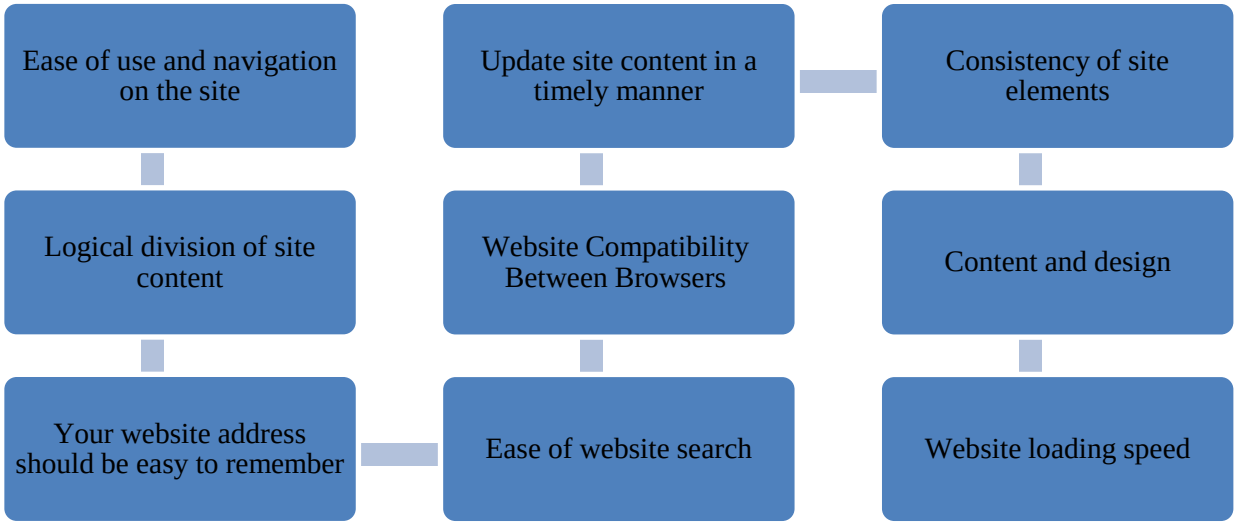


Fig. 35. Functional characteristics of the site.
Source: Compiled by the author based on data [21-22].

1. Ease of use and navigation of the website: This feature is important for the visitor as it is difficult for him to navigate from one web page to another to find the information he needs. They may feel frustrated by the difficulties they face and are more likely to leave the site as it is important to re-attract visitors. It is more difficult for those who leave the site to attract new visitors.

2. Logical separation of site content: Visitors should have a clear idea of which page of the organization's site they are on and how they got there, which makes navigating the site much easier. Logical division of site content allows you to rationally organize content within the existing functionality of the site.

3. The website address should be easy to remember: The most common mistake when creating a website is choosing the wrong domain name. The site's domain name should be easy to remember and use by visitors and clients of the organization.

Domain Name: It is a proof of identity that distinguishes websites from the virtual world on the Internet, since no two websites on the Internet have the same name. This is the address of an Internet resource, which may include numbers and

symbols. It replaces the Internet Protocol. (IP) address, which makes it easier to remember. Site name. These numbers are converted by the Domain Name System (DNS), for example “https://dr-hasan.com”. Modern domain names partially correspond to the name of an organization or brand and characterize the domain region of an Internet resource [22].

Domain names for web resources:

1. Common domains. use these domain names as an acronym to distinguish the specific active domains that own web properties.

Educational institution	Edu
Government agency	Gov
Arts Foundation	Art
Military establishment	Mil
Business organization such as Com	Firm
TV station	Tv
A shopping site such as Com	Shop
Resting-place	Rec
Information and data website	Info

2. Country codes: A two-letter designation (after ".") used to indicate the nationality of a country, which usually corresponds to a two-letter code.

Pointing to Jordan	Jo
Pointing to Lebanon	Lb
Points to Mexico	Mx
Pointing to Canada	Ca
Pointing to Palestine	Ps
Pointing to the United Arab Emirates.	Ae

4. Ease of finding a website on the Internet. Intense competition between existing websites is due to changes in the technological structure of the global economy and the need to organize e-commerce. There are millions of websites on the Internet, and new ones are added every day. In order for organizations to develop through digital marketing, the conceptual development of search engine optimization of a website is necessary and important.

5. Cross-browser compatibility of the site: With the intensive development of digital technologies and their application in all sectors of the global economy, websites have not been spared such development and development, since various tools and programs have diversified widely, including web browsers. Today there are many Internet browsers. Which people prefer to use, so you need to load the organization's website in any browser, whether you use Internet Explorer - Firefox - Safari - Google Chrome and others. This is an important requirement for the functionality of a website while ensuring the website is compatible with browsers

without compromising functionality and web design, so the design of an online website must take into account the development of the initial requirements.

6. Updating website content on time: The real success factor of a website is its content. If the content is not constantly updated, site visitors will lose interest and the number of visits will decrease. However, updating content on a daily basis becomes difficult without HTML proficiency.

A hypertext markup language that provides effective content management in marketing practice, despite the availability of many innovative methods and tools for maintaining websites that require constant viewing, activation and updating of content. Since the support and development of an organization's website is closely related to the achievement of content, and effective placement in the overall functionality, relevant content and effective promotion will provide standard positions in search queries, making the organization's website more recognizable and in demand.

7. Consistency of website elements: The website must be complete, up-to-date and easy to use, provide page navigation and online information needed to create the website, and meet the structural requirements of all web pages for a particular design, to support the base. and uniformity. If the website designs are inconsistent with each other, the website will look disorganized, which will affect the organization's online brand image.

8. Content and Layout: When modern organizations implement and design websites, many people make the mistake of including a large amount of content on one website. Good information design is crucial as it allows web designers to properly place content on a website by choosing a template. Special design, the tools you need can be placed with a clear list, so the organization does not need to provide the visitor with a lot of information about an overloaded website, but may need to be redirected to a section containing information available to him.

9. Website loading speed: In today's fast-paced world, making customers wait is a thing of the past. In today's digital environment across all areas of the global economy, Internet users want websites to load quickly and images, articles and videos to be displayed instantly. If a website has a large number of large images, it may take longer to load, which may cause visitors to wait for the images to load and leave the organization's site, which should prioritize smaller files when filling out content. unless these files are important for attracting the attention of visitors. In this regard, you need to set the right priorities [23-24].

There are many websites that need to be organized by purpose, design, level of navigation, thematic importance of content, etc. The current architecture allows the user to evaluate websites based on their usefulness and value in information search,

and also because web developers -sites know what the client's needs are and what the business goals are that need to be achieved.

The main criterion for evaluating network resources is the ability to satisfy the specific needs or interests of the visitor. On this basis and on the basis of a thorough analysis of scientific research. in the field of functions of structures and features of their development, the author generalized systems depending on their purpose and functions, as shown in Figure 36.

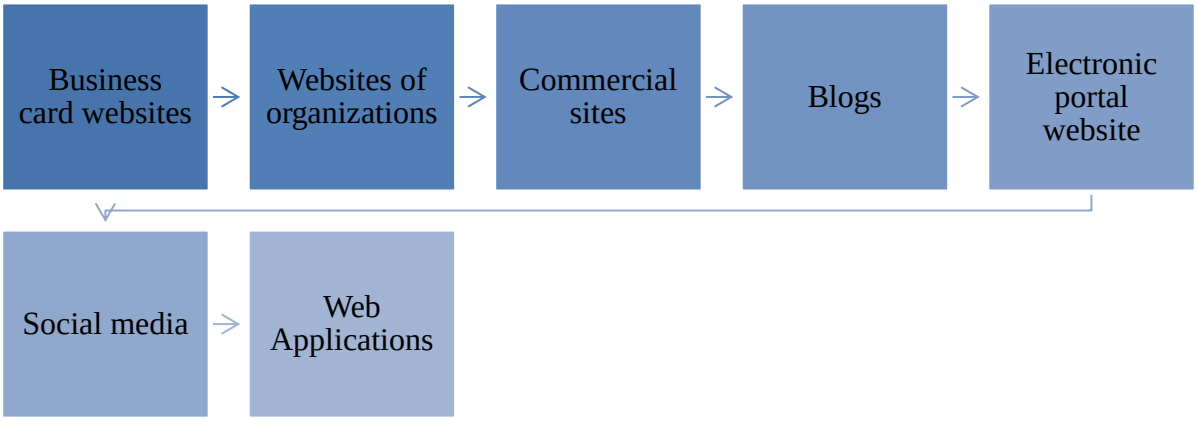


Fig. 36. Classification of sites by position.
Source: Compiled by the author based on data [25].

1. Business card website: This is the simplest type of website, it is organized on one page and contains basic and summary information about the organization or brand, as well as various addresses (phone, email, social networks, blogs, etc.) . . Websites of this type are necessary for organizations that do not want to connect their business to the World Wide Web, but want to create their own Internet domain, which will be useful for private entrepreneurs and small start-up organizations.

2. Organizational Websites: This type of website is much larger in size and aims to provide more detailed information about the organization's products, services or brand:

- Date of foundation of the organization and brand.
- Describe the main goals and mission of the organization.
- Development strategies.
- The main activities of the organization.
- Competitive advantages
- The work team and its achievements.

In the modern world, the development and implementation of an organization’s website is a prerequisite for the full existence of the organization, since without its own representation on the network it will not be perceived as trustworthy and attention-worthy. Representative function or directly participating in practical

activities, types of websites for organizations vary greatly in purpose and at the same time can perform the function of an online store. [25].

3. Commercial websites: This is one of the most popular categories, which, due to its advantages, helps hundreds of thousands of people around the world start a profitable business on the Internet [26].

.4 Blogs: A feature of this type of site is the constant updating of any type of content (text, multimedia, graphic). Thought blogs are where a person, group of people, or event organization representative shares their thoughts and information on various topics and interacts with users by commenting on the article. Nowadays, such sites have become an integral part of the lives of many people working as bloggers or fans; they are often part of an organization's Internet resources, an area in which specialists publish highly specialized articles directly related to the specifics of the organization's activities and promoting its online brand.

5. Portal Website: This type of website is a large online platform similar to a blog but with advanced features. This type of website targets a large number of audiences with different interests and hobbies and often combines many services and offers. The ability to read news, chat in chat rooms, forums, participate in surveys, use email, store personal information, etc.

6. Social networks: This category includes large sites designed for dating, communication and entertainment of users, providing an opportunity to share information about yourself, your interests and important events with the world. In recent years, they have been actively used to create special marketing activities and promote goods and services to which this type belongs. A website is defined as a website that provides extension and trust to end users through the use of social media.

7. Web Applications: Useful types of websites that provide access to software because they are interactive and allow you to perform various tasks. This type of website is considered to be more sophisticated and easy to use to meet the needs of different users in real time. which can attract the attention of Internet users, increases brand awareness and increases loyalty to the organization and its brand.

CHAPTER 10

SEARCH ENGINE OPTIMIZATION FOR THE WEBSITE

10.1. BASICS SEARCH ENGINE OPTIMIZATION

Modern circumstances require business systems to use innovative methods and tools to increase efficiency and improve the marketing activities of an organization, with the ability to assign these methods and tools to search engines, since websites are the interface and effective marketing tool of an organization. has increased and their number has reached millions and they are similar in their field of activity. This requires every site to have priority access through search engines, as it has become difficult to navigate to site pages without a search engine. The goal of all search engines is to find data available on the Internet at their own discretion. Before the advent of search engines, the Internet was a collection of websites that users browse by directly entering the website address or using specialized directories and listings.

Search Engine: It is a computer program used to search for documents stored on the Internet. It helps the Internet user to search for specific content by entering the user's keywords related to the desired content or topic into the search engine, and then the search engine displays a group of websites containing the keywords entered by the users. Search results are typically presented as a list of results, often called a “search results page,” with the results being images, videos, audio, etc.

Search Engine Optimization: This is an important part of digital marketing as users perform billions of search queries every year, mostly for marketing purposes, for information about products and services, and search queries are often the main source of digital traffic for brands, as well as other marketing channels. Visibility and ranking in search results relative to your competitors can have a significant impact on your bottom line. However, in recent years, search results have changed to provide users with more direct answers and information, making users more likely to stay on the site. on a website's results page rather than being redirected to other websites [1].

The main objectives of search engines are to ensure optimal performance, efficient search, comprehensive coverage of information on the network and equal access to all resources. These problems are solved on the basis of statistical processing of information, since each search engine is unique. The methods used to index and organize documents are a confidential process, but the basic principles of search engines are similar, so it is necessary to know the structure of the search engine, as shown in Figure 37.

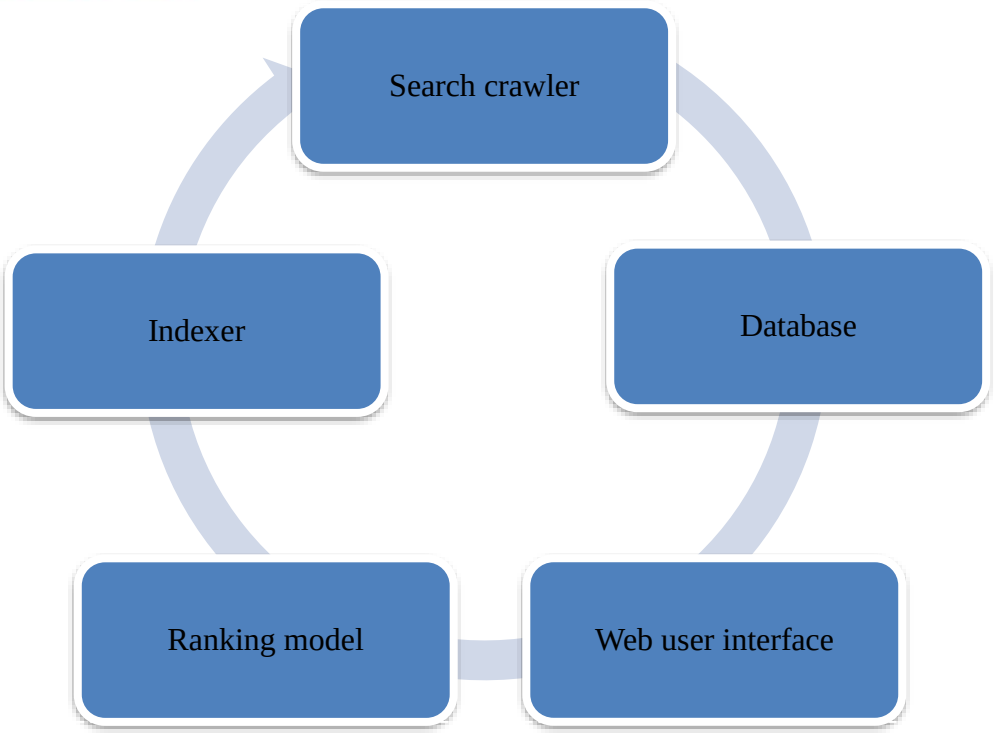


Fig. 37. Search system structure.
Source: Compiled by the author based on data [3].

1. Search crawler: Sometimes called a spider or spiderbot, and often shortened to crawl, an Internet robot that systematically searches the World Wide Web for new content and adds it to the Internet, usually activated by search engines for this purpose. On the Internet, to identify new documents for inclusion in a search engine's index and database, the process of entering information is called indexing. Search engines have a registration mechanism that allows website owners to manually add their pages to the indexing queue.

Search Crawler Tasks:

• Explores web pages from a list of Internet addresses or URLs (Uniform Resource Locator) obtained from a previous Internet crawl.

• Extract links from other pages of the site.

• Checking addresses manually added by webmasters (registered in search engines).

2. Indexer: This is where the pages found during the scanning process are stored. The search engine analyzes the content of the page and stores all the information in its index, ranking it according to its appearance on the search results page. A list of words is created for the document. containing potential keywords that Internet users may search for. Each search engine has its own indexing algorithms and indexed file formats.

3. Database: It is an organized collection of information or data stored on a computer system in electronic form or in a manner that can be easily accessed, modified, and manipulated. It is used by organizations to store, retrieve and manage information.

With the development of database technology, a new method was invented to simplify database management using special software. Called a database management system, once a database is created, the internal and external properties of pages are calculated to determine their future relevance and ranking. search engine results for specific search queries.

4. Ranking model: In this way, content is retrieved from the search engine's index and presented to users on the search results page, sorted by its relevance to a specific search query. When a user queries, the web server contacts the index server and searches for pages containing keywords that match the query.

5. Web user interface: It searches the database for the required pages and also arranges (sorts) to select pages from the search engine database that match the user's query and arranges them in descending order according to their relevance to the query [3-5].

Many users search for various information and formulate a query based on the purpose of the search. When a user wants to buy, watch or listen to something, they add an action to the search query. If he wants to know the answer to a question, he enters it directly into the search bar based on the content of the query or the desired purpose of the search. The search query is divided into search query types and website page content to create a closely related relationship with each other. Because the search engine organizes search list items according to certain criteria, there are different types of searches to obtain the information we need. It is a structured and visual approach to developing rankings in search engine studies around the world, in contrast to current methods which depend on the operating mechanism in which it is used, as shown in Figure 38.

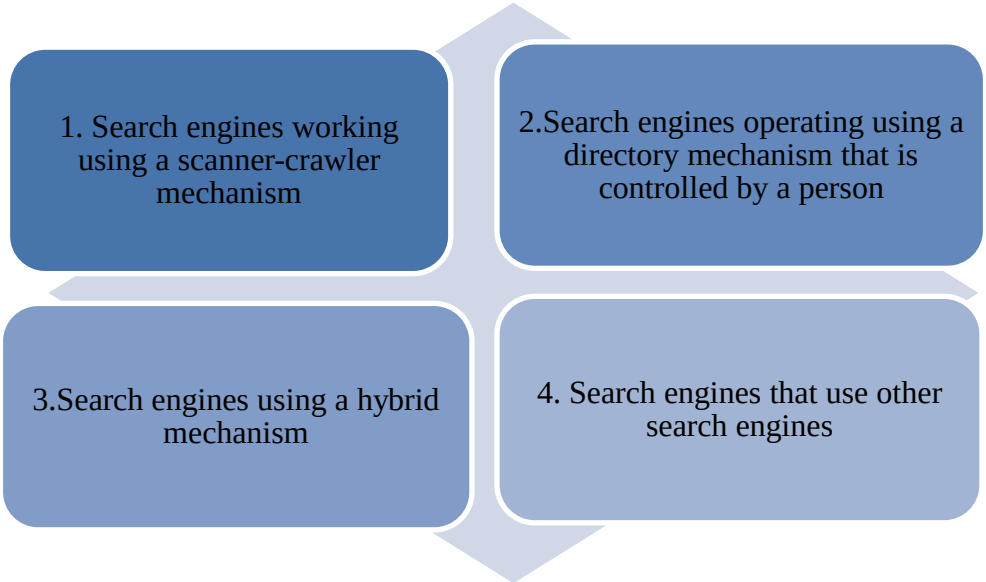


Fig. 38. Types of search engines depending on how they work.
Source: Compiled by the author based on data [6-7].

1. Mechanism Search Crawler: Crawlers, robots or spiders are used to crawl new content and index it in the search database. Crawl frequency varies depending on the search engine. Several days may pass between scans, and search results may return new, updated content after the search is complete. systems scanned the website again. Another, one of the important factors for search engines is indexing and it is called specific words, keywords and phrases that best describe the page, sometimes when the crawler does not know the meaning of the page, the website may rank lower in the search results. in this case, you need to optimize your pages for search robots. Search in a way that the content is easy to understand and once the crawlers select the right keywords, the page will be assigned to those keywords. and will rank high in search results.

The search engine compares the search string in the search query with the pages indexed in the database because the search string can extend across pages. A multiple search engine calculates the relevance of each page in its index using the search string. It should be noted that Google, Bing and Yahoo! Baidu and Yandex rely on search engines using crawlers and use the above technology to display search results [6-7].

2. Open Directory Engine: These are human procedures that categorize listings. The website owner submits a short description to the site's directory indicating the category to which it should be classified. The submitted site is then manually reviewed and added to the appropriate category or rejected for inclusion on the list. Keywords entered into the search field will be matched to website descriptions. This means that changes made to the content of web pages are not taken into account since only the description matters and a site with good content is more likely to achieve organic results. ranking than a site with poor content, for example in search engines. Search This is a Yahoo directory However, automated search engines such as Google have driven all human-operated directory-like search engines off the Internet.

3. Hybrid mechanism: These are electronic indexing programs that include web pages. The hybrid engine uses automatic and manual indexing to include websites in search results. Most crawl-based search engines, such as Google, use crawlers primarily as the primary engine and directories operated by individuals as a secondary engine. When a website is found to be spamming in this case the website owner must take corrective action and resubmit the website to the search engines. Experts check the submitted site manually before re-entering it into search results. Therefore, although search robots manage the operations, the control is carried out manually. In order to properly track and display search results [7-8].

4. Support Mechanism: These are bots that use various combinations of existing search engine tools that contain different types of bots to display images, videos, news, products and local listings exclusively such as Google News. The provided page can be used to search for news from various newspapers only. Some search engines, such as Dogpile, collect descriptive information about pages from search engines and other directories for display in search results. This type of search engine is called metasearch. Semantic search engines like Swoogle provide precise search results in a specific area.

The type of search system developed by the author according to the mechanism of action makes it possible to reveal that innovation and automation of a large-scale marketing process are displacing old methods of organizational work that replace the work of search engines. Search depends not only on their types described above, but on several factors, including: Given the lack in the scientific literature of a unified approach to classifying types of search engines based on critical analysis and generalizations, the classification of search engine tools is presented as shown in the figure 39.

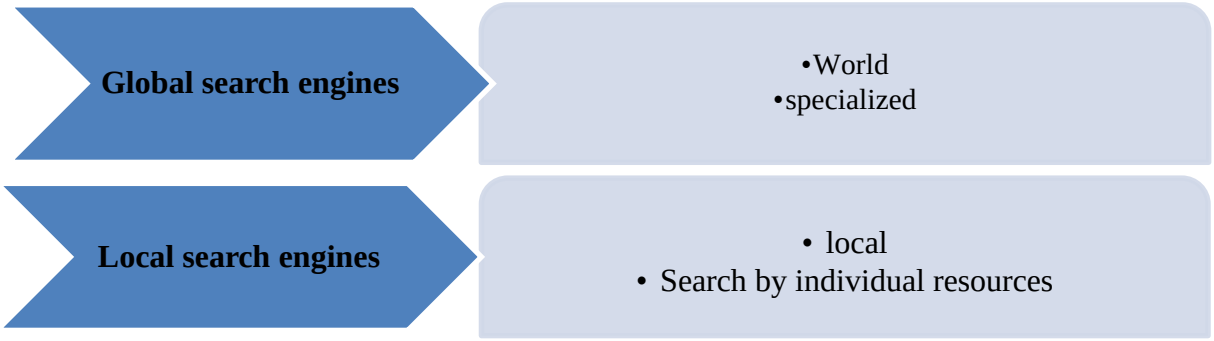


Fig. 39. Types of search engines in the world.
Source: Compiled by the author based on data [10-11].

Search engines play an important role in obtaining the final search results. Global search engines are designed to search for information on the Internet without specifying a specific topic or search criterion, while local search engines, on the contrary, search local networks or specific resources.

1. Global Search Engine: Allows users to search for any type of content such as text, graphics, audio and video. The search is carried out across all Internet resources. The most famous global search engine is Google and it is relevant for what it is for by using intelligent algorithms that help in displaying more accurate results. Users in the CIS countries search through the Yandex search engine, and in China - through the Baidu search engine. In addition, there are other general purpose search engines such as Bing, Yahoo, Mail.ru, Nigma and DuckDuckGoother.

2. Specialized search engines. This type of system is located in a private organization, library or research laboratory, and the organization's database is used only to facilitate the process of searching for information within that organization.

3. Objective search engines: Designed to search for information of interest to specific social groups (religious, professional, etc.) In modern conditions, objective search engines practically do not exist; they are being replaced by global search engines that provide effective search. results in any direction [10-11].

Optimizing an organization's website requires a lot of effort and a lot of time to determine the main goals and strategy of the site before starting to promote it. It is recommended to have prior knowledge of how search engines work in order to get a positive result. results, and that experts build site optimization strategies based on queries. Research is essential to ensure you are on the first page of search engine results.

Search engine tasks:

1. Correct answer to the user's request: Satisfies the user's search needs in finding information, which ensures loyalty to the search engine and does not give a reason to use other search engines. To ensure this result, it is necessary to get into the top ten search queries that most closely match the user's request.

2. Ensuring the conversion of traffic to the site: Initially, it is necessary to publish a result that will contribute to the receipt of financial rewards, that is, profit for site owners and business owners, which is provided by standard elements of marketing, such as positioning, advertising and publicity. relations [12].

In order for a site to be in the first three or top ten positions in the search, it is necessary to study, analyze or know all the main criteria of search engines and try to improve them, with the possibility of dividing these criteria into:

• ***Text content standard for search engines***. This standard is characterized by the fact that the ranking of a website depends on an assessment of the quality of the text content of the page, that is, the relevance of the page content to the keywords that the user is looking for in search engines. They are worked with at the stage of creating the semantic core of the site and filling it with text content. It is known that the search engine produces on the first page of the search the results that are most relevant to the user's request, that is, its content most accurately corresponds to the required criteria and must comply with them. At the same time, attention is paid to the correct filling of the title phrase, page description and the presence of the main query in the headings.

• ***Non-textual content criterion for search engines***: This criterion is applied after the website is published and indexed, since the selection principle does not depend on non-textual criteria for assessing the quality of its content, since it

contains a slightly different ranking factor. for a website, this is an external cookie indicator, and the system works on the principle of taking into account the number of links to a web resource, assessing the reliability of referring resources and checking registrations in website directories. Google's priority and authority in the countries represented is characterized by the wide range of online products and services offered by the organization, which are easily integrated with each other.

• ***Google search and advertising are the organization's core products and account for the vast majority of the organization's revenue***. Along with the Chrome browser, Gmail, Google Maps and YouTube, Google's Android mobile operating system, and many other consumer and organizational services, Google is essentially a one-stop shop for online needs, as shown in Table 9.

Table 9.

The most popular search engines after Google

Functions	*Search engine*
It is the search engine of technology giant Microsoft, owner of the popular Windows operating system and Office suite, which aims to compete with search engine leaders such as Google. The search engine is one of the best search engines on the Internet, has a large popular base and is the second most visited search engine in the world.	**Bing**
It is a powerful search engine that represents most of the search queries on the Internet. The Yahoo search engine came under the control of Microsoft. Some people believe that Yahoo and Bing use the same algorithm and display the same results, but the truth is that this is not true and is based on search results. I also think Microsoft management is smarter than this.	**Yahoo**
It is the most widely used search engine in China, providing results for websites, audio files and images, as well as maps, news, cloud storage and other services. It is the best search engine for Chinese citizens since the government imposed a permanent blockade of Google services known as the Great Firewall of China.	**Baidu**
Known for a range of services, including search engines, artificial intelligence and analytics, it is easy to work with Commonwealth of Independent States terms when searching for foreign resources. It is a multinational organization, primarily for Russian-speaking users, offering 70 Internet products and services, including transportation, search and information services, e-commerce, navigation, mobile applications and advertising.	**Yandex**
It quickly gained popularity due to user privacy as the search engine does not track your location or online activities at all, meaning that advertising does not track you. Its motto: we are a search engine that does not track users. The secret to excellence lies in respecting user privacy and not storing their data for advertising purposes. Given the importance of the privacy element to many Internet users, this search engine has seen a lot of growth and development in recent years.	**DuckDuckGo**

This is a unique search engine that uses its profits to plant trees around the world. She is environmentally friendly and typically plants a tree every 45 searches. The browser's servers are powered by 100% renewable energy and do not encourage third-party tracking or the sale of advertising data.	**Ecosia**
A metasearch engine, also called a search aggregator, is a web portal that uses special algorithms to aggregate web search results for phrases or terms from other search engines. It simply pulls data from other search engines. It allows the user to enter one query. and get results from other sources. Multiple and fast retrieval of the best answers based on a wide range of information. Interestingly, Yippy provides results in a group format, allowing users to filter results by various subsections. Among the features of the yippy search engine are comprehensive search, customer satisfaction and increased search efficiency.	**Yippy**
It was launched in 2014 as a project of the Swiss organization Hulbee AG. It is used for semantic data recognition, which gives faster responses to queries and ensures that user data is not stored. It is family-friendly, respects family-friendly content, and monitors the type of content presented to children while omitting explicit results. The engine's servers are located in underground data centers beneath the Swiss Alps outside the European Union and the United States.	**Swisscows**

Source: Compiled by the author based on data [13-15].

Before creating a digital marketing strategy based on SEO, it is necessary to conduct a comprehensive analysis of the organization's marketing business processes in order to know all the nuances and features of the organization's work at each stage. Since search engine optimization is a long-term process and must also be comprehensive, which entails carrying out and changing the organization's website, improving its structure and making adjustments to the design and content in order to obtain a good result.

The structure of the work does not change depending on the search engine to improve search engine optimization for the organization's website: Google – Bing – Yahoo and others, and also does not depend on the geographic region in which it is promoted; based on the above, the author conducted a critical analysis of existing research in this area , as well as on the basis of a generalization that made it possible to identify the main stages presented in Figure 40.

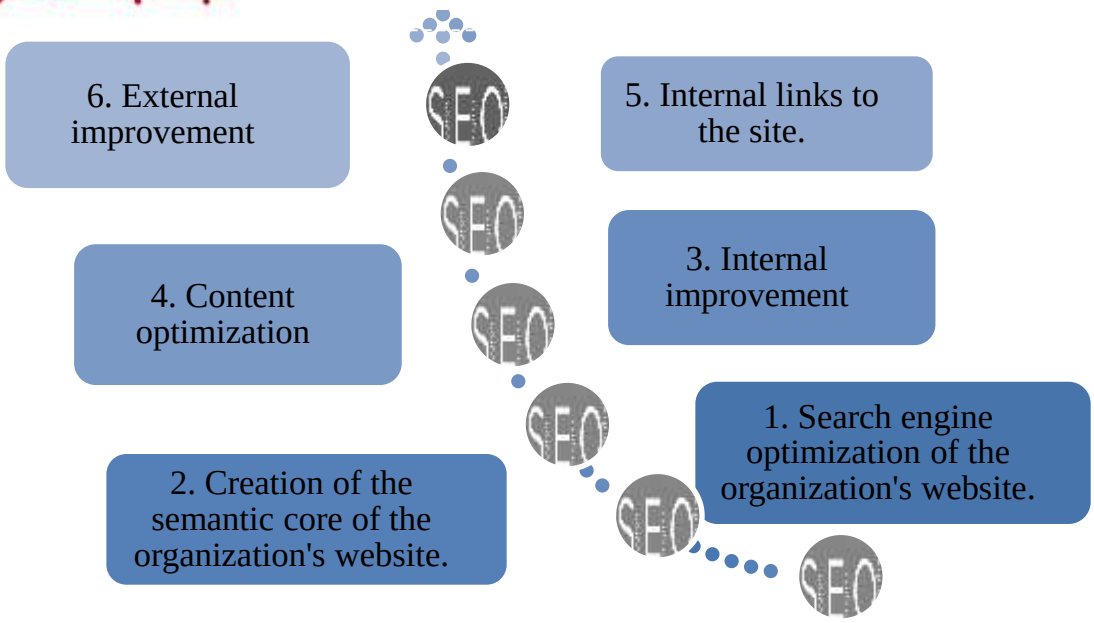


Fig. 40. Stages of search engine optimization of an organization's website.
Source: Compiled by the author based on data [16-17].

1. Search engine optimization of an organization's website: Before deciding to promote an organization's website using specific keywords, it is important to conduct a comprehensive analysis of various indicators, including the competitive environment and topic, as well as a comprehensive analysis of the effectiveness of the organization's website. To do this, it is necessary to analyze the structure, content and cookies of competitors' pages in the top search, on the basis of which a specialist can determine the budget required to promote the organization's website in Google, what should be the growth rate of the site's backlinks and what should be the cost of writing content. It is important to note that the first month of work should be allocated for technical improvement of the site with all necessary global changes and subsequent improvements.

2. Creating a semantic core of an organization's website: Collecting a semantic core is an important stage in the optimization process, because the correct selection of key phrases is the key to attracting customers to the organization's website. Based on setting up and compiling the semantic core of the site, the site structure is formed, landing pages and blog pages are created, in addition to writing texts, creating links and creating data. To successfully promote any website, you will need a semantic core, which is a comprehensive list of all keywords related to the subject of the resource, divided into groups with similar meaning. Semantics is used not only when creating and optimizing a website, but also when launching campaigns by collecting semantics manually and using various online services, keywords are selected by analyzing the goods and services offered on the site, as

well as the semantic core of competitors, attention is paid to usage statistics search queries taking into account their seasonality, the main task is to create pages on the site for all queries that meet the needs of the target audience. [19].

3. Internal improvement of the organization's website. It is important to note that before embarking on internal improvements to an organization's website, an SEO specialist will conduct due diligence to identify the underlying issues that need to be addressed, as shown in Figure 41.

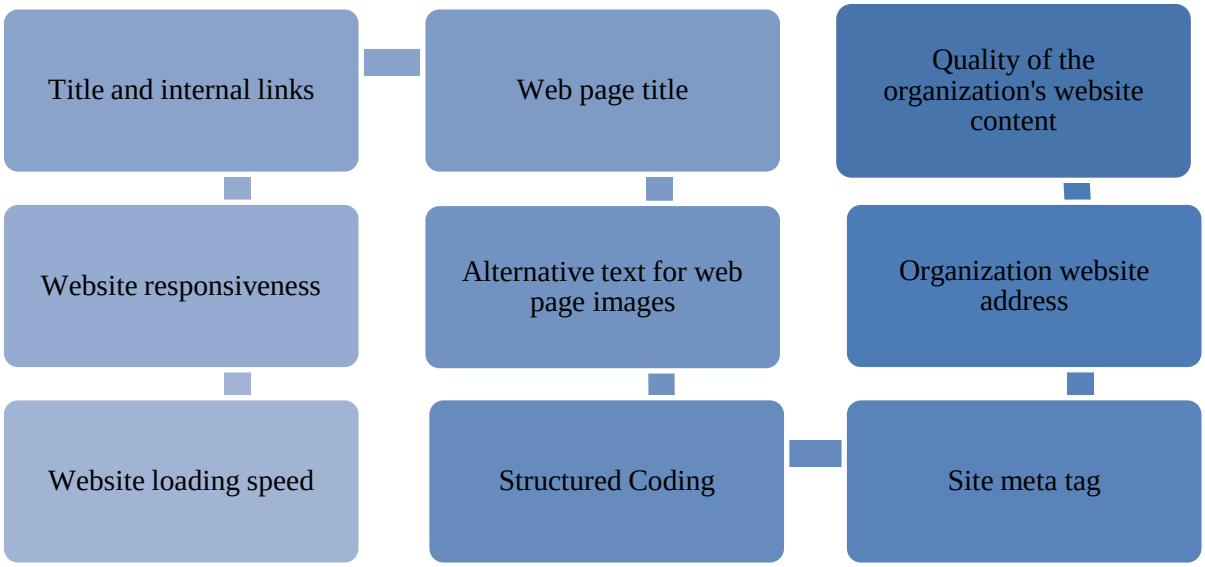


Fig. 41. Elements of internal search engine optimization of an organization’s website.
Source: Compiled by the author based on data [20-21].

Objectives of the internal search engine optimization strategy:

- Design of page titles on the site.
- Improving server response speed and site page loading.
- Remove duplicates using permanent redirects and base addresses without indexes.
- Create an XML sitemap.
- Optimization of pages and pagination.
- Improved server response code and page headers.
- Partial encoding settings.

4. Improving the content of an organization’s website online: Content is an important element; without it, it will be difficult for a site to take high positions in search engines, so quite high demands are placed on this part of the work. When conducting a comprehensive website audit, search engine optimization checks the uniqueness of the content, its richness with keywords, the quality and presence of all elements. Content helps to convince the visitor of the knowledge of the organization's employees and text authors, convey technical details, and provide the user with useful information that can satisfy his interests when entering a search

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engine. Content SEO also has its own conceptual features and must be carried out according to certain rules.

5. Internal linking of the site: In a real situation, when there are many organizations, the reason for the poor ranking of the site is poorly organized internal linking, i.e. filling the page with a fixed weight, it is important not only to create landing pages, but also to organize internal linking. (internal links of website pages to other pages within the website network) so that users and search engines can easily access other pages that may not appear in the search engine index.

6. Off-page optimization of an organization's website: Off-page optimization of a website is not limited to links only, but also refers to the activities performed outside the website that affect the ranking of its pages in the search results (search engine results page) is the page that displays the results of Search queries, where the user enters a search query (keywords) into the search bar and sends it for processing [22-23].

10.2. SEARCH ENGINE OPTIMIZATION METHODS.

When we talk about search engine optimization, we mean making additional changes and improvements to a website, and these actions can have a noticeable impact on the page ranking of those websites in natural search results when combined with other improvements, so you should optimize your website to meet user needs. One of these users is a search engine, which helps other users find your content.

First: Website Speed: Website speed is one of the most important factors that has a huge impact on search engine rankings, user satisfaction and customer conversion rates. We often ignore page load times to improve design aesthetics. A slow website is a big turn off. for visitors and not only wastes potential traffic, but also causes harm. Increasing website speed is extremely important for SEO ranking.

Second: Keyword Research: Keyword research is often the starting point for search engine optimization and involves checking the keywords that your site ranks for, the keywords that competitors rank for, and other keywords that potential customers are searching for. It provides identification of terms that users are searching for. used in Google search. Other search engines provide recommendations for improving existing content and creating new content.

Third: Improving Site Structure: External links are not the only thing that is important, but when it comes to internal links (links found on a website), they play an important role in search engine optimization and therefore the site's search engines can be improved. By ensuring the page is relevant to certain terms, the

ability to create an XML sitemap is a good way for large pages to help search engines discover and crawl all pages on the site.

Fourth: On-page optimization: Besides external factors such as links, improving the actual page structure can lead to significant search engine optimization benefits that are entirely within the control of the webmaster, including a general on-page optimization technique aimed at improving the page title containing keywords , and updating the page title tag to use relevant search terms and use alt text attributes to describe images. It may also be helpful to update the page's meta tags (such as the description meta tag), as these tags do not directly impact search engine rankings, but can improve click-through rates on search engine results pages.

Fifth: Adjust the text size: Use Cascading Style Sheet (CSS) format in the h1 tag. Backlinks. Google evaluates every link provided to a website as a positive link to the related website and for this reason it becomes necessary to create a backlink to the corresponding website or texts embedded in the website. However, it is not necessary to link from the main website to linked websites. Google uses link values when performing page measurement. When making this measurement, it also pays attention to the content of the pages. For this reason, it is important that the web page contains content similar to the page on which the backlink was implemented.

Sixth: Using Frames: This page is divided into several sections. Each section has its own page, different from other sections. In fact, each section is a complete and independent HTML file. Frames allow you to divide a browser window into multiple areas, each capable of displaying an HTML document differently, and in the most common use cases of frames, one frame displays the document with controls and another frame displays the document with content, since frames can cause some problems during indexing. operations performed by spiders, for example, using images, search engines cannot read existing texts. It is more efficient to use links in text forms in image files than in image files for linked links. Nowadays, PNG image format is widely used in all formats. Internet because it provides high quality and small size of the images provided.

Seventh: Sitemap: This is a file you can use to provide information about your site's pages, videos, and other files, and to explain the relationships between them. Search engines like Google read this file to crawl the website more efficiently. A sitemap tells Google's search engine what pages and files it considers important to the Site, and provides valuable information about those cookies, the date the page was last modified, and any other language versions of the page.

Eight: Semantic Coding: There is another search engine optimization technique used by professionals to improve the semantic coding of websites, as semantic

coding (such as dr-hasan.com) is used to describe the meaning of a page's content, such as to help identify the author of an article, content or topics. The specific information and type of content on the page. Using semantic markup can help you get rich snippets that appear on the search results page, such as additional text and even images. Rich snippets on a search engine results page do not affect search engine rankings, but may increase CTR. Search results in increased organic traffic.

Ninth: The pages included in the website should not contain extensive content. The images on the page should be optimized and converted into appropriate and different formats. If necessary, compression operations can be applied to high-resolution and large-sized images, and there should also be navigation. be organized to allow easy access to subpages. If a website uses a language other than HTML, it is important to include some static content [23].

Tenth: Website names should be short and relevant to the purpose: Website names should be short, easy to remember, easy to write and easy to pronounce. This is useful for word of mouth because visitors need to visit the site directly. Avoid website names that contain numbers or other letters. Non-standard ones or use unusual spellings of names, or use more than 15 characters, etc. As the search engine increasingly relies on accessibility and ease of use as ranking factors, the easier it is for individuals. read the domain name or address, the better for search engines, which reflects the order of the pages [24].

Eleventh: Broken Links: This is simply a command for a non-existent page that has been removed or there is an error in the link. This means that when a visitor clicks on the link, they will receive a 404 error page, which is bad. for search engine optimization, since the site page should be checked regularly. Look for broken links and if you find any, fix, update or simply remove them as they will negatively impact your site's search engine rankings. Having organizations have their own website has become quite normal and common practice these days. A web resource is not only a channel for distributing information about an organization and its activities, but also a flexible tool for establishing partnerships with the target audience, allowing a quick response to user requests and changing market trends.

Terminology

Philip Kotler	born May 27, 1931 in Chicago. E&J Johansson and Dettingshed Professor of International Marketing at the Kellogg School of Management at Northwestern University in Illinois. He received a master's degree from the University of Chicago and a doctorate in economics from the Massachusetts Institute of Technology. Philip Kotler is considered the godfather of marketing.
SWOT	SWOT Analysis: SWOT analysis is a plan for strategic analysis in several areas such as business administration, marketing, human development and others. This analysis, written in the four English letters S-W-O-T, is divided into four sections and can be defined as follows: Strength: The strength elements of a project that differentiate it from other projects. This is the translation of the word "strengths". Weakness: Weaknesses of the project, which is the translation of the word Weaknesses. Opportunities: These can come from outside the project and can lead to, for example, increased sales and can also lead to increased profits. This is the translation of the word Opportunity. Threats: These are those that can come from outside the project and cause disruption in the work of the project. This is the translation of the word “Threats”.
XML Extensible Markup Language	Extensible Text Markup Language, or XML for short, is a common markup language for creating special-purpose markup languages that can describe many different types of data. In other words, XML is a way of describing data. The XML file can also contain data, for example in a database.
ISP Internet service provider	Internet provider
Microsoft Outlook	Microsoft Outlook is Microsoft's personal information management software system, available as part of the Microsoft Office suite.
Microsoft	Microsoft is a multinational computer technology company with 2016 revenues of over $85 billion, 114,000 employees, and the world's largest software company by revenue as of 2016. It develops, produces and licenses a wide range of software for computing devices.
URL Uniform Resource Locator	The Uniform Resource Locator is part of the Uniform Resource Identifier by which Internet sites are identified.
SERPs search engine results page	Search engine results pages, also known as SERPs or SERPs, are Google's response to a user's search query.
Google	It is an American public company that specializes in advertising related to Internet search services and Gmail email marketing. The name Google was chosen to reflect the company's mission, which is to organize the vast amount of information available on the web.
HTML Hyper Text Markup Language	Hypertext Markup Language is a markup language used in creating and designing web pages and websites. It is considered one of the oldest and most widely used languages in web page design.
SMS Short message service	This is a written text message written using the keypad of a mobile phone and sent over mobile phone networks. SMS is a practical and inexpensive solution compared to voice calls.
SEO Search Engine Optimization	Search Engine Optimization
FAQ A frequently asked questions	Frequently asked questions or frequently asked questions (short for expression) are a list of questions and their answers, where those questions are brought together and focused on a specific context and topic.

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Epilogue,

In the Name of Allah—the Most Compassionate, Most Merciful.

“Say, “Work. Allah will see your work, and so will His Messenger, and the believers. Then you will be returned to the Knower of secrets and declarations, and He will inform you of what you used to do.” Surat At-Tawaba verse 105.

Praise be to God Almighty, who has enabled us to introduce this book. We have presented in this book E-Marketing Principles, and we have made every effort to bring this book out in this form. We hope that we made contributions to knowledge and we wish it will be beneficial for every reader and learner. We have made our best efforts to review the most important ideas for this topic as much as we can and we do not claim perfection because perfection belongs to God Almighty only. If we succeed, then it is from God Almighty. If we fail, it is from ourselves, and the honor of trying is sufficient for us. Finally, we hope to that you will like this book.

may the blessings and peace of Allah be upon him our teacher, beloved and master Muhammad.

Peace, God's mercy and blessings be upon you



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Principles of E- marketing

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