

Ecole des Hautes Etudes Commerciales



Thesis submitted in partial fulfillment

Of the requirements for a Master's Degree in commercial Sciences

Major: Marketing

Theme

**The Marketing Content Creation Strategy as part of a
Mobile Application development**

CASE STUDY: ACHO mobile application

Submitted by:

Ms. Lakrouf Rym Sarah

Supervised by:

Mr. Hichem BABA-AHMED

8th promotion

Academic year 2020-2021

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Dedications

I dedicate this work to:

The one who covered me with tenderness and who spared nothing to see me happy, the one who represents everything for me, and without her I am nothing, my sweet mother...

To my wonderful father, my guide in life, to whom I owe all gratitude for his moral support and precious advice.

To my dear brother HAMZA

And my lovely sisters SANA & FRIEL

To my dear grand-parents and to all my family

So to my close friends "FAROUK, RACHA, WALID, NEDJMOU, MASSI, MOHAMED, IMAD", who have supported me and motivated me throughout the development of my thesis.

Sarah Rym....

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my teachers for giving me the knowledge.

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finish this work.

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project. Without these people this project wouldn't be successful or possible, that's why I
would like to say "Thank you and May God Almighty bless you all"

ملخص

في بيئة تسود فيها الشبكات الاجتماعية ، يحتل تسويق المحتوى اليوم مكانًا لا يمكن إنكاره في استراتيجية الاتصال للشركات. في الواقع ، يتم استخدامه في أكثر من 85٪ من الشركات في أمريكا الشمالية. ليس من المستغرب معرفة أنه يظهر كاتجاه ناشئ في القطاعات الأخرى ، لا سيما الرعاية الإعلامية ، حيث يتم تقديمه كأفضل تكتيك لتفعيل العلامة التجارية. من الواضح أن استخدام تسويق المحتوى هو مفتاح النجاح للمسوقين!

يمكن تقسيم الشبكات الاجتماعية إلى فئتين ، وفقًا لوظيفتها الأساسية ، أي الشبكات الاجتماعية لجهات الاتصال أو المحتوى. تسمح شبكات الاتصال الاجتماعي للمستخدمين بتوسيع جهات اتصالهم في شبكات مختلفة مثل شبكاتهم الاجتماعية (مثل: Facebook) أو شبكتهم المهنية (على سبيل المثال: LinkedIn). توفر شبكات المحتوى الاجتماعي إمكانية مشاركة جميع أنواع المحتوى مثل الصور (على سبيل المثال: Instagram) ومقاطع الفيديو (مثل: YouTube) والروابط (على سبيل المثال: Delicious) بالإضافة إلى العديد من المحتويات الأخرى.

على الرغم من أن تسويق محتوى الوسائط الاجتماعية يكتسب شعبية متزايدة مع الشركات ، إلا أنه يمثل موضوعًا جديدًا للبحث في الأدبيات الأكاديمية. حتى الآن ، يعتمد الكثير من المعرفة على تقارير من مؤسسات أبحاث الأعمال مثل Content Marketing Institute و eMarketer. الهدف من هذه الدراسة هو تعميق فهم تسويق المحتوى ، وقياس تأثيره عند استخدامه كاستراتيجية لتطوير تطبيقات الهاتف المحمول.

الكلمات المفتاحية : تسويق المحتوى ، الشبكات الاجتماعية ، الإستراتيجية ، التطبيق

ABSTRACT

In an environment where social networks are predominant, content marketing now occupies an undeniable place in the communication strategy of companies. It is used by more than 85% of businesses in North America. Not surprisingly, it appears as an emerging trend in other sectors such as advertising sponsorship where it presents itself as the best brand activation tactic. Obviously, the use of content marketing is the key to success for marketers!

Social networks are divided into two categories, according to their primary function, which are social networks of contacts or content. Contact social networks allow users to expand their contacts in different networks such as their social network (e.g. Facebook) or their professional network (e.g. LinkedIn). Content social networks offer the possibility to share all types of content such as photos (e.g. Instagram), videos (e.g. YouTube), links (e.g. Delicious) as well as several others.

Although social media content marketing is gaining increasing popularity with businesses, in the academic literature it represents a new topic of research. To date, much of the knowledge is based on reports from business research institutions such as the Content Marketing Institute and eMarketer. The objective of this study is therefore to deepen the understanding of content marketing, and measure its impact when it is used as a strategy for developing a mobile application.

Keywords: Content marketing, social networks, strategy, mobile application

Résumé

Dans un environnement où les réseaux sociaux sont prédominants, le marketing de contenu occupe aujourd'hui une place indéniable dans la stratégie de communication des entreprises. En effet, il est utilisé dans plus de 85 % des entreprises en Amérique du Nord. Pas étonnant de savoir qu'il apparait comme une tendance émergente dans d'autres secteurs notamment celui de la commandite publicitaire où il se présente comme étant la meilleure tactique d'activation de la marque. De toute évidence, l'utilisation du marketing de contenu est la clé de la réussite pour les marketeurs !

Les réseaux sociaux se divisent en deux catégories, selon leur fonction première, soit les réseaux sociaux de contacts ou de contenus. Les réseaux sociaux de contacts permettent aux utilisateurs d'élargir leurs contacts dans différents réseaux comme leur réseau social (ex. : Facebook) ou leur réseau professionnel (ex. : LinkedIn). Les réseaux sociaux de contenus offrent la possibilité de partager tous les types de contenus comme des photos (ex. : Instagram), des vidéos (ex.: YouTube), des liens (ex.: Delicious) ainsi que plusieurs autres.

Bien que le marketing de contenu diffusé sur les réseaux sociaux connaisse une popularité croissante auprès des entreprises, dans la littérature académique, il représente un nouveau sujet de recherche. À ce jour, les connaissances sont en grande partie basées sur des rapports réalisés par des institutions de recherches commerciales telles que le Content Marketing Institute et eMarketer. L'objectif de la présente étude est donc d'approfondir la compréhension du marketing de contenu, et mesurer son impact lorsqu'il est utilisé comme stratégie de développement d'une application mobile.

Mots clés : Marketing de contenu, réseaux sociaux, stratégie, application

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List of Abbreviations

App: application

BOFU: (Bottom of the Funnel)

B to B business to business

B to C: business to consume

BRI: Bureau de recherché et investigations

MOFU: (Middle of the Funnel)

SEO: search Engine optimization

Tofu: Top of the funnel

Lexicon

BRANDING: is a brand management tool that allows you to manage the image of a brand. It gives a company a strong personality and unique identity. We speak, in general, of branding.

BUZZ: It's the famous word of mouth. Marketing technique of making noise around an event, a new product, etc...

BUZZ MARKETING: it is the implementation of an action planned in advance to provoke mouth to mouth, one of the factors that sets it apart from other forms of marketing is the illusion of spatiality

CLICK: Activation of a link.

CONTENT: Set of texts, images and videos divided into several subsets which are linked by hyperlinks that allow navigation between the parties.

COMMENT: Short text left at the end of a blog post in order to respond to it or respond to other comments. This text may contain a link

EDITORIAL CALENDAR: Document in which activities related to the production and distribution of content for a corporate website or blog

FOLLOWERS: is a jargon of the social network Twitter, but which is now used by other platforms such as Instagram. Followers are users of a social network who have chosen to subscribe to the account of another user, therefore to “follow” the latter.

HASHTAG: Keyword preceded by the hash sign (#), allowing you to find all the messages of a micro -blog that contains it

INBOUND MARKETING: inbound marketing (or inbound marketing in French) is a strategy aimed at bringing the customer to you rather than looking for him. Marketing approach attracts consumers by gaining their attention thanks in particular to the distribution of quality content.

CONTENT MARKETING: Editorial strategy, according to which content is created and published, then adapted and disseminated on different media.

SOCIAL MEDIA: Web platform that allows users to exchange, create content, alone or in collaboration, and share content.

SEARCH ENGINE: Website whose main function is to provide access to the various resources offered on the Web by allowing its visitors to launch is quest in a web application.

KEYWORD: term or expression that the Internet user will use to search on Internet search engines

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**GENERAL
INTRODUCTION**

General Introduction

Marketing has evolved with the evolution of the economy over the past centuries. The concepts and practices of marketing, rather stable for forty years, are profoundly modified. This is illustrated by the shift from Taylorian, Fordian production logic to centered logics on the market and customers. Previously, the goal of marketing was to go towards the targets to give them the desire to buy a product or service. The abusive techniques of traditional marketing have resulted in profusion of advertising which has had the effect of boring consumers and making difficult for a company to differentiate itself in its communication strategy.

More so, digital marketing is a relatively recent discipline both in its operational practices, than in its theoretical outlines. This digital revolution is important for all companies because all industries - from distribution, transport and banking to luxury, the health sector or consumer goods - are impacted, or even completely disrupted by it. Companies are pushed to develop new business practices that allow them to cope with the competition and strengthen their competitiveness and profitability. Through their multiplied, amplified and accelerated interactions with the brand and with each other, Internet users are building a new ecosystem, specific to each company, in which it must now express itself and differentiate itself. This starts with a better listening to consumers, customers, prospects or contributors and a better understanding of their attitudes and behaviors. So, it is in this new environment that content marketing presents itself like: **“All the marketing that's left”** (Godin, Pulizzi, 2008, p. 1).

Content marketing is by definition "a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a target audience with the objective of driving profitable customer action" (Content Marketing Institute, 2016b, p. 1). In other words, it is the art of communicating without to sell. This marketing consists of naturally attracting consumers by publishing valuable content that is to say relevant in their research in order to respond to their needs. Therefore, the primary motivation for marketing content is no longer to sell, but to help and educate; It is a long-term strategy that aims to engage consumers by offering them personalized content that aligns their needs with those of the company.

When it comes to content marketing, it can't be broached without integrating social networks. Indeed, according to a Content Marketing study Institute (2016a), 85% of marketers say that social media represents their first method of using content marketing. Obviously, these platforms are growing in popularity which is arousing the interest of companies. In Algeria, the use of the internet and social networks are evolving over time. the appearance of new applications and software is around the years 2005-2006, that the first experiences on web marketing appear thanks to "pure players", these actors who offer exclusively economic services. They are the ones who have been to the origin of web business. Algerian companies

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are now aware of the importance of digital, just like the classic print universe or the media General presentation traditional like television and radio.

However, despite the fact that companies recognize the importance of having their presence on social networks, most of them have main challenge in using them effectively. Among others, 49% of marketers say that the lack of strategy is the first difficulty when using social media content marketing. “East” (2016, p. 45) supports this study by asserting that “While, at its core, content marketing is a simple concept [...] that doesn't mean it is easy to do well...”

With mobile technologies, accessing information has never been easier. These days, we access blogs, news channels, and research from smartphones. On the other hand, generating good content is a great technique to improve user engagement. It is precisely for this reason that we need to pay more attention to the content of mobile applications. Mobile applications have a high rate of abandonment. In fact, 80% of applications stop being used within a week or two after downloading. Sometimes the reason is that the use covered a one-time need. In other cases, the app may not be interesting enough. This is the problem that mobile content marketing can address.

The purpose of this thesis is to deepen the understanding of the marketing of content and to determine the impact of applying a marketing content creation strategy on the development of a mobile application

We will therefore try throughout this thesis to answer the following problem:

“How can the implementation of a content marketing strategy impact the development of a mobile application?”

In order to provide an answer to our problem, we asked the questions following:

- Does creating good content have any impact on the development of a mobile application?
- What is the utility of having a website and being present on social networks for an application?
- Does following a content creation strategy can lead people to download the App?

In order to answer the previous questions, we formulated the following hypotheses:

- **H1:** Creating good content has a favorable impact on the development of the mobile application

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- **H2:** Creating a website and pages in the name of the App on the various social networks allows the company to reach its target and helps it improve its image and notoriety.
- **H3:** Following a good marketing content strategy on an App's social networks can attract people and lead them to download the App.

This study therefore aims to better understand this new marketing discipline which addresses business concerns, since one of the content marketing goals is increasing the visibility and notoriety of companies.

At the managerial level, this study shows marketers the influence that content marketing can have in order to increase consumer's engagement.

Among the reasons that motivated our choice for the development of this theme of research:

- An updated theme in marketing especially in Algeria.
- Prove the importance of applying a marketing content strategy and show its impact on the development of a business
- A subject that i personally find interesting, because of my curiosity for digital marketing, it's new strategies, and my willingness to experiment in an innovative and more forward-looking theme.

Regarding the theoretical part, we intend to carry out a research documentary based on reference books, scientific journals, websites internet as well as academic research. The practical part, for its part, will be devoted to carrying out a quantitative study based on two questionnaires.

In order to carry out our study, our work will be divided into three chapters comprising three sections for each of them.

The first chapter: which will be entitled "Content marketing at the heart of digital transformation" will consist of three sections that look like this:

- Understanding content marketing
- The approach to be followed for content marketing
- The means and methods to develop quality content

The second chapter: will focus on the mobile marketing content. It will consist of three sections;

- Mobile marketing

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- A website or a mobile application?
- The mobile application Marketing.

The last chapter of our thesis will be devoted to the study of the impact of applying a marketing content creation strategy on the development of a the ACHO mobile application. The latter will consist of three sections:

- Presentation of BRI Marketing and the ACHO APP
- Applying the marketing content strategy on the ACHO App
- The impact of the marketing content strategy on the development of ACHO

CHAPTER 1

CONTENT MARKETING AT THE HEART OF DIGITAL TRANSFORMATION

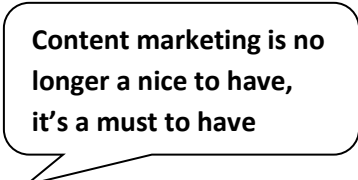
Introduction

Digital is disrupting all markets and sectors, from SMEs to large groups. It is a living way, in which companies use the internet and other technologies digital for commercial purposes. Digital marketing essentially covers the marketing applications linked to the "traditional" Internet, but also those linked to mobile phones, tablets, GPS and other applications and connected objects.

Beyond the techniques for generating advertising traffic, there is also a real content marketing, the objective of which is seduction, loyalty and participation targeted targets. Content is the heart and soul of any marketing campaign digital. However, the speed of adoption of new uses by users and consumers is very fast, because the new digital players are keen to invent an experience and uses accessible to as many people as possible. Companies are therefore in the obligation to adapt to this digital transformation. They must transform and develop their state of mind to digitization, in order to find customers and / or prospects, since digital makes it possible to link a relationship between connected consumers and businesses.

That's what marketers of all stripes—from tiny, family businesses to multinational conglomerates—are achieving though creating and disseminating content through digital channels: websites, social media networks, blogs, video-sharing sites, newsletters, and more. Instead of advertising, the shift is toward publishing. Instead of buying media, you can roll your own and “be there” when potential customers are researching purchase decisions and gather information about products and services.

Content marketing isn't merely a tactic; it's a strategy. Companies that successfully address customer needs and questions with content add value to conversations that take place online. They position themselves not as “buy me!” banners, but as trusted advisors. Content can shape and create a brand voice and identity. Most of all, content makes a company and its products relevant, accessible, and believable. Content marketing is no longer a nice-to-have. It's a must-have. It's imperative that businesses create content on an ongoing basis. They can't create just any old content, of course. It must be relevant and high quality. It also must be valuable and drive profitable customer interactions. And it must be about customer needs and customer interests, not ad-speak, which is all about the “me.” Marketers are buying less and less media. They're becoming the media, and the best of them are actually competing with “real” publications for audience, users, and eyeballs. Some marketers are even beating publishers at their own game. Content marketing isn't new. Companies have been publishing newsletters and producing filmstrips for decades. But a plethora of low-cost tools and ever-lower barriers to entry puts content creation in everyone's grasp at a time when consumers are becoming more cynical about advertising and are better able to tune it out.



Content marketing is no longer a nice to have, it's a must to have

SECTION 01: UNDERSTANDING CONTENT MARKETING

Unlike traditional marketing, which uses traditional media to conduct an advertising campaign, technical marketing content marketing is used for the distribution of content (publications, various electronic content, media, etc.) to achieve business and / or strategic business objectives.

1.1 History & Evolution of Content Marketing:

Sometimes, when we speak of Content Marketing, one is led to think that it is something new and innovative designed especially for the internet, but history says that is not so. Content Marketing is a success coming from the past, it is something of a practiced craft with a longer history than we might expect.¹

- **Content Marketing Is Not New:**

Content marketing has been used since the dawn of cave paintings. John Deere and its customer magazine The Furrow is given credit for the first content marketing initiative. At that time, farmers needed to be educated on the latest in technology so they could be more successful. Instead of buying attention, they created a print content initiative in 1895, teaching farmers all about the latest in technology and trends for farmers. More than 100 years later and with 1.5 million in distributions to 40 countries, The Furrow could be the most successful content marketing initiative in history.²

And John Deere was just the beginning:³

- **1900: Michelin** develops The Michelin Guide. This 400-page guide, now with its iconic red cover, helps drivers maintain their cars and find decent lodging. In its first edition, 35,000 copies were distributed for free.
- **1904: Jell-O** recipe book pays off. Jell-O distributes free copies of a recipe book that contributes to sales of over \$1 million by 1906.
- **1913: Burns & McDonnell** engineering launch Benchmark. This Kansas City engineering and consulting firm still produces its award-winning Benchmark magazine to this day.
- **1922: Sears** launches World's Largest Store radio program. The station helped keep farmers informed during the deflation crisis with content supplied by Sears's Roebuck

¹Content marketing handbook v.1- content marketing experts « Simple Ways to Innovate Your Marketing Approach » ,P.6, 2014.

² Rebecca (L) « CONTENT MARKETING Think Like a Publisher—How to Use Content to Market Online and in Social Media » , P.16 ,2011, USA

³PULIZZI (J), "EPIC Content Marketing: how to tell a different story through the clutter, and win more customer by marketing less",P.54 ,2.13.

Agricultural Foundation. • 1930s: Procter & Gamble (P&G) begins foray into radio serial dramas. This extremely successful initiative, featuring brands such as Duz and Oxydol detergents, marked the beginning of the “soap opera”

- **In 1966**, the founder of the **Nike**⁴, Bill Bowerman, after observing a jogging club in New Zealand, began to understand the value of jogging as a traditional fitness routine and so he published a booklet on jogging that basically brought the sport to America. This 19-page booklet, titled Jogging, was written by Bowerman and an experienced cardiologist to help the average American get fit through running, not sell shoes. Along with Bowerman’s other involvement with professional athletes, his work helped inspire the 1970s running boom that Nike clearly benefitted from. The booklet never once mentioned Nike shoes. It didn’t need to. Great content brings big movement all on its own. Content creates movement because it focuses on distributing ideas and adjusting consumer behavior. Nike’s strategy was based on a perceived need. As first, that need wasn’t for better running shoes, but rather for jogging itself. Once the trend was ingrained, the need shifted and the “jogging shoes” themselves became the felt need. Bowerman’s original goal was to promote a sport and an idea that he believed in. Nike probably wouldn’t be what it is today without Content Marketing

Subsequently, more and more content was created by brands serving the consumer like **Carambar** 1969 with its famous jokes. These create a moment entertainment and thus differentiate themselves from the competition.⁵

- **In 1982 Hasbro**⁶ signed a partnership agreement with Marvel Comics, starting a revolution in the toy industry. The two companies simultaneously created G.I. Joe Comic Book series, based on a complex back-story of the heroes fighting against the Cobra Command and associated range of toys. An animated television mini-series and video games were then developed, contributing to the huge success of the toys; for the first time G.I. Joe proved that creative cross-channel promotion was a viable option even when content marketers were more limited in their choice of media. The idea was simple – the comics would generate interest in the toys, driving sales, kids would play with the toys and then want to read more of the comics to learn more about their favorite characters.
- **In 2004 Microsoft** launched Channel 9⁷, the first corporate blog to target the developer community. Channel 9 is a Microsoft community site for Microsoft customers. It has video channels, discussions, podcasts, screencasts and interviews with Microsoft. Inspired from the unintentional efforts of Microsoft engineers, it became an immediate success. Today, the video blog still goes “in the trenches” to cover what Microsoft engineers and creators are working on that are of interest to the company’s followers.

⁴ <http://coschedule.com/blog/nike-marketing-strategy/>

⁵ Alina Lipka, « La Naissance Et L’évolution Du Content Marketing » <https://www.webmarketing-com.com/2015/10/09/40992-Naissance-Levolution-Content-Marketing> consulted at. 19:25

⁶ http://en.wikipedia.org/wiki/G.I._Joe:_A_Real_American_Hero_%28Marvel_Comics%29

⁷ <http://www.microsoft.com/en-us/news/features/2011/sep11/09-08channel9.aspx>

- **In 2007** the Austrian company **Red Bull**⁸, the media company that just happens to sell energy drinks, launched its official magazine The Red Bulletin, which now has over 5 million subscribers. This is also inserted in newspapers as a free publication. The Red Bull publishing is extensive both in media, channels and formats. It includes mobile apps, print, web TV, web radio, newsfeeds, social networks, video, and even a full length film. It owns 900 different domain names spread across 36 languages. Red Bull understands the importance of mobile; in fact it has developed apps, games and platforms that work for all devices. The company sponsors a music school and a month-long event called Red Bull Music Academy. It also sponsors different sporting events, such as diving, Formula One Motorsport, plane racing, snowboarding and cycling, just to name a few. Red Bull has learned to entertain first; it understands that if you do this, the sales will come. They create conversations “around” their brand: they understood that no one wants to talk about a drink, but they will talk about music, share amazing photos and embed videos that are epic. They created a focused and powerful content strategy by setting up a separate media company. No distractions are allowed from the goal of publishing awesome content.
- **In 2011 the Coca-Cola**⁹ company posted on YouTube two videos in which, thanks to a sequence of amusing and curious images (in fact the dominant brand in the colors white, red and black), shows the creativity that lies behind its renowned marketing strategy named Content 2020. Jonathan Mildenhall architects Coca-Cola’s content marketing strategy and makes it available for the world to view. The company’s ads have always been creative and entertaining. Coca Cola is one of the most recognizable brands in the world. It doesn’t matter where you go, Coca Cola is there! Coca Cola is also the largest business brand on Facebook with nearly 40 million fans. Content for Coca Cola is the “Matter” and “Substance” of “Brand Engagement”. The purpose of content excellence is to create ideas so contagious that they cannot be controlled. On a social web, people can easily share ideas, videos and photos on social networks such as Facebook, so the company wants to create content that could to be shared, whether that is an image, a video or an article.
- **In 2013 Oracle**¹⁰ bought Compendium, a pure content marketing platform that helps companies plan, produce and deliver engaging content across multiple channels throughout their customers’ project lifecycle. Compendium’s data-driven content marketing platform aligns relevant content with customer data and profiles to help companies more effectively attract prospects, engage buyers, and accelerate conversion of prospects to opportunities, increase adoption, and drive revenue growth. The combination of Oracle Eloqua Marketing Cloud with Compendium is expected to enable modern marketers to automate content delivery across channels by aligning persona-based content with customers’ digital body language to increase top-of-funnel (i.e., initial) customer engagement, improve the quality of sales leads, realize the highest return on their

⁸<http://www.jeffbullas.com/2013/11/08/is-this-the-top-content-marketing-company-in-the-world/#JoXGw5MoQu5m9KmV.99>

⁹<http://blog.firebrandtalent.com/2012/02/5-lessons-from-coca-colas-new-content-marketing-strategy/>

¹⁰<http://www.oracle.com/us/corporate/acquisitions/compendium/index.html>

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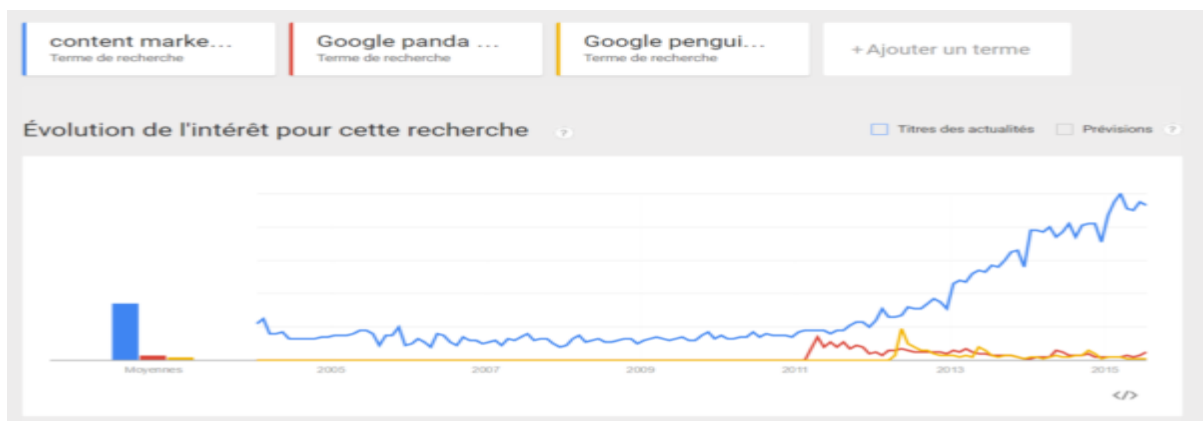
marketing investment, and increase customer loyalty. Oracle has now positioned itself in the middle of the content marketing revolution by purchasing a pure content-marketing platform.

Though the types of content created by brands today are very different from the type of content distributed a hundred years ago, the core concept is still the same.¹¹

Despite the age of the technique, the power it wields hasn't diminished at all. In fact, examples of brands using content marketing – and the impact of those efforts – have increased exponentially over the years¹².

Over 20 years ago, Bill Gates published an article titled "Content is King". He was explaining how content would invade the planet, thanks to the effect democratic web. From a marketing standpoint, the Bill Gates article sounded like a warning to marketers, in order to invite them to think about another way of approaching the consumer.¹³

Figure N°1: The evolution of the search term "Content Marketing" according to the bids Google algorithm update



Source : Alina(L), « La Naissance Et L'évolution Du Content Marketing », <https://www.webmarketing-com.com/2015/10/09/40992-Naissance-Levolution-Content-Marketing>, consulted on 28/04/21

1.2 Definition of Content Marketing:

1.2.1 What is content Marketing?

Joe Pulizzi, founder of the Content Marketing Institute, defines content marketing as: "How a brand creates, delivers and governs original or curated content to attract and retain

¹¹ KUENN (A), "Is John Deere, The Original Content Marketer?", 2013

¹² PULIZZI (J) « The History of Content Marketing » <https://contentmarketinginstitute.com/2016/07/history-content-marketing/>

¹³ BENDINE (T), Marketing De Contenu : Historique Et Définition, <http://www.bendinetwork.com/Blogue/98-Marketing-De-Contenu-Historique-Et-Definition.Html>

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customers, positioning the brand as a credible expert and, ultimately, motivating a change in behavior”¹⁴

- **Content marketing** refers to the strategies and tactics that aim to interest, engage and engage prospects, customers or influencers through regular and quality non-commercial editorial content. ¹⁵
- The definition developed by the Content Marketing Institute and recognized by the international community of experts in marketing. “**Content marketing** is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action”¹⁶
- **Content marketing** is a set of content produced by the company which aims to reach a target audience and acquire or retain customers.
- **Content marketing** can be written by companies, by people growing their businesses or looking for a job. They establish the credibility of the company: the content broadcast must be of high quality and provide real added value to the Internet user who will read it. This information must convince him of the expertise and know-how of the company so that he can consider collaboration or a commercial transaction.
- According to “Kotler”, (**Content marketing**, also known as editorial strategies, develops a marketing strategy that involves the creation of the distribution, by a brand, of media content in order to acquire new customers).¹⁷

Some other original ways in which experts have framed the practice of content marketing are:

- **Content marketing** is the opposite of advertising. It’s about engaging consumers with the stuff they really want, in a way that serves your brand’s purposes and ideals, rather than just trying to jam your logo into their periphery. It’s reaching the exact consumers you want, instead of a vaguely defined demo. It’s helpfully providing an experience they want, instead of trying to distract them from the one they came for. In short, it is the very evolution of advertising itself into something more effective, more efficient, and much less odious (Keith Blanchard – Story Worldwide). »

¹⁴ Pulizzi (J) “content marketing strategy guide”,
[file:///C:/Users/user/Downloads/content%20marketing%20strategy%20guide%20\(%20PDFDrive%20\).pdf](file:///C:/Users/user/Downloads/content%20marketing%20strategy%20guide%20(%20PDFDrive%20).pdf)
 consulted at.14:20

¹⁵ François(C), Stratégies digitales: La méthode des 6 C », P 265, paris, 2015

¹⁶ <https://contentmarketinginstitute.com/what-is-content-marketing/>

¹⁷ Philip Kotler, In « Christian (L) .Le Marketing de contenu » <https://www.hrimag.com/Le-Marketing-De-Contenu> consulted at. 19:35

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- **Content Marketing** isn't also a tactic that you can just turn on and off and hope that it will be successful. It has to be a mind-set that is embraced and encouraged (C.C. Chapman, co-author with Ann Handley of Content Rules). »
- **Content Marketing** embodies an organization's core brand elements. It uses a variety of media formats such as text, video, photographs, audio, presentations, e-books and infographics to tell your brand or company's story. It can be read on a variety of devices including computers, tablets, smartphones and others. It's distributed via owned, third party and social media platforms and it provides measurable results through the use of appropriate calls-to-action and promotional codes (Heidi Cohen – Riverside Marketing Strategies). »
- A winning strategy succeeds when technology and people work together. Automation and semantics can help to filter, facilitate and uncover hidden treasures, but it is the human touch – thoughtful selection and consideration of content – that will create a truly new and engaging brand experience for audiences to discover, enjoy and share. In this sense **Content Marketing** is a winning strategy (Kelly Hungerford – Paper.li). »
- **Content Marketing** isn't push marketing, in which messages are sprayed out at groups of consumers. Rather, it's a pull strategy – it's the marketing of attraction. It's being there when consumers need you and seek you out with relevant, educational, helpful, compelling, engaging, and sometimes entertaining information (Rebecca Lieb, author of Content Marketing "Think Like a Publisher – How to Use Content to Market Online and in Social Media")

The definition of content marketing further depends on the author's viewpoint and background, but the rules of good content marketing and essential strategies and principles are very much alike in most cases. One of the key similarities in all the different ways of looking at content marketing is that the customer experience and the needs, preferences and questions of people and the so-called target audiences are at the center. Good content is essential everywhere so using it in a smart way is a key too. Content marketing is a narrative form of marketing that provides customers with useful information, at moments when they are interested in receiving it, in an engaging, not "sales-eye" way. This enables it to break through the advertising clutter that consumers ignore or view skeptically, while it gently persuades prospects and helps buyers and the public. Even if Content Marketing may appear to be a recent innovation in marketing practice, really it's simply a new technique to convey the same information that consumers have always wanted about products and services. Its power has been exponentially improved with today's social media platforms and other devices.

1.2.2 What is "content" in the case of content marketing?

"Content" in English designates all messages produced and published, regardless of the medium.

It can be digital content (blogging, eBooks, etc.), as well as more traditional content (magazines, paper files, etc.)

1.2.3 Why Is Content Important Now?

"Content is the bait. It's what captures eyeballs, ears, attention, and engagement." Content is king. Anyone who's ever worked in publishing or broadcast media has heard this familiar mantra ad infinitum. In media, content is the bait. It's what captures eyeballs, ears, attention, and engagement. It is part of a time-honored contract with consumers: We'll give you content, you give us attention—but you'll have to agree to get ads or commercials as part of the bargain. The traditional media model is interruptive marketing. That model still holds true, of course, and will continue to do so. But these days, traditional media is on a continual decline. Newspapers, television, radio, and magazines, although hardly on the verge of extinction, are nevertheless experiencing catastrophic disruption. Circulation and tune-in are sinking. Journalists are losing their jobs in record numbers.¹⁸

1.3 Content Marketing, Inbound Marketing, Outbound Marketing and Brand Content; all the same?

All of these terms are generally used in the same context. They can be found in a lot of marketing articles in recent years. And the differences can become more and more blurry...

1.3.1 Inbound Marketing vs. Outbound Marketing:

1/Definition of "Inbound Marketing: is a strategy whose objective is to attract visitors to its website (and its content) to convert them into customers."

Of course, nothing happens by magic! Behind Inbound Marketing, there are SEO, brand awareness and editorial strategies.

This is where content creation really makes sense. By creating relevant and quality content, with real added value, your prospects trust you. You will also hear about:

- **Marketing automation:** techniques for automating marketing actions (promotion, form creation, emails sequence, etc.)
- **Lead nurturing:** process within a lead generation strategy that transforms a prospect into a customer by regularly sending them content adapted to each step of the buying journey (rather B2B).

¹⁸REBECCA (L) « CONTENT MARKETING Think Like a Publisher—How to Use Content to Market Online and in Social Media », P.18,2012.

Inbound Marketing thus forces companies to review their content marketing messages and strategies. For it to work, every new content must offer something new than what is already on the Internet. It thus answers a very specific question that your prospect asks. And you are there to offer him the right answer.

2/ **Definition of «OutboundMarketing»**: or marketing by interruption, corresponds to any approach where communication goes from the company to its audience. It includes the more traditional forms of marketing such as advertisements, TV spots, poster campaigns, flyers, etc. etc. »

This technique is a much more aggressive marketing strategy. It is based on more traditional means such as:

- TV (or radio) advertising
- Distribution of flyers (and direct mail)
- Email marketing campaign

Not surprisingly, Outbound Marketing has become much less effective today. And yes, more and more we are going to seek information on our own. We compare the products and we look at the reviews on the Internet. Traditional methods therefore have less of an impact on our purchasing decisions.

One of the problems with Outbound Marketing is the lack of targeting. Advertising messages are broadcast to a mass audience, without offering personalized content.

However, we are all inundated with standardized information. It is therefore difficult for brands to stand out from the crowd, with a generalist approach. They can no longer capture our attention.

1.3.2 Inbound VS. Outbound ¹⁹

Outbound marketing is interruption based marketing, perceived as the traditional model of product promotion in which people have to stop what they are doing to pay attention to the marketing message or deal with it in some other way (Rancati et al., 2015).

The difference between inbound and outbound marketing is constantly challenged. Inbound marketing has now experienced growth compared to outbound marketing which is declining. In addition, the investments in the channels of inbound marketing has come to increase significantly, compared to other channels of outbound marketing that are now either stagnant or are experiencing slow growth (Volpe, 2015).

¹⁹DAKOUAN (C); BENABDELOUAHE (R);, ANABIR (H) “ **Expert JOURNAL OF Marketing** : Inbound Marketing vs. Outbound Marketing: Independent or Complementary Strategies”<https://marketing.expertjournals.com/23446773-701/>consulted at.22:05

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Volpe (2015) suggests that the difference between the incoming and the outgoing is artificial and meaningless. Moreover, he proposes a cross between the strategies of the incoming and outgoing marketing, defined as a gray zone (Volpe, 2015)

Table01: Inbound Marketing VS Outbound Marketing

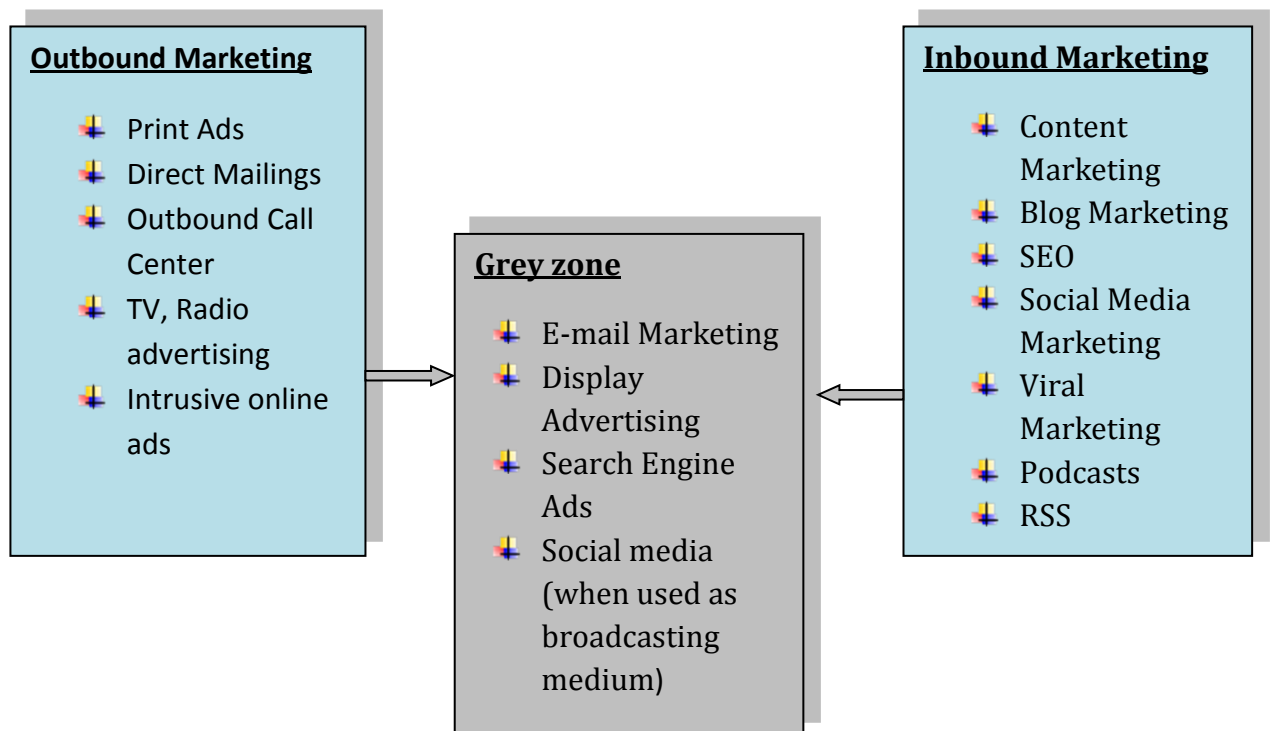
Inbound Marketing	Outbound Marketing
 Permission	 Interruption
 Tactics “pull”	 Tactics “push”
 Reciprocal communication	 One-way communication
 The company brings value	 The message is standardize and global
 Customers come to you	 You pursue your customers
 High added value content, SEO social media, guides	 Mass advertising, TV, radio, telemarketing, direct sales

Source: adapted from <https://www.youlovewords.com/content-marketing/>

Inbound Marketing creates Top of Mind Preference, while Outbound Marketing is mainly focused on Top of Mind Awareness. With inbound content marketing programs, you can move beyond simple awareness to generate preference and implicitly brand addiction, this goal can be achieved through the positioning of a brand as the preferred choice” (Martin, 2013; Rancati et al., 2015).

Inbound Marketing’s great challenge is to get the consumer to find the company online, because of the highly competitive keyword space. The timeframe in which a company is waiting for consumers to find it online might result in a sale loss (Rancati et al., 2015).

Figure02: Inbound and Outbound Marketing Comparison



Source: adapted from Volpe (2015) and Rancati et al. (2015)

1.3.3 Content Marketing & Inbound Marketing:

The question “What is the link between Content Marketing and Inbound marketing?” comes back regularly. It was asked to 3,500+ marketers. For 60% of respondents, Content Marketing is a sub-category of Inbound Marketing.

To use Joe Chernov's (HubSpot) metaphor as the technological heart of Iron Man, “there is no Inbound Marketing without Content”²⁰. One depends on the other.

And the philosophy remains the same: ask permission and offer quality content to help your audience.

²⁰ Joe Chernov « HubSpot ». <https://www.youlovewords.com/content-marketing/> consulted at.23 :39

Of course, some inbound projects (technical SEO, free trials, interactive tools, buyer's personas) can exist without direct content marketing actions.

1.3.4 Content Marketing vs. Brand Content:

Definition of Brand Content: is any content focused on a brand, its products, its employees, its values or even its vision. The ultimate goal of Brand Content is to create a relationship with its audience."

Whether in the case of Content Marketing or Brand Content, the company produces content. But the editorial angles and the associated objectives are different. Branded content helps to:

- Direct brand promotion
- Affirm a positioning and values around its products
- Present the universe and the history of the brand

An example of successful Brand Content (other than Redbull and extreme jumper Felix Baumgartner) is the joint venture between "SpaceX" and "Tesla".

On the occasion of the unveiling of the Falcon Heavy (SpaceX's latest toy), Tesla sent one of its cars into orbit. This event was followed by millions of people live.

On a Brand Content operation, the brand is directly associated (and visible).

Content Marketing will seek to promote the expertise of the brand, not to mention the company directly. The content produced primarily focuses on customer questions and their issues.

1.4 The Most Used Types of Content:

a) Social media posts: Interact directly with your audience on Facebook, LinkedIn, Instagram, and Twitter...

b) Blog-posts: Demonstrate your expertise on targeted themes.

c) Physical Events: Meet your target and create a relationship of trust.

d) Newsletters: Direct contact with your prospects / customers.

e) Case studies: Highlight the great stories of your customers.

f) White papers (eBooks): Formally demonstrate your expertise.

g) Webinars: Interactively present your expertise live.

h) Videos: Formats that are easily consumed.

i) Surveys, studies: Quantitatively present your point of view on your industry.

j) Podcasts: A new audio format, (still) very little used by companies.

k) Infographics: Visual content, easily shareable.

l) Templates and cheat sheets: Free tools (and models) to help your target audience and engage your audience.

m) Presentations and slide-shares: A more conventional format for (re) sharing slides.

n) Emailing: Course sequence by email or customer on boarding.

o) Quizzes and quiz: Know your target better by retrieving strategic information.

- **What are the top 3 most popular types of content marketing? Which are most effective?**²¹

Research reveals most popular types of content:

The 2018 studies by the Content Marketing Institute (CMI) and Marketing Profs show what the most popular types of content are;

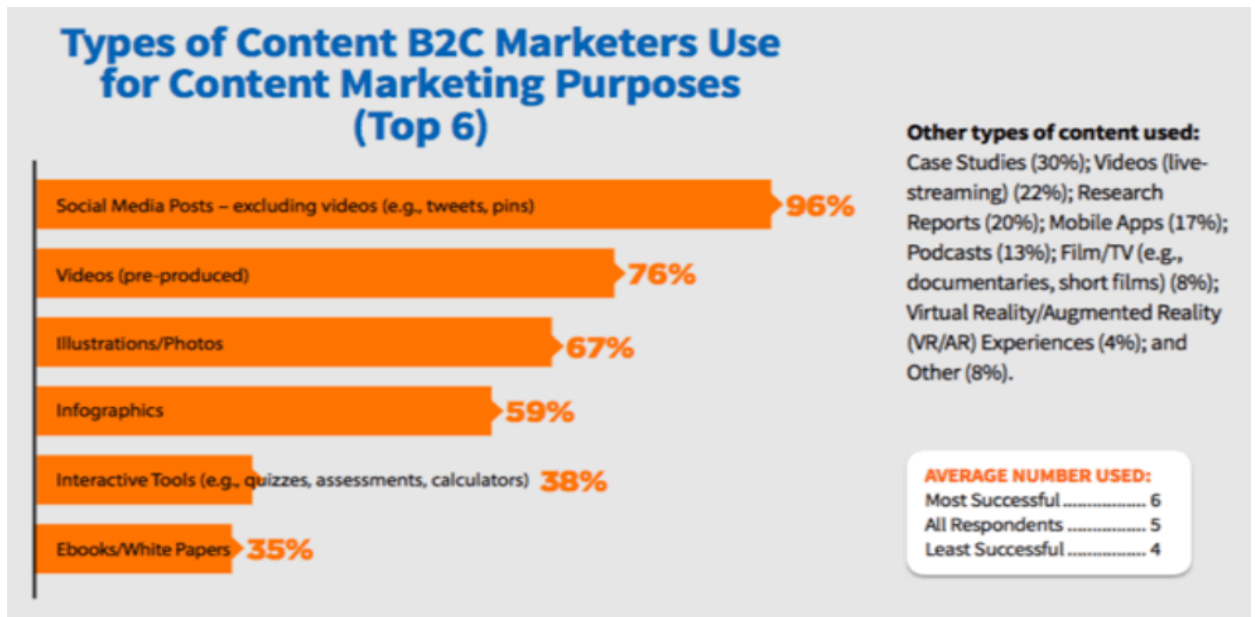
a) Popular types of B2B content

For business to business (B2B) marketers, the 3 most popular types of content are:

1. Social media posts
2. Case studies
3. Videos which are pre-produced.

➤ Close behind are e-books and white papers, followed by infographics.

²¹GEORGE STENITZER « MOST POPULAR TYPES OF CONTENT MARKETING”;[HTTPS://CRYSTALCLEARCOMMS.COM/MOST-POPULAR-TYPES-OF-CONTENT-MARKETING](https://crystalclearcomms.com/most-popular-types-of-content-marketing)

Figure03: the 14 content types used most by B2B marketers:

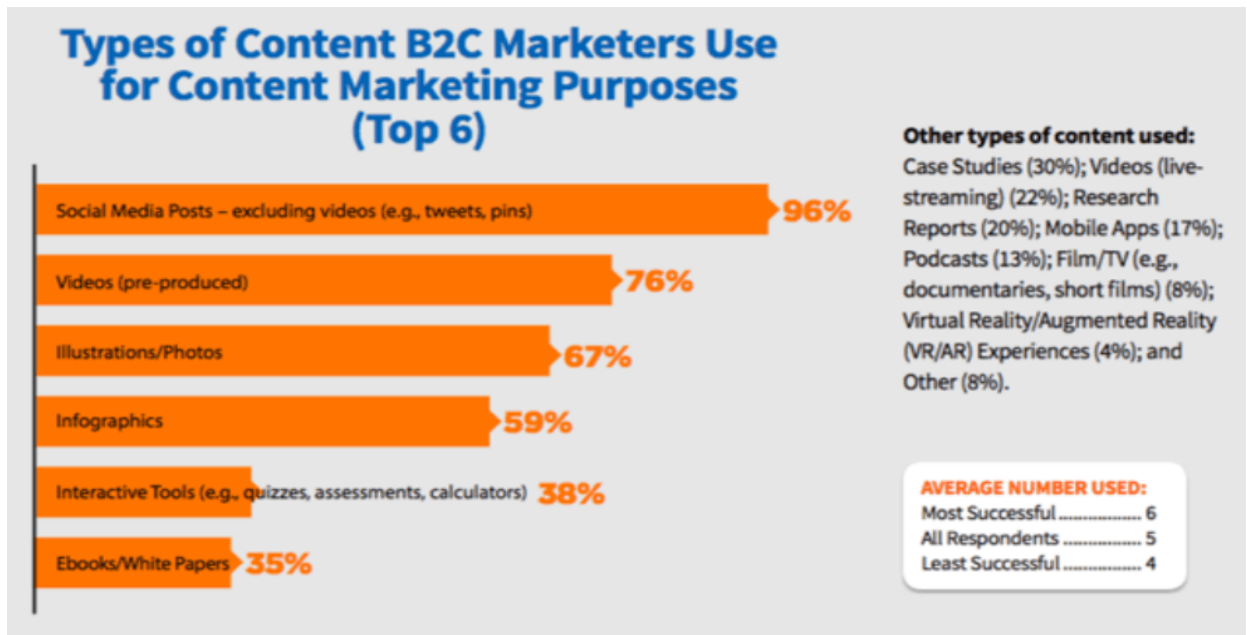
Source : <https://crystalclearcomms.com/most-popular-types-of-content-marketing>

Comment: the most successful B2B marketers use 7 content types. The least successful use only 4 types.

b) Popular types of B2C content:

Businesses to consumer (B2C) marketers use similar types of content. The 3 most popular types of content are:

1. Social media posts
 2. Videos that are pre-produced
 3. Illustrations and photos.
- Close behind are infographics, followed by interactive tools.

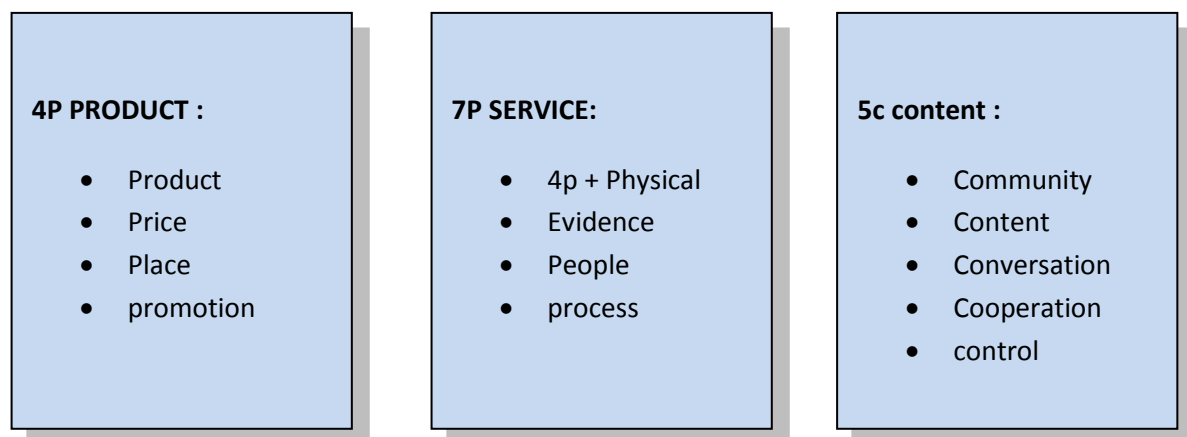
Figure04: the 14 types of content used most by B2C marketers

Source: <https://crystalclearcomms.com/most-popular-types-of-content-marketing>

Comment: the most successful consumer marketers use 6 content types. The least successful use only 4.

1.5 Content Marketing Mix:

“François CAZALS” proposed a structured vision of an evolution of the marketing mix of the 5 C content marketing:

Figure05: The Evolution of Mix Marketing: from 4p to 5c:

Source: François CAZALS, stratégies digitales “la méthode de 5c”

1.5.1 Communities:

This first step is not trivial; it is usually a complex long-term project.

“LUC Leggy” offered ten common sense tips, drawn from his expertise and practice, to create and animate a community within a company:

- a) Show the goal of the community;
- b) Offer a real reason for participation to its members.
- c) The Community manager must serve the interest of the community and not the other way around.
- d) Give its members the means to truly become its ambassadors.
- e) Pay attention to the presence of the members' profile.
- f) Have enough to keep the members of the community busy and know how to promote the most active.
- g) Listen and listen to your community again.
- h) Check the operating rules of the community.
- i) Foster connections in real life.
- j) Start small and plan big.²²

1.5.2 Define the content policy:

Defining a content marketing policy forces a company to become a real media. In content production industries (media, film, publishing, entertainment, entertainment, games ...) it is quite natural, unlike other companies. This must consider an industrialized and sustainable production process.

1.5.3 Maintain the Conversation with a relationship policy:

Content marketing is the marketing of conversations. Digital content is thus the vector of social conversations. Without content, the corporate community does not exist. Without content, it cannot trigger or take part in any of these conversations within the social web, the one in which the consumer has regained control.

The conversation: This is one of the most underestimated aspects in a content strategy, if it achieves the objectives pursued, it will obviously generate questions, community and, where applicable, viral effects (content sharing). An individual dialogue and / or a collective debate will take place at the company.

²² François CAZALS, Op.cit, P268

The first is linked to the elementary courtesy that commands responding to a request. The second is from a security concern, see legal.

The third relates to a commercial concern: the purpose being the realization of a conversion, the dialogue with potential customers seeks a precursor commitment of this one.

Conversation creation is related to the development of interesting or funny advertisements, emails, slogans, entertaining content or promotions aimed at triggering word of mouth.

1.5.4 Engage customers in genuine cooperation with the company:

The ultimate challenge is to create a community ripple effect such that the audience of the company's content engages them beyond the simple status of customer to become a real strike force and a powerful image vector for the company's business.

1.5.5 Control initiatives, your e-reputation and manage crises:

The last point of the content marketing mix consists in carrying out a very careful monitoring of the organization's e-reputation, independently of any content production, and evaluating in real time the performance resulting from the editorial strategy implemented, where applicable. In the diagnostic phase, understand that it is possible to analyze easily, and often for free, the results of actions implemented on a website, concerning the sending of an email or on the main social platforms. This analysis can be strictly quantitative and / or concern the semantic analysis of the content and feelings of the audience exposed to the content. Particular emphasis must be placed on the detection and management of crises.

1.6 Content Marketing Objectives:

There are numerous reasons why companies apply content marketing solutions. Basically, these reasons are the same as in the case of any other marketing practice. It does not come as a surprise that practically every company aims at winning customers (or maintaining the existing ones) and, as a result, at increasing the sales of its products and services. All actions within marketing are focused on this very objective. Content marketing is no exception. However, if we assume that generating income is the objective, we will easily come to the conclusion that this objective is too obvious and too general. In particular in the context of the budget of the marketing actions, you must be perfectly aware of what the money is spent on and what effect you can expect. Precisely defined objectives will come in handy.

The objectives of Content Marketing actions are of various kinds and can be classified into five stages.²³

²³ Alina LIPKA « les 5 principaux objectifs du Marketing de contenu » ; <https://www.webmarketing-com.com/2015/10/23/40984-les-5-principaux-objectifs-du-content-marketing#:~:text=L'objectif%20est%20de%20d%C3%A9tecter,produit%20ou%20un%20service%20instantan%C3%A9ment>. Consulted at.21 :07

1.6.1 Create Brand Value:

A true value creation strategy from the customer's point of view, Content Marketing is essential to any Web marketing strategy to create a competitive advantage. The content, free and adapted to the needs of the targeted Internet user, is characterized as a service associated with the brand which can be classified into three categories:

- a) First, added value can be conveyed through brand information, such as the communication of a new product or an industry topic;
- b) Entertainment, sought after on social networks in particular, is the second way to stand out from the competition and create added value. By communicating in a humorous way such as the Ben & Jerry's, Innocent or Evian brands, Internet users relax and have fun. Entertainment is among other things accessible through games and contests;
- c) The last category is esteem: the internet user can identify with the brand, exchange experiences and nourish their self-esteem

1.6.2 Increase Awareness, Level of Knowledge:

The second goal of Content Marketing is to increase brand awareness. According to Google, the key lies in campaigns focused on the interaction to convey a positive image. These interactions can be promoted on the one hand through good search engine positioning, also called SEO, which will be analyzed in detail in the next point. On the other hand, interactions can be favored within social networks. Nevertheless, the strong intervention of brands in communities such as Facebook, Twitter or Instagram has resulted in information overload.

In order to protect the Internet user from trivial and irrelevant posts, Facebook has just changed its algorithm regarding the news feed. As of January 2015 (Facebook, 2015), it has been filtered by click behavior and interaction with fan page subscriptions. For brands, this is characterized as an obstacle to overcome.

Indeed, for a 2.0 brand to be able to successfully engage with Internet users, the content must be relevant to the target segment. The more interactions a brand receives, the greater the reach and the more awareness can be influenced.

1.6.3 Create Qualified Traffic from the Brand's Website:

The third objective of Content Marketing is the creation of "qualified" traffic. Online traffic can be compared with visits to a physical store. Even if a small store attracts a thousand customers a day, it becomes economically harmful if none are intending to make a purchase.

Only customers who identify themselves as prospects can be taken into account. Therefore, it is the quality - not the quantity - of traffic to a site that is sought.

It is increasingly difficult to get a prospect's attention on the web. However, we see that a brand perceived as a thought leader through its relevant content helps attract the attention of prospects. For this, several instruments of traffic creation are available: affiliation, social media with social buzz, corporate blog, forums and SEO.

1.6.4 Generate Leads:

The fourth objective of Content Marketing is lead generation, in other words the generation of qualified prospects. In order for an internet user to become a lead, they have voluntarily provided their personal data. This can be done when subscribing to a newsletter for example, a game, a whitepaper, etc. The goal is to identify potential customers, take good care of them, and ultimately convert them into customers. Content Marketing therefore aims to establish a deep relationship instead of making it buy a product or service instantly.

1.6.5 Retain Internet Users and Make them Live an Experience:

The last main objective of Content Marketing is loyalty, which is the result of unique, original content that is clearly distinct from that of the competition. Content Marketing creates trust between the brand and the customer. It is for this reason that the content is transparent, authentic and non-advertising in nature.

A user satisfied with the response to a Google request comes back for other questions on the same topic directly on the site. Also, by creating a real experience, the Internet user is attached to the brand and becomes less sensitive with regard to the price variable (University of Pennsylvania Wharton, 2007). A loyal customer is indeed ready to spend more since he develops a feeling of closeness and connection.

The website, blog and social networks are tools that promote interactions with the brand and the creation of deep relationships. Kottler and. al (2012) confirms that the deep relationship goes through lived experiences with the brand. On social networks, the user becomes active and generates content, also called User Generated Content. He thus becomes a brand ambassador by promoting, for example by sharing a post with his friends on Facebook.

Table 02: short-term goals and long-term goals of content marketing

Short-term Goals	Long-term Goals
✚ Draw attention to your business.	✚ Build a brand image and / or have a positioning as an expert in a specific field.
✚ Achieve greater reach through content delivery through social media	✚ Building an active community
✚ Increase website traffic (especially with new users)	✚ Build trust and optimize reputation
✚ Obtain greater user participation through shareable viral content (create the buzz).	✚ Improve your referencing in search engines
✚ Generate valuable backlinks	✚ Keep visitors coming back to your site ✚ Create a link with influencers ✚ More conversions

Source: Content marketing <https://www.ionos.fr/digitalguide/web-marketing> Consulted on.13/04/2021

1.7 Content Marketing Lifecycle:

A content lifecycle indicates exactly where and how much energy to put into content marketing to achieve positive ROI. Most marketers end up working on parts of the content marketing lifecycle: TOFU, MOFU, and BOFU.

1.7.1 Tofu (Top of the Funnel)

Developed by the Americans at Silicon Valley, the TOFU refers to all practices related to the discovery phase. The latter notably involve the notions of attraction and seduction. The TOFU spirit is transmitted in an educational, educational vision of the brand. The goal is to gradually disseminate an expert image of the latter in its field of excellence. The suspect who

arrives in the Top of the Funnel is at all of his thinking. This corresponds to the discovery phase: he has a problem to solve or a need to satisfy, but he does not know how to do it. The TOFU includes a mass of educational content which aims to inform the suspect on the method to meet his need.

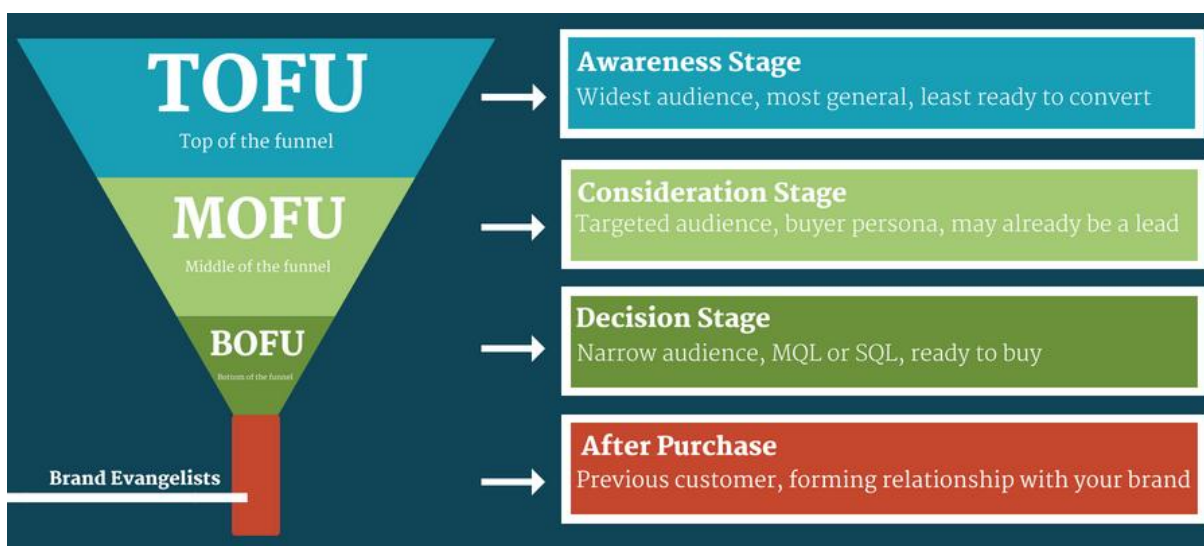
1.7.2 MOFU (Middle of the Funnel)

Transform the visitor into a detected and recognized lead. When the prospect has all the information necessary to solve his problem, he will select a list of possibilities in order to select the one that best meets his request while sharing his values. This step is crucial: this is the moment when the visitor becomes curious and will express a desire to know more.

1.7.3 BOFU (Bottom of the Funnel)

In this last step, it is time to put in place a commercial action. At this point, the suspect is clearly interested in the company's offer and has noticed the strengths put forward by the organization. Now is the crucial time to convince him.

Figure06: lifecycle of content:



Source : <https://www.pinterest.com/pin/151644712441743159/>

1.8 The Advantages of Content Marketing:

Content marketing is the marketing practices of making useful or entertaining content available to customers or prospects for loyalty and image purposes. These very diverse contents can be offered via social networks, via a blog or via a newsletter.

- **Why is Content marketing important now?**

“Content is the bait. It’s what captures eyeballs, ears, attention, and engagement.” Content is king. Anyone who’s ever worked in publishing or broadcast media has heard this

familiar mantra ad infinitum. In media, content is the bait. It's what captures eyeballs, ears, attention, and engagement. It's part of a time-honored contract with consumers: We'll give you content, you give us attention—but you'll have to agree to get ads or commercials as part of the bargain. The traditional media model is interruptive marketing. That model still holds true, of course, and will continue to do so. But these days, traditional media is on a continual decline. Newspapers, television, radio, and magazines, although hardly on the verge of extinction, are nevertheless experiencing catastrophic disruption. Circulation and tune-in are sinking. Journalists are losing their jobs in record numbers.

- **Why is Content marketing important for businesses?**

Content Marketing helps improve conversions. Indeed, it allows you to connect with your prospects and your customers while informing them about your sector of activity. Not only do you build trust, but you also encourage conversions by giving consumers the information they need to make an informed buying decision.

What are the challenges of content marketing? What are the advantages? Here are the seven reasons defined by "Jose Perez".²⁴

a) Gain visibility and credibility:

Producing quality content is a unique opportunity to give your business the best possible image and to establish yourself as an expert. Every entrepreneur has information to share and you are the first ambassador of your achievements. You inevitably have content, tips or tricks that you can share to help your customers and demonstrate the quality of your services: case studies, videos, customer testimonials, etc.

b) Competitive price / quality ratio:

On a financial level, the time to create a blog post, or a simple social media post, costs almost your time. However, in a context where the content is more and more numerous, it is better to invest the time necessary to create quality content whose lifespan will be longer than an advertisement ... Plus the cost of experimentation with your content is cheaper, you can always improve it if it does not meet its audience, which is more difficult for a classic advertising campaign.

c) Content Marketing Generates Quality Interpersonal Relationships:

Distributing your content on your behalf shows that your company does not only communicate through a logo and that it is also embodied by employees ready to promote your content and respond in a personalized way to your customers.

²⁴ Jose Perez, « quels sont les avantages du Marketing de contenu », <http://mygreenstartup.com/quels-sont-les-avantages-du-marketing-de-contenu>

d) Attract new customers:

Providing high added value content and answering questions from your customers or prospects gives your brand additional visibility. Some prospects who may not have noticed your ads can identify you through the solutions you provide them.

e) Long-term audience retention:

Each of the content you produce, and which serves your audience, generates a natural flow of inbound visitors motivated by the interest in your content. The development of monitoring techniques will allow you (forms, engagement on social networks, newsletter, etc.) to capitalize on new prospects who will be loyal to you insofar as your content continues to generate value for them.

f) Content Marketing Strengthens Your Business Independence:

You have created your own content and the contacts generated on your website belong to you. You have been able to build up a base of prospects that you can mobilize at key moments in your development.

g) Your content is reusable

The same content can be reused in different ways. A blog post can feed into an e-book, a case study perhaps updated by the testimony of a new customer. Regularly updating relevant content is also an additional opportunity to communicate.

Extra benefits of using CM:²⁵**h) More inbound approach:**

Content marketing is one of the tools of inbound marketing. As we mentioned above, it is a situation where a company strives to draw the attention of potential customers by providing them with quality content. These actions are effective only after some time, as it is not easy to build one loyal group of recipients who we can expect to buy our product. Objectives, Benefits and Strategy of CM 23 Nevertheless, the companies applying the inbound solutions are considered as places where the real experts of the industry work. What comes with it is that the customers are more willing to spend their money on organization which they perceive as professional. For the customer, the very moment of “getting to know” the company and its offer is much more pleasant, as it comes without the hard sell. Building the company image based on inbound marketing is surely an action worth dedicating some time.

²⁵Content marketing handbook v.1- content marketing experts(PDF) « Simple Ways to Innovate Your Marketing Approach » [file:///C:/Users/0000/Documents/Downloads/Content%20Marketing%20-Handbook%20v.1%20-%20Content%20Marketing%20Experts%20\(%20PDFDrive%20\).pdf](file:///C:/Users/0000/Documents/Downloads/Content%20Marketing%20-Handbook%20v.1%20-%20Content%20Marketing%20Experts%20(%20PDFDrive%20).pdf)

I) Customer engagement and innovation:

A customer interested in the given subject is an engaged customer. Logically, any person reached by content marketing must be interested in the subject which the content relates to. Interest does not mean already a potential purchase, but one person who voluntarily subscribes to the company blog is a more valuable lead than a hundred recipients of e-mailing. If our recipients regularly read the contents which we provide, then in their eyes we are the experts and innovators of the industry. This is often decisive when it comes to a purchasing decision. The reach achieved by whisper marketing is an extra gain. People, who frequently take part in webinars that we organize, will sooner or later tell their friends about it. Meanwhile, it is hard to count on the recipient of our e-mailing or brochures to become our ambassador.

j) Search Engine Optimization:

Probably everybody heard the mysterious term “SEO”. It is also commonly known that it involves actions aimed at affecting the processes of content search on the Internet in such a way that Internet users encounter our content as often as possible. A situation when the customer googles the name of our industry or a term referring to it and our website is in the front position of the search results, it seems to be the utmost accomplishment. Obviously, in times of huge competition almost in every sector, it is really difficult to achieve. There are numerous myths on how the suitable website software can help to achieve such a result, but the truth is just the opposite. Indeed, an unsuitable preparation of the website does a lot of harm, but a suitable one does not help. The proper SEO actions ensure a good starting position to achieve excellent results, but the latter depend on the content. Key words, metadata and efficiently and clearly written codes are friendly for the robots whose aim is to evaluate the usefulness of our website, but this is not enough to deal with the key issue. The robots give a high index to the websites which offer good content. How do they do this? They automatically analyze what is on the website. As they are not able to evaluate the content quality in terms of the subject matter, they check whether the visitors forward the content (e.g. by placing a link on a thematic forum or in the social media). Thanks to content marketing, which is based on nothing else but creating and publishing interesting content, a static company website can become livelier and increase its index significantly

k) Development of knowledge culture:

Despite many critical voices referring to what can be found on the Internet, there is no doubt that if it had not been for the global network, we would have not become a learning society. The demand for constant development of our skills is enshrined in our times more than ever before. As it is often informal (school, university or trainings are not enough), the global network is an obvious medium. You can find knowledge in any field here.

While applying the content marketing strategies, we become a part of this culture of knowledge as its very important elements – the creators. It is difficult to measure how much

this contribution is reflected in the business, but it is equally difficult to underestimate the chance that we get this way in the business of the 21st century.

l) Better use of company resources:

In many organizations, knowledge about tools as well as resources are wasted. Companies often prepare data for industry reports, but do not always have an idea of how this data can be used beyond the in-company circulation. Meanwhile, if it is properly processed and described, it can constitute a perfect and – most importantly – required white paper. Others willingly apply the tools in video conferences and they do not realize that often a tool used for the purposes of in-company meetings can be useful also as an online seminar tool. The conclusion is that we can make a better use of our knowledge and other resources which we already possess and which in big part have not been used so far. The argument for this kind of use will convince everyone – lower operating costs and a better marketing effect. It cannot be assumed straight away that content marketing allows creating “something” out of “nothing”, but the preparation and launch of a campaign in a way forces us to analyze the resources and think about what we can get out of them and what extra costs we will need to incur. This way quite a few managers who were convinced that they perfectly knew their company discovered completely new areas

1.9 Content Marketing Statistics:

Content marketing statistics contain information about the projects undertaken and the platforms marketers use to meet the needs of their audience and generate leads. It is thus possible to verify the most effective techniques for a given company and its target audience.

A) Blog:

- 52% of marketers say that posting blog content is their top inbound marketing priority. (HubSpot, 2018)
- One in ten blog posts produces combined results, which means organic search helps increase traffic over time. (HubSpot, 2016)
- 92% of companies that use inbound see an increase in traffic and the rate of leads generated. (HubSpot, 2020)
- 36% of users prefer list-based titles. (Impact, 2019)
- During its lifecycle, a combined effects blog post generates as much traffic as six posts that may go out of date. (HubSpot, 2016)

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- Marketers who prioritize their blog are 13 times more likely to generate a positive ROI. (HubSpot, 2019).
- 81% of B2B companies view their blog as a content marketing tactic. (Content Marketing Institute, 2016)
- 66% of marketers surveyed promote blog posts on social networks. (Social Media Examiner, 2019)
- List articles are the most popular format among business blogs. (Responsive Inbound Marketing, 2019)
- Citing statistics in blog posts has a positive impact on customer confidence. (Forbes, 2018)
- 43% of B2B marketers say blogs are their most important type of content. (Social Marketing Industry Report, 2017)
- 43% of users admit to browsing blog posts quickly. (HubSpot, 2018)

c) **Content Strategy:**

- 32% of marketers say images are the most important form of content for a business. (HubSpot, 2018)
- Content marketing generates three times more leads than paid search engine advertising. (Content Marketing Institute, 2017)
- 51% of B2B marketers prioritize the creation of visual elements as part of their content marketing strategy. (HubSpot, 2019)
- 70% of marketers actively invest in content marketing. (HubSpot, 2019)
- 45% of B2C marketers believe visual content is their most important type of content. (Content Marketing Institute, 2017)
- LinkedIn is the most effective social network for delivering content and generating engagement. (LinkedIn, 2017)

d) Podcasts:

- 24% of marketers plan to add podcasts to their marketing activities in the next 12 months. (HubSpot, 2018)
- 21% of internet users listen to radio programs each month after they air on the air. (Médiamétrie, 2020)
- Every month, 1 in 10 French internet users listens to a native podcast. Almost 2/3 of the audience is between 15 and 34 years old. (Médiamétrie, 2020)
- 63% of native podcast listeners base their choice on the theme of the content (Médiamétrie, 2020)
- In June 2020, more than 99 million podcasts were downloaded or listened to in streaming (29% more than 'in June 2019) (Médiamétrie, 2020)
- Podcast listeners devote most of their listening time to this form of audio content. (Edison Research, 2018)

SECTION 2: THE APPROACH TO BE FOLLOWED FOR CONTENT MARKETING

Content marketing occupies a growing role in the digital strategies of companies. All digital levers are concerned. Search, social media, e-mails are based on adapted and marketed content. This content improves the engagement and the visibility of the company. Like all digital strategies, content marketing relies on content creation goals and tactics that can generate the most sharing, engagement, interactivity. The proposed activity covers the different means to select the best content.

2.1 Content strategy

2.1.1 What Is Content Strategy?

Content strategy is a system that an organization uses to plan, create, publish, analyze, and govern content. Systems create freedom; they make it much easier to make decisions and implement them. Many people feel hindered by the rules. But rules keep everyone in check.

“Content strategy plans for the creation, delivery, and governance of useful, usable content”²⁶

“Content strategy is a repeatable system that defines the entire editorial content development process for a website development project”²⁷

Both of these definitions are helpful because they give us two focus areas:



2.1.2 What Is Useful, Usable Content?²⁸

“Halvorson” explains that content strategy has two purposes:

1. It aligns your content with your business objectives
2. It helps your users accomplish their goals

“Halvorson” uses the example of putting the little weather widget on the home page of a website. While having this widget on your site is certainly fun, if you are a bank, the weather probably doesn’t really matter to users when they are interacting with your site. They want to find out how much money they have, how to set up a savings account, or how to apply for a

²⁶ Kristina Halvorson “Content Strategy for the Web”, P.34, First Edition (2010)

²⁷ Richard Sheffield “The Web Content Strategist’s Bible” First Edition (2009)

²⁸ Ahava LEIBTAG “The Digital Crown”, (Understanding Branding, Content Strategy, and Content Marketing),

loan. In other words: Don't give them a totally different conversation than the one they came to you to have—that defeats the purpose of content supporting the sales process. If the “information” you want to put on your website does not align with your business objectives or help your users accomplish their tasks, then forget about developing it into content. It won't help you make more money (or reach your achievement threshold—your organization's measurement of success). It won't help your customers and therefore it's a waste of time.

2.1.3 What Is a Repeatable Lifecycle?

Those are some scary words, right? But, a repeatable lifecycle is something we are all familiar with—it is like a recipe. Think of the barista at your favorite corner coffee store. (Have a particular logo in mind right now? See, the power of branding at work!) When you walk in and order a decaf skinny vanilla latte with extra foam, do you think the barista goes to find the recipe and refers to it while he is making the drink? Unless he just started working at this coffee shop, I'd vote no. He has made that drink so many times that the bottle of sugar-free vanilla syrup is replaced at least once a day. He certainly does not need to refer to the recipe; he just does it the same way each time. In the same way, the repeatable lifecycle Sheffield mentions refers to the idea that each of the types of content you create in your organization gets created 16 T H E D I G I T A L C R O W N the same way each time. That means a defined workflow is in place for your team and they know exactly who will:

- Plan
- Create
- Publish
- Distribute
- Analyze
- Govern

In this way, an effective content strategy removes all the guesswork out of execution.

2.1.4 What isn't content Strategy?

When some people talk about their “content strategy,” they're actually talking about what they plan to deliver online, and where. In this context, a content strategy may be described as:

- A series of educational articles
- A full-service, online knowledge base
- An employee blog post series
- A new tablet subscription service
- Social media accounts

These things, when combined, do not make up a strategy. They're just a bunch of tactics. A strategy is an idea that sets the direction for the future. Once you've decided on your strategy, you can benchmark tactics against it simply by asking, “Will this help us get to

where we're going?" Imagine your strategy as a lighthouse that keeps you headed in the right direction, no matter how stormy the waters may become.

2.1.5 How does Content strategy Work?

As anyone practicing content strategy will tell you, the answer to this question is never cut and dried.

Before talking about how content strategy works, we need to introduce what we refer to as **"thequad"**—an image that displays the critical components of content strategy. These are the things that affect whether or not your content ends up usable and valuable, both to your users and your business.

Figure07: The Critical Components of Content Strategy:



Source: content strategy for the web, [file:///C:/Users/user/Downloads/Content%20Strategy%20for%20the%20Web%20by%20Kristina%20Halverson,%20Melissa%20Rach%20\(z-lib.org\).pdf](file:///C:/Users/user/Downloads/Content%20Strategy%20for%20the%20Web%20by%20Kristina%20Halverson,%20Melissa%20Rach%20(z-lib.org).pdf) consulted at 18:42

At the very center is the core content strategy. This defines how an organization (or project) will use content to achieve its objectives and meet its user needs.

The core strategy informs what the content will be and how it will be structured:

- **Substance:** What kinds of content do we need (topics, types, sources, etc.)? What messages does content need to communicate to our audience?
- **Structure:** How is content prioritized, organized, formatted, and displayed? (Structure can include IA, metadata, data modeling, linking strategies, etc.) The core content strategy also informs how people (specifically content owners and overseers) will help drive the content lifecycle:

- **Workflow:** What processes, tools, and human resources are required for content initiatives to launch successfully and maintain ongoing quality?
- **Governance:** How are key decisions about content and content strategy made? How are changes initiated and communicated?

One breakthrough people often have when looking at the quad for the first time is realizing how important it is to address the people components as well as the content components. The relationship between substance and structure is fairly implicit: when you add content to a website, for example, the structure of that website might change.

How that new content will impact workflow? Does anyone need to review changes before they can go live? What happens if the content goes live and it's incorrect? Who's responsible for maintaining the new content? You get the point: Content strategy connects real content to real people. "That connection is Key to getting your content right."²⁹

2.1.6 Where to start?

The question is not whether having a content strategy is relevant or not, but rather how to put it in place.

Any successful content marketing strategy relies on a well-thought-out, well-thought-out plan. If you start the content creation process before you have clearly defined the objectives up front, you often end up wasting a lot of time and wasting money. Good design and planning are therefore essential. Thus, different steps must be followed:

- The definition of objectives and "buyer personas"
- Content production and creation
- Content promotion
- Monitoring and analysis of results

2.1.7 What's the importance of setting clear goals?

A content marketing strategy takes time and involves all functions of the business. You will be tackling many areas of digital marketing and if you don't want to get lost it is important to set clear goals.

A good practice is to set three key performance indicators as a first step. Why three? In the digital world, you can have hundreds of indicators and depending on the maturity of your strategy they are not always relevant.

²⁹ content strategy for the

web, [file:///C:/Users/user/Downloads/Content%20Strategy%20for%20the%20Web%20by%20Kristina%20Halvorson,%20Melissa%20Rach%20\(z-lib.org\).pdf](file:///C:/Users/user/Downloads/Content%20Strategy%20for%20the%20Web%20by%20Kristina%20Halvorson,%20Melissa%20Rach%20(z-lib.org).pdf) consulted at 19:53

Pick three to get started. Then define **SMART** goals to achieve: Simple, measurable, achievable, realistic and time-bound.

This is important because a content strategy is a medium term project and with no indicators to follow you could get discouraged.

Among the indicators you could follow:

- The positioning of your articles on search engines
- Your website traffic
- The number of reactions your content elicits on social networks
- The conversion rate

Calculating the conversion rate when you have just started is completely counterproductive and almost impossible to calculate. It's a long term strategy, take it step by step.

2.2 How to create a content marketing strategy?

2.2.1 The editorial strategy of your content marketing (step1):

The first step in an effective strategy is of course the editorial line. Creating content to create content doesn't make a lot of sense. You need to know who you are talking to, what you are going to talk to them with, and how you are going to do it.

a) Define your personas and their challenges:

“The buyer” persona is a valuable tool to refine your digital strategy, your marketing actions, as well as your overall growth strategy. Do you think that you don't need to know your customers in order to grow? So there is nothing I can do for you. On the other hand, if you want to put the customer at the heart of your strategy, you must work on modeling those using personas.³⁰

Among the characteristics that are commonly found in personas you will find:

- Demographic data: age, sex, location, level of education.
- Social characteristics: profession, income, center of interests, family situation.
- Psychological aspects: major character traits.
- Behavioral habits: communication channels (social networks, Email, telephone), communication tool (computer, tablet, mobile), pace of life

The more informed of you will not be surprised to see it, the first step is of course to have done an in-depth work on your personas and their issues.

³⁰ Nicolas DELIGNIERES, « stratégie de croissance », lien : <https://www.salesodyssey.fr/blog/buyer-persona/> consulted at. 14 :54

You must identify who your targets are and detail as much as possible what characterizes them. Be careful, no shortcuts, your content strategy should address everyone involved in a buying process with your business. Not just to “Decision Makers”. In addition, you must really detail how they work, their issues, their information consumption habits or their areas of interest.

But it is also an opportunity to detail very precisely what is at stake. Think that in 2020 we are not looking for someone who sells us something; we are looking for someone who helps us overcome a problem.

Do not neglect this step: A good persona is not "A Parisian business manager who wants to grow his business and who today has between 20 and 50 employees". This is very insufficient.

b) Choosing the types of content:

Once your personas are defined, everything becomes much easier. Like the choice of the type of content. Indeed, you have an infinite number of possibilities at the start:

- Blog post
- White Book
- Video
- Podcast
- Infographics
- Web stories
- Webinar
- Template to download
- Gif (Why not?)
- Simulator
- Mini-game
- case study
- Customer testimonials

How to choose?

- What type of content is your persona viewing?
- On what support?

Once your personas are detailed, it will seem obvious to you, or almost. To begin with, I invite you to take a particular interest in:

- **Blog posts:**

This is probably the easiest content to make to start with and is a must for ranking better on Google. Indeed, Google is an avid fan of textual content (easy to understand for him).

- **Videos:**

Content is king today. Videos improve conversion rates and visitor engagement. It's easy to consume and it is easier to convey emotions to it.

- **White papers:**

It's pretty close to a blog post, but there is a fundamental difference. A white paper will not be referenced; it is "premium" content. Its goal? Convert your traffic to lead, because to download it your visitors identify themselves using their email. It's not just white papers as premium content, but this type of content is essential for marketing automation.

 Types of useful content for:

- **Increase awareness:**

- Video tutorials;
- Customer success stories or case studies;
- Content referring to popular mass culture;
- Professional blogging content.

Redirect traffic to their website:

- Targeted ads on social media;
- Blog content optimized for search engines;
- Posts on popular industry blogs ("guest posting")
- Newsletters by e-mail.

Increase subscriptions:

- Product demos;
- Video tutorials;
- Ads and targeted campaigns on social media;
- Thought leadership content, including that published in major publications.

Direct to a home page or a form to fill out, lead generators:

- Related content: white papers, guides, toolkits;
- Webinars;
- Live product demos;
- Competition
-

c) Finding the topics of your content strategy:

At this point you know who you are talking to and you know what you are going to talk to them with.

Now you need to figure out what to talk to them about. Once again, having the work done on your personas will save you precious time. The objective is to deal with the problems encountered by your target.

But it is not enough to say “my target has problem X, so I will explain to him how to deal with problem X”. For each issue of your target, start by detailing the related subjects. Then for each subject you do a keyword research.

Why?

If you are making content, it is for it to be read, and therefore to be found on Google. SEO is far too serious a business to leave it to chance. In addition, having a precise indication of the number of requests on a subject also makes it possible to validate that the subject is indeed important for your prospects.

Example

We will take the company **NAFTAL** as an example.” Naftal” is an Algerian oil company, specializing in the distribution of petroleum products. “Naftal” is also specialized in the design, development and distribution of lubricants for engines as well as for industry.

Naftal markets large brand tires in the most diverse vehicle categories:

(Tourism, Van, Heavy goods vehicles, Industrial, Handling, Agrarian, Civil engineering)

We will say that the targets of this product of **NAFTAL** are “**Automobile Manufacturers**”.

You might have identified that a recurring topic for the sales managers of these constructors is purchasing tires with a good quality and a reasonable price. Great! But let's do a simple search with a free tool like [Ubersuggest](#) (internally we use the keyword magic tool from semrush instead). Check ANNEX N°4

“**Good tiers**” is really very promising, low competition, relatively high volume, that's great

Let's take a synonym: “**Quality tires**»: Check ANNEX N°5

When writing a blog post it takes time, so you need to maximize the ROI of that time. If you go too fast and neglect the keyword research you may be missing out on the keyword with the highest potential.

d) Formalize your editorial line

Getting started with a content strategy is going to take time, but when the results do happen you will want to take it further and strengthen it. Which means you're going to write a lot of content and probably outsource some of it? Any editor should be aware of your editorial strategy, which is to say:

Your personas: Who is the content for, what are their issues, etc.

The subjects of your content: giving a big picture is important.

The tone of your content: Sustained and distant, humorous, business casual...

The variations that will be made of the content: Video, infographics or just broadcast networks planned.

These elements will allow all stakeholders (internal or external) to go in the same direction. Also remember, when you delegate this task, to make sure to add to every content an **SEO** brief (keyword, content length, etc.).

2.2.2 Carry out your content plan (step2):

Why make a plan for your content strategy?

The most common mistake is to work with your content “on the flow”. You look for an idea and you write the content and then you don't think about it until the next date you have to produce the content. Why is this mistake? Because by executing your content strategy this way you are going to overlook two fundamental points: The customer journey and **SEO**.

A global vision necessary to take into account the customer journey

Remember, the goal of your content is to help your potential customers solve their simpler problems and mature so that they end up using your services.

If you deal with topics "haphazardly" and without a big picture, it is unlikely, if not impossible, that you will deal with the whole course effectively. Indeed, it is better to plan a little content but on the whole route than a lot of content which would be only discovery content for example.

To simplify, we will say that there are 3 phases:

- **The discovery phase:**

Your prospect is not yet working on a solution to a problem; sometimes he has not yet identified it. He will be interested in general topics and trends in his sector or profession.

- **The evaluation phase**

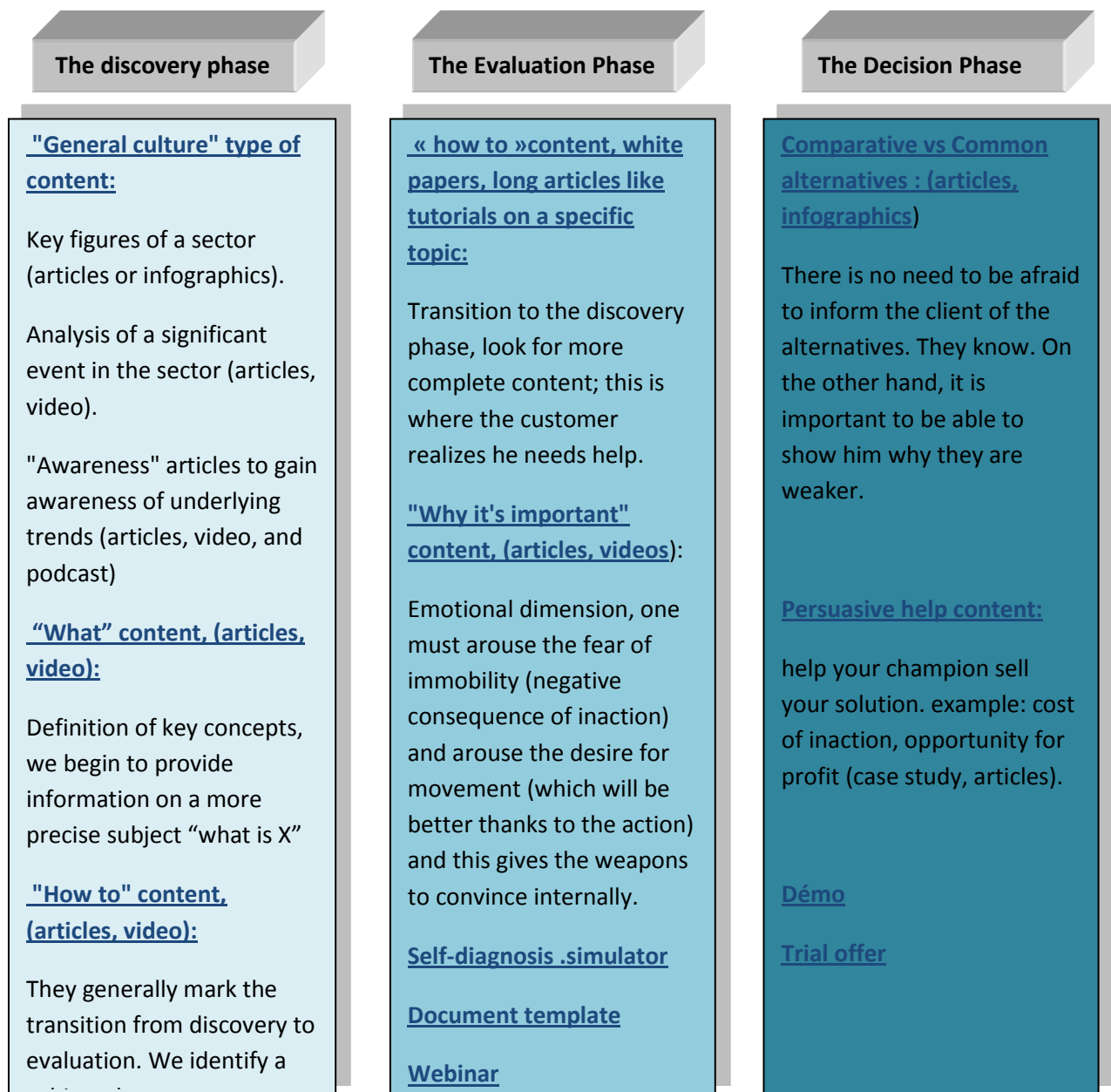
Your prospect has identified a problem in his daily life that he must resolve. He looks for solutions to his problem and compares them with each other.

- **The decision phase**

Your prospect has identified the best solutions to his problem, he knows how he is going to go about it and must decide with which partner he will do business with among those who offer the right solution.

For each step you will have more suitable content formats than others. So you need to cover the entire journey of one of your personas quickly with content at each stage to help them progress

Figure 08: The three phases of the customer journey:



Source: <https://www.salesodyssey.fr/blog/strategie-de-contenu>

Note: It is not the subject alone that determines whether it is discovery, assessment or decision content. It depends on the product or service and the target. A comparison of marketing automation tools for SMEs is discovery content for us but will be decision content for a marketing automation solution publisher, for example.

Also, with an overview you will avoid repeating yourself too often in your articles. If you know that a detailed article on a topic is coming, no need to go into detail in the article in writing, just link to that article.

An overview to optimize your internal networking

Internal networking, as some of you know, is extremely important for SEO as it is for your readers.

It makes it easier for your readers to navigate your site, without having to do additional research. If done well, it will also allow them to progress in their journey by moving from one subject to another more advanced.

For Google that's another story, I won't go into details but remember that the more (relevant) internal links you have the more Google perceives your website as offering consistent and quality content to your readers. In addition, each time Google visits (we say "crawl") your content, it will follow these links and therefore Google will see larger portions of your site on each of its visits. All this will promote your natural referencing. This well-mastered technique allows you to create a "semantic cocoon".

But what is "semantic cocoon"?

The semantic cocoon is a concept initiated by the French SEO "Laurent Bourrelly", based on a website architecture (siloing type) combining a tree structure, an internal mesh and content optimization, designed on the basis of a semantic analysis of visitor needs. (Check annex N°16).

The semantic cocoon describes a website and tree-structure creation strategy that revolves around 4 main stages:

- The definition of the targeted requests classified by main families and needs of the Internet user.
- The establishment of a tree structure (silos) based on these requests.
- The creation of internal links between mothers, daughters and sisters pages.
- Optimization of each page, in terms of tags and contextualization / semantization of links.

The semantic cocoon is therefore based on the optimization of internal networking and editorial content, but does not take into account the popularity ([PageRank](#)) which will, for its part, be based on [backlinks](#) (external links).

Why does internal networking require you to make a content plan in advance?

Because your content will not all be created at the same time. It sounds obvious, but when you go to write the first article you won't have any links to suggest. And over time it will certainly become easier, but quickly you will no longer know which article or content refers to which other.

With a content plan you can very easily make updates because each link will have been anticipated.

a) Create the content plan

Good news, it's easier than you think. At Sales Odyssey we work on 2 aspects: customer journey and internal networking.

- **Step1: Generate ideas:**

Start by listing 30 or so content ideas, making sure there are some for each step of the customer journey. On the other hand, you should not have as much content for each phase; we are in funnel logic with for example: 15 discovery content, 10 evaluation content, and 5 decision content.

- **Step2: Find the right related keywords:**

For each content that will be referenced, find the target keywords for which they will need to be optimized. To simplify, the referenced content will mainly consist of blog articles, they generally correspond to the first two phases of the journey.

- **Step3: Map the internal mesh of your content:**

Make a simple mind-mapping to represent the links you want to make between the articles.

Simplified content plan example:

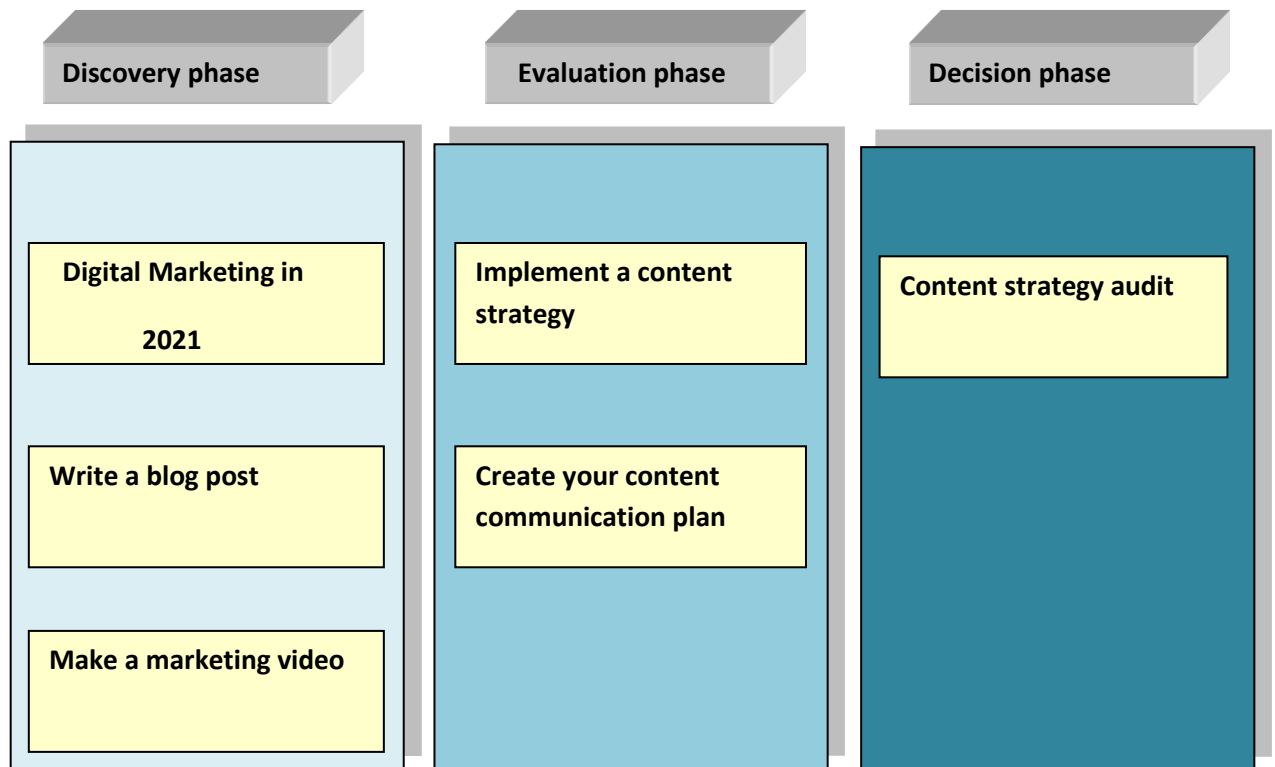
Let's say you're working on a mini content plan for an agency that offers marketing advice.

Taking an interest in content strategy shows that you've heard of content marketing before and are looking for things to get you started or get help to do so. We are experts in content strategy and sell support on the subject so this article is indeed an evaluation article with respect to our skills.

Step1: Ideation

Here's what a simplified 6-content phase 1 could look like:

Figure 09: simplified 6-content phase:



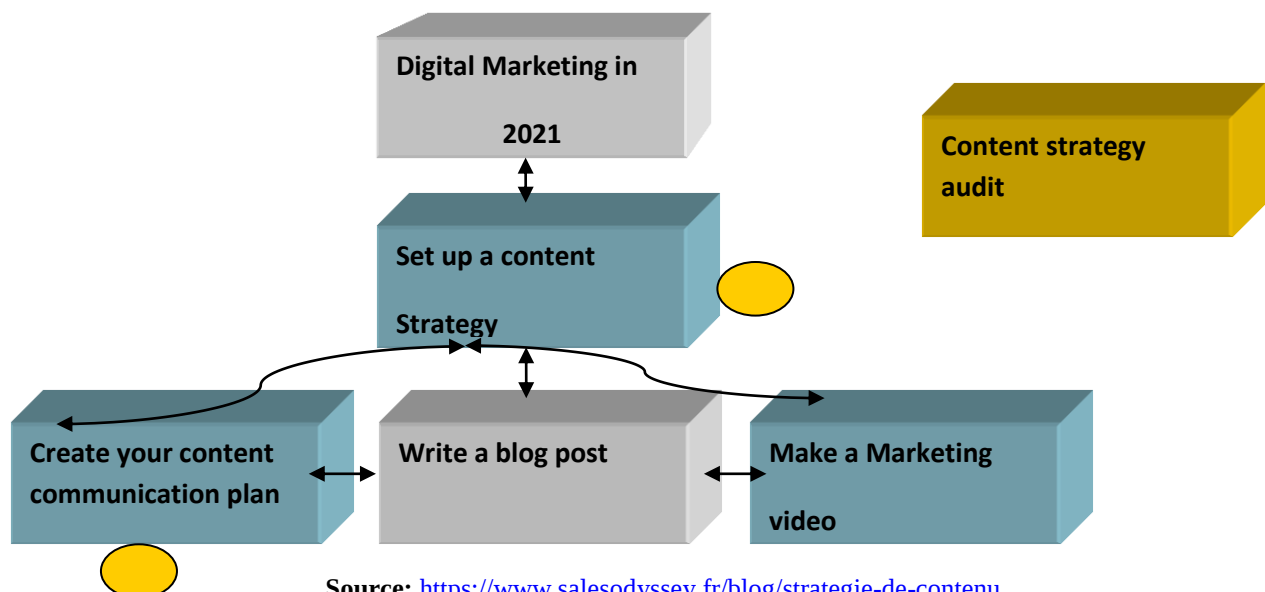
Source: <https://www.salesodyssey.fr/blog/strategie-de-contenu>

Step 2: Keyword research

For evaluation and discovery content, a keyword research is carried out to select those that will provide the best results. This article is “optimized” for content strategy, but it could have been for content marketing strategy for example.

Step 3: Mapping of the internal mesh

Figure 10: Mapping of the internal mesh



Source: <https://www.salesodyssey.fr/blog/strategie-de-contenu>

CONTENT MARKETING AT THE HEART OF DIGITAL TRANSFORMATION

✚ What are those yellow bubbles?

Well, these are the articles on which we will offer an additional content: [a lead magnet](#)

b) Create your editorial calendar

Now that you have a list of your content and where each one fits in your content plan, all you have to do is create it.

It is above all an organizational story, most companies combine production done by in-house teams and the support of external partners and editors. Whichever option you want it to work you need to have a clear editorial calendar.

Keep it simple, write down in a spreadsheet what content is created by whom, by what date it should be ready, and follow up on this document regularly. Also remember that each of your content can and should be declined. Having a precise schedule will allow your teams to plan your various communications

Table03 : Editorial calendar example:

Author	Publication Date	subject of the article	Goals	Research	validation of the plan	editorial status	Valid SEO optimization?	Implementation
Farouk	01/06	Digital Marketing	Overview of digital marketing in b to b: content, inbound, authorization	✓	✓	finished	✓	✓
ST	08/06	active listening BEBEDC	Definition of the technique of active listening and presentation of the BEBEDC method for successful customer meetings	✓	✓	finished	✓	✓
Farouk	11/06	Sales technique	Present all the best sales techniques. Links to our	✓		finished	✓	✓

CONTENT MARKETING AT THE HEART OF DIGITAL TRANSFORMATION

			articles					
Farouk	17/06	LEAD MQL & SQL	Definition of terms and explanation according to a sales and marketing benchmark	✓	✓	finished	✓	✓
Rym	23/06	optimization of the LinkedIn profile	Content Strategy Guide	✓	✓	finished	✓	✓
Farouk	23/07	Content strategy	Content strategy guide	✓	✓	In progress	☐	☐

Source: <https://www.salesodyssey.fr/blog/strategie-de-contenu>

c) Create your communication plan:

A little more courage you are almost there! You have done a very important part of the work, now it needs to be known.

If you stop at the previous step you are only relying on the traffic generated by Google. It would be a shame. You must plan to decline your content and distribute it widely on social networks: LinkedIn, Twitter, **Pinterest** or even **YouTube**

This will allow you to speed up its SEO because it will increase your chances of the article being shared and cited. Moreover, when you write a blog article for example, if you convert it into video, not only will you benefit from the “YouTube” audience but in addition by integrating your video into your initial article you will create what Google calls “rich content.” -> Your article will have a better chance of taking the first place.

2.2.3 Make your content strategy a powerful acquisition lever (step3):

Why do this entire thing basically?

It is because this is the strategy that works best in B2B today. Let's take a look at how content marketing can make the bottom line of a company grow:

a) Content marketing is a very powerful fuel:

Marketing content is the fuel of all effective acquisition processes today. You can use it through all of your channels: Commercial prospecting, sales process, newsletter, blog, social network...

But then why exactly are businesses that use content marketing more successful than others?

Unlike traditional advertising, content marketing delivers immediate value to your prospects. In addition, the more quality the content, the more this quality will reflect on your brand, so you will create trust.

It's so powerful that your prospects will transform the way they evaluate you, from finding the best supplier for a service to demonstrating why YOU are the best. We therefore go from a dependent sales process to a purchase process with complete confidence.

How many companies are equipping themselves with HubSpot without even real-putting their solution in competition?

So many! Yet it is one of the most expensive solutions on the market. Very complete, but very expensive. Today HubSpot is \$ 700 million in revenue and they are brilliant at their content strategy.

b) Inbound marketing to educate and convert your prospects:

We sometimes confuse inbound marketing and content marketing, it is true that the two concepts are related but they are not quite the same thing. You can't do inbound marketing without content marketing, but you can have content without having implemented a real inbound strategy. It would not be optimal, but it is possible.

Inbound marketing is logic or a process of conversion?

The basic idea is that you attract prospects by all means to your website. Then we provide premium content (downloadable white paper for example), thanks to them we will be able to:

- Identify visitors by their email address
- Understand their issues (depending on the subject of the white paper for example)
- Convert them by sending them tailor-made content and proposals.

The bottom line is that inbound marketing offers you a reading grid for your visitors. Depending on the content they view and their scoring, a visitor will become a lead, then an MQL (marketing qualified lead), then an SQL (sales qualified lead).

In order to function, inbound marketing must be based on a very good understanding of the customer journey and on high quality content. Finally, when the prospects are very numerous, there remains an essential brick to take advantage of its content: Marketing automation.

c) Marketing automation to deliver the right content, at the right time to the right person:

When your content strategy bears fruit and inbound marketing is also deployed, you will run into a problem: you will have too many "leads" to manage.

Rich problem? Yes and no. Having a lot of leads is not a goal, it's a way to achieve the real goal: to acquire new customers.

So in order not to waste this great potential, you must be able to make sure that each lead is treated and that they will receive quality content adapted to their maturity in order to move them forward in their decision cycle. And when you have a lot of leads, the only way to do that is to automate whatever can be done while maintaining a good level of personalization. So this is a marketing automation tool that you need

d) Measure the effectiveness of your content strategy:

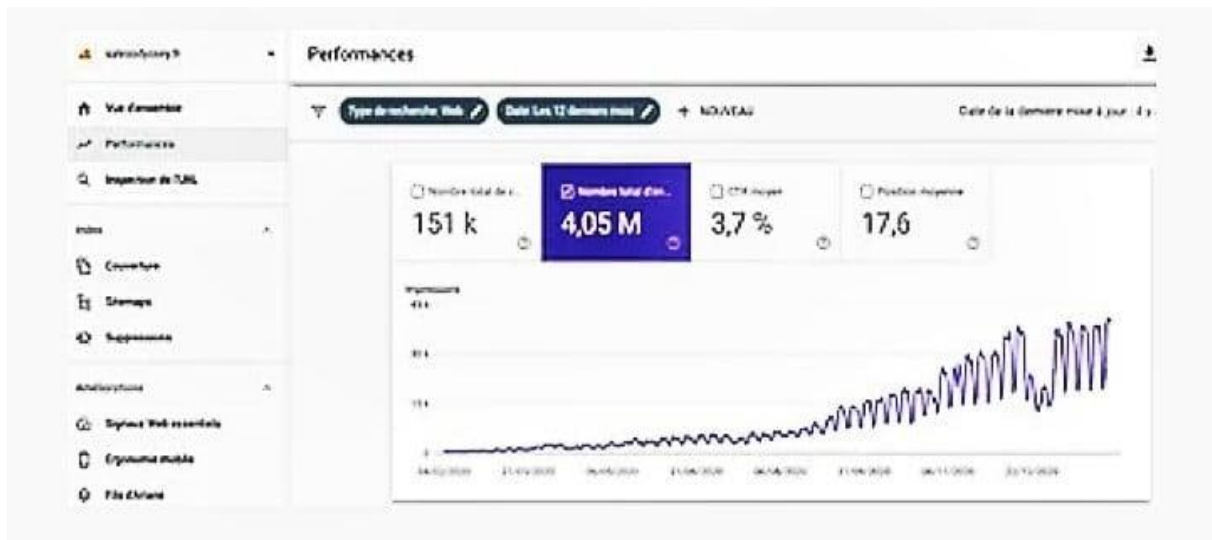
It's very important to set goals for your content strategy. Goals are important but they have to be taken seriously and for that there's a lots of tools to help you. Also tailor your goals to your plan.

If even before initiating your strategy, your three indicators monitored are:

- Turnover
 - The number of new customers
 - The number of backlinks
-
- You go straight into the wall. Why?
 - Because it's too early. The results are not instantaneous and you will burn yourself out.

For example, an interesting indicator to follow at the start is the number of impressions of your articles on search engines and your organic traffic:

Figure 11: example with the Google search console: number of prints from 100 / day in January 2020 to 4000 / day in February 2021



Source: <https://www.salesodyssey.fr/blog/strategie-de-contenu>

2.2.4 What to do after setting up content marketing strategy (step4):

For a better presentation of the content. Measurement and evaluation plans are essential to follow:

a) Content marketing measurement and evaluation

Evaluating the success of the marketing action requires having indicators of Strategic and tactical performance that allow one-off results to be measured as well as the progression of results.

When setting goals by indicators; it is now necessary to determine how to measure them, identify the tools with which to monitor performance content, thus establishing a content performance monitoring schedule for find out if participation and leads generated are increasing or decreasing. This will allow knowing the positive or negative impact of the topics discussed or the speakers chosen over a given week on key performance indicators.

b) Improving content marketing

"As the content evolves rapidly, regular improvements are essential"³¹

³¹ Christian LATOUR, « Le marketing de contenu... ce qu'il faut savoir selon Kotler, Kartajaya, Setiawan et Vandercammen » du 27 avril 2019, Link <https://www.hrimag.com/Le-marketing-de-contenu-ce-qu-il-faut-savoirselon-Kotler-Kartajaya-Setiawan-et> consulted on 04/21/20210 at. 13:17

SECTION 3: DESIRED CHARACTERISTICS, METHODS AND MEANS TO DEVELOP FOR QUALITY CONTENT

High-quality content marketing is imperative for marketers to manage to generate many leads and turn them into customers. By taking into account the characteristics and methods specified to each content.

3.1 The characteristics of content marketing:

Content marketing is characterized by:

3.1.1 It must be very relevant:

Without relevant content, you will be unable to attract and convert your prospects. You must define the precise profiles of the buyers, to then address yourself, according to their purchasing context, their needs and their specific concerns. Answering their questions, solving their vital problems, and impressing them with your original and valuable content, will earn you their trust.

3.1.2. It must provide real value:

Offer the kind of information that arouses curiosity and the desire to learn more about your business. Deliver real value with unique content. Whenever possible, answer vital questions with fresh information and new perspectives. As content marketing becomes more prolific and competitive, you have to work hard to brand your business as a leader in its field. Provide valuable information while demonstrating your expertise.

3.1.3. It should not appear too "commercial":

Too much "sellable" content goes against the philosophy of content marketing: to provide useful information for the daily work of your prospects. The social selling process, which aims to inspire confidence, is not to immediately engage in a business discussion with a new prospect. So any direct sales solicitation in content will not be welcomed by your prospects. Content marketing is all about attracting prospects, not chasing them or coercing them into buying. Leave your prospects eager to receive more and more information from you. After that you can, through calls to action, convert them into new customers.

3.1.4. It must be of high quality:

Poorly written content will not accurately reflect your expertise or showcase your leadership. Low-quality content will not promote your business and damage your reputation. Devote the time and talent to create content that makes your business “shine”, and make sure your editorial process avoids mistakes.

3.1.5 It must offer real references:

Since the goal of content marketing is to promote your business, it can seem biased. Avoid this obstacle with strong references in the form of customer testimonials and case studies, which will further make your content unique and dynamic. This is called "storytelling". This practice is excellent for highlighting your "success stories" because your prospects will identify with them and better understand your messages. It can have a great reach on social networks and thus amplify your traffic rates and your lead generation.

3.1.6. It must support your business objectives:

Your content should support your business goals. Keep these goals in mind throughout the content production process. You need content that highlights your business's expertise in a particular area and increases its visibility. Above all, don't forget to help your audience with useful and concrete advice. Offer content so rich it inspires reading and sharing on social media, extending your reach and increasing your chances of attracting new prospects.

3.2 The means to support the implementation of content marketing:

Setting up content marketing within a company requires a bet in trust, content support through skills and means to achieve goals.

3.2.1 The skills needed to apply the content creation strategy

Putting content at the center of its digital strategy requires rethinking the choice of Competent in the Field.

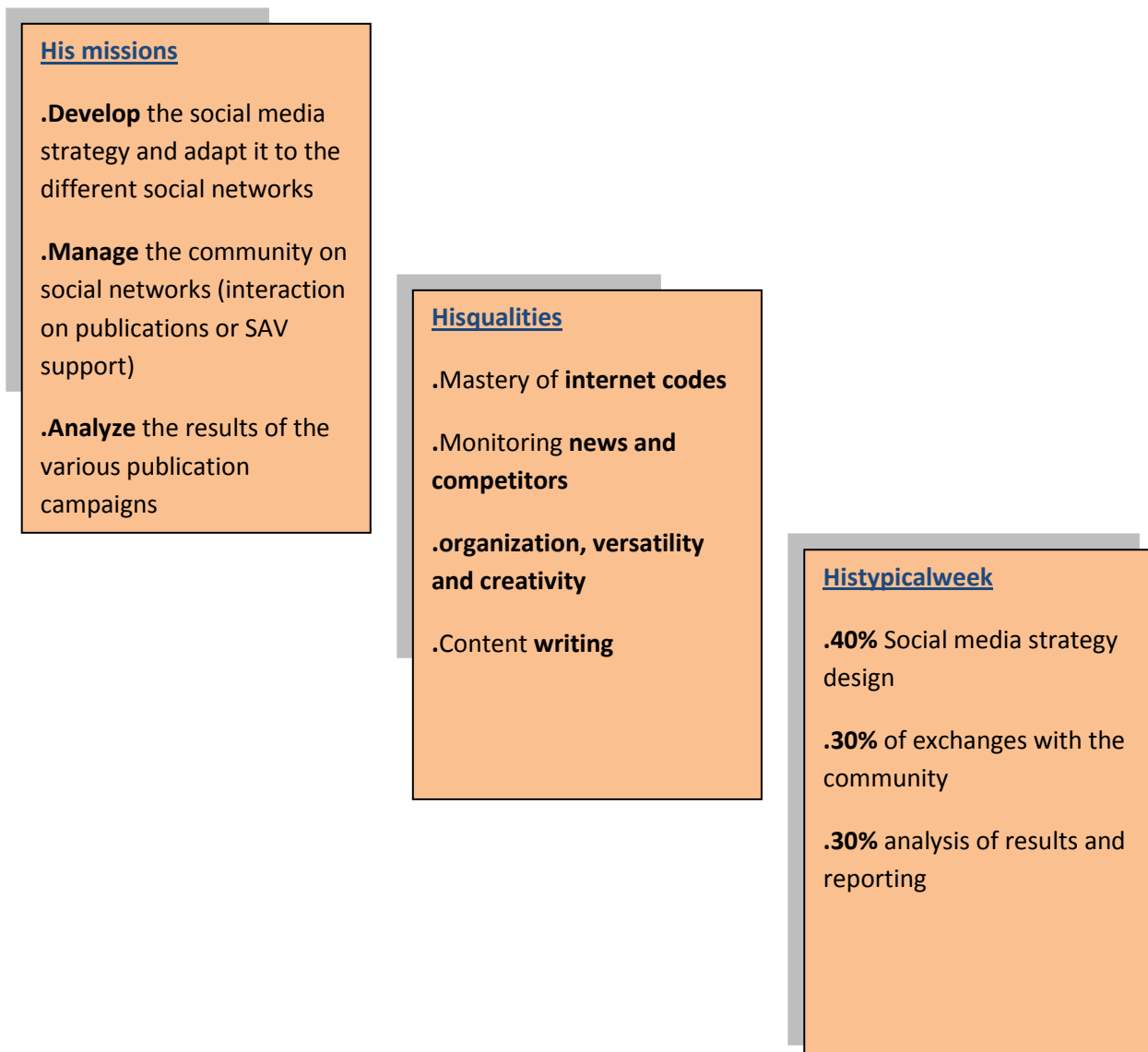
3.2.1.1 A Community manager:

a) What is a community manager

The community manager or community animator is one of the emerging web professions which consists in the management and animation of web communities. These are the conversational spaces generally hosted within social networks such as Facebook, Twitter, Instagram or even LinkedIn among the main ones.

Some people consider the community manager as the evolution of the forum moderator, or the modern day webmaster. Commonly called CM in the digital world, it will mainly play the role of intermediary between the brand for which it works, or whatever the entity, and the Internet users with whom it will communicate.

It will thus convey the values of the brand, its offer, its services, its products, its digital communication ... and will thus be able to pass on the information collected by its members if this proves to be useful for its structure. He will thus be able to refine the commitment of his community, which he seeks on a daily basis.

Figure N°12: Community manager:

Source: <https://www.clementine.jobs/fiches-metiers/metiers-marketing-publicite-digitale/metier-community-manager/>

The Community Manager can work for a personality (celebrity, athlete, politician...), a company, a website, an association, a brand... and any other legal entity. The contract terms are therefore varied:

- As a freelance Community Manager, that is to say on his own account, generally under the status of auto-entrepreneur,
- In a web agency or in a company specializing in digital communication,
- Directly with the advertiser, within a company or an association, the activity is internalized.

This very recent profession was born from the interactivity of Web 2.0 and the ability of populations to make judgments about organizations. In particular, many scandals have erupted over certain unethical business practices. The Community Manager then has the role of an after-sales service where he will have to answer questions from fans and deal with bad buzz. By extension, the Community Manager aims to improve the visibility of a company on the internet and social networks.

The Community Manager, beyond his expertise on social networks, organizes his work around a precise and defined communication strategy. The digital strategy is generally defined by a Social Media Manager or by the Community Manager himself (in small structures) following a precise study of the positioning of the brand on the internet. Subsequently, the Community Manager can also take part in writing web content, emailing campaigns, web mastering (management of one or more websites), and natural or paid referencing campaigns on Google and networks Social.

b) Main activities of the Community Manager:

The purpose of the Community Manager is to manage the community of fans of a person or an organization. However, if this community does not exist his goal is to create and grow it. Thus, it is the guardian of a brand's web reputation, by enhancing the commitments and actions of an organization.

Communication tools: blogs, forums, social networks and websites. Much creation / sharing software are used to increase the productivity of the Community Manager.

The first missions of a Community Manager consist of:

- A complete audit of the activity to define the expectations and needs of the organization in order to establish a social media strategy: assessment of the current presence on social networks, study of the brand image, definition of the graphic charter at work, analysis of shared content ...,
- A benchmark in order to assess competing strategies, which will make it possible to assess its positioning on the networks and to stand out from similar organizations,
- Definition of objectives to be achieved over a given period.

c) The Missions of a community manager:

Main Missions:

- Interaction with the fan community,
- Live broadcasts of events or the creation of events (generally online),
- Content creation: writing articles, graphic designs, photos, videos, interviews ...
- A watch on its sector of activity, taking into account digital marketing trends and the study of the competition,
- Publishing statistical reports on the results obtained.

Advanced Missions of the community manager:

- Participation in e-mailing campaigns,
- SEO thanks to SEO expertise,
- Management of paid search campaigns (SEA) on Google and social networks,
- Web-mastering,
- More advanced growth hacking techniques.

d) Qualities of a Community manager:

- Curiosity,
- Versatility,
- Organization,
- Creativity.

e) Skills of a CM:

- Impeccable spelling and syntax,
- Ability to constantly monitor one's sector of activity and new web trends (especially on social networks),
- In-depth knowledge of the use of social networks and the ability to create a buzz,
- Knowledge of electronic commerce rights and web practices,
- Production of content, images, photos, videos, web articles ...,
- Knowledge of SEO practices and internet traffic analysis (Google Analytics) are a plus,
- Graphic / cinematographic / editorial skills are a plus.

f) Community manager Profile:

Obviously, the CM is versatile. He has the necessary assets to share but also to bring together as many fans as possible around an organization. As a result, he often has to specialize in the line of business for which he works in order to know the issues he must defend.

The Community Manager must hold an exemplary presentation on the web, carrying e-reputation, that is to say notoriety on the web

3.2.1.2 A Content Marketer:

The production of content does not require the sole skill of knowing write. This work, anchored in the company's marketing strategy, requires skills varied. But it requires skills to be able to participate in the production of the content.³²

a) What is a Content Marketer?

To lead an effective Content Marketing strategy, the Content Marketer does not need to be an expert in the sector in which he operates, unlike a traditional marketer.

However, a good Content Marketer is someone who can rely on essential qualities.

b) Qualities of Content Marketer:

➤ **A good content marketer has a scientific mind:**

To succeed in his Content Marketing strategy, the Content Marketer must conduct experiments like a small chemist. Whether it is in the creation of a Landing Page, in the writing of a product sheet or a blog article, nothing is valid without being tested.

To ensure that their Content Marketing strategy is optimal, the Content Marketer analyzes all the data and statistics at their disposal in order to define precisely what works and what does not.

➤ **A good Content Marketer wields a pen like no one else:**

You will tell me, obviously! Well yes, a good Content Marketer is someone who can write. Better, his writing skills must be maximum.

Indeed, with his writings, the Content Marketer must retain attention, seduce and convince his audience! The Content Marketer must therefore have an almost irreproachable spelling (well yes, a typo does happen and this is even what distinguishes us from robots) and a great mastery of grammar.

➤ **A good Content Marketer is introduced to IT development:**

The Content Marketer mainly writes content for websites / blogs. If he wants to do as many things as possible on his own, without needing a webmaster, the content marketer must know the basics of HTML code.

In addition, a Content Marketer must write web content optimized for search engines and therefore well referenced. To do this, it is necessary to make some adjustments to the structure of the website.

³² Compétences indispensables pour produire du contenu, de novembre 2018, lien <https://www.redacteur.com/blog/competences-produire-contenu/> consulted on 21/04/2021 at. 17 :27

➤ **A good Content Marketer is an artist:**

To seduce his audience, the Content Marketer must show imagination and creativity. It might not sound like that, but writing content is not easy and you have to run your dog to come up with relevant content ideas.

In addition, the Content Marketer must often illustrate his articles, create infographics and other visuals. For this, in addition to mastering the basics of graphics, the Content Marketer must have a sense of aesthetics.

➤ **A good Content Marketer is curious:**

To feed the appetite of his audience and create ever new content, the Content Marketer must show curiosity and be interested in a wide range of topics.

Like an investigative journalist, the Content Marketer knows how to conduct in-depth research, follow trends and constantly monitor his market.

➤ **A good content marketer masters social networks:**

Creating great content is great, but if no one sees it, it's not great. To successfully meet his challenge, the Content Marketer must know how to use social networks in a relevant way.

First, to promote its content. Then to listen to your audience and find ways to get their attention. A good Content Marketer is necessarily a Community Manager..

➤ **A good content marketer knows the basics of SEO:**

The main objective of the Content Marketer is to write content that meets the expectations of its targets. However, if they don't see it, they won't be able to enjoy it.

It is essential for the Content Marketer to master the basics of natural referencing in order to position their content in the first results of search engines.

➤ **A good content marketer is a leader:**

Content Marketing is teamwork. A good Content Marketing strategy is defined in accordance with the different departments of a company.

In this process, the Content Marketer plays the main role. He dictates the strategy, analyzes the actions and decides on the changes to be made. If he doesn't know how to convince, it's a waste of time!

➤ **A good Content Marketer has his heart set on him:**

A good Content Marketer is generous in his efforts and keeps in mind that the content he creates must appeal to his audience.

Conclusion of the chapter

In order to finish, companies wishing to exploit digital channels must usually make substantive changes. Content marketing is part of a structural evolution of marketing management, linked to economic conditions and impacts of technologies.

At the heart of this digital evolution, the future of business is largely linked the ability of Marketers to generate a continuous flow of qualified prospects, and to pass relevant and quality messages. Set up an effective content marketing plan, drives businesses to produce positive results and generate traffic.

CHAPTER 2

MOBILE MARKETING CONTENT

Introduction

Web has a ubiquitous presence in our lives today. Incessant use of mobile technology and social media has affected our daily routine, life style, and decision-making processes. Millions of people across the world are addicted to social media to share their opinions, likes, dislikes, important life events and to stay connected socially and professionally. Rising popularity of web, mobile telephony, and social media has transformed individuals and organizations in ways unthinkable few years back.

More and more businesses are choosing to focus their attention on mobile content marketing. And this at the expense of traditional advertising. But what is meant by "mobile content marketing"? This technique consists of developing quality content that keeps customers coming back to us. Unsurprisingly, it can (or even should) be used for mobile applications.

SECTION 1: MOBILE MARKETING

Today, in proportion to the use of mobile devices, the challenges of mobile marketing have developed considerably. From the moment they get up in the morning until the moment they go to bed at night, mobile users are ultra-connected. In the course of a single day, they will consult their Smartphone dozens of times. In fact, the number of Google requests made on mobile worldwide has exceeded those made on computers since September 2015.

1.1 Mobile: The Figures of a Revolution

Launched in 2007 by Apple, the iPhone was the first true Smartphone. There are now more smartphones than computers in the world, and in less than ten years, this device has changed the habits of billions of people, becoming their main "communication object". This technological breakthrough has a significant impact in all sectors, so we need to be interested.

A Smartphone is not simply a telephone connected to the Internet, it is a "smart" telephone which is able to evolve, adapt and generate new uses linked to information, services and entertainment. Since 2017, in Algeria and around the world, internet access is mainly from a Smartphone.¹

In Algeria, the number of Smartphone users exceeded 16 million individuals in 2015, according to figures from the Post and Telecommunications Regulatory Authority (ARPT) which show the number of internet subscriptions via 3G technology. A study carried out by Ericsson Lab estimates that in 2014 smartphones represented more than 26% of the means of accessing the internet in Algeria, knowing that 63% of telephone purchase intentions concern this type of device, i.e. more than 10 million users at the very start of the 3G mobile launch. On average, a user consults his Smartphone every 10 minutes for a period of less than 30 seconds.²

We also note that more than 80% of mobile internet time is spent on applications, and therefore less than 20% on mobile websites. Finally the number of mobile applications used each day by Internet users is limited to 9, while 35 are installed on their phones. More precisely, we consider that 80% of the time spent on applications is captured by half a dozen applications: we then understand the difference for a brand to make its way to the Smartphone of its clients.

¹ EMarketer 2018.

² <https://www.elwatan.com/edition/actualite/les-algeriens-accros-a-internet-01-04-2017> consulted on 26/04/2021 at 12:58

1.2 Mobile Telephony in Algeria:

“The rate of Smartphone use is growing strongly”

The rate of penetration and use of smartphones is growing strongly in Algeria according to Jumia, the leader of e-commerce in Africa, who presented yesterday at the International Conference Center of Algiers (Cica) Abdelatif-Rahal, the White Paper, Algeria Mobile 2017. The study was carried out in parallel in the 15 African countries where Jumia currently operates, namely Morocco, Tunisia, Egypt, Nigeria, Kenya, Ethiopia, Mozambique, Ghana, Côte d'Ivoire, Cameroon, Rwanda, Uganda, Tanzania and Senegal. Sacha Poignonnec, co-founder and co-CEO of the Jumia group, believes that “the mobile sector in Algeria continues to pave the way for innovation”. The study reveals that 18 million Algerians use the Internet, out of a population of 40.72 million, for a penetration rate of 44%. This penetration rate is certainly below those of neighboring countries such as Morocco (58%) or Tunisia (56%), but it is higher than that of Egypt (37% internet penetration in 2017), and far ahead of the overall average internet penetration in Africa, which in 2017 stood at around 18%. In terms of mobile telephony, “with a fleet of around 47.64 million mobile subscribers at the end of 2016, mobile telephony confirms its upward trend by achieving a penetration rate of 111% of subscribers in Algeria, against 103% in Egypt and 80% in Africa «notes the study. The phone market is booming in Algeria, the study finds, with users using on average more than two Sim cards and renewing their mobile phones more frequently. More and more people are also using their mobile phones to access the Internet, 39% to be exact. “While the Algerian mobile fleet still contains a lot of basic mobile phones, known as feature phones, their sales have only declined in recent years. On Jumia, sales of smartphones are crushing sales of mobile phones with 91% of sales of smartphones for only 9% of sales of conventional phones in 2016. This gap will widen even more to reach 100% of sales of smartphones in the mobile category «notes the study.

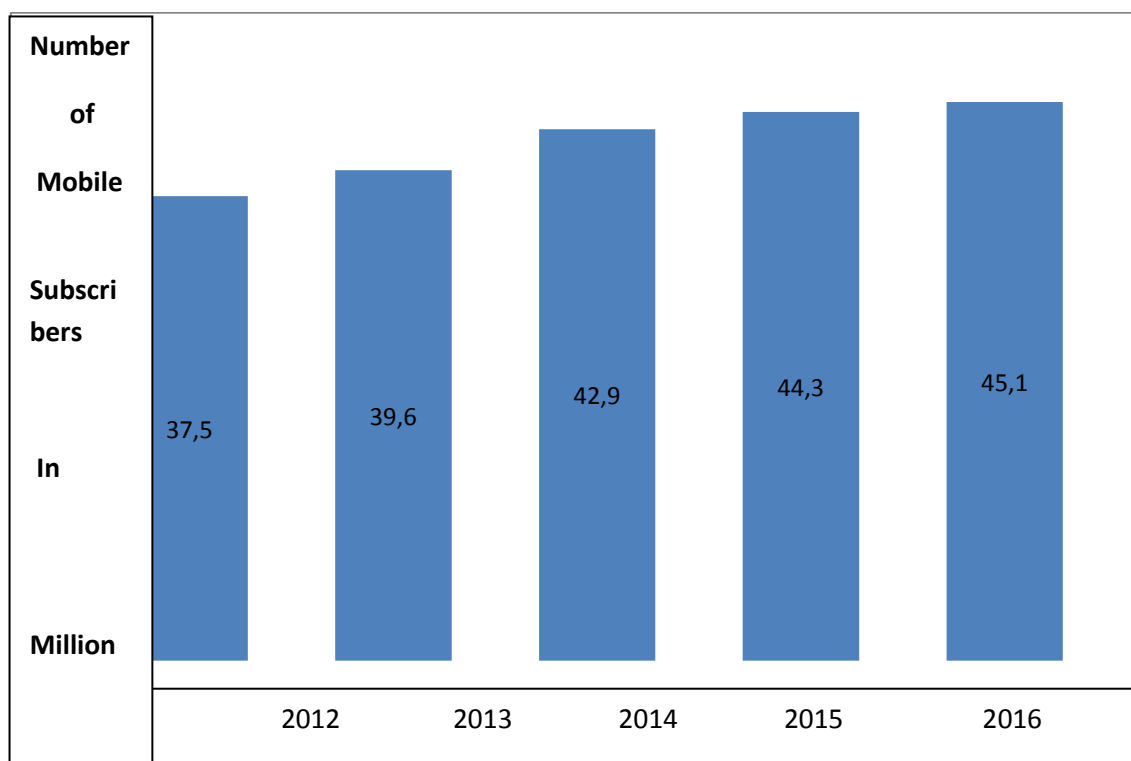
This democratization of access to smartphones, explains Jumia, can be attributed to several factors: firstly, a significantly lower cost of mobile connection (41% of mobile Internet users connect with 3G in 2016).

The second key factor is associated, for its part, with the diversification of mobile manufacturers present on Algerian soil and the multiplication of their offers adapted to the specificities of the Algerian market. New players, often from China such as Oppo, Xiaomi, Huawei, Infinix, InnJoo, have scented the opportunity of the African and Middle Eastern markets and entered the market with very aggressive pricing strategies. According to the study, in Algeria, Samsung remains the preferred choice of Jumia customers. "A surprising trend because it is the only one of the 15 countries surveyed with Tunisia where this Smartphone manufacturer is at the top of the list," it says. With price ranges much higher than Chinese manufacturers, Samsung has been able to keep the preference of Algerians. The average price of a Smartphone purchased on Jumia has, overall, experienced a significant

drop, from 23,500 dinars in 2015 to 18,900 dinars in 2016, notes the study, which observes that one in four customers buying a mobile on Jumia resides in Algiers.

The rest is distributed among the big Algerian cities such as Oran which occupies the 4th position, Tlemcen, Béjaïa, Tizi Ouzou and Constantine. According to the study, Algerians have become addicted to m-commerce since, each month, Jumia records 577,000 visits, of which 42% are women and 58% men, which represents an increase of 44% from 2015 to 2016 “If Algeria is therefore the best student in the Maghreb and Africa in terms of internet and mobile penetration and growth potential, efforts must be made to encourage a population that is still quite cautious to discover the latest uses of the Internet. On mobile devices such as m-commerce”, it is estimated.³ (My translation)

Figure N°13: Number of mobile subscribers in Algeria between the years 2012 and 2016, in millions



Source: Statista Research department 29 May 2019

³Meziane RABHI «“Le taux d’utilisation du Smartphone en forte croissance”, 20-04-2017 12:00, <https://www.liberte-algerie.com/actualite/le-taux-dutilisation-du-smartphone-en-forte-croissance-268443>, consulted on 13:30

Comment: This bar chart shows the number of mobile subscribers in millions, between the years 2012 and 2016, in Algeria. We can see that this number has continued to increase over the years considered, from 37.5 million in 2012 to 45.1 million mobile subscribers in 2016.

According to the same source, we can read that the Smartphone penetration rate in North Africa and the Middle East in 2016 was 46%.

1.3 Mobile Specifics and User Experience:(Free translation)

Mobile marketers base their work on the notion of user experience (UX). The characteristics of the Smartphone, nomadic object, intimate and equipped with a small screen, indeed oblige them to work precisely on this experience, whether it is about designing a new application, making advertising videos, or transmitting notifications.

To design an enriching "mobile" user experience, the digital marketer must be able to integrate a certain number of specifications. first of all, the possibilities of interaction are reinforced between the advertiser and the mobile user, because the Smartphone is equipped with a touch screen and can be transported everywhere. Then, it is an intimate object for its owner, which he lends little, which contains personal information, and which he can personalize by choosing his favorite applications and interfaces.

The mobile environment is therefore both personal and personalized. The Smartphone ignores the constraints of time and place, which creates the conditions of immediacy: in front of a restaurant, the mobile user can instantly check the opinions left on the internet by other customers, consult the menu and the prices.

1.3.1 The quality of the user experience:⁴

The objective of a fixed website is to ensure that the Internet user stays as long as possible and that they explore the site as much as possible, that they contribute by posting comments or opinions. Designers of fixed websites therefore tend to imagine immense user experiences. Conversely, when it comes to designing a mobile experience (such as the reduced screen size which forces us to offer a surface as simple as possible) and its context of use (limited available time, risk of disconnection). The mobile user experience is thus based on six dimensions, which the marketer must integrate to offer a new mobile service.

a) a short experience:

It is a service which must pass through the realization of short actions. Example: yahoo news digest offers twice a day a summary of the news, on the principle of giving the maximum amount of information to read in a short time (30 seconds, 1 minute or 5 min). you have to think in terms of a short and impactful experience, rather than immensely. The user

⁴ François SHEID, Willy FONTUNGUE, Renaud VAILLANT, Grégoire DE MONTAIGU, « le Marketing Digital : développer sa stratégie numérique », 2nd Edition, p220, 221.

must quickly find what interests him, quickly take the desired action and start again. Ideally, he should feel the time saved by using for example an application (for example by reserving a plane ticket).

b) a recurring experience:

We must manage to increase the frequency of uses, such as Facebook notifications that make you want to return to the application. It is a question of identifying the factor of multiplication of the moments of interaction compared to the past uses, and the possible factors of unloading.

c) an intimate experience:

You have to create an experience that has an intimate character. The mobile is a personal object which brings together diary, contacts, bank data, photos, music ... almost a lifetime! When addressing a mobile user, you therefore need an approach (content, tone) that is sufficiently warm and personalized, but not intrusive.

d) a contextual experience:

A Smartphone is used in any type of context (work, home, store, cinema, travel, etc.) an efficient mobile service must therefore adapt to different contexts.

e) a connected experience:

It is necessary to think about the connection of the service with different types of data (customer data, data linked to the context of use, various incoming / outgoing data flows).

f) a sequential experience:

The recurrence of uses can be the result of the repetition of the same action, or of a sequence of actions. Upon arrival at the airport, the mobile user sees a notification prompting him to download the "Yassir" application for example. Whereas in the "fixed" web, you have to let the user experiment and explore, in mobile you have to hold his hand firmly, the user himself expecting things to be presented to him.

If the user experience is neither short nor contextual, then it is probably useless to offer a mobile experience. One of the best ways to hold the attention of a potential user is to save them time, efficiency (like when buying and downloading an electronic plane ticket) compared to their previous experiences. But beware, for example: a bank wins by offering transfers by mobile, but for a real estate loan, the customer wants to ask to think, we change use. The desktop and the tablet are then likely to provide it with a much better experience than a Smartphone. Mobile is therefore not always the best media for the customer experience, but only a key element of a brand's digital ecosystem.

1.3.2 Segmentation of mobile users: (Free translation)

We must not forget that not all individuals have yet been acculturated to mobile, and it is obviously useless to offer an application to a target that never downloads it. Clearly, it is better to design an application for segments that already have a certain level of acculturation, what we call shifted segments.

The typology presented below identifies different consumer segments, divided into two broad categories: "shifted" and "unshifted", according to their current uses of mobile technology. The less the targets are "shifted", the more it is necessary to demonstrate pedagogy to convince them to use a mobile application. For the less "shifted" segments, it is even better to avoid them, and to offer only mobile websites. Moreover, the nature and complexity of the proposed functionalities and interfaces must take this degree of acculturation into account. It is therefore necessary to consider the clients according to their degree of "shift", that is to say, acquisition of new mobile uses. If your customers belong to "shifted" segments, then they will judge you on the quality of mobile service you offer them, and may leave you for a competitor if they are not satisfied with it. Otherwise, your customers will give you a little time, before they end up "evolving": within a year or perhaps two. You must therefore determine your mobile strategy while thinking of customers «shifted».

Four strategies to serve "shifted" customers: (Free translation)

According to Forrester⁵, a relevant mobile strategy depends on the quality and frequency of customer experiences.

a) high quality experience, low frequency:

Without being limited to the product itself, it is necessary to widen the range of problems that the brand can solve. Thus Nike, whose customers only buy the products once or twice a year, offers applications oriented fitness or athletics, that allow these customers to interact every day (example: Nike + Run club which has millions of members).

b) high quality experience, high frequency:

Disney offers "MyMagic+", a technology that offers a number of services and improvements to customers, through an RFID bracelet (payment, access to hotel rooms, ticketing, etc.) and mobile applications.

c) low quality, high frequency experience:

Some banks regularly disappoint their customers; with a mobile application, they can create more frequent and positive interactions.

⁵<https://www.forrester.com/Mobile-Apps>, consulted at 21:50

d) low quality experience, low frequency:

Mutual health organizations have a problem: they offer infrequent customer experiences, and when they do, it is often disappointing. An application can help solve this problem. So “Cigna” has developed a free meditation app that helps people to reduce their stress. This immediately created the opportunity to interact frequently.

1.4 The Elements of a Mobile Marketing Strategy:

1.4.1 What is Mobile Marketing?

The definition of mobile marketing proposed by Dickinger et al. (2004) is frequently used in the literature to date (Xu, 2006; Barutçu, 2007; Megdadi and Nusair, 2011; Rohm et al., 2012; Im and Ha, 2013; Amirkhanpour et al., 2014).

Dickinger et al. (2004) define mobile marketing as: “Using interactive wireless media to provide customers with time and location sensitive, personalized information that promotes goods, services and ideas, thereby generating value for all stakeholders”⁶

Founded at a time when mobile marketing was limited primarily to SMS messages (text messages), the definition of Dickinger et al. (2004) does not put forward the full communicational potential, but above all interactive of this form marketing. Therefore, the more explicit and recent definition of “Shankar and Balasubramanian (2009)” was preferred for this study.

Mobile marketing is then defined as: «the two-way or multi-way communication and promotion of an offer between a firm and its customer’s using a mobile medium, device, or technology. Because it involves two-way or multi-way communication, mobile marketing is primarily interactive in nature, and could include mobile advertising, promotion, customer support, and other relationship-building activities”⁷

 **A mobile marketing strategy is based on different elements:**⁸(Free translation)

- A mobile website: a choice must be made between a responsive site and a mobile site.
- An application: according to an EBG study carried out in France in 2017, 80% of companies (excluding SMEs) have one or more mobile applications. An application provides a quality user experience but its development cost can be high (more than 1 628 561, 94 DA depending on its complexity) and promotion costs represent up to 3

⁶Dickinger and al; “An investigation and conceptual model of SMS marketing”;(2004), P 2.

⁷ VENKATESH Shankar, SRIDHAR Balasubramanian, «Mobile Marketing: A Synthesis and Prognosis”, (2009), P 118.

⁸ François SHEID, Willy FONTUNGUE, Renaud VAILLANT, Grégoire DE MONTAIGU, op.cit., 2nd Edition, p226

or 6 times the amount spent on this task. It is therefore necessary to think carefully about the interest of offering an application compared to a mobile site.

1.4.2 The purchase of mobile media space:

The figures presented at the beginning of the chapter prove that the advertising on mobile (search and display) is in full growth despite certain brakes. Without the cookies do not work in the applications (except in the web browser integrated into the application) while the device identifier (such as Apple IDFA or Google advertising ID) cannot be used on the mobile internet: this complicates the tracking of the user's journey between the applications and the mobile web. In addition, the intermediaries of mobile advertising are numerous and difficult to differentiate: there are actors dedicated to media creation and purchasing (agencies in particular), marketplaces to connect advertisers and publishers (SSP, DSP, ad-exchanges), technical solutions to distribute advertising (ad servers) and tools to collect data and track users.

1.4.3 Develop a natural referencing strategy (SEO) adapted to mobile:

The principles of mobile SEO are the same as those of "fixed" SEO that we describe; in addition, specificities mainly related to uses must be taken into account.

1.4.4 "Push" and "in-app" message:

Push notifications are displayed on the Smartphone of an Internet user in connection with an application that he has downloaded. This is a powerful way to reach a mobile user, because the notification is displayed "off app" at any time, even on a lock screen. For example, the Facebook application can display on its screen "it's Sarah LAKROUF's birthday today". The "in-app" notification, meanwhile, is displayed only when using of the application, in an immersive. In both cases, you must first convince the members of your target of the interest of your notifications. Then, it is recommended to define personas to create personalized messages and to choose the good times to operate. Gaumont-Path is stepping up its push campaigns in the event of bad weather to encourage its customers to come to its rooms.

1.4.5 Content Marketing and mobile influencer strategies:

Publication of content on social networks, usually as part of a multi-channel influence strategy.

1.4.6 Partnerships and transversal integrations ("in-app"):

It is a question of offering its contents and services through another mobile application. This approach, still little developed, conceals a huge potential. On computer the only entry door is the browser, whereas on Smartphone, one is often connects, for example to Facebook

or to the weather, via applications. Media entry is no longer limited to a single entry. for example, a company that wants to do m-commerce can consider being presented on Amazon, offering its own application, and perhaps also being presented in Google maps through an "in-app" partnership.

1.5 SEO mobile

“Strong, optimized written copy is the most critical part of any SEO initiative”⁹

Natural referencing or SEO (SEARCH Engine Optimization) corresponds to optimizing the visibility of a site on search engines. The activity is more technical than commercial, aims to make a site or web pages appear in the first search results naturally obtained on search engines. Improving positioning will come first from work on the quality of editorial content of the site, the choice of keywords in the tree structure of the site. It will come next the increase in hypertext links external to the site, pointing to another site (Net-linking”).¹⁰ (Free translation)

The 6 basic principles of natural referencing:

a) The basics of optimization:

- ✓ Create unique and relevant page titles;
- ✓ Use the "description" meta tag

b) Improve the structure of a site:

- ✓ Improve the URL structure
- ✓ Facilitate navigation on your site

c) Optimize content:

- ✓ Offer quality content and services
- ✓ Improve the quality of anchor texts
- ✓ Optimize the use of images

⁹ REBECCA (L), op.cit, P 98.

¹⁰ GOURARI (N), AKLIL (C), « Etude de la mise en place d’un marketing de contenu dans une entreprise de services Cas : Media Pro Tizi-Ouzou », mémoire de fin d’études, option: Management Marketing, MOULOUD MAMERI TIZI-OUZOU University, (2019.)

- ✓ Appropriately use header tags

d) Working with robots:

- ✓ Effectively use the robots.txt file
- ✓ Understand "no-follow" form links

e) Optimize for mobile:

- ✓ Report mobile sites to Google
- ✓ Guide mobile users with precision

f) Promote a site and analyze the data:

- ✓ Proper site promotion
- ✓ Use free tools for webmasters

SECTION 2: WEBSITE OR MOBILE APPLICATION?

How to choose between offering a mobile application and being satisfied with a mobile website?

This is one of the biggest dilemmas when you want to build your digital visibility. The preference for a mobile website or a mobile application arises from different issues and investments that can tip the scales one way or the other. But as is often the case in marketing and communications; nothing is all white or all black. Where an application has some advantages, the website will bring other benefits to it. It's all a question of context, market, consumers and business strategy¹¹. (Free translation)

2.1 Website:

2.1.1 Definition of the web

The web designates the Internet and refers to cable networks that travel the world and connect computers to each other like a web spider. Surfing the Web is like saying: surfing the Internet.

2.1.2 The evolution of the web

The World Wide Web, known as "www", was launched for the first time in 1991. But as technology has advanced, new versions under form of Web 2.0 and Web 3.0 have appeared. Web 2.0 and Web 3.0 are obviously considered more advanced and easy to use compared to Web 1.0. But the most of us are confused about the changes and developments that have had location.

- a) Web 1.0:** Web 1.0 is simply an information portal where users passively receive information without having the ability to publish comments or reactions.
- b) Web 2.0:** Web 2.0 encourages participation, collaboration and information sharing. YouTube, Wiki, Flickr, Facebook, etc., are examples Web 2.0 applications.
- c) Web 3.0:** Web 3.0 is a semantic web that refers to the future. In Web 3.0, computers can interpret information as beings people and intelligently generate and distribute useful content tailored to needs users. TiVo, a digital video recorder, is an example of Web 3.0. Its recording program can search the web and read what it sounds to you. Found based on your preferences.

¹¹ Kévin DANGU « Application mobile ou site mobile : que choisir ? », 2021 ; <https://www.codeur.com/blog/application-site-mobile-choisir/> consulted at 19 :23

2.1.3 Definition of the website

A website is the set of web pages and interrelated resources between them by hypertext links, which the user can access by an address web called URL, all registered under the same domain name. A website or site internet includes texts and multimedia, it is hosted on a web server, to which it can be accessed through the internet or intranet. A web page can be defined as all the html documents structured, stored on a server connected to a global network that is the internet, this the latter mainly contains text, which is enriched and accompanied images, animation videos, sometimes sound and links from this page to other web pages.

2.1.4 Types of websites

There are two types of sites: static sites and dynamic sites.

- a) **Static sites:** are sites that display as they were coded. They manipulate pages whose contents are predetermined. In addition, visitors can only see the content of the site but not participate. To achieve them, only the so-called user interface (frontend) languages are necessary, that is to say HTML, CSS and JavaScript (in theory, however, it is possible to use only the HTML).
- b) **Dynamic sites:** are sites that interact with the visitor. His pages are programmed to be editable. They generate content at when requesting information from a web server through languages interpreted as JavaScript) .There are several languages to create these pages: PHP, Java, C #, Ruby, even others like C ++, Python and Visual Basic via the CGI interface.¹²(Free translation)

2.2 Mobile applications

2.2.1 Mobile Application Overview

Mobile applications are consist of software/set of program that runs on a mobile device and perform certain tasks for the user. Mobile application is a new and fast developing Segment of the global Information and Communication Technology. Mobile application is easy, user friendly, inexpensive, downloadable and run able in most of the mobile phone including inexpensive and entry level phone. The mobile application has wide uses for its vast functioning area like calling, messaging, browsing, chatting, social network communication, audio, video, game etc. In large number of mobile application some are preinstalled in phone and others user can download from internet and install it in mobile phone. This large number of mobile application market served by increasing no of mobile application developer, publishers and providers. From the technical point of view the different mobile applications

¹² NECHAB (I), HADDADI (G) «Conception et réalisation d'un site web d'e-recrutement »,Mémoire soutenu en 2020, P 15,16.
<https://dl.ummo.dz/bitstream/handle/ummo/13210/Nechab%20I%3b%20Haddadi%20Gh..pdf?sequence=1&isAllowed=y> consulted at. 22 :14

are run able in different managed platforms like iPhone, BlackBerry, Android, Symbian, windows; also some virtual machine such as Java/J2ME, BREW, Flash Light, Silver-light.¹³

2.2.2 Different Categories of Mobile Application

- a) **Communications**: Internet Browsing, email IM client, Social Networking
- b) **Games**: Puzzle/ Strategy, Cards /Casino, Action/ Adventure
- c) **Multimedia**: Graphics /Image viewer, Presentations viewers, Video Players, Audio players
- d) **Productivity**: Calendars, Calculators, Diary, Notepad /Memo/Word Processors, Spreadsheets
- e) **Travel**: City guide, Currency converter, Translators, GPS/Maps, Itineraries / Schedules , Weather
- f) **Utilities**: Profile manager, Idle screen/Screen saver, Address book, Task manager, Call manager, File manager

2.3 Which technology to choose?

The development effort is much greater in the case of an application, because it is a question of creating a program for each operating system, and even for each version of these systems. It is therefore necessary to manage the updates, and the development does not stop the day of the launch of the application. We also need versions that suit the different screen sizes of smartphones on the market. In comparison, creating a website is much simpler because it amounts to making a showcase.¹⁴(My translation)

More expensive to develop (from 162,976 to more than 16,298,401.93 AD), the applications offer a user experience superior to that of a website. Mobile applications are easily accessible and can be launched faster than mobile sites. The applications also offer an immersive experience with a greater degree of functionality, integrating the other applications and features of the device such as GPS, camera and even the contact list.

A little terminology is necessary here:

- a "responsive" mobile website is a classic website that adapts to each Smartphone: its development requires only a reduced investment, and it is perfectly suited for a showcase site containing a few pages of information;
- A dedicated mobile website is a site designed for mobile; it is not an adaptation of a site for "fixed" internet. This is suitable for a showcase site for m-commerce, where

¹³RASHEDUL (I), TOHIDUL (A);" International Journal of Engineering & Technology "Mobile Application and Its Global Impact",
https://www.researchgate.net/profile/Dr-Md-Rashedul-Islam/publication/308022297_Mobile_application_and_its_global_impact/links/5991fbafa6fdcc53b79b606d/Mobile-application-and-its-global-impact.pdf consulted at.22:49

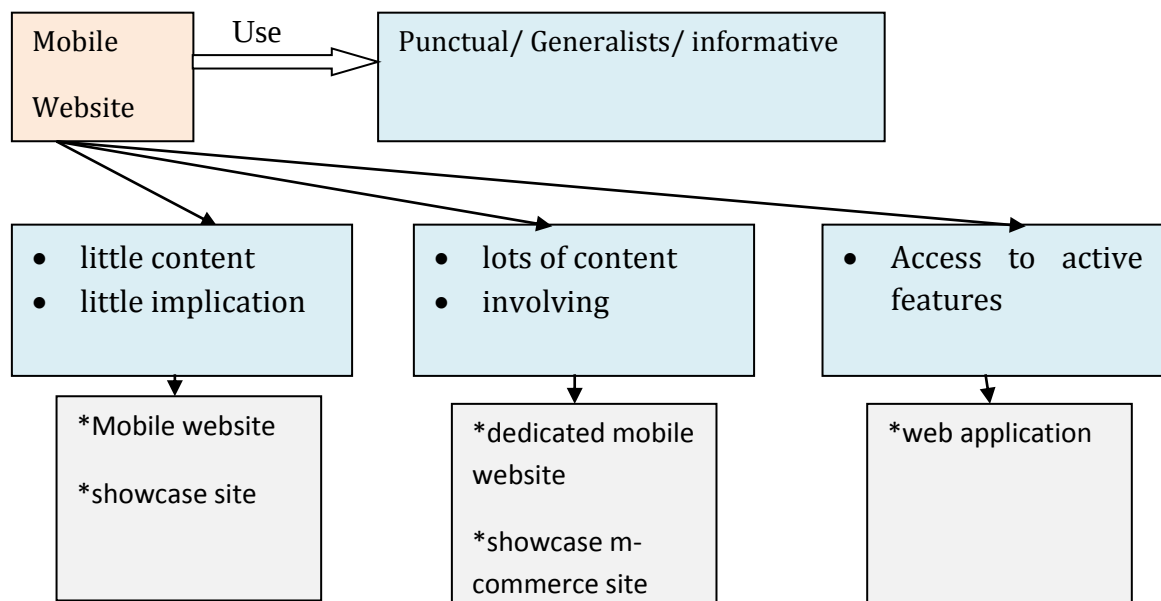
¹⁴ François SHEID, Willy FONTUNGUE, Renaud VAILLANT, Grégoire DE MONTAIGU, op.cit,P226.

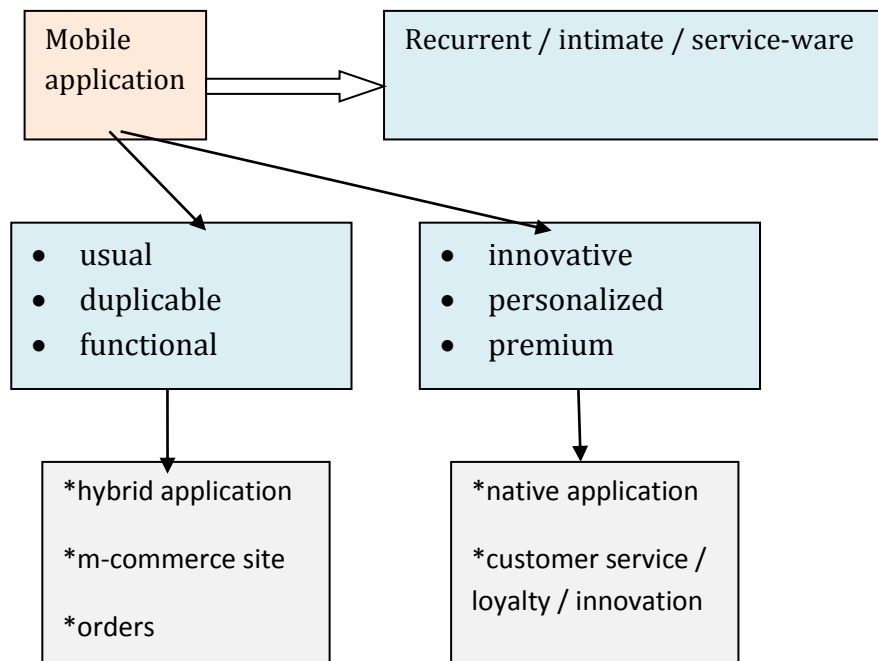
the mobile user spends little time and where he does not come back recurrently;

- a web app (or web application) is a hybrid application are designed from platforms that allow the creation of a media that can be used anywhere: using web technologies, we can thus develop an application at low cost, with a single language (for example HTML5) and a single code;
- A native application is an application developed specifically for a mobile operating system such as IOS or Android, in a specific language: developers use the Objective-C language to design native applications for iPhone. Developing a native application generally allows you to " use all the functionalities linked to the operating system (GPS, accelerometer, camera, etc.) and offer richer applications than web apps: it is the ultimate in obtaining an original and fluid application.

The following figure shows the criteria which make it possible to choose between the different technologies, according to the nature of the uses and their frequency:

Figure N°14: Choice of website versus mobile application :(Free translation)





Source: François SHEID, Willy FONTUNGUE, Renaud VAILLANT, Grégoire DE MONTAIGU, « le Marketing Digital : développer sa stratégie numérique », 2nd Edition, P 227.

2.4 The big differences between the application and the mobile website:¹⁵(Free translation)

Between these 2 “solutions to your digital visibility challenges”, we will find several important differences.

2.4.1 Accessibility:

Where a website is simply accessible from a Google-type search engine, a mobile application will require a download to be used. This makes it less accessible therefore, especially since it will not be available on computers, unless it was developed for. The website, even if it is not intended to be mobile, can be accessed from a Smartphone, but the browsing experience can be very bad.

2.4.2 Integration into everyday life

The advantage of the mobile application is that it can, if well thought out, enter into the daily life of its users and integrate naturally with other existing applications such as SMS,

¹⁵ DANGU (K) « Application mobile ou site mobile : que choisir ? », 2021 ; <https://www.codeur.com/blog/application-site-mobile-choisir/> consulted at.23 :01

Emails, and Phone calls, Camera or even GPS. The website is more limited, although it may request access to the camera or other applications.

It remains less integrated "naturally" on smartphones than the application designed for, with the behavior of the application often based on systems of notifications and other alerts keeping users active.

2.4.3 Maintenance and back-office

In terms of back-office maintenance and management, everything will depend on how your site or application has been developed. If we consider that a website is easier to update (especially because the application requires an additional download from the mobile user), the application is native and therefore does not threaten to upset the design, unlike a mobile website (often an adaptation of the desktop website) which can experience some adaptation difficulties.

- On the other hand, the lifespan of an application is shorter than that of a website, in particular due to the functional differences and the final utility between the two.

SECTION3: MOBILE APPLICATION MARKETING

The launch of a mobile application is a crucial step, regardless of the quality of the application itself. the number of applications on the Apple App store stabilized in 2018 at 2.21 million, while there are 3.5 million applications on Google play, how to make yourself visible in this ocean of proposals, while the search engine results of these two sites only show the most popular applications on a given theme (hotel , cinema, weather..)?¹⁶

The world of mobile applications is not a "long tail" universe, because 5% of applications make more than 80% of the turnover of these stores; 25% of those installed are abandoned after their first use.¹⁷ (Free translation)

3.1 The main elements to put in place for an application launch campaign:

Nowadays, it's not unheard of for businesses to have their own apps — in fact, 42% of millennial-owned businesses use their own apps to increase sales or provide an alternative platform for their customers to use their tools or services.

a) Do Market Research:

As of January 2020, it's been estimated that a total of 1,800,000 apps are available on the Apple App Store. And that number doesn't even encapsulate Android apps in Google and Windows app stores either¹⁸.

It's critical to get to know the leading apps in the company's niche, see where they fall short, and use those insights to make its app better than the competition's.

Depending on the company's budget, it may want to do primary research for prospect users. But even secondary research can give it a lot of insights. The company should take a look at reviews on competitor app pages on the App stores, as well as checking reviews on YouTube and blogs to see what actual users have said about the competition.

¹⁶ CALWAY Wainwright « A Marketer's complete guide to launching Mobile Apps », <https://blog.hubspot.com/blog/tabid/6307/bid/31277/a-marketer-s-complete-guide-to-launching-mobile-apps.aspx> consulted at.13:02

¹⁷ François SHEID, Willy FONTUNGUE, Renaud VAILLANT, Grégoire DE MONTAIGU, op.cit., P 228.

¹⁸Kevin PAYNE "How to Launch a Mobile App in 2021", <https://blog.hubspot.com/blog/tabid/6307/bid/31277/a-marketer-s-complete-guide-to-launching-mobile-apps.aspx> consulted at.14:42

b) Define Success:

Defining what success looks like is necessary for launching a successful mobile app:

The company that aims to launch the app needs to Set some [measurable goals](#) around its launch; measuring success around its **active install rate is recommended**, this tells you retention rate, or the number of people who install your app and then don't uninstall it — the **number of ratings** you receive, your **average rating** in the app marketplace, and if you're selling your app, **revenue generated** from your app. To help set some benchmarks, most free mobile apps have a higher active install rate during the first month, usually around 50%, after which it levels of around 30%. The average app store rating is a 3-4 (out of 5), for which the company should certainly strive much higher to maintain a healthy active install rate.

c) Consider Cross-platform and Browser Versions of the Application:

It's no longer enough to stick to one platform (typically Android or IOS). Now, it's important to be available across multiple platforms to expand your reach.¹⁹

As of January 2020, market share between mobile operating systems were at 74.3% for Android, 24.76% for IOS, and the remaining 2% are divided among other operating systems. Not only is cross-platform development the way to go for more reach, but it's also more cost-effective in the long-run, especially if the company uses top-rated IDE software to accelerate app development. Most IDE software even let the company create web browser versions of its mobile apps, giving users more ways to use its app across any device

d) Use social networks:

Even before launching the application, it can be talked about on the company's various social media accounts to get comments and generate interest. The launcher can also share screenshots to give its audience an idea of the user experience offered by its app.

Newer social networks like **Pinterest** shouldn't be discounted for launching the mobile app — the highly visual social network is the ideal place for the launcher to show other mobile app developers its product in its final stages that may have some great suggestions for UI/UX improvements

¹⁹ PAYNE (K), Ibid, consulted at.15:00

e) Launch a beta version with a particular target

This creates a feeling of exclusivity, improves the application after collecting comments, and can generate a first buzz around it.²⁰ (Free translation).

f) create content

Create educational content that clearly explains how to use your mobile app. This content should include blog posts, press releases, social media content, website copy, and email marketing copy.

g) Make a Demonstration Video

Create a short video from 1 to 2 minutes that shows how to use the mobile application; and that clearly explains the application does and why it's useful in real-life scenarios.

h) Launch a Dedicated Site or Page

If the mobile app is a business in its own right; launching a dedicated website for it is more appropriate; or simply creating a page for the mobile app on the company's website can be done either. The latter is what most companies choose to do.

i) Choose an App Store

During the launch period (a few weeks), the launcher should choose a particular store to sell his application: this allows him to obtain a greater concentration of downloads (visibility in the ranking) and ratings. He could also focus his efforts on inevitable improvements to be made to his app. then he can offer it in the different stores.

The most common app stores are the "Android Market" and "the Apple App Store", besides other app stores (even HubSpot has its own new and improved App Marketplace).²¹

j) Pitch Your App

Preparing a pitch about the app is essential in order to present it to journalists and other bloggers specializing in new technologies. Ideally, it should be done a few weeks before the launch, to allow these influencers to test the app in beta, so that they 'they can talk about it at launch.

k) Solicit your professional network:

The launcher must reach out to his business network and ask them to share his content about the app's impending release on their social channels. He also can Send his network a sneak preview email with a link to his demo video so they can see how his app works, and include "social sharing buttons" to make sharing his content easy.

²⁰ François SHEID, Willy FONTUNGUE, Renaud VAILLANT, Grégoire DE MONTAIGU, op.cit. ; P229.

²¹PAYNE (K), "ibid, consulted at.18:39

l) Set Up Paid Advertising:

Because of the “Google algorithm's freshness update”, the launcher might gain some organic search tractions at his mobile app launch, complementing that search presence with some paid advertising during launch week. he can also set up paid, targeted ads on Facebook to drive users to his Facebook fan page, where they'll be greeted with his welcome screen encouraging them to sign up for his mobile app.

m) Place download links:

That must be done on social network accounts, in e-mails, on the site, in blogs.

n) Use ASO:

This is app store optimization, similar to SEO for search engines. ASO aims to improve the ranking of an application when searching in a store. This involves optimizing the choice of titles and keywords, inserting screenshots and the presentation video, and of course collecting as many positive opinions as possible.²² (Free translation)

o) Monitor Feedback and Encourage Reviews

Monitor peoples' feedback about the app, and strongly encourage users to post reviews.

It's not just that the apps with the best reviews get the most visibility and downloads, this process also helps to identify bugs that the launcher of the app wouldn't otherwise know about and that allows him to make quick changes to improve the user experience and make his app stickier. He must also keep users updated on his progress as he makes it so they know he's listening and responding to their feedback.

²² François SHEID, Willy FONTUNGUE, Renaud VAILLANT, Grégoire DE MONTAIGU, op.cit.; P230.

Conclusion of the chapter

The development of the mobile internet is creating new uses (short, intimate, contextual, recurrent, sequential, connected) which are all opportunities for web marketers who know how to analyze the user experience.

Mobile applications can constitute valuable innovations and tools, provided that they correspond to recurrent needs among consumers endowed with a sufficient "mobile" culture (market segments called "shifted").

As alternatives to these applications, mobile sites are less cumbersome to design and manage, but they must benefit from a natural referencing (SEO) strategy adapted to specific uses.

Mobile advertising plays a key role, but remains difficult to master because it is perceived as intrusive by consumers and subject to stronger technical constraints than advertising on desktop.

CHAPTER 3

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO”

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

Introduction

Today, content marketing is attracting more and more Algerian companies, which understood the importance of investing in this new approach to marketing.

This last chapter will be an opportunity to approach the practical part of this thesis.

First, we will present the host organization for our internship carried out within The BRI Marketing, its missions, its objectives, its services and its organization.

Then we will discuss the research methodology followed during our study.

Finally, after processing the results, we will present the synthesis of our research as well as our recommendations to the marketing managers of BRIM regarding the mobile application ACHO.

SECTION1: PRESENTATION OF “BRI MARKETING” AND THE “ACHO” MOBILE APPLICATION

In this section, we will first present the startup, its fields, its objectives and the services that it offers; we will also take a brief look at its Marketing content on its different platforms, and then we will move to its mobile application “ACHO” and do the same overview.

1. 1Presentation of “BRI Marketing”:

It is an Algerian company “startup” specializing in marketing management, market studies, and events and consulting. It was founded on April16, 2017 by a group of marketing specialists with the aim of developing the practice of marketing in Algeria and Africa and to help companies improve their marketing strategies.

”BRIM was officially launched on April 16, 2017. Its story began in 2012 after several years as a freelancer I wanted to build a team of experts to help companies improve their marketing strategy” (Mr. Hichem BABA AHMED, founder of BRIM Marketing)

1.1.1 BRI Marketing’s Data Sheet:

Figure N°15: BRIM’s Data sheet

Name of the Startup: BRI Marketing (Le Bureau de Recherches ET d'Investigations Marketing)

Sectors: Marketing and Advertising

Size of the company: 1-10 employees

The head office: Algiers, Sidi -Abdallah

Type: SARL.

Founded in: 2017

Fields (Domains): Marketing, Survey, Market Studies, Marketing Strategy, Digital Marketing, Marketing Plan, Economic Watch, Marketing Audit, Consumer Behavior, Branding Management, Marketing Management, Strategic Watch and Marketing Intelligence

Website: <http://www.bri-marketing.com>

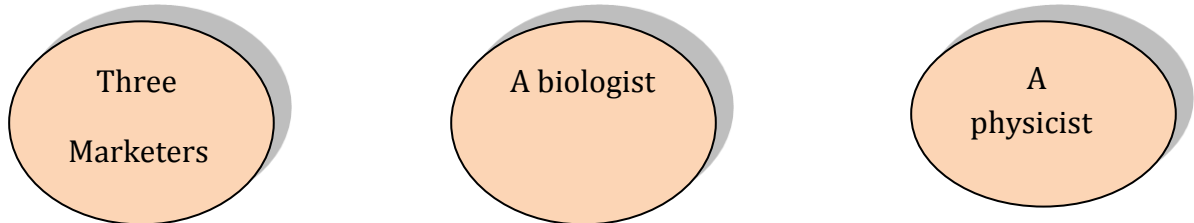
Source: <https://www.linkedin.com/company/bri-marketing>

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

1.1.2 The organization chart of the company:

- BRI Marketing is currently composed of a group of five people:

Figure N°16: The organization chart



- In the words of the founder of BRI Marketing; Mr. Hichem BABA AHMED “Before the Covid19 crisis, before the “Hirak” and especially before the problem of non-payment of two large customers of us , we had 4 employees:
 - An Infograph
 - Two sales men
 - A qualitative analyst

1.1.3 Objectives and Ethics:

- The challenge and the main objective of BRI Marketing is its customer's satisfaction: “a satisfied customer is a mission accomplished”.
- We develop optimized action plans to allow our clients to achieve their objectives while respecting time and adequate budget
- User-friendliness: the office considers its employees as members of the same family.
- confidentiality: all communications between our employees and our clients are confidential
- Punctuality: our commitments to our customers follow a schedule regulated by the second.

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

1.1.4 BRI marketing's services:

BRI Marketing's current main services are providing:

1.1.4.1 Corporate event

For companies, the event constitutes an excellent communication and marketing channel. It is an opportunity to meet people in order to identify opportunities, exchange information, convince and seduce customers ...ect. Therefore, organizing events becomes important, but it requires that we devote a lot of time to it, or that we give this mission to experts in the matter.

BRIM offers to its customers an excellent know-how to implement their events; all they need to do is to explain their expectations to the company and its team will create an atmosphere that meets the customer needs.

BRIM will accompany its customers in each step of the process, from the study of the site to the execution of the event, whether it is the launch of a new product, the organization of seminars, press conferences, team buildings, conventions or leadership events.

1.1.4.2 Outsource the marketing function

Marketing is the process that allows the company to have a precise idea on how to approach its market, and knowing how to adapt our ore according to expectations of our customers. This process requires the use of a qualified team so that the result is satisfactory on the medium and long term.

If the team is recruited internally, this generates a large budget. Therefore BRIM provides its customers with their own Marketing team.

The customer must choose the marketing offer outsourced most suited to its situation and BRIM will take care of its Marketing Management and will accompany him in the success of his strategy.

1.1.4.3 Marketing training

Given the changes in the environment and the technological progress; to stay the course, leaders need to learn more and to train themselves more and more. This is why BRIM performs a diagnosis and prepares a program adapted to the marketing needs of your business.

Training courses designed and led by our BRIM's team, specialists and experts in Marketing guide its clients the opportunity to improve themselves in many specific areas of Marketing, as well as develop their leadership. The training courses offered are accessible to all decision-making levels; they will help customers to better manage the markets of tomorrow.

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

1.1.4.4 Marketing Consulting

In order to properly manage supplies, meet demand as well as possible Customers, maximize sales and improve flow management, it is important to get organized and have a strategy to follow.

Taking into account the customer's ecosystem, his positioning, his objectives, and his orientation strategic, BRIM will help him use and effectively master the various retail tools, offer effective solutions to improve his operational performance and commercial.

1.1.4.5 Retail Consulting

If you're in the process of designing new products or your marketing strategy constantly adapts to market expectations you can make a call on BRIM's advisers.

BRIM's team provides its clients with tailor-made advice, depending on their strategy, their budget and their environment, and allows them to achieve their medium and long term goals. BRIM's advice is based on data from field and target market, it therefore rests on the needs and expectations of the client's customers.

1.1.4.6 Market research

We cannot move forward with our eyes closed, without knowing where to set foot. The environment is constantly evolving and become more and more aggressive, which makes us oblige to know it and analyze it meticulously on its various aspects.

BRIM has a team of professionals in studies and analysis (qualitative and quantitative) of the market. It helps the client identify the axes to strengthen, the opportunities that arise, as well as threats to overcome, to maximize his share of market and reach his target.

BRIM offers its clients:

- Competitive study;
- Environmental analysis;
- Customer satisfaction surveys /consumers;
- Feedback from consumers through a geographic area;
- Benchmarking;
- Strategic positioning study.

1.1.4.7 Marketing Audit

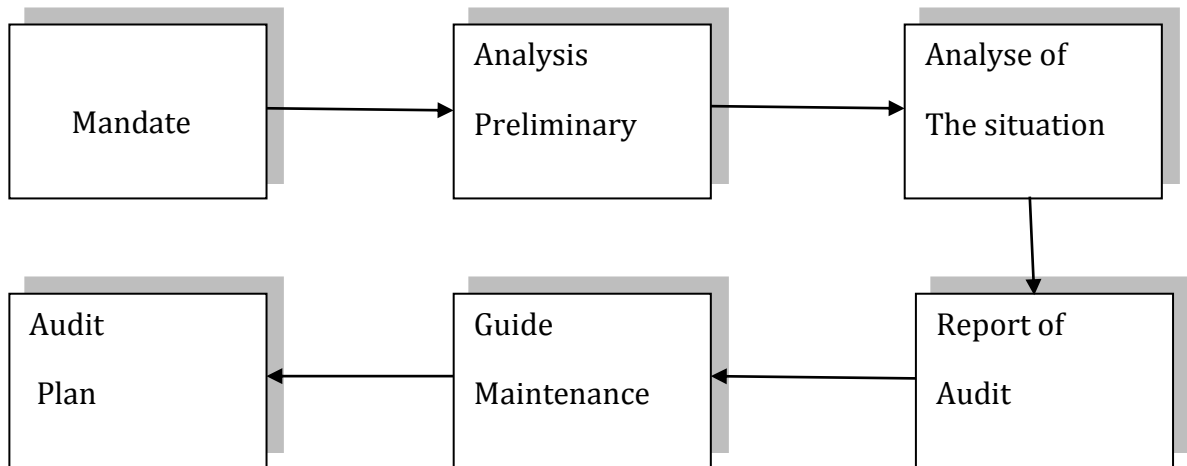
Confidence does not exclude control. Management respects the autonomy of collaborators, but monitors them in order to frame their work, monitor their results and improve their performance.

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

BRIM offers its customers an active collaboration as part of Marketing audit assignments, in order to examine the actions of their function Marketing.

Their audit will be carried out according to the next steps:

Figure N°17: Steps of BRIM’s marketing Audit:



Source: interne document

At the end of the audit, BRIM’s team offers its clients improvements to be made in their marketing department according to the objectives therein associate

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

1.2 BRI Marketing’s website:

Figure 18: BRIM’s website



Source: <https://www.bri-marketing.com/>

When it comes to BRI Marketing’s website, we can clearly see that it is so well organized and attractive, its design is on point; it’s visible, easy to use and the colors used in it are relieving to look at, and all these factors leads to a great user experience.

At the top of the page we notice that the company’s logo is on the left as the other pages of the website are well organized and visible on the right. In the bottom of the page we find two boxes to click on: the first one in red represents the services that the company offers and the second one in green represents the achievements of the company.

1.3 BRI marketing’s social media accounts:

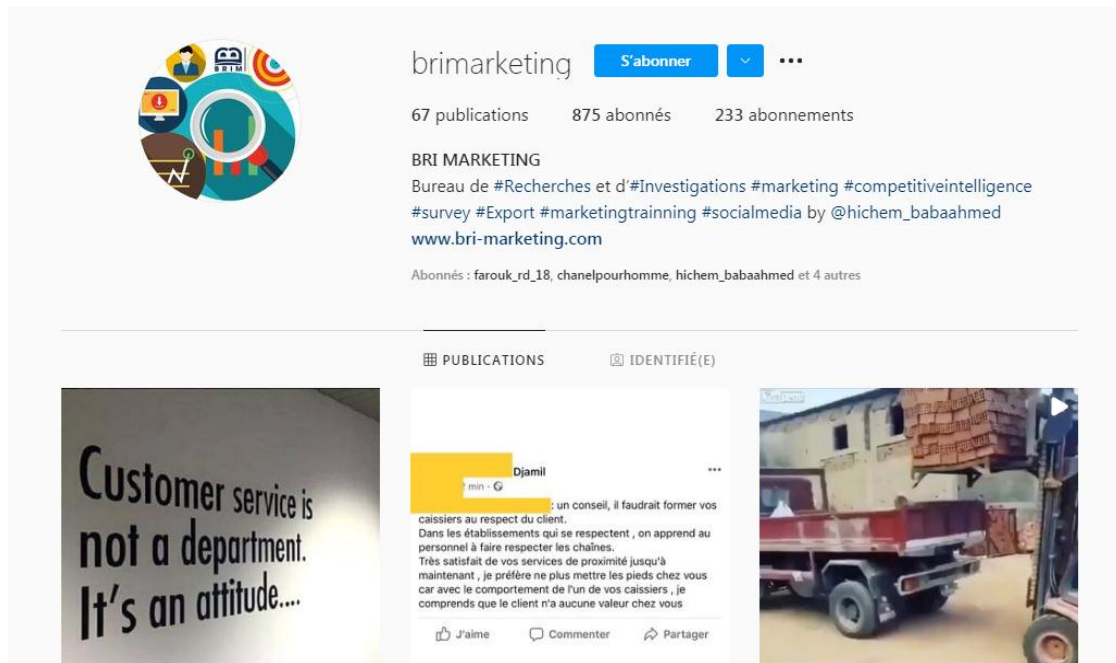
The company uses four social media accounts (pages) which are Facebook, Instagram, Twitter and LinkedIn through which it shares and disseminates its content.

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

1.3.1 BRIM’s Instagram page:

Instagram is a critical platform for 2021. As one of the most-used social media apps, Instagram boasts 1.2 billion MAUs. Fresh features like “Instagram Reels” hint that the platform still has plenty of growing and expanding to do.¹

Figure N°19: BRIM’s Instagram page:



Source: <https://www.instagram.com/brimarketing/>

BRI Marketing has an Instagram page with 876 followers and 67 publications; the page hasn't been really active this year when it comes to publishing, its last publication was on 21 February from this year and it got 22 likes and three comments; while the last video published on the page got 284 views and three comments as well. The content of its posts varies between articles, promotional posts, Marketing quotes and proverbs, besides the company's new offers.

¹ Arianna GISMONDI “Top 27 Social Media Apps for Your 2021 Strategy”

<https://www.kubbco.com/top-27-social-media-apps-for-your-2021-strategy/> consulted at.00 :41

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO”

1.3.2 BRI Marketing's Facebook page:

Facebook is the undisputed heavyweight champion of social media platforms.²

Facebook was the first social network to surpass 1 billion registered accounts and currently sits at more than 2.6 billion monthly active users. The company currently also owns four of the biggest social media platforms, all with over 1 billion monthly active users each: Facebook (core platform), WhatsApp, Facebook Messenger, and Instagram.

In the second quarter of 2020, Facebook reported over 3.1 billion monthly core Family product users 947869.³

Figure N°20: BRIM's Facebook page



Source: <https://www.facebook.com/BRIMARKETING/>

BRIM's Facebook page WAS FOUNDED ON 2012 is very interesting, it has 5230 likes but not many reactions or engagements; the page is quite active; it used to share posts every once and awhile but these last three months it started to share more ,from once to twice a week. Its content is focused mainly on recent news and marketing articles .it also publishes information about the company's mobile APP “ACHO” every now and then.

²KARL KANGUR, “Top 15 Most Popular Social Networking Sites and Apps

[2021]”, <https://www.dreamgrow.com/top-15-most-popular-social-networking-sites/> consulted at 21:47

³H. TANKOVSKA, « Most popular social networks worldwide as of January 2021, ranked by number of active users”, Feb 9, 2021, <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/> consulted at 21:23

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

1.3.3 BRI Marketing's twitter:

Twitter is a real-time micro-blogging platform, publicly launched in July 2006. At launch, its defining features were the tight limits placed on each post, known as a tweet. Originally, users could only use 140 characters, although that was doubled to 280 in 2017. Formed by former “Odeo” employees “Jack Dorsey”, Noah Glass, Evan Williams and Biz Stone, the site originally used SMS to send tweets onto the network. It received its first boost of users at SXSW 2007, when the founders showed all the tweets hitting the network in real-time. From there, Twitter grew out its user-base to reach over 300 million monthly active users.⁴

The features offered: Twitter allows companies to post tweets of one hundred and forty characters maximum. Tweets can contain photos, external URLs, hashtags, etc. One of the benefits of Twitter is that it charges only when a user interacts with sponsored content. And the more popular / engaging the content, the higher the cost per click drop.⁵ (Free translation)

Figure N°21: BRIM's twitter page:



Source: https://twitter.com/SARL_BRIM

As we can see, the page was created in 2017 and it's quite well organized, we have a cover picture with the logo's company on the bottom left, we have also the name of the page

⁴ MANSOOR IQBAL, « Twitter Revenue and Usage Statistics (2021) », link: <https://www.businessofapps.com/data/twitter-statistics/> consulted at 18:24

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO”

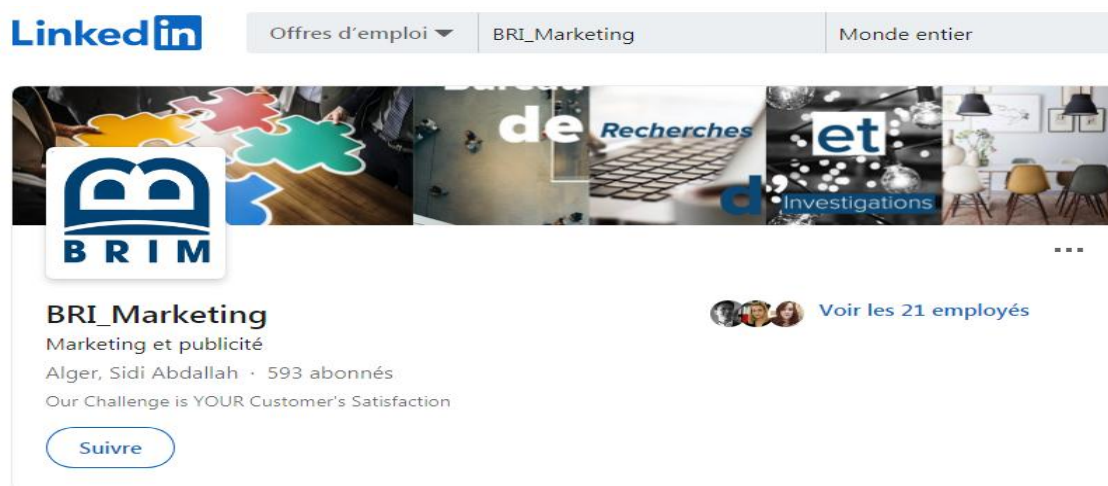
“BRIM” right under the logo, and finally, we have the biography to indicate to the users what the company does, what values it stands for, and why they should follow it. We can also notice that under the bio there’s the geographical area “Algeria” mentioned and right next to it there’s a Link “bri-marketing.com/index.html” which should redirect the users to the content that BRIM wants to present to them currently; this doesn’t need to be the company’s home page, it can also be its landing page of its last campaign.

BRIM’s twitter page has 277 follower and 209 tweets which talks mainly about recent news, marketing articles .the different events, TV passage of the founder of the company “Mr. Hichem Baba Ahmed”, it also promotes and publishes information about the company’s mobile APP “ACHO” every now and then. Basically we can say that its content is quite similar to the one being published on BRIM’s Facebook or Instagram pages.

1.3.4 BRI Marketing’s LinkedIn:

LinkedIn is the world's largest professional network with 756 million users in more than 200 countries and territories around the world. It was created in 2002. It belongs to the Microsoft group. LinkedIn is considered a digital community for businesses, companies, people looking for a job or recruiters; it works from a personalized page of each user, like a CV, where they share their studies and professional experiences. This platform is intended for professional and commercial relations.

FigureN°22: BRIM’s LinkedIn page



À propos

Le Bureau de Recherches et d'Investigations Marketing est une S.A.R.L créée en 2017 qui existait depuis 2010 comme bureau de conseil. Nous proposons des services d'études de marchés pour le lancement de vos entreprises, de vos produits et/ou service ... Nous vous proposons aussi un Marketing Management sur mesure pour la mise en place d'une stratégie marketing , d'un plan marketing et d'un suivi effectué

Source: <https://www.linkedin.com/company/bri-marketing>

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO”

BRI Marketing created a platform on LinkedIn which is intended for professional and commercial relations. When it comes to the content of the page, we can notice that BRIM used the same cover picture used on its Facebook page which gives a feeling of professionalism once you look at it because of the computer and the desk. On the bottom left side of the cover we can see clearly the logo of the company with the name of the company right underneath it. The location of the company is mentioned with a little quote underneath it “our challenge is your customer’s satisfaction” which gives the visitors of the page a small hint of the company’s objectives.

The page is being followed by 593 users and has 21 employees. We can see that BRIM wrote a small presentation of itself and of the services that it offers in order to attract the attention of the users and creates commercial relations with the one interested.

1.4 Presentation of the “ACHO” App:

- “ACHO” is the first Algerian application that allows users to earn money by answering surveys. It was officially launched in 2019 by a group of highly qualified Algerian experts with the aim of facilitating the collection of Algerian market data for managers.
- “ACHO” is an application that allows businesses to collect data and analyze the actions and perspectives of a targeted community or consumers in order to help make better decisions, avoid risks and build a valid market research.

Figure N°23: “ACHO”’s Data sheet:

Who are we? • A group of marketers who want to make the data of the Algerian market accessible to managers. Since when? • The idea of the App :2017 , it was launched in :2019 Where? • In Algeria, with Algerian skills and data stored in Algeria. How? • By involving consumers in improving the quality of the product / service. Why? • Lack of Data on the Algerian market.

Source: internal company document

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO”

- The App allows users to ensure that their opinions reach the decision-makers of companies and institutions directly; it also brings companies together and helps them understand their consumers better.
- The information (data) that the application collects is instantaneous, analyzed and encrypted for a purely marketing and managerial use.
- Everyone aged 19 years and over and likes to share his opinions can use the App.
- The purpose of the surveys published on the application is to Data collection for the benefit of: companies, the community, students and researchers.

1.4.1 How to register on the “ACHO” App?

In order to register on the App, the user must follow the following steps:

1.4.1.1 Accept the terms of service:

By pressing the button “I accept” as shown in this figure (check Annex N°10)

1.4.1.2 Read or skip the introduction:

Once accepting the terms of service, a small introduction to the App appears to the user, this quick presentation answers the user’s main questions:

- What is “ACHO” used for?
- To what kind of polls will I answer?
- Why does “ACHO” need user’s personal data?

The user is free to choose between reading the intro and skipping it.

Figure N°24: The “ACHO” App’s intro



Source: a screenshot from the “ACHO” mobile App

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1.4.1.3 Enter the phone number and the code:

The user must enter his phone number in the box provided for that; he will then receive an SMS with a code in his SIM card which he must enter as well in the box provided for it. (check Annex N°11)

1.4.1.4 Activate the GPS (global positioning system):

The user must agree to activate his GPS and needs to allow the App “ACHO” to access its device’s location. This information is needed in the targeting process of the category, for example: the App is in the process of launching a survey that only concerns the residents of Algiers, when the GPS of the users is activated, the App will be able to determine precisely their current location and the survey will be sent only for those who are located in Algiers. (check Annex N°12)

1.4.1.5 Enter your e-mail address:

A Gmail account is needed to the “ACHO” team keep in touch with the App’s users, send them results from a few polls and a newsletter that will not require more than 5 minutes of reading per week. The e-mail will also help the user to recover the “ACHO” account directly if he uninstalls or changes his device.

The email address will not be disclosed or shared with the user’s partners. (Check Annex N°13)

1.4.1.6 Enter the Basic information:

The user must enter his:

- Name and the surname
- Gender
- date and place of birth

After filling the boxes, the user must click on the button “validated” to go to his the next step. (check Annex N°14)

1.4.1.7 Personal situation

The user must choose his level of education, family situation, and his professional situation from the options given by the App:

- **Level of education:**
 - none
 - primary schools
 - middle school
 - secondary school

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- baccalaureate
- professional training
- bachelor degree
- master degree-Engineer
- doctorate degree(PHD)

- **Family situation:**

- single
- married
- divorced
- widowed

(Check Annex N°15)

1.4.1.8 Professional situation:

The user can choose his profession out of 6800 one available on the “ACHO” App. Writing the first letter of his profession’s name will make it appear easily or he can simply type the full profession’s name by himself.

- After providing the App with all the information required, the registration process will be validated and the user will be able to use the “ACHO” App successfully.

1.5 The “ACHO” application features:

There are a lot of ways to collect information and data; the choice of method depends on the data collection strategy, the type of variable, the desired precision, and the point of collection and the skills of the enumerator. The relationships that exist between a variable, its origin, and the actual methods used for its collection

1.5.1 The main data collection methods:⁶(Free translation)

- **Recordings:** registers and licenses are particularly useful for a complete count, but are limited to slowly changing variables, such as the number of fishing vessels and their characteristics.
- **Surveys:** These are forms that are completed and returned by the declarants. It is an inexpensive method, useful where literacy rates are high and cooperative filers.

⁶« Méthodes de collecte des données », Link :<http://www.fao.org/3/X2465F/x2465f08.htm> consulted at 22:00

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- **Interviews:** These are forms that are completed during an interview with the declarant. More expensive than questionnaires, they are preferable for more complex questions, in cases of low literacy or less cooperation.
- **Direct observations:** Direct measurements are the most accurate method for many variables, such as catches, but are often expensive. Many of these methods, such as observer programs, are limited to industrial fishing.
- **Statements:** the main alternative to direct measures is to hold fishermen and others accountable for their activities. The system of declarations presupposes literacy and cooperation but can be strengthened by a legal obligation and by direct measures.

When it comes to online Survey, customer satisfaction survey, market research; businesses can rely on effective online sites and software, free or paid, to create questionnaires, collect the responses and analyze the data;

1.5.2 The 14 best online survey tools:⁷(Free translation)

- **HubSpot:** The HubSpot survey tool allows you to create online questionnaires quickly and easily thanks to the pre-existing templates and its intuitive interface in French. The tool focuses on customer experience feedback. Results are analyzed in real time in a dashboard, and responses are synced with the included free CRM.
- **Google Forms:** Attached to Google Drive, the Google Forms online survey tool is accessible through the simple creation of a Gmail account. Free, very easy to use and available in French, it allows you to quickly and efficiently develop forms for polls, surveys or collection of opinions. On Google Forms, users can analyze the results in real time in the form of graphs. However; Google has access to the recovered data, which may make the software unsuitable for confidential or sensitive topics.
- **SurveyMonkey:** SurveyMonkey is one of the must-have software for creating online surveys. It is a practical and fast solution which allows to carry out simple surveys and to have powerful functionalities. Access to all of Survey Monkey's features remains quite

⁷Anaïs ANNÉREAU, « Les 14 meilleurs outils de sondage en ligne », 2021 ;

Link : <https://blog.hubspot.fr/marketing/outil-de-sondage> consulted at 00:02

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expensive with subscriptions from € 30 to € 99 / month. Internet users can benefit from a free version allowing surveys of 10 questions for 100 results

- **Drag'n Survey:** Drag'n Survey is French software which gives users the possibility of personalizing their surveys according to their theme. Online survey creation is kept simple thanks to an intuitive drag-and-drop interface. The free version allows you to create an unlimited number of questionnaires. The user will however be limited to 20 questions and 200 respondents per survey.
- **Eval&go:** The French software Eval&Go is a practical and easy-to-use tool for creating personalized questionnaires and surveys. Eval&Go is available in two versions: free for surveys of 25 questions and 150 answers, and then paid from € 19 per month. The free version, however, lacks important features such as customization or export of results to Excel.
- **Survio:** it offers a survey service that is very easy to use. This tool is available in 15 languages including French. Many predefined survey templates are available and allow the user to quickly build a survey, whether to survey customer satisfaction or conduct market research. The service has a free offer and is also available in 3 premium offers: Personal at € 14.92 per month, Business at € 24.92 per month and Elite at € 58.25 per month.
- **Zoho:** it is one of the most interesting and user-friendly tools for designing online questionnaires. It offers over 25 sample questions, over 50 survey templates and an unlimited number of surveys. It also offers features such as customizing reports or analyzing data via Google Sheets. You can even buy answers based on demographic data. Zoho is only available in English, with a free version and fuller paid versions ranging from € 20 to € 60 per month.
- **Limesurvey:** it is a survey tool available as a Cloud edition or as a free open source download. The software can be hosted locally on a computer, on the Lime Service server or on an external server. IT allows the integration of plugins and the modification of the HTML code. Available in 80 languages, including French, this tool is aimed at both students and companies for market research or customer surveys. Among the many possibilities available, the user will have access to 28 types of questions, the integration of images and videos, an unlimited number of surveys, questions or users, public or anonymous surveys. The Internet user can subscribe to the free basic offer. For more complete functionalities, this survey tool develops 3 offers: Basic at € 29 per month, Expert at € 349 per year and Enterprise at € 849 per year.

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- **PollDaddy:** Accessible via a Word-Press account, the PollDaddy web service allows you to carry out an unlimited number of online questionnaires. The basic tool is free, but still very complete with, among other things, 15 survey designs, and 19 types of questionnaires, the integration of images or videos.
- **Checkbox:** Addressed to individuals and companies, Checkbox is one of the most complete solutions for the production and analysis of questionnaires. This survey tool offers beneficial features for developers, as well as optional options such as API access or source code. However, Checkbox remains less easy to use and less accessible than other online tools for novices.
- **Typeform:** is certainly one of the simplest in terms of user experience. The creation of questionnaires is accessible and the forms are both intuitive and ergonomic. Available in English only, Typeform is available in a free version or a paid version starting at € 30 per month. The free version includes 3 surveys of 10 questions for 100 responses per month.
- **GetFeedback:** an American survey creation tool, attaches great importance to the visual. It presents very aesthetic and customizable models allowing the integration of the graphic charter of the user. Along with Sales-force-AppExchange, GetFeedback also allows companies to integrate their surveys with Salesforce CRM. This survey tool is only available in a paid version starting at \$ 50 per month with the possibility of free trial for 14 days.
- **Alchemer:** formerly called SurveyGizmo, is online questionnaire software designed for any new business. It has many possibilities that allow deep customization of surveys, polls or studies. With this tool, users can get unlimited number of polls, questions and answers. SurveyGizmo also offers the export of stored data, reports with filters and segmentation and A / B testing. Available in English only, the software is available in a free version with limited access. Depending on the level of functionality desired, users will then have to invest between € 40 and € 205 per month (€ 21 to € 127 per month in the case of an annual subscription).
- **Doodle:** The Doodle web application is mainly used to set meeting time slots. However, it can also be used to create polls with questions involving simple answers like yes, no or if necessary. With a simple interface, the software offers other interesting options such as the hidden survey or the choice by participant (in premium version).

As we can see, each survey tool gives access to more or less advanced functionalities. That's why The “ACHO App” team did his best to deliver an App that can offer to the user all the advanced functionalities possible and tried to outperform the other

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online tools by avoiding all the factors that can have a non-commendable effect on the user's experience. **So what are “ACHO”'s features?**

1.5.3 “ACHO” features over other data collection methods:

1.5.3.1 Accurate targeting of the category:

The registration system of the application requires the user to enter his profession, gender, age (above 18) and obliges him to activate his GPS (global positioning system) so that the App can detect his current localization, and also to enter his real name and surname with a photo of his identity card which must be sent to the ACHO's mailbox and will be verified by the “ACHO” team in order to confirm his identity (gender, age..) and allow him to finish his registration, otherwise his registration won't be validated. The localization, the age, the gender, and the occupation of a user are essential information for an accurate targeting.

So, When it comes to the other online survey tools, making sure that the information provided by users are real isn't possible, and that's one of the “ACHO” features which took this factor very seriously.

1.5.3.2 Effectiveness of results:

The “ACHO” App provides the launcher of the survey with encrypted analytics of his questionnaire's results; since the targeting of the category was accurate the results of the research will be accurate and effective as well.

1.5.3.3 Confidentiality of the recovered Data:

“ACHO” made sure that no one but the launcher of the survey can have access to the results of the survey, neither during the time of research nor after it's done, unlike other online survey tools such as “Google forms”; which makes the “ACHO App” suitable for all kind of research (except for religion and politics) even the confidential one and eliminates the risk of losing Data to competitors.

1.5.3.4 Earn money and time:

It's obvious that the most accurate method for research is a face to face interview with the declarant, but it is more expensive than the questionnaire and requires a lot of time and effort, these days, consumers seem to change their mind really often since there are a lot of products/services in the market, that's why doing one research per year isn't sufficient anymore, companies need to do research really often in order to have a better understanding of the consumer and to be able to satisfy their renewed needs and in this

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case face to face interview will cost companies a lot of money and time. “ACHO” allows business leaders and marketing teams to save -80% in budgets and -90% in time. The launcher can analyze the results of his survey in real time. Information is instantaneous, analyzed and encrypted.

1.5.3.5 The ease of launching the survey:

Since most of “ACHO” clients are companies, the “ACHO” team is the one charged with creating and launching the questionnaire, all what the client needs to do is to contact the “ACHO” team and provide it with specific information about the aim of his study (research) and the questions that he wants to include in his survey, he also needs to choose his target carefully (age, gender, socio-professional category, geographical area....) by simply clicking on the site’s link “ACHO.DZ”. The client will receive the Data of his survey analyzed and processed as needed in 24 to 72 hours.

The “ACHO” team is working on giving individuals the possibility of creating their own questionnaires on the App’s site, but in order to do so the “ACHO” team needs to give the user its consent in order to use the “ACHO” site and create his questionnaire and that by sending him a code via his mailbox. After that, all what the user needs to do is to simply click on the site’s link “ACHO.DZ”, choose his target, enter his questions and then launch the survey.

1.5.3.6 Unlimited number of polls questions and answers:

The “ACHO” user is allowed to create an unlimited number of questionnaires, with unlimited number of questions and answers unlike other online tools such as “Drag’n Survey”, “Typeform”..... ECT.

1.5.3.7 Fast and automatic publishing:

Unlike the other online survey tools where the launcher of the questionnaire needs to send it to people one by one and convince them to answer it which will require him a lot of time and effort, on the “ACHO” App, when a survey is launched, a notification will be sent immediately and automatically to the App’s users to inform them that a new questionnaire is available on the App with some details about its topic and content in order to make them enter the App and answer it.

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1.5.3.8 User compensation:

The “ACHO” App allows users to accumulate points, which will then be converted into telephone credit, vouchers, and CCP / bank transfers simply by answering surveys and / or quick questions that will be launched on the App.

1.5.3.9 Extra features:

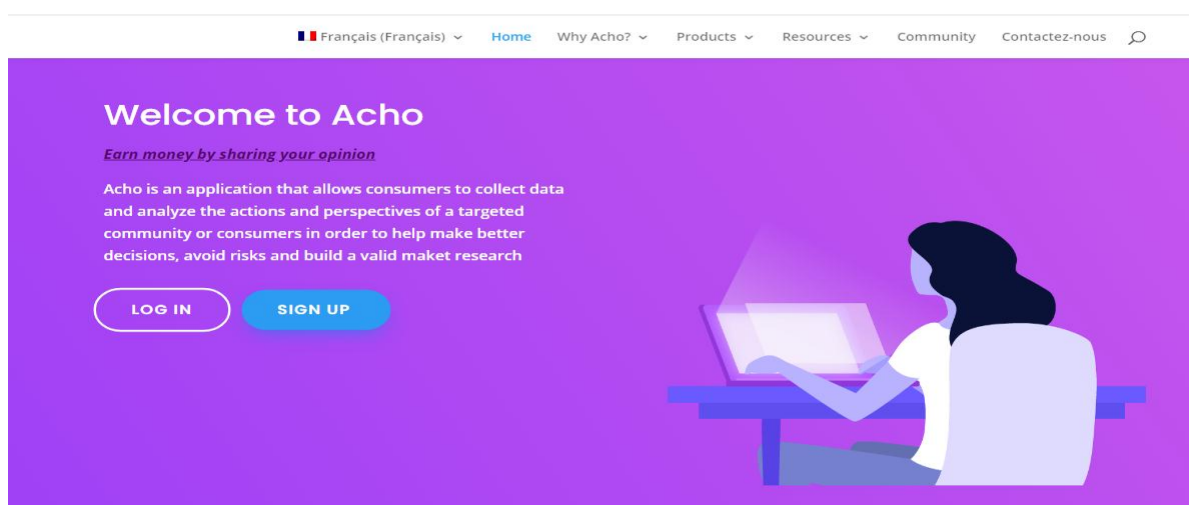
- **Available in 240 languages:** the survey can be created in 240 languages and can be translated into an unlimited number of languages selected by the launcher. The App’s users will receive the survey automatically translated into their phone’s language.
- **6800 professions to choose from:** while registering on the application, the user can choose his profession among 6800 different ones.
- **The integration of images / videos and audios:** the creator of the survey can add to his questions images, videos and even audios. The users of the App can also respond with images, videos or send audios

1.6 The Marketing content of ACHO’s website:

Having a website is an investment for any business; it allows it to be better known and more professional. People trust search engines like Google to find a business, so if a business is not in the results it's like it doesn't exist in the eyes of many.

The “ACHO” website is like a showcase that serves to present the App, its activities, its values, and it helps it to be more credible and professional

Figure N°31: The “ACHO” mobile App’s website:



Source: <http://www.acho.dz/consulted> at.12:39

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- Regarding “ACHO”’s website, we can clearly see that it’s so well organized and visible ;its design is attractive and on point; and the colors used in it are so well chosen ,the website is so easy to use as .These factors lead to a great user experience.

At the top of the page we notice the menu bar with a series of clickable words:

- **Language:** where the visitor of the page can choose the language that suits him the best (Arabic, French, English).
 - **Home:** it’s the page from the figure right above, and it’s the one that shows directly when you click on the link of the page”ACHO”.
 - **Why ACHO?:** by clicking on it, four options come up:
 - ❖ How it works
 - ❖ Our platform
 - ❖ Our audience
 - ❖ Our data
 - **Products:** by clicking on it, five options come up:
 - ❖ All products
 - ❖ Publicity
 - ❖ Product innovation
 - ❖ Pricing and plans
 - ❖ Product localization
 - **Resources:** when the visitor clicks on it, five options come up:
 - ❖ Resources library
 - ❖ Blog
 - ❖ Podcast
 - ❖ Virtual insight summit
 - ❖ Knowledge base
 - **Community**
 - **Contact us**
- Since the “ACHO” team is still working on the content of the website, the content of these options is not yet done (No budget to invest in a webmaster or a site administrator), so when the visitor clicks on one of them an empty page is displayed.

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- On the home page, we find a brief presentation of the mobile App and at the bottom of the page we find two options to click on:



- After carefully browsing the ACHO website page, we noticed that it had some issues when it comes to the language part, when a user chooses a certain language, the content of the site can appear in another one, which is a technical problem that the ACHO team needs to take in consideration and work on it, in addition to working on the content of the site in total as well.

1.7 ACHO's social media accounts:

Social networks represent real benefits for the “ACHO” App. On one hand they help it manage its e-reputation and on the other hand to be close to its followers, Internet users, and therefore interact with them.

The mobile Application uses four social media accounts (pages) which are Facebook, Instagram, Twitter and LinkedIn through which it shares and disseminates its content.

1.7.1 “ACHO”'s Instagram account

Figure N°32: ACHO's Instagram page:



Source: https://www.instagram.com/acho_app/ consulted at 21:00

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- **Instagram goals:**
 - ❖ stay in touch with subscribers
 - ❖ let the subscribers know when a new poll is launched on the App
 - ❖ share the results of previous surveys
 - ❖ strengthen the reputation of the App
 - ❖ increase the notoriety of the App
 - ❖ present the App for those who don't know it yet and convince them to download it
- **Number of subscribers until June 2021:** 433
- **Number of publications:** 78
- **Type of publications:**
 - ❖ publications of the results of the latest polls launched on the “ACHO” App
 - ❖ publications that define and present the “ACHO” App
 - ❖ publications to announce the new polls launched on the App
 - ❖ publications on occasions and holidays
- **language:** both French and Arabic
- **Adresse :** https://www.instagram.com/acho_app/
- **Best publication:** it was the one from the results of the poll (best TV programs during the month of Ramadan), that was launched in the last ten days of Ramadan : “the most appreciated series” which got 90 like and 58 comment.(check ANNEX N°)

1.7.2 “ACHO”'s Facebook account:

Figure N°33: ACHO”'s Facebook page:



Source: <https://www.facebook.com/ACHOapp>

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- **Facebook goals:**
 - ❖ stay in touch with subscribers and communicate with them
 - ❖ Increase the notoriety and visibility of the App
 - ❖ Unite a community, retain App users
 - ❖ Know the App's customers and Prospect by attracting new users
 - ❖ let the subscribers know when a new poll is launched on the App
 - ❖ share the results of previous surveys
 - ❖ Engage subscribers to take action and download the App
- **Number of subscribers until June 2021:** 1197
- **Number of publications:** 45
- **Type of publications:**
 - ❖ publications of the results of the latest polls launched on the “ACHO” App
 - ❖ publications that define and present the “ACHO” App
 - ❖ publications to announce the new polls launched on the App
 - ❖ publications on occasions and holidays
 - ❖ citation publications
 - ❖ publication of events carried out in the name of the App
 - ❖ publication that ask the subscribers about their opinion when it comes to the polls launched on the App (the aim is to communicate with the users)
 - ❖ informative publication
 - ❖ publications about the TV passages of Mr. Hichem BABA AHMED the founder of BRI Marketing
- **language:** Arabic , French, English
- **Adresse :** https://www.facebook.com/ACHOapp/?ref=page_internal
- **Phone number :** 0661 44 84 55

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1.7.3 “ACHO”’s Twitter

Figure N°34: ACHO’s Twitter page:



Source: https://twitter.com/acho_app consulted at 21:33

- **Twitter goals:**
 - ❖ share with the “ACHO” community information about the App
 - ❖ share the results of previous surveys
 - ❖ feeds the brand image of the App
 - ❖ effectively complements the action of ACHO’s internal site
- **Number of followers until June 2021:** 37
- **Number of Tweets:** 43
- **Type of publications:**
 - ❖ publications of the results of the latest polls launched on the “ACHO” App

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- ❖ publications on occasions and holidays
 - ❖ citation publications
 - ❖ informative publication
 - ❖ publications on occasions and holidays
 - ❖ publications about the TV/radio/live passages of Mr. Hichem BABA AHMED the founder of BRI Marketing
- **language:** Arabic , French, English
 - **Addressed :** https://twitter.com/acho_app
 - **Phone number :** 0661 44 84 55
 - **Best Tweet:** it was a retweet about Young Algerians that were announced world champions in robotics, the retweet was published on September 19, 2020 and which got 159 like and 42 retweet.

1.7.4 “ACHO”’s LinkedIn account:

- ACHO’s LinkedIn account is intended for professional and commercial relations.
- When it comes to the content of the page, the “ACHO” team started with a small presentation of the App, its utility and how to register for it: (First Algerian application that brings together a community of consumers wishing to share their opinions to help companies improve their products and / or services. While allowing users to earn money, vouchers, coupons or telephone credit, ACHO allows users to contribute to the evolution of the Algerian market for goods and services. To become a member, just send your details: Last name First Name,- E-mail-Phone number On the mail: contact@acho.dz Or by SMS on: 0661 44 84 55; For more information please read the following article: https://www.bri-marketing.com/acho-gagner-de-largent-en-repondant-a-des-sondages/?preview=true&_thumbnail_id=3458)
- We find more information about the App on the page:
 - ❖ Website of the APP
 - ❖ It’ sectors
 - ❖ Size of the company
 - ❖ The head office
 - ❖ Type
 - ❖ Place

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Figure N°35: “ACHO”’s LinkedIn



À propos

Première application algérienne qui regroupe une communauté de consommateurs désirant de partager leurs opinions pour aider les entreprises à améliorer leur produits et/ou services. Tout en faisant gagner les utilisateurs, de l'argent, des bons d'achats, des bons de réductions ou des crédit téléphonique, ACHO permet aux utilisateurs de contribuer à l'évolution du marché algérien des biens et des services.

Source: <https://www.linkedin.com/company/acho-app/>

- **Number of followers until June 2021:** 121
- **Number of publications:** 03
- **Type of publications:**
 - ❖ publications that presents briefly the App
 - ❖ publication to inform about a poll launched on the App
 - ❖ publications about the new offers of “ACHO”
- **language:** Arabic , French
- **Adresse :** <https://www.linkedin.com/company/acho-app/>
- **Number of employees :** 14

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To conclude this section, we saw an overview of the startup “BRIM Marketing” and its mobile application “ACHO”, we overviewed their websites and their different social media platforms: Instagram, Facebook, twitter and LinkedIn.

SECTION2: APPLYING THE MARKETING CONTENT STRATEGY ON THE “ACHO” MOBILE APPLICATION

Through this section, we are going to apply a Marketing content creation strategy on the “ACHO” mobile App and on its social media platforms in order to see its effectiveness on the development of the App.

2.1 The strategy applied on the “ACHO” App itself:

- Since the design of the “ACHO” App is already attractive, visible and easy to use, we didn’t do any changes when it comes to it; instead we focused on the content released on the App (polls, surveys, questionnaires).
- The App wasn’t really active when it comes to releasing polls, it released two different polls in two month’s period:
 - ❖ **price of basic necessities:** the same poll was launched twice in the period of two months :
 - First poll: was launched on February 15, and got 98 replies
 - Second poll: was launched on March, and it got 123 replies
 - ❖ **Best place (s) to go to after the end of lockdown:**
 - The poll was launched on February 15 as well, and got 257 replies.
- Since the polls released on the App weren’t many and weren’t that various ,we decided to launch different polls more often In order to develop the content Of App, and to keep the users always on the lookout for the next survey.

✓ The New surveys, polls launched on the App:

- We started our content creation strategy by the beginning of “RAMADAN» , we launched 08 surveys in one month and a half (from April 20 to the fourth of June)
- Since we started our strategy in Ramadan ,we made sure that the topics of the surveys are related to what the society was experiencing during this holly month, and when we mention “Ramadan” ,the first thing that comes in mind is “Food” and “ TV programs” for Algerians , so we focused on these topics to create our polls .

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Table N°4: The polls/surveys launched on the “ACHO” App since “Ramadan2021”:

survey title	Creator (s)	Launch period	Language	Client	Number of users At the moment	Number of replies
Price of basic necessities (first week Ramadan)	* BABA AHMED Hichem *Lakrouf Rym Sarah	From 20/04/2021 To 22/04/2021	*French *Arabic	Divers	1441	223
Best TV Programs for the first 10 days of Ramadan	* BABA AHMED Hichem *Lakrouf Rym Sarah	From 24/04/2021 To 01/05/2021	*French *Arabic	Divers	1477	668
Price of basic necessities (Second week Ramadan)	*BABA AHMED Hichem *Lakrouf Rym Sarah	From 29/04/2021 To 06/05/2021	*French *Arabic	Divers	1482	440
Best TV Programs for the second 10 days of Ramadan	*BABA AHMED Hichem *Lakrouf Rym Sarah	From 02/05/2021 To 09/05/2021	*French *Arabic	Divers	1488	844
Best TV Programs for the last 10 days of Ramadan	*BABA AHMED Hichem *Lakrouf Rym Sarah	From 09/05/2021 To 15/05/2021	*French *Arabic	Divers	1505	1054
Price of basic necessities (last week Ramadan)	*BABA AHMED Hichem *Lakrouf Rym Sarah	From 10/05/2021 To 15/05/2021	*French *Arabic	Divers	1505	544
“Sardine” Price	*BABA AHMED Hichem	From 18/05/2021	*French *Arabic	Divers	1526	661

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		To 31/05/2021				
Win a gift for Mother's Day	*BABA AHMED Hichem *Lakrouf Rym Sarah	From 26/05/2021 To 04/06/2021	*French *Arabic	Divers	1532	556

Source: Made by us

- As it shows in the table above, we launched a quick poll that talks about the price of «Sardine» since it went up that period.
- We launched another survey on the occasion of Mother's day where we collaborated with “La Maison du Savon” , the poll was about their products and three of our users who answered the survey won gifts (products from la Maison du Savon)

Comment:

- Before starting to apply the Content Creation Strategy on the App, the number of its user was at 1381 user; and by saying the number of users we mean the people who downloaded the App and kept it on their phones and not those who have downloaded it and then uninstalled it after. Whenever a new poll is launched, the App sends a notification automatically to every mobile phone that has the App on it and that's how we can determine the number of users at the moment.
- As we can see in the table above, the polls launched on the App were various and occasional; which had a positive impact on the number of users and respondents.
- As it shows in the results of the surveys, the number of users kept rising poll after poll and the number of replies reached 1054 as the highest record limit since the application was created and launched and that proves already that creating good content can have an influence on the development of the App.

2.2 The strategy applied on ACHO's social media platforms :

- As we saw in the previous section, the ACHO App uses four social media platforms (Instagram, Facebook, twitter and LinkedIn). In order to apply the marketing content strategy correctly, we needed to be more active of the App's social networks, and by being more active we mean publishing more content that aims to attract more followers and why not new App users.

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2.2.1 The content strategy applied on ACHO's Instagram page:

- Before starting our content creation strategy on the App's social networks, ACHO's Instagram page had 33 publications only; we focused our efforts on making more content and publish it on the page; we made sure that the content published was interesting, various and captivating in order to attract followers.

✓ The content shared on ACHO's Instagram:

a) Informative publication:

- The first publication published on the ACHO Instagram page was a publication that presents the ACHO App and that was composed of 26 images as a total.

Figure N°36: Presentation of the App on Instagram:



Source: https://www.instagram.com/acho_app/ consulted at.00:12

- As it shows in the figure right above, the post is well designed, it was divided into 9 sub publications but we made sure to make it look like one publication .the idea or the message behind the image is clear, as we can see in the figure: there's the ACHO App shown , a targeting sign, a group of individuals with the expression “all consumers have opinion”, all of these criteria give a hint about the use of the App (using the opinion of specific individuals).

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

The goal behind sharing this post is to give the current and the new followers of the page an idea about the App and persuade them to download it and to keep the page active as well.

➤ **The content of the sub publications of the previous image:**

- ✚ A sub-publication of four images that present briefly the ACHO App, define it and explain its use. The language used was Arabic. (check Annex N°8)
- ✚ The next sub-publication is composed of six images that explain to whom the App is destined, who can download it and the purpose of doing so.
- ✚ Another sub-publication of five images that explains in details how to register on the App.
- ✚ A sub-publication that explains the objectives and the advantages of the App.
- ✚ The last sub-publication that is composed of four images that mention the features of the App.

b) Survey's/poll's results publications:

- The next three publications published on the ACHO Instagram page were the ones of the results of the polls (Best TV Programs for Ramadan) launched on the “ACHO” App during the month of Ramadan. Each of these three publications was composed of 9 images as a total. The languages used were both French and Arabic.

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Figure N°37: The results of the survey “Best TV programs for the first 10 days of Ramadan” published on the “ACHO” Instagram



Source: https://www.instagram.com/acho_app/ consulted at.01:28

- Regarding the results of the same survey launched on the 10 middle days and the 10 last days of Ramadan, we published two other publications that had the same format as the previous one in the figure above. The results weren't the same but the design of the publications and the language used were the same.(check ANNEX N°)
- The objective of sharing these three posts was to inform the followers about the new polls launched on the App and to push them to participate by answering the surveys.

c) publications on occasions /holidays:

- before starting to apply a Marketing content strategy on the Instagram page of the App, posts on occasions and holidays used to be shared on it but rarely:
 - A post on the occasion of the new year (2020)
 - A post on the occasion of the holy month of Ramadan (2020)
 - A post on the occasion of the mother's day (2020)
- As we can see, the last occasion posts were posted in the year 2020; during the first months of 2021, no publication on occasions or holidays was shared on the page.

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Figure N°38: An Instagram post on the “ACHO” page to honor the late actor “BLAHA Benziane”:



Source: https://www.instagram.com/acho_app/ consulted at.21:18

- Following the tragic event of the loss of the talented and the mighty actor “BLAHA Benziane” that played an iconic role in the sitcom “Achour El Achir”, we decided to dedicate a post to his honor.

Figure N°39: A video posted on ACHO’s Instagram page to promote its survey on the occasion of mother’s day:



Source: https://www.instagram.com/acho_app/ consulted at.23:22

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- On the occasion of mother's day, we made a video to promote the poll we launched on the App ACHO “win a gift for mother’s day”; as we mentioned earlier, we collaborated with “La Maison du Savon”, so in the video that we posted on the page, we presented the concept of their products and we showed to the followers the freebies they could win if they participate and complete the survey.
- The goal behind making and sharing this video is to inform the followers (already /not yet users of the App) about the new poll launched on the ACHO App; and we added the gift factor to encourage them more to participate and answer the poll.
- the duration of the video is 1 minute (check ANNEX N°10 to see the content of the video)

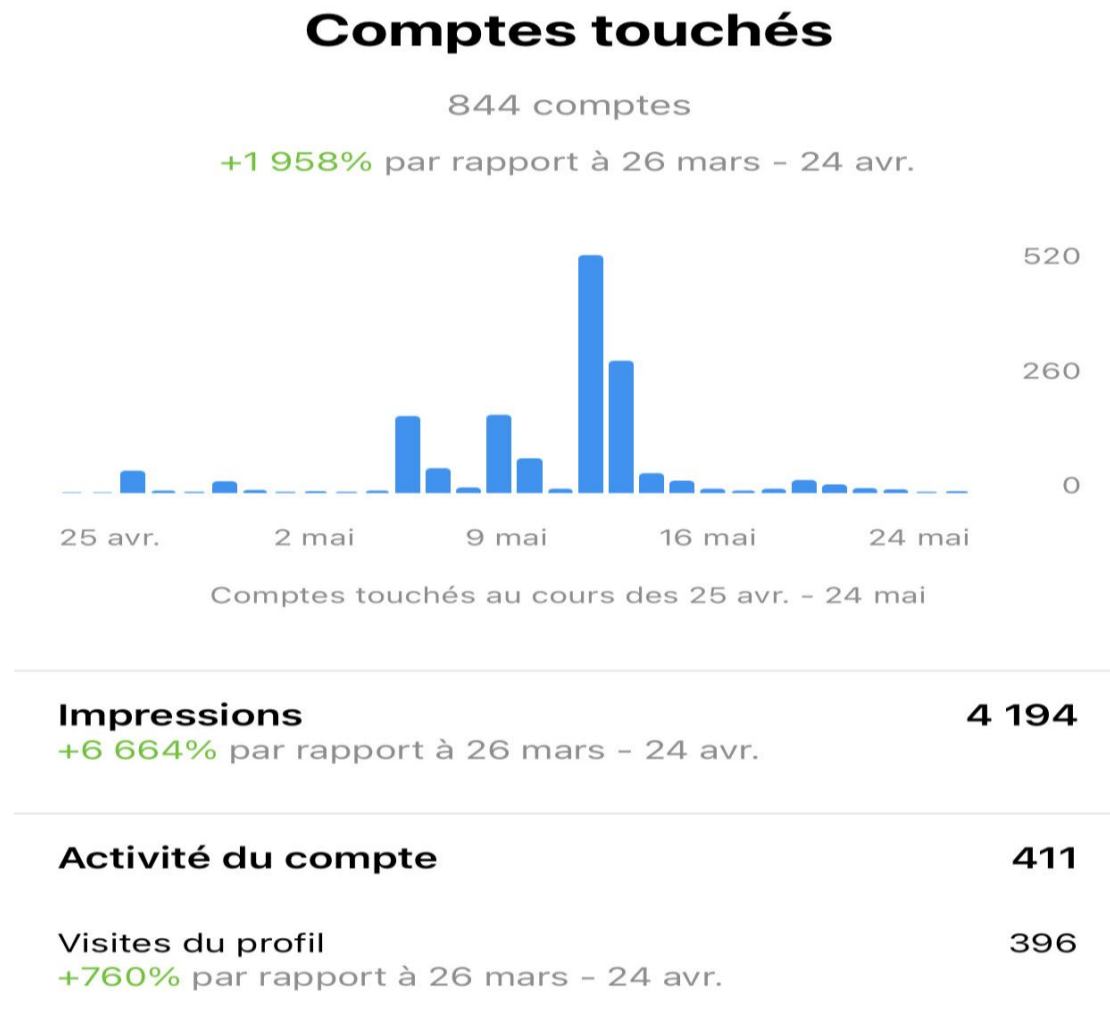
All of the previous posts that were shared on the feed of the ACHO Instagram page were also shared on its story in order to reach as many followers as possible.

2.2.2 The impact of the content strategy applied on Instagram

After starting to apply our content creation strategy on the App’s Instagram page, we started to notice more traffic on the page immediately, the number of followers increased, and the number of users of the application increased as well, which proves to us the efficiency of creating and sharing content on the development of the App.

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Figure N°40: The traffic on ACHO’s Instagram page on the period of sharing content:



Source: ACHO Instagram page

Comment:

During the period of applying the marketing content strategy on Instagram (April May) we notice:

- an increase of +1958% when it comes to the profiles that we've touched
- an increase of +6664% regarding impressions
- an increase of +760% regarding the number of profile visits

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Figure N°41: The number of ACHO's followers on Instagram before and after applying the marketing content strategy on it:



Source: ACHO Instagram page

Comment:

- we notice that the number of followers increase , the page gained 58 new follower

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2.2.3 The content strategy applied on ACHO’s Facebook page:

- Before starting our content creation strategy on ACHO’s Facebook page, it had 33 publications as well; we worked on publishing more interesting and attractive content on it.
- The posts published on the Facebook page were similar to the ones published on Instagram, but were posted in a different way.

✓ The content published on ACHO’s Facebook page:

- a) The first post was a link to an article (coup de gueule de l’ENTV: les sondages sont-ils falsifiés?) written on “Algerie 360°” where the ENTV has accused the pollsters for falsifying the audience figures of the pending programs during Ramadan.
 - The post published on the ACHO Facebook page was accompanied by a small text to inform the followers of the page that a new poll is going to be launched on the ACHO App and to encourage them to participate in choosing the best TV programs by answering the survey.(check ANNEX N°)
 - The post got 1 like and 2 share.
- b) The second post was a status to inform the followers that the poll “Best TV programs for Ramadan 2021” is already launched on the App and to persuade them to go and answer it.
 - the status was accompanied by a comment with two links to download the ACHO App , the first link allows to download it for android from Play store, and the second one is for (iOS) and allows to download the App from Apple Store.
 - The post got 1 like.
- c) The next post was the same image posted on Instagram (the one divided into 9 sub-publications: figure N°), with a small presentation written above it that presents briefly the “ACHO” App and mentions its features.
 - The post got 1 like and 5 share.
- d) The next seven publications were the results of the three same surveys (Best TV program form Ramadan 2021) launched on Ramadan in the first, middle and the last ten days of this holy month.
 - The post got 25 likes and 6 shares in total.

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- e) The same video shared on Instagram on the occasion of mother's day was also published on the Facebook page of the App in order to promote the survey launched on the ACHO.

➤ The video got 12 views.

- f) The last post shared on the Facebook page was a discount offer of 50% For any project that chooses “La Bulle Space »⁸ on his Marketing Study and on the accompaniment Marketing . The reduction was offered by BRI Marketing .(check ANNEX N°)

➤ The post got 9 likes.

2.2.4 The content strategy applied on ACHO's Twitter page:

- We didn't share much content on the twitter page , we only shared 3 posts:
 - an image with a small presentation of the App (the same one shared on Facebook)
 - two post of the results of the survey (Best TV programs for Ramadan 2021)

⁸“La Bulle space is a support structure for business creation that provides its clients with bright and equipped offices, its network, advice and the best conditions for the successful launch of their business”, link: <https://www.facebook.com/LaBulleSpace/> consulted at.14:00

SECTION 03: THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE “ACHO” App:

The purpose of this section is to confirm the results of section three from chapter two regarding the progress noticed when it comes to the Application itself or its social networks.

Present the different steps followed for the realization of our investigation, analyze the results of our research and answer the central question of this thesis.

To begin with, we will clarify the methodology and the objectives of the research, passing through the following: the definition of a quantitative study; the method of submitting a questionnaire online, And finally we will do a data analysis and a presentation of the results of our survey.

3.1 survey methodology:

The survey is defined as "method of investigation which consists of collecting the information sought by questioning and listening to a set of individuals about their behaviors, their opinions or their values. Information is obtained by using declarative mode"

The survey involves using different tools, and in order to carry out our study, we have chosen to subdivide our survey into two quantitative studies:

- The first is a quantitative study through a questionnaire created and launched on the “ACHO” application itself which targets directly its users.
- The second is a quantitative study through a questionnaire created by Google form and launched online.

3.2 The objective of the survey:

The purpose of this survey is to confirm the remarks that we have noticed in section 3 from chapter two regarding the impact of creating content on the ACHO development, in order to be able to answer the central question which is **“How can the implementation of a content marketing strategy impact the development of the ACHO mobile application?”**, and to test the previously established research hypotheses:

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H1: Creating good content has a favorable impact on the development of a mobile application

H2: creating a website and pages in the name of the App on the various social networks allows the company to reach its target and helps it improve its image and notoriety.

H3: Creating good content on an App's social networks can attract people and lead them to download the App.

3.3 Quantitative study:

- The aim of this quantitative study is to study the opinions and behaviors of a sample of the population studied by giving them a quantifiable description. It allows us to briefly question a large number of targets to estimate, for example extrapolation, thanks to statistical representativeness.

3.3.1 The questionnaire:

- “Direct technique of scientific investigation used with individuals that allows to question them in a directive manner and to take a quantitative sample in order to find mathematical relationships and to make numerical comparisons”⁹
- In order to collect the necessary data and verify the research hypotheses we developed two questionnaires (check ANNEX N° and N°):
 - The first one was intended for the users of the ACHO App.
 - the second one was sent to the mass public (Smartphone users), and to Internet users subscribed to ACHO’s social networks to obtain their opinions

3.3.2 Objective of the questionnaire:

- In this study which focuses on the marketing content creation strategy applied on the “ACHO” Application and its social networks; our goal is to complete and confirm the results that we have already obtained in the first comparative study that we did on the “ACHO” App and its social media platforms before and after applying the content creation strategy on them; so basically, the aim of these questionnaires is to have a clearer vision on the importance of following a good marketing content creation strategy for an application or any company and its contribution to its development .
-

⁹CHABANI (S), OUACHERINE (H), guide de méthodologie de la recherche en science sociales, 2ème Ed, Taleb impression, 2018, P.77

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3.4 The questionnaire launched on Google form:

- The first questionnaire that we launched was on Google form, it was launched on the second of June.

3.4.1 The sampling mode:

Regarding our sampling method, we have chosen a method of convenience sampling, this method consists of limiting yourself to the most accessible and most available. By trying to interview internet users and social networks, more specifically the subscribers of the ACHO App

In order to have a representative sample and results, our sample will be based on based on 104 people. To constitute our sample we proceeded in the manner next:

- Send the questionnaire to ACHO's subscribers on social networks: Facebook, LinkedIn, Instagram, and Twitter.
- Since the ACHO application was the idea of Mr. BABA AHMED HICHEM who is a teacher at EHEC kolea, the App is well-known among the student community , especially the students of kolea's university pole, and for this purpose we sent our questionnaire to few students groups on messenger and we launched it on the kolea student page: HEC Kolea (l'espace etudiant)

3.4.2 The duration of the investigation

The duration of administration of the questionnaire was about 20 days, 3 days for the development of the questionnaire, 10 days for the collection of responses from our sample, and less than a week for the analysis of the information collected.

3.4.3 The structure of the questionnaire:

Google forms were used to design the questionnaire, it has been drawn up in such a way to respect the above-mentioned criteria aimed at achieving the most accurate results possible.

The questionnaire was structured to avoid questions deemed intrusive and we have put together a set of questions, formulated in simple and clear language. Then we drafted these questions to produce a final questionnaire comprising three parts:

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

- **The first part:** constitutes a data sheet which groups together the mass of characteristics of the individuals interviewed.
- **The second part:** grouping together a set of questions of a general nature, that will allow us to determine the impact of good design and good content on the user experience for a mobile application in the view of our chosen sample.
- **The third part:** addressed especially for the users of the ACHO App and its subscribers of the its different social networks, the questions of this part were designed and used to detect the opinion of the ACHO App community about the content launched on the App and its social media pages after applying the content strategy on them , and also to determine the importance of being present on the different social networks for a mobile App in general and the impact of publishing good content on its development .

3.4.4 types of questions:

We have developed 20 clear and concise questions in order to maximize the completeness and quality of the information and minimizing the collection time.

We chose only two types of questions based on our research hypothesis in order to decide the next move that the ACHO App needs to take when it comes to creating Marketing Content:

- **6 dichotomous questions:** in this case the interviewee must choose between two answers offered, the choice comes down to two possibilities
- **10 multiple-choice questions with only one answer allowed:** only one answer must be chosen from the answers given.
- **2 multiple-choice questions with several answers allowed:** the respondent can choose one or more answers.
- **2 questions at Likert and linear scales:** which allow the taking of position of individuals and measure their attitudes
- **5 filter questions:** It allows all or part of the questionnaire to be asked to a part of the sample

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3.4.5 Analysis of the survey's results:

The answers obtained from the interviewees made it possible to capture a mass of information raw; we therefore processed these results by creating tables of frequencies of the main variables and beyond inserted graphs representative of these. In order to facilitate the interpretation of these for a better use and appreciation of results obtained.

- We will start to analyze our questionnaire:

✚ Data sheet:

➤ **Question 01:** What's your gender?

Table N°5: Respondents according to their gender:

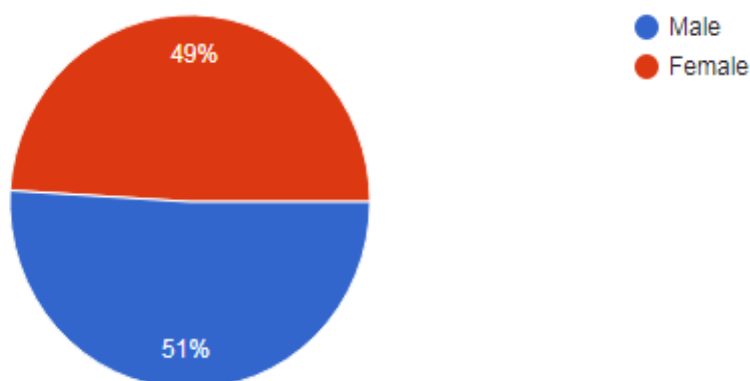
	Frequency	Percent
Female	51	49.04%
Male	53	50.96%
Total	104	100%

Source: produced by us

Figure N°42: Respondents according to their gender:

what's your gender?

104 réponses



Source: Google forms

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Comment:

From the results of our survey, we note that our sample is made up of 104 respondents; (50.96%) male and (49.04%) female, it is more or less balanced with a favorable distribution for men.

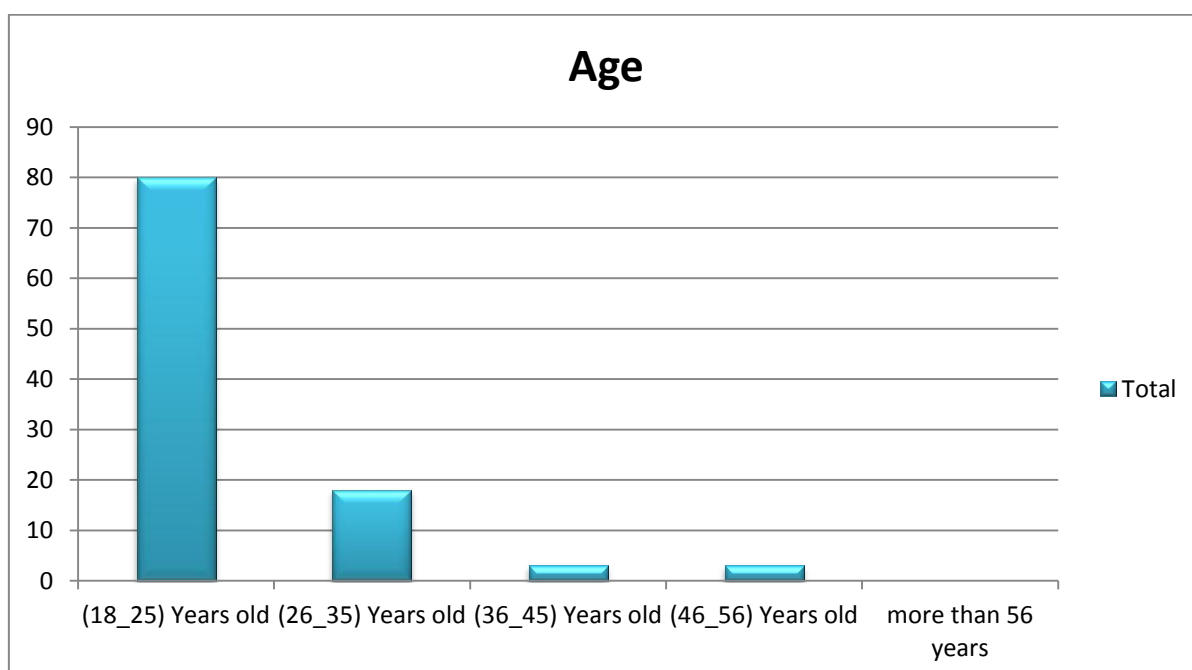
➤ Question 02: How old are you?

Table N°6: Classifying Respondents by Age:

	Frequency	Percent
(18_25) Years old	80	76.92%
(26_35) Years old	18	17.31%
(36_45) Years old	03	2.88%
(46_56) Years old	03	2.88%
More than 56 years old	0	0.00%
Total	104	100,00%

Source: produced by us

➤ Figure N°43: Respondents according to their Age:



Source: Excel software

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Comment:

Our sample consists mainly of a dominant category of people between 18 and 25 years old with a percentage of (76.92%), followed by people between 26 and 35 with (17.31%). We will then find the a much lower percentage (2.88%) which is the same for people that are between 36 and 45 years and people between 46 and 56 years old.

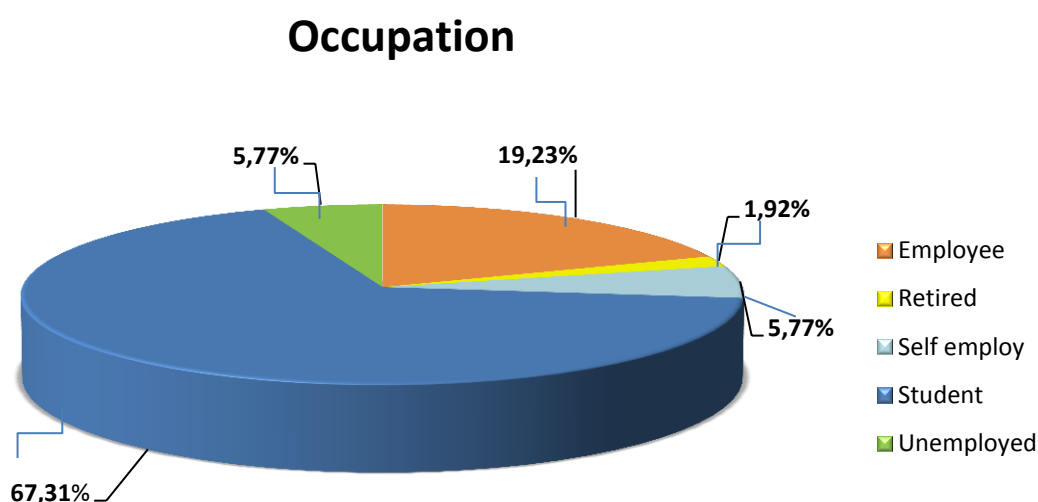
➤ **Question 08:** What's your occupation?

Table N°7: Classifying Respondents by occupation:

	Frequency	Percent
Student	70	67.31%
Employee	20	19.23%
Unemployed	6	5.77%
Self-employ	6	5.77%
Retired	2	1.92%
Total	104	100%

Source: produced by us

➤ **Figure N°44: Respondents according to their Occupation:**



Source: Excel software

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Comment:

We found before that most of the interviewees are young people. Following the distribution shown in the figure above, we find that students represent a rate of (67.31%), followed by employees with a percentage of (19.23%) while unemployed and self-employed represent a rate of (5.77%); retired represent only (1.92%) of our sample.

Marketing content creation

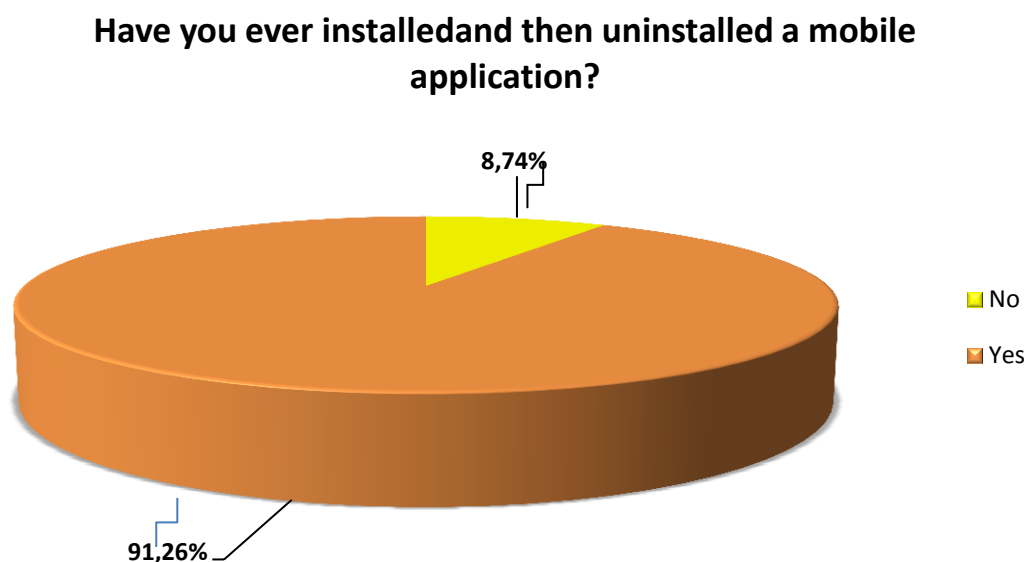
➤ **Question 04:** Have you ever installed and then uninstalled a mobile Application?

Table N°8: Respondents and their experience with mobile applications:

	Frequency	Percent
Yes	4	91.26%
No	9	8.74%
Total	104	100%

Source: produced by us

Figure N°45: Respondents and their experience with mobile applications:



Source: Excel software

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

Comment:

Most of respondents (91.26%) have already installed and then uninstalled a mobile application, while the other (8.74%) have never done that.

From these results, we deduce that the rate of uninstalling an App is very high, and there must be reasons for that, and that's what we are about to see in the next question.

➤ **Question 05:** If yes, why?

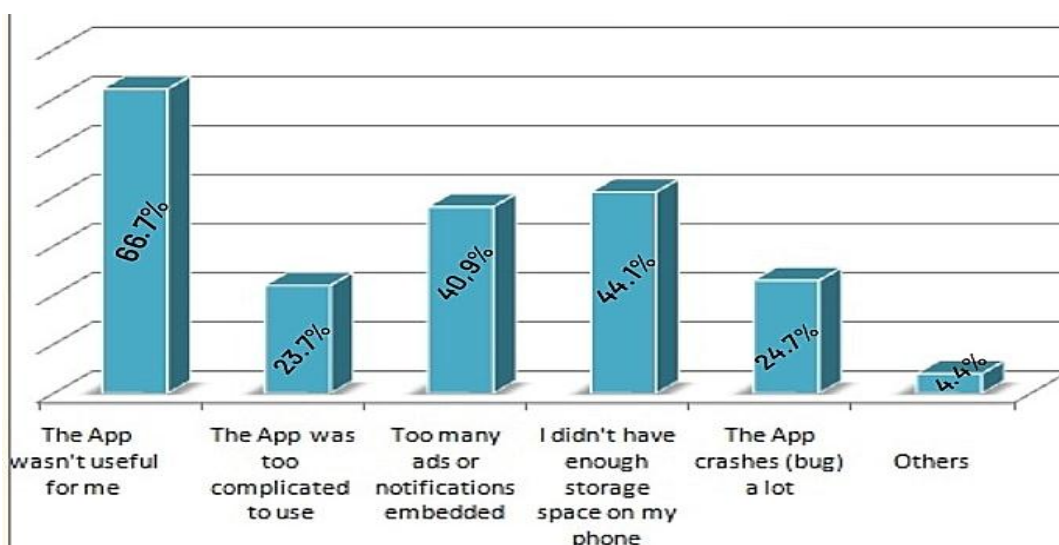
Table N°9: Respondents' reason(s) for uninstalling a mobile application:

	Frequency	Percent
The App wasn't useful for me	62	66.7%
The App was too complicated to use	22	23.7%
Too many ads or notifications embedded	38	40.9%
I didn't have enough storage space on my phone	41	44.1%
The App crashes (bug) a lot	23	24.7%
Others	04	4.4%

Source: produced by us

Figure N°: Respondents reason(s) for uninstalling a mobile application:

Reason(s) for uninstalling an App



Source: Excel software

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Comment:

This question is a multiple-choice question which allows the respondents to choose more than just one answer, and that explains why the total of the percentages have exceeded 100%.

93 people out of 104 in our sample answered this question. From the figure above and from the basic information we got from Google forms, we have the majority of our sample which represents a percentage of (66.7%) that consider the “none usefulness of an App” as the major reason that leads them to uninstall it ,followed by a percentage of (44.1%) that have uninstalled an App before because they didn’t have enough storage space on their smartphones, ;the third reasons for uninstalling a mobile App was the large number of ads and notifications embedded with a percentage of (40.9%).” An App that crushes a lot” was the fourth reason chosen by the respondents with a percentage of (24.7%) while (23.7%) find that an Application that is complicated to use is a turn off and this had led them to delete it from their smartphones before.

4 respondents mentioned other reasons that had led them to uninstall an App before with a percentage of (4.4%); these reasons are as followed:

- The App wasn’t free to use
- The use of the App was limited in certain areas or countries
- The App wasn’t as useful as it was shown.
- Fake advertising

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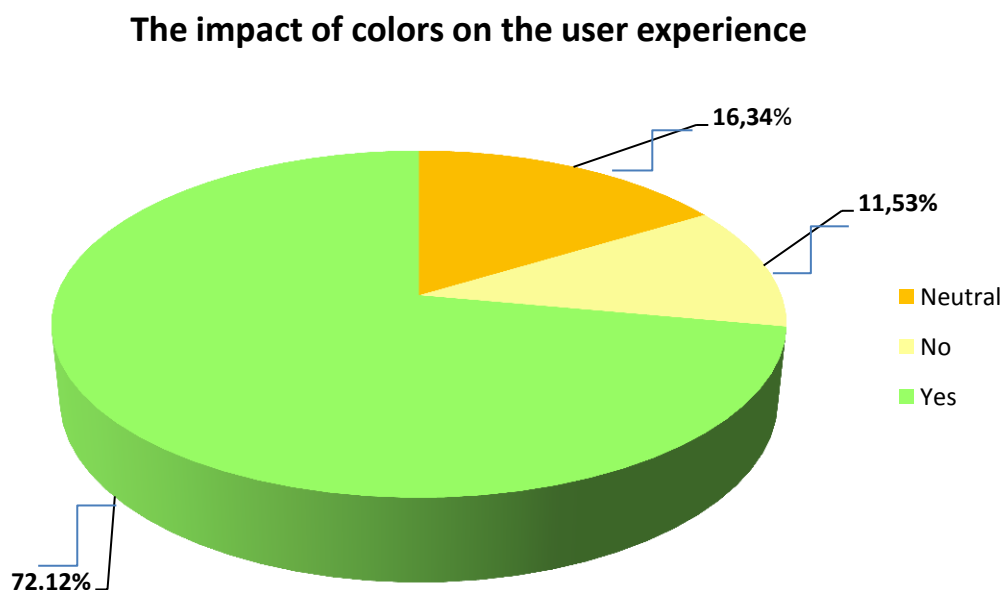
- **Question 06:** Do you think that the colors used in the design of an APP can have an impact on the user experience?

Table N°10: Respondents opinions regarding the impact of colors on the user experience when designing an App:

	Frequency	Percent
Yes	75	72,12%
No	12	11,54%
Neutral	17	16,35%
Total	104	100,00%

Source: Excel software

Figure N°46: Respondents opinions regarding the impact of colors on the user experience:



Source: Excel software

Comment:

By referring to the responses of the interviewees, it is clear that the majority which represents (72.12%) of the sample think that colors have a significant impact on the users experience while (11.54%) disagree with that and believe that colors don't have any effect on it.

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(11.54%) were Neutral which means that they don't really have an opinion regarding this question.

- **Question 07:** Do you think that the "simplicity" and the "clarity" of the visual structure are important factors in the design of an App?

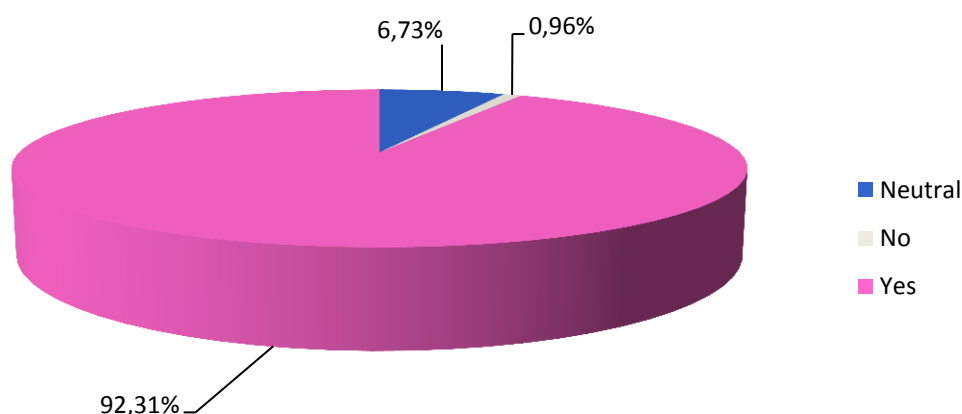
Table N°11: Respondents opinions when it comes to the importance of simplicity and clarity in the design of an App:

	Frequency	Percent
Yes	96	92,31%
No	1	0,96%
Neutral	7	6,73%
Total	104	100,00%

Source: Excel software

Figure N°47: Respondents opinions when it comes to the importance of simplicity and clarity in the design of an App:

**The importance of the simplicity and the clarity when
designing an App**



Source: Excel software

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

Comment:

Among 104 Respondents, we have (92.31%) which constitute the overwhelming majority that find that the simplicity and the clarity are important factors in the design of App. (6.73%) are Neutral about it , and only one person out of 104 that answered with no saying that these two factors aren't that important..

➤ **Question 08:** How important are these criteria that can influence you to keep an application on your Smartphone?

- ✚ The usefulness of an App
- ✚ The design of an App
- ✚ An App that is easy to use
- ✚ An App that doesn't consume a lot of storage space
- ✚ An App that doesn't consume a lot of internet (MO)
- ✚ An App that doesn't crash a lot
- ✚ An App that doesn't display a lot of ads and notifications

- **The usefulness of the Application:**

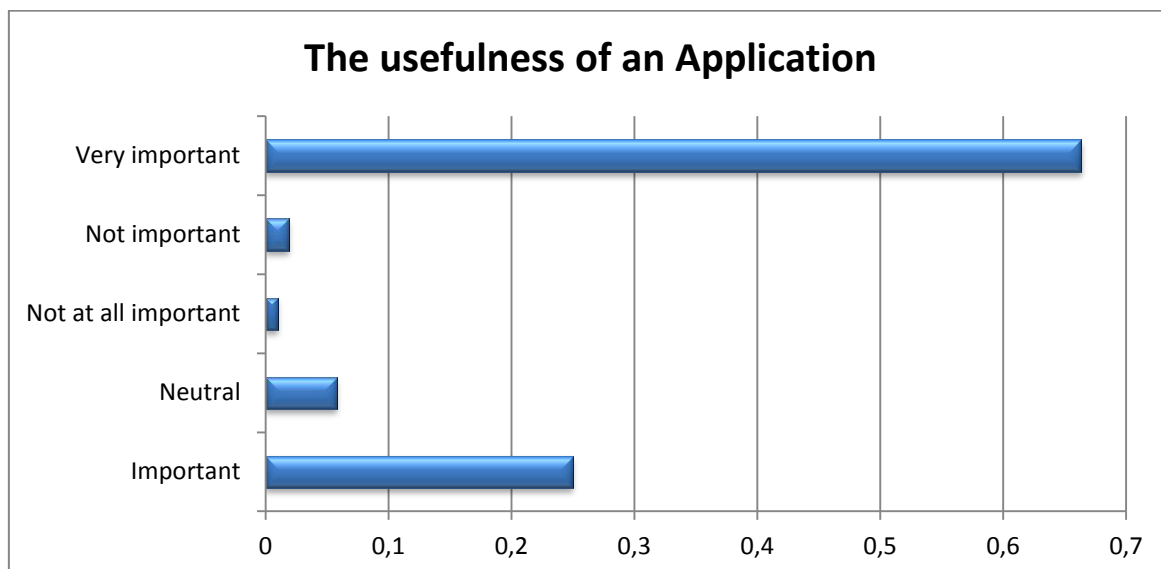
Table N°12: the degree of importance of the factor “the usefulness of an application “in the view of our respondents:

	Frequency	Percent
Very important	69	66,35%
Important	26	25,00%
Neutral	6	5,77%
Not important	2	1,92%
Not important at all	1	0,96%
Total	104	100,00%

Source: Excel software

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

Figure N°48: The degree of importance of the factor “the usefulness of an application
“in the view of our respondents:



Source: Excel software

Comment:

The majority of respondents represented by the rate of (66.35%) consider the “usefulness of an Application” as a very important factor that can influence them to keep an App installed on their phones, as well as (25%) who agreed that it’s an important factor. a very low percentage of (1.92%) respondents think that the usefulness of an App isn’t that important while only (0.96%) suppose that it’s not important at all. (5.77) have no opinion.

- **The design of an Application:**

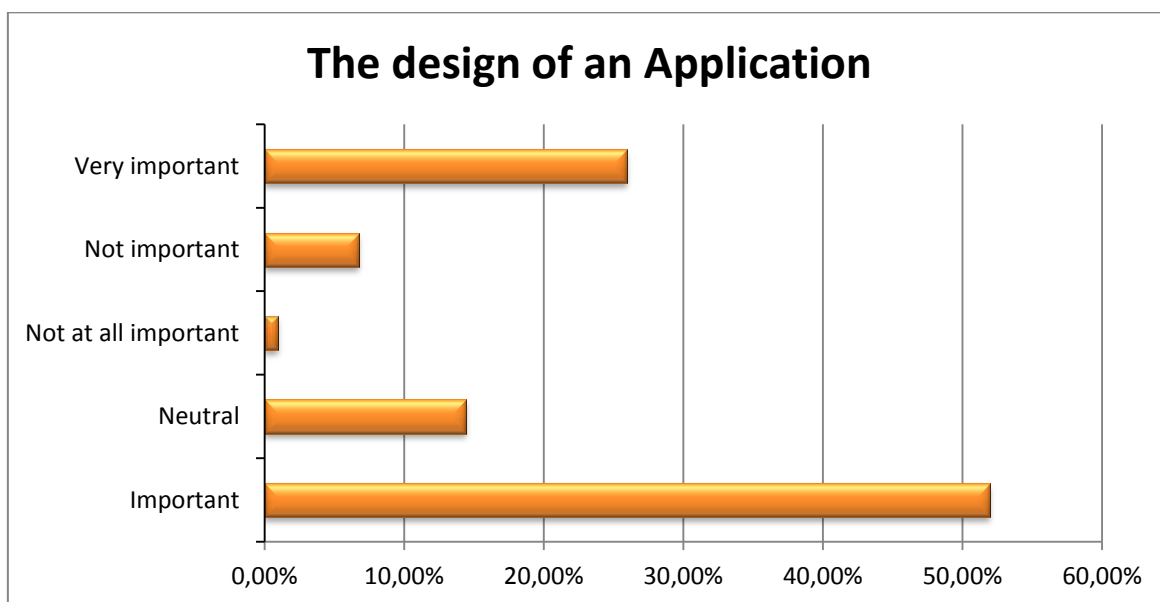
Table N°13: The degree of importance of the factor “The design of an Application” in the view of our respondents:

	Frequency	Percent
Very important	27	25,96%
Important	54	51,92%
Neutral	15	14,42%
Not important	7	6,73%
Not important at all	1	0,96%
Total	104	100,00%

Source: Excel software

THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

Figure N°49: the degree of importance of the factor “The design of an Application”



Source: Excel software

Comment:

Almost half of the respondents (51.92%) find that the design of an Application is important in order to keep it on their smartphones, an interesting (25.96%) find this factor very important, Nevertheless, (6.73%) claim that is not that important, while (0.96%) say that it's not important at all. the other (14.42%) are neutral.

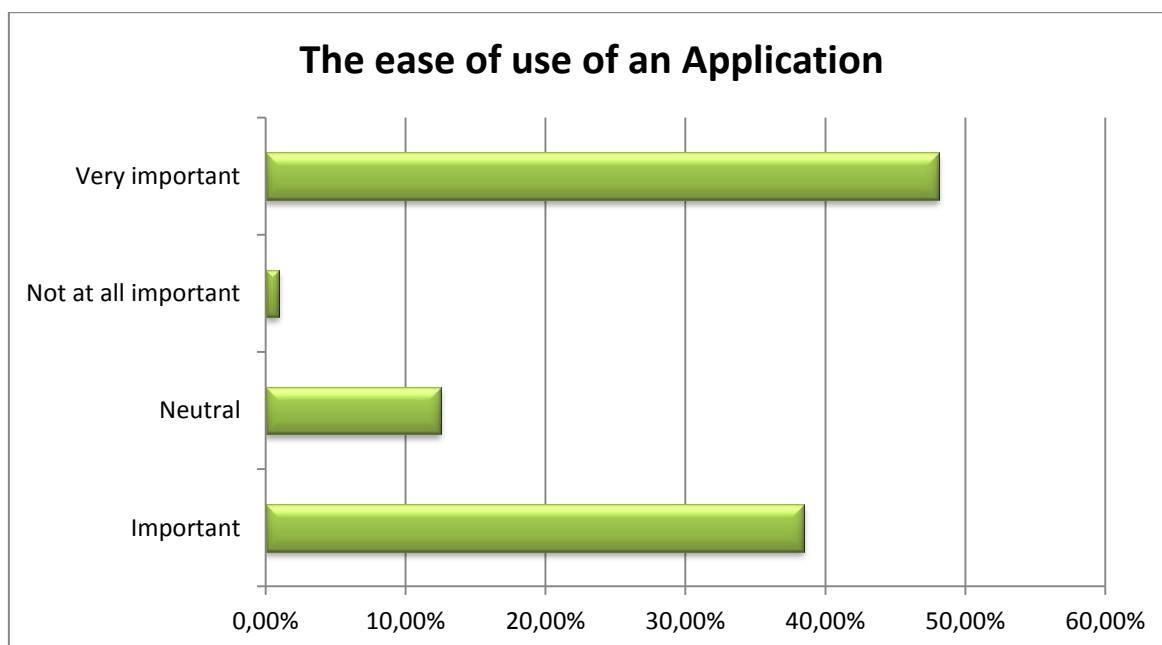
- **The ease of use of an Application:**

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Table N°14: The degree of importance of the factor “The ease of use of an Application” in the view of our respondents:

	Frequency	Percent
Very important	50	48.08%
Important	40	38.46%
Neutral	13	12.50%
Not important	0	0.00%
Not important at all	1	0.96%
Total	104	100,00%

Figure N°50: The degree of importance of the factor “The ease of use of an Application”



Source: Excel software

Comment:

We see through the results presented in the graph and the table that the highest percentage (48.08%) is of respondents who are completely in agreement with the fact that the

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ease of use of a mobile Application is a very important factor to keep it installed, followed by a percentage of (38.46%) of respondents who find it important. (12.50 %,) are neutral while only one respondent found this factor not important at all with a percentage of (0.96%).

- **Low storage space consumption:**

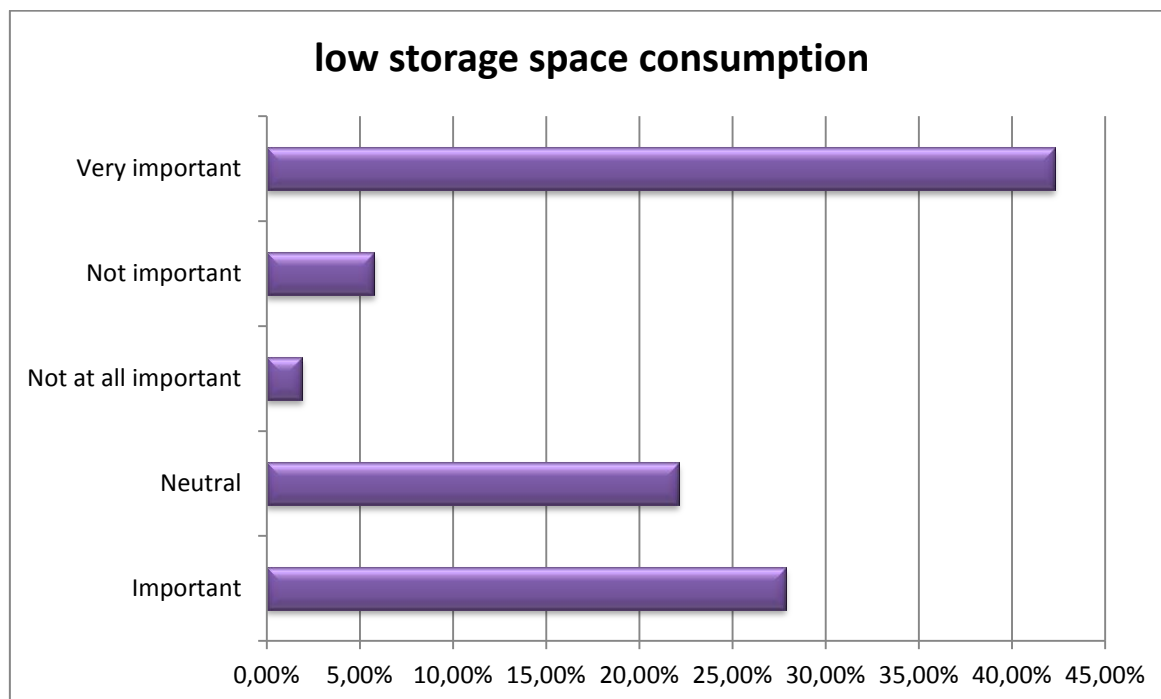
Table N°15: The degree of importance of the factor “Low storage space consumption of an Application” in the view of our respondents:

	Frequency	Percent
Very important	44	42,31%
Important	29	27,88%
Neutral	23	22,12%
Not important	6	5,77%
Not important at all	2	1,92%
Total	104	100,00%

Source: Excel software

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Figure N°51: The degree of importance of the factor “Low storage space consumption of an Application” in the view of our respondents:



Source: Excel software

Comment:

Among 104 respondents, most of them with the highest percentage of (42.31%) find that a App that doesn't consume a lot of storage space is a very important feature in order to keep it on the phone, (27.88%) also agreed that it is an important factor, while (22.12%) are undecided. (5.77%) which is a very small percentage think the opposite and don't find this criterion important and finally the last (1.92%) said that it's not important at all.

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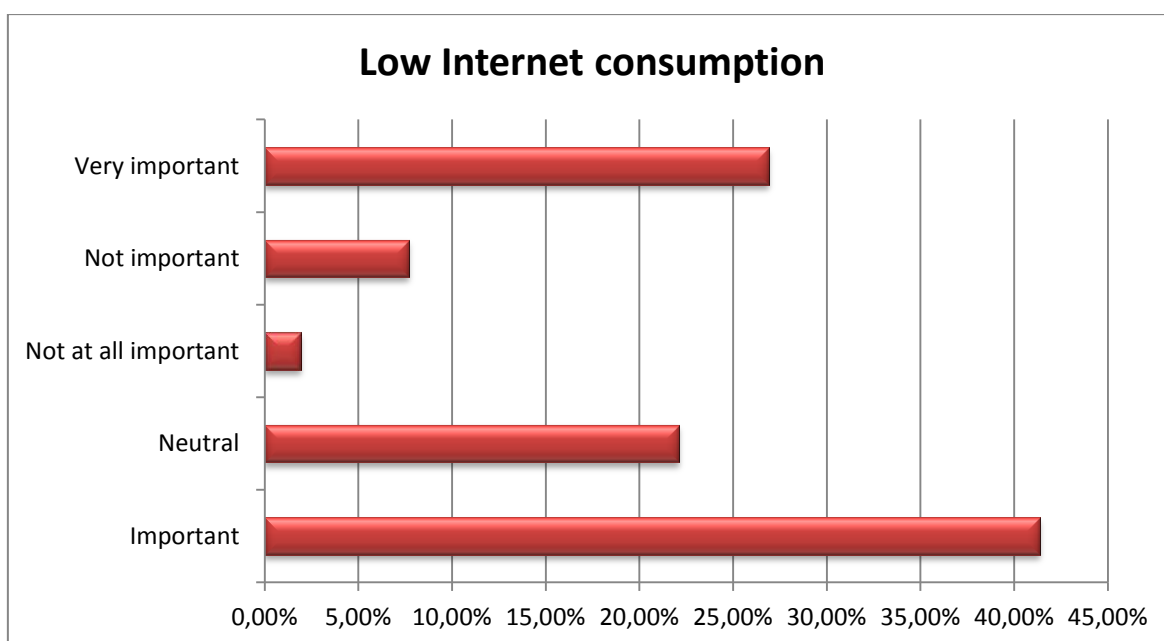
- **Low Internet consumption:**

Table N°16: The degree of importance of the factor “Low Internet consumption for a mobile application” in the view of our respondents:

	Frequency	Percent
Very important	28	26.92%
Important	43	41.35%
Neutral	23	22.12%
Not important	08	7.69%
Not important at all	02	1.92%
Total	104	100%

Source:made by us

Figure N°52: The degree of importance of the factor “Low Internet consumption for a mobile application” in the view of our respondents:



Source:Excel software

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Comment:

We see through the results presented in the graph and the table that the highest percentage (41.35%) is of respondents who consider that it is important for an App to not consume a lot of internet (MO) while the second highest percentage which is of (26.92%) represents the opinion of respondents who take this factor very seriously and consider it very important. (5.77%) are completely in disagreement with the fact that this factor could have any importance at all while the lowest percentage indicated was of (1.92%) when two respondents out of 104 shared their points of view saying that this factor isn't important for them. the other (22.12%) were neutral about the matter.

- **Low rate of crashes (bug):**

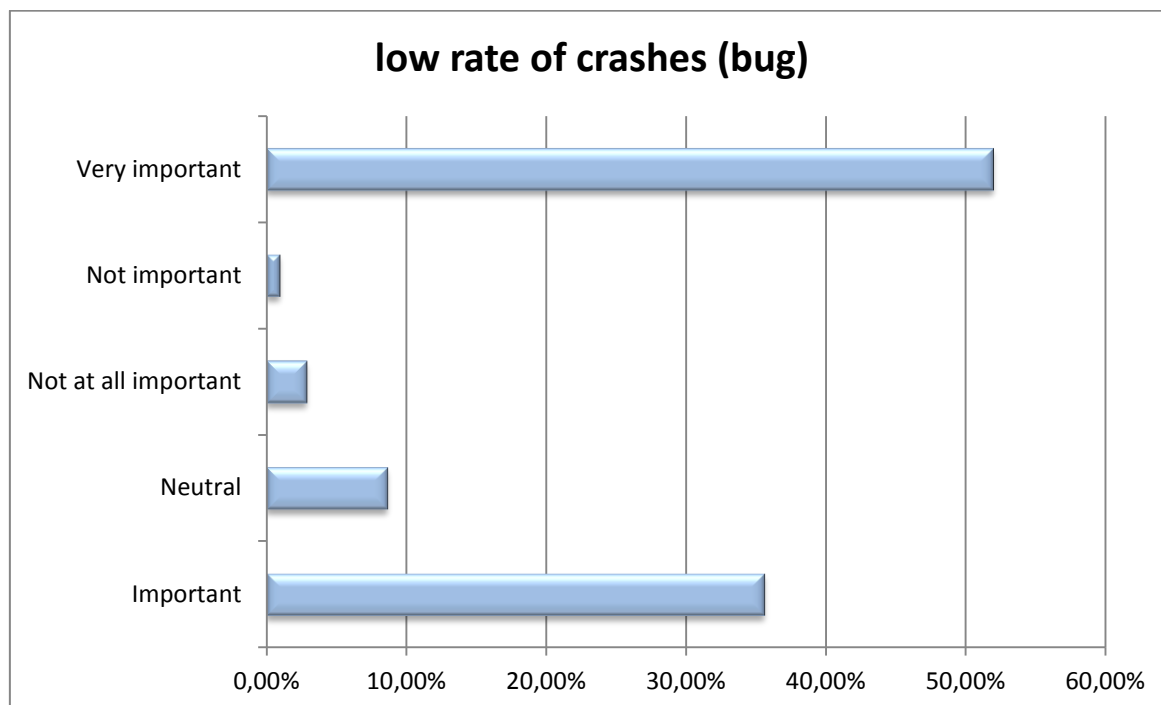
Table N°17: The degree of importance of the factor “Low rate of crashes (bugs)” for a mobile application” in the view of our respondents:

	Frequency	Percent
Very important	54	51,92%
Important	37	35,58,%
Neutral	9	8,65%
Not important	1	0,96%
Not important at all	3	2,88%
Total	104	100,00%

Source: Excel software

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Figure N°53: °: The degree of importance of the factor “Low rate of crashes (bugs)” for a mobile application” in the view of our respondents:



Source: Excel software

Comment:

The purpose of this question is to measure the impact of a low rate of bugs of an App on the decision of users in whether or not keep it installed on their smartphones,

From the responses of our informants the following emerged: more than half (51.92%) of respondents say consider this factor very important, followed by a percentage of (35.58%) that find it important. When it should be noted that 03 people questioned, i.e. (2.88%) consider this factor as not important while only one person representing a percentage of (0.96%) of our sample finds it not important at all. (8.65%) don't have anything to say about the matter.

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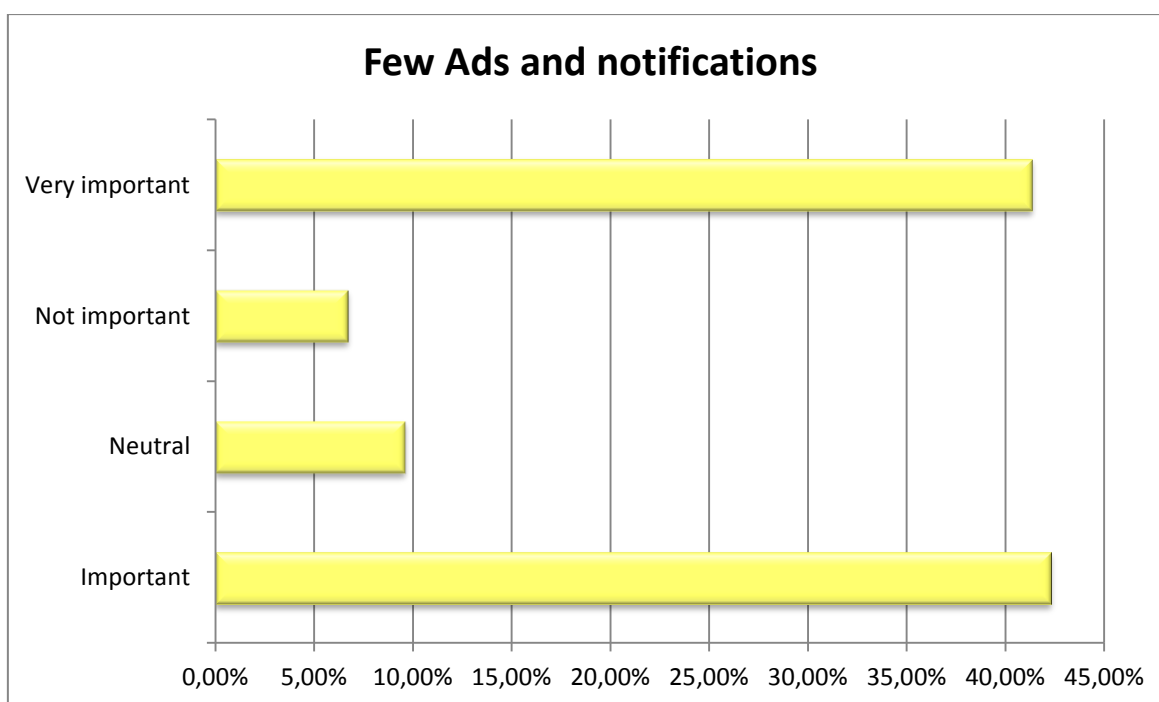
- Few ads and notifications embedded:

Table N°18: The degree of importance of the factor “Few ads and notifications embedded” in a mobile application” in the view of our respondents:

	Frequency	Percent
Very important	43	41.35%
Important	44	42.31%
Neutral	10	9.62%
Not important	7	6.73%
Not important at all	0	0.00%
Total	104	100%

Source:made by us

Figure N°54: The degree of importance of the factor “Few ads and notifications embedded” in a mobile application” in the view of our respondents:



Source:Excel software

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Comment:

Regarding the last criterion mentioned on this question which is “few number of ads and notification embedded, we see that the majority of respondents with a percentage of (42, 31%) find it important in order to keep an App installed followed by a very close percentage (41.35%) that consider this factor very important. While (6.73%) of respondents thinks that an App that displays a lot of Ads and notification isn't that big of a matter and won't lead them to uninstall it because they consider this factor as not important at all. (9.62%) of respondents chose to not share their opinions when it comes to this criterion.

- **Question 09:** Creating good content can have a positive influence on the development of an application, do you?

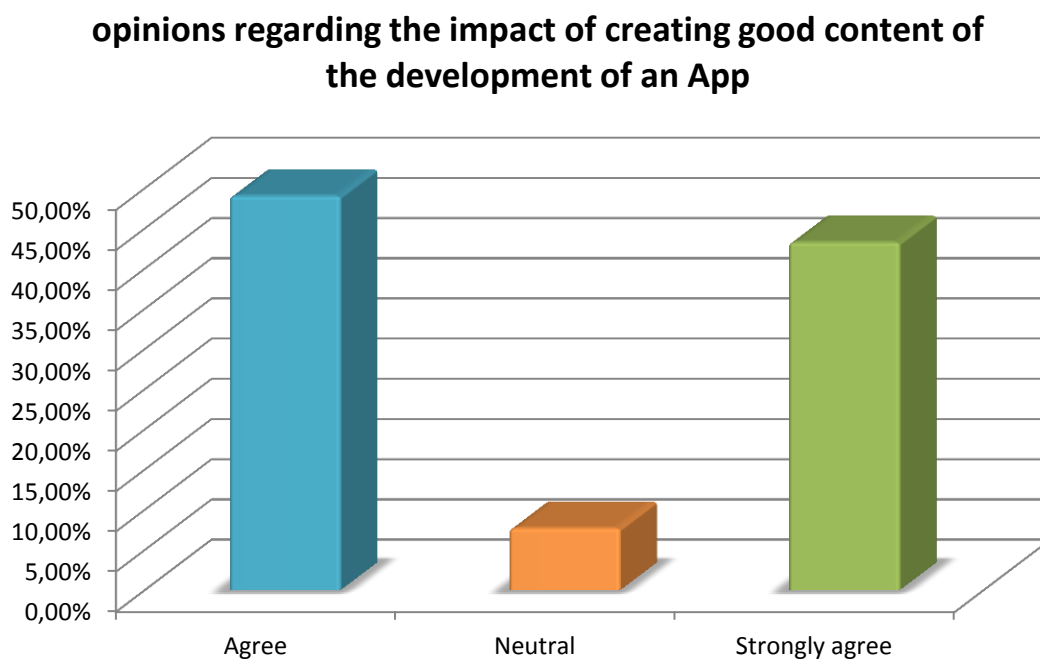
Table N°19: Respondents' points of view regarding the impact of creating good content on the development of a mobile application:

	Frequency	Percent
Strongly agree	62	43.27%
Agree	22	49.04%
Neutral	38	7.69%
Disagree	0	0.00%
Strongly disagree	0	0.00
Total	104	100%

Source: produced by us

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Figure N°55: Respondents' points of view regarding the impact of creating good content on the development of a mobile application



Source: Excel software

Comment:

The purpose of this question is to measure the degree of importance of creating good content on the development of a mobile application in the opinion of our sample.

According to the results, almost half of our sample (49.04%) agreed on the importance of creating good content on the development of an application, followed by a near percentage (43.27%) of respondents who strongly agrees with that too and the rest (7.69%) are neutral. None of the respondents disagreed with the fact that creating good content is important.

These results prove to us the importance of making good content and how is it considered as a key factor that can influence positively the development of an application.

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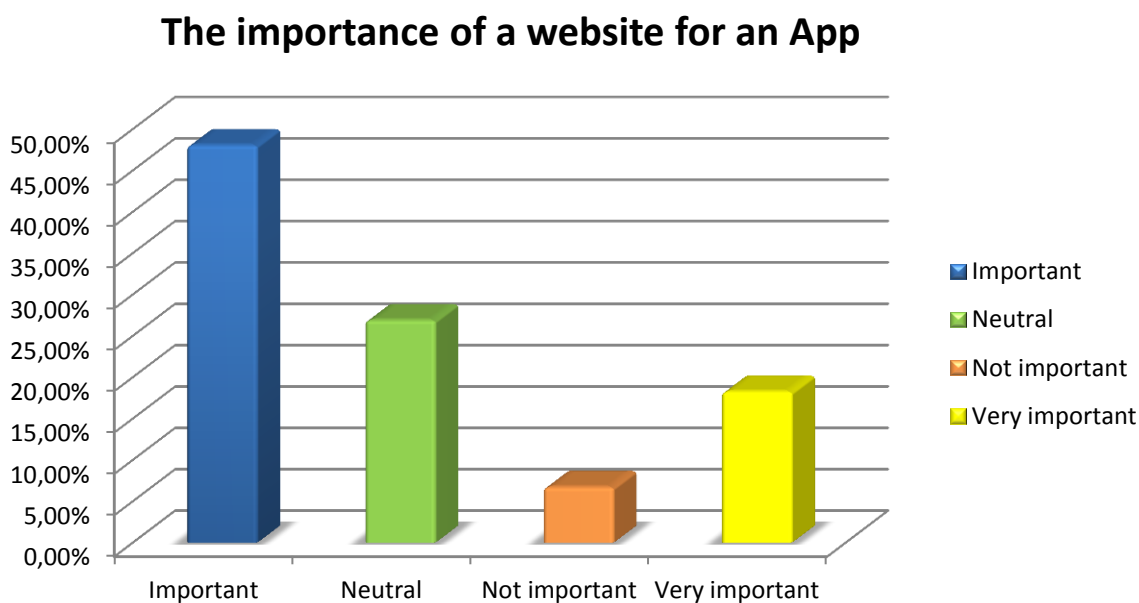
- **Question 10:** In your opinion, creating a website (page) that briefly explains the usefulness of the App and to whom it is destined is?

Table N°20: The degree of importance of creating a Website for a mobile application in the view of our respondents:

	Frequency	Percent
Very important	19	18.27%
Important	50	48.08%
Neutral	28	26.92%
Not important	7	6.73%
Not important at all	0	0.00%
Total	104	100%

Source:made by us

Figure N°56: The degree of importance of creating a Website for a mobile application in the view of our respondents:



Source:Excel software

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Comment:

Regarding the importance of having a website page when it comes to a mobile application 59 people, i.e. (48.08%) of respondents, see that having a website is important, (18.27%) of them confirm that it is very important .It should be noted that a minority of those questioned, namely (6.73%) believe that it is not a necessity for an App to have a web page and consider the matter as not important. The rest 28 people (26.92%) are neutral.

- **Question 11:** Do you find that creating pages with the name of the application on the various social networks (Instagram, Facebook, LinkedIn, Twitter ..) which presents the App, and explains its purpose and how to use it is :

Table N°21: The degree of importance of creating pages with the name of an App on social media platforms in the view of our respondents:

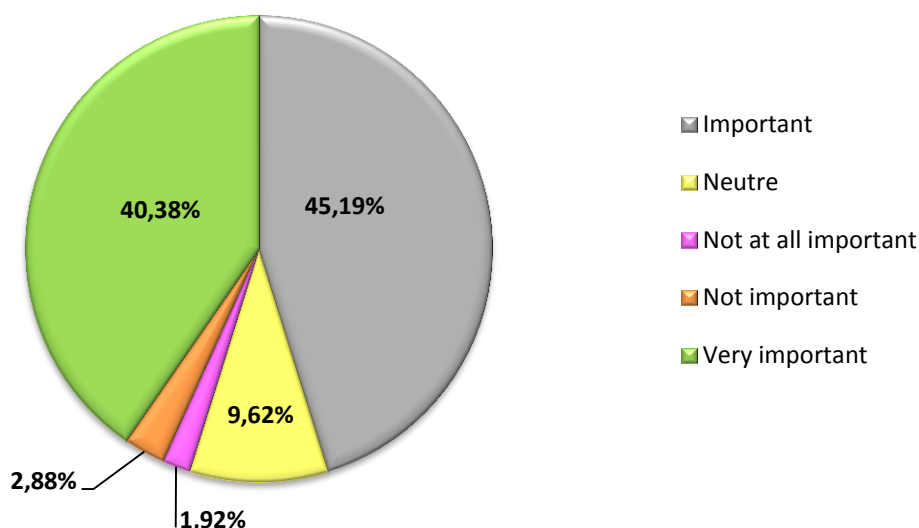
	Frequency	Percent
Very important	42	40.38%
Important	47	45.19%
Neutral	10	9.62.%
Not important	3	2.88%
Not important at all	2	1.92%
Total	104	100%

Source:made by us

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Figure N°57: The degree of importance of creating pages with the name of an App on social media platforms in the view of our respondents:

The importance of having social media pages for a mobile application



Source: Excel software

Comment:

As we can see in the graph above and from the basic information that we got from Google forms, 47 respondents who represent the highest percentage (45.19%) detected in this question consider creating social media pages with the name of the App as an important thing. The next highest percentage (40.38%) detected was for respondents who think that it is a very important thing for an application to be present on social media. Only two people out of 104 representing (2.88%) of the sample chose the preposition “not important” to answer this question, while (1.92%) chose “not important at all”. The other (9.62%) didn’t share their opinions with us and preferred to stay neutral.

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 The “ACHO” mobile application:

➤ **Question 12:** Do you know the "ACHO" survey application?

Table N°22: Classifying Respondents by awareness to “ACHO”:

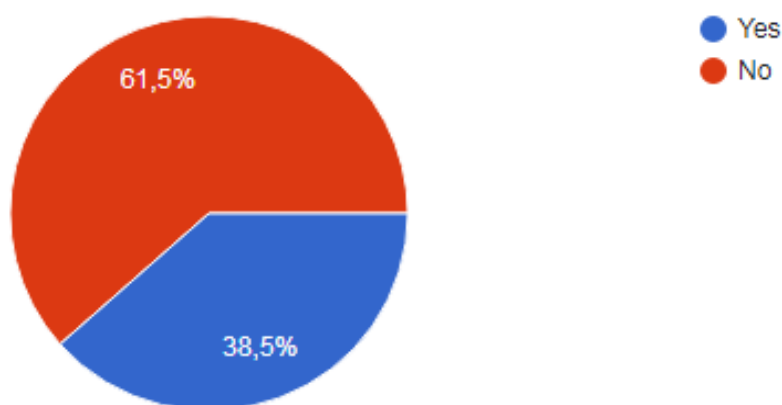
	Frequency	Percent
Yes	40	38.46%
No	64	61.54%
Total	104	100%

Source: made by us

Figure N°58: Classifying Respondents by awareness to “ACHO”:

Do you know the "ACHO" survey app?

104 réponses



Source: Google forms

Comment:

We find that (38.46%) of our sample know the ACHO application while (61.54%) declare their ignorance of the latter.

From the results given we deduce that the ACHO mobile App lacks of notoriety. This App would be more committed to working to establish and assert its notoriety through advertising and social networks.

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➤ **Question 13:** Have you ever installed it before?

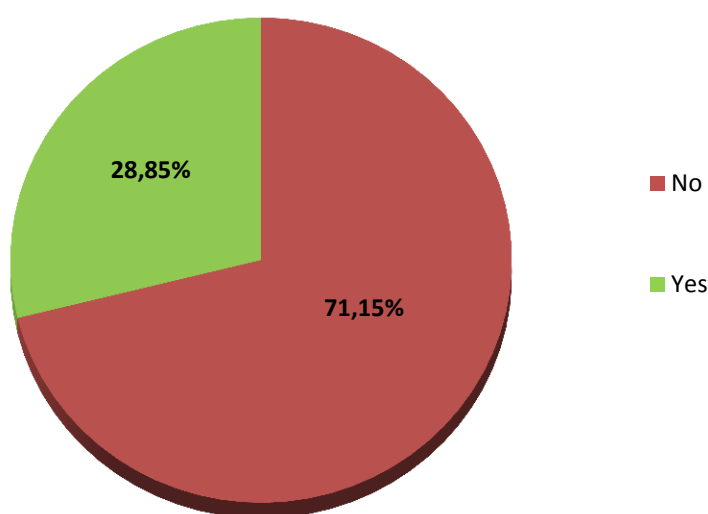
Table N°23: Respondents and the ACHO App installation:

	Frequency	Percent
Yes	30	28.85%
No	74	71.15%
Total	104	100%

Source: made by us

Figure N°59: Respondents and the ACHO App installation:

**The rate of installation of the Acho App regarding our
respondents**



Source: Excel software

Comment:

74 people out of 104 respondents who represent (71.15%) of our sample have never installed the ACHO app before, while the other (28.85%) did.

➤ **Question 14:** If yes, what's your opinion when it comes to :

- ✚ The idea of the ACHO application
- ✚ The design of the ACHO application

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✚ The content of the ACHO application

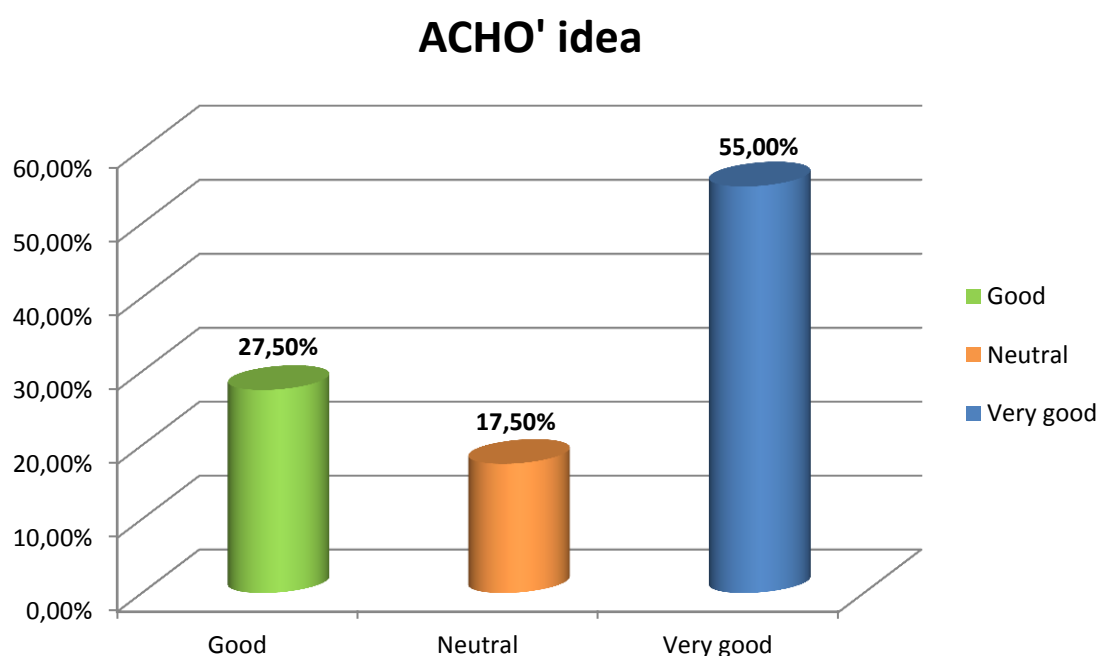
- The idea behind the ACHO mobile App:

Table N°24: Respondents opinions regarding the idea of ACHO:

	Frequency	Percent
Very good	22	55,00%
Good	11	27,50%
Neutral	7	17,50%
Not good	0	0,00%
Not good at all	0	0,00%
Total	40	100,00%

Source: Excel software

Figure N°60: Respondents opinions regarding the idea of ACHO:



Source: Excel software

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Comment:

According to the results, 22 from 40 respondents i.e. (55%) have installed the App before consider the idea behind it as very good, followed by a percentage of (27.50%) who have rated its idea as good .the last (17.5%) were neutral.

Since all the answers were either positive or neutral and since the majority of respondents rated the App's idea as very good we can deduce that the mobile need to stick on its idea because people seem to find it interesting.

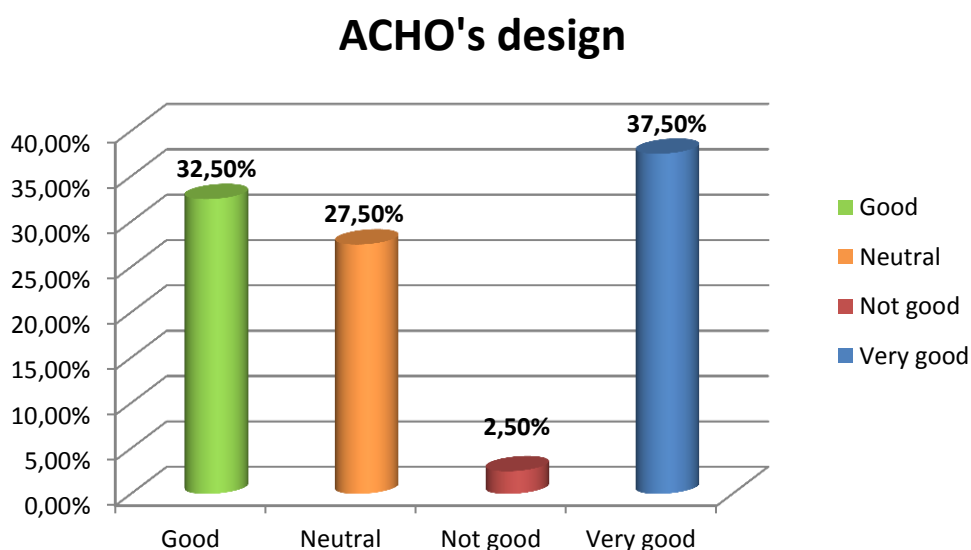
- The design of the ACHO mobile App:

Table N°25: Respondents opinions regarding the design of ACHO:

	Frequency	Percent
Very good	15	37,50%
Good	13	32,50%
Neutral	11	27,50%
Not good	1	2,50%
Not good at all	0	0,00%
Total	40	100,00%

Source: Excel software

Figure N°61: Respondents opinions regarding the design of ACHO:



Source: Excel software

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Comment:

We see through the results presented in the graph and the table that the highest percentage (37.5%) is of respondents who rate the design of the ACHO App as a very good one, the percentage of respondents who find it good is (32.5%), which result (70%) of respondents with positive opinion. We also notice that (27.5%) of answers are neutral and only one person out of 40 who rated the design as not good with a percentage of (2.5%).

From the results above, we deduce that the design of the ACHO App is quiet good in the opinion of users but that doesn't mean that the App won't work on enhancing it if necessary.

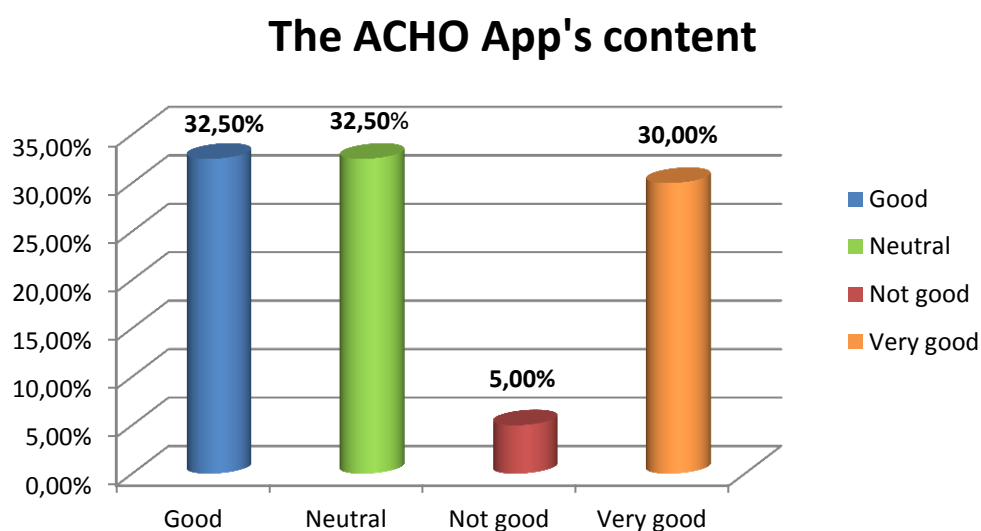
- **The content of the ACHO mobile App:**

Table N°26: Respondents opinions regarding the content of ACHO:

	Frequency	Percent
Very good	12	30,00%
Good	13	32,50%
Neutral	13	32,50%
Not good	2	5,00%
Not good at all	0	0,00%
Total	40	100,00%

Source: Excel software

Figure N°62: Respondents opinions regarding the content of the ACHO App:



Source: Excel software

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Comment:

Among 40 response, the same percentage (32.5%) was indicated from the part of respondents who answered this question, the first percentage represent the people who considered the content as being good and the second represent those who were undecided. (30%) of respondents found the content of the App very good and only two people out of 40 who represents (5%) expressed their disappointments when it comes to it and answered this question by choosing “not good” as a response.

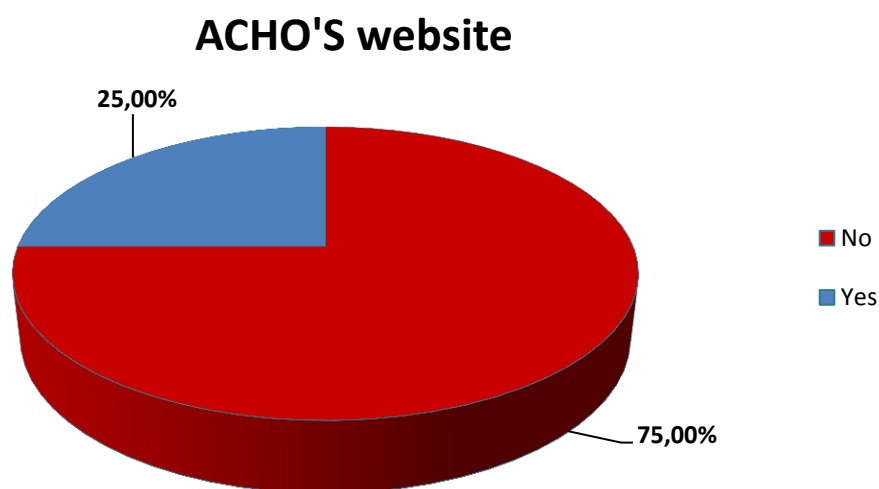
➤ **Question 15:** Have you ever visited the website of the App "ACHO"?

Table N°27: Respondents and the ACHO's website:

	Frequency	Percent
Yes	26	25%
No	78	75%
Total	104	100%

Source:made by us

Figure N°63: Respondents and the ACHO's website:



Source: Excel software

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Comment:

78 of those questioned (75%) say that they have never consulted the website ACHO, compared to only 26 people (25%) who did already.

This shows us that the traffic to ACHO's website is weak and that means that ACHO needs to work on its means of communication or apply an SEO/SEA strategy.

➤ **Question 16:** If yes, how do you find its content?

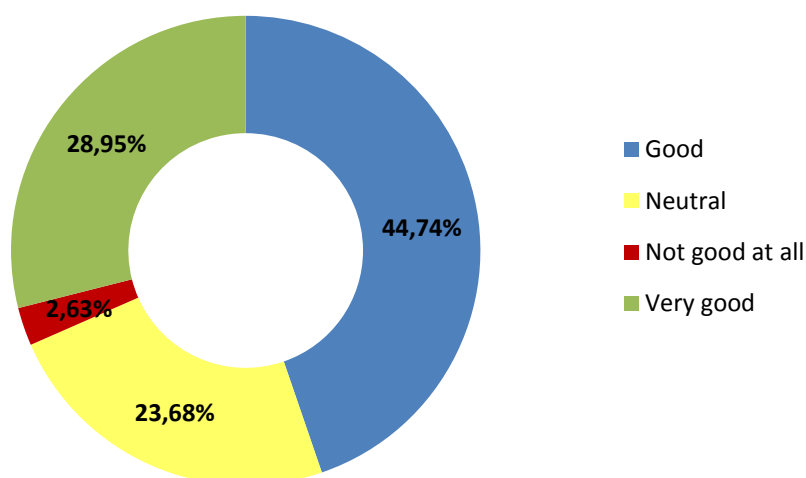
Table N°28: Respondents opinions regarding the content of ACHO's website:

	Frequency	Percent
Very good	11	28.95%
Good	17	44.74%
Neutral	9	23.68%
Not good	0	0.00%
Not good at all	1	2.68%
Total	38	100%

Source: made by us

Figure N°64: Respondents opinions regarding the content of ACHO's website:

The content of ACHO's website



Source: Excel software

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Comment:

By referring to the responses of the 38 interviewees out of 104, (44.74%) which is the highest percentage detected on this question refers to respondents who find the content of the ACHO website good, followed by 28.95% who describe its content as being very good. This disagrees with (2.63%). The rest (23.68%) are neutral

This proves that ACHO gives an importance for its website's content and its design which the presentation and design of its site which represents its interface but I still think that it needs some more work.

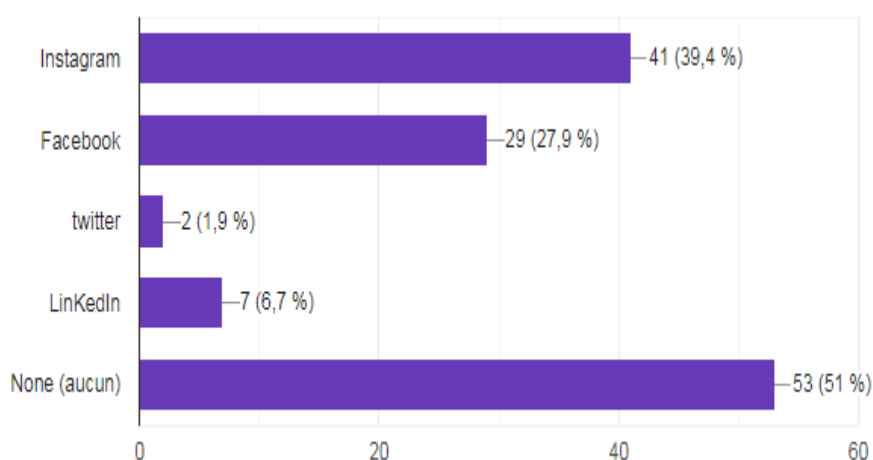
- **Question 17:** Among these social networks, on which one do you follow the App "ACHO"?

Table N°29: Respondents and ACHO's social media accounts:

	Frequency	Percent
Instagram	41	39.4%
Facebook	17	27.9%
Twitter	2	1.9%
LinkedIn	7	6.7%
None	53	51%
Total	104	100.00%

Source: made by us

Figure N°65: Respondents and ACHO's social media accounts:



Source: Google forms

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Comment:

53 out of 104 i.e. (51%) of respondents don't follow the ACHO App on any social media platform. For those who follow it, a majority well distinguished by (39.4%) indicate following the ACHO mobile App on Instagram what seems obvious since it is the social network that ACHO displays more content on compared to other platforms. In second position comes Facebook with a rate of (27.9%). Followed from afar by LinkedIn which occupies the third place with (6.7%), While Twitter is being followed only by two people from our sample with a percentage of (1.9%).

From these results we conclude that the App needs to work more on its notoriety on social networks because half of our respondents aren't following it on any.

- **Question 18:** IF you're a follower, how do you find the content published on the social networks of the ACHO App?

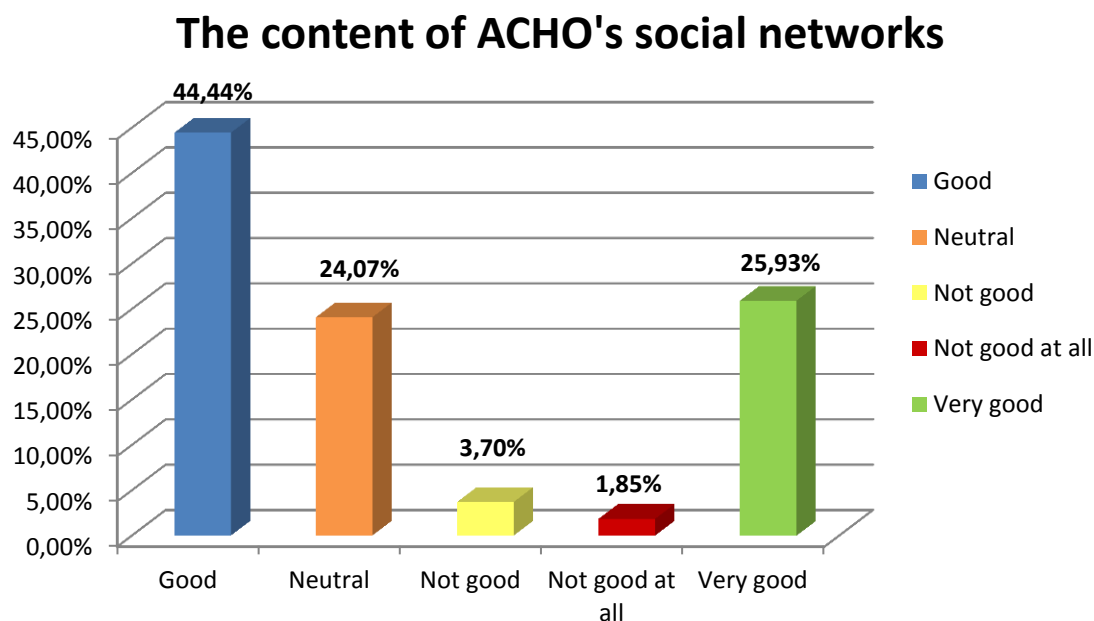
Table N°30: Respondents opinions regarding the content of ACHO's social networks:

	Frequency	Percent
Very good	14	25.93%
Good	24	44.44%
Neutral	13	24.67%
Not good	2	3.7%
Not good at all	1	1.85%
Total	54	100.00%

Source: made by us

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Figure N°66: Respondents opinions regarding the content of ACHO’s social networks:



Source: Excel software

Comment:

Regarding the content published on ACHO’s social networks, we find that (44.44%) of those questioned are satisfied about it and find it quite good. (25.93%) find it really good. And (24.67%) of them are neutral. (3.7%) of respondents do not seem to be satisfied about the content of ACHO’s social media pages while the other (1.85%) aren’t satisfied at all.

We conclude from these results that the content shared on ACHO’s social networks is quite good and satisfying with a percentage of (70.37%) of positive replies. but that doesn’t necessarily mean that it shouldn’t work more on enhancing it.

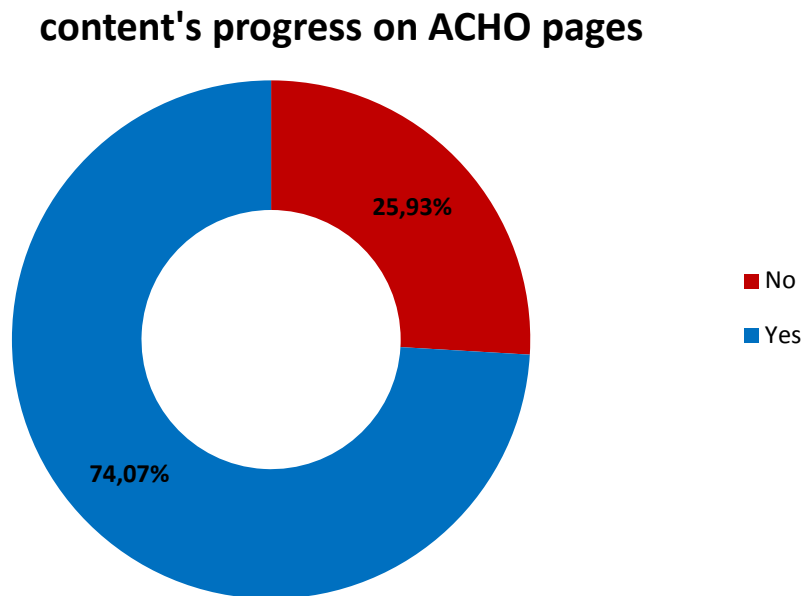
- **Question 19:** If you're a follower, have you noticed any progress when it comes to the content of the App's social media account(s) this last month?
- **Table N°31: Respondents opinions regarding the content progress of ACHO’s social networks:**

	Frequency	Percent
Yes	40	74.07%
No	14	25.93%
Total	54	100%

Source: produced by us

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Figure N°67: Respondents opinions regarding the content progress of ACHO’s social networks:



Source: Excel software

Comment:

74.7% of the 54 people who follows ACHO on social media agreed that they have noticed a progress when it comes to the content shared on ACHO’s social networks, while only 25.93 didn’t seem to notice any progress this last period.

According to the results, we conclude that the content creation strategy seem to have worked on the App social media platforms because the majority of the followers noticed a difference when it comes to the content shared on the App.

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- **Question 20:** posting good content on an App's social networks can lead people to download it, what's your opinion?

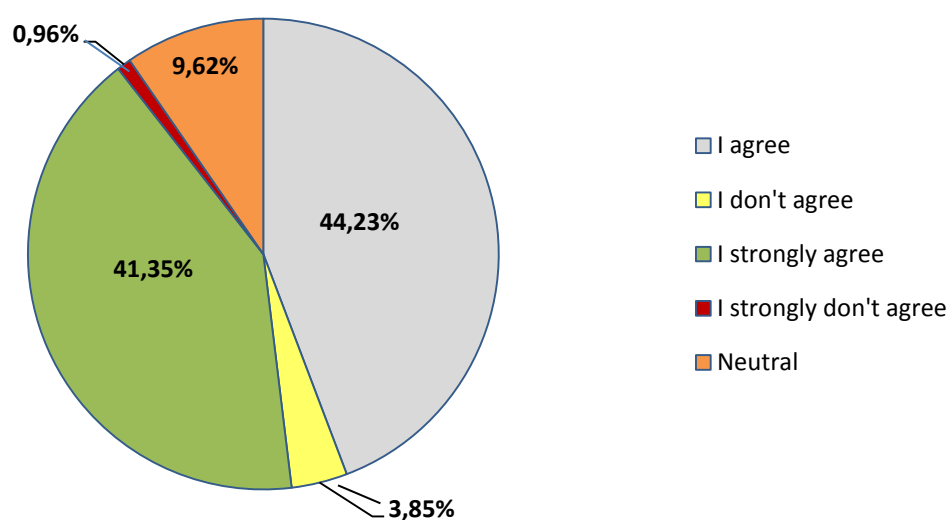
Table N°32: Respondents' points of view regarding the impact of posting good content on social networks on installation rate of a mobile application:

	Frequency	Percent
Strongly agree	43	41.35%
Agree	46	44.23%
Neutral	10	9.62%
Disagree	4	3.85%
Strongly disagree	1	0.96%
Total	104	100%

Source: produced by us

Figure N°68: Respondents' points of view regarding the impact of posting good content on social networks on installation rate of a mobile application:

Good content on social networks and the rate of installation of an aPPI



Source: Excel software

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Comment:

We find that (44.23%) of respondents agreed on the fact that creating and sharing good content on the social networks related to an App could lead the followers of these pages to download it. another (41.35%) strongly agree with that. low percentage (3.85%) of respondents opted for the opposite, in addition to the (0.96%) of respondents who strongly disagreed with this idea. The rest (9.62%) were neutral

Since (85.58%) of the feedbacks related to this question were positive, we can conclude that creating good content can have a very significant role on an App's development and on the number of its users, that's why the ACHO App needs to focus all its efforts on creating an attractive content in order to attract more followers and thereafter more users.

3.4.6 Synthetic reading of the results obtained:

- ✓ Among 104 people Interviewed: 53 are male with 50.96 % and 51 are female with a percentage of 49.04%. The dominant age range of the population is the younger generation that is between 18 and 25 years old with more than three-quarters of our sample with 76.92%, the majority of them are student.
- ✓ From the responses collected, the overwhelming majority of our sample (91.26%) have already installed and the uninstalled a mobile application from their smartphones, and the three main reasons that led them to do so were respectively :
 - The none usefulness of the App with a rate of (66.7%)
 - A high Storage space consumption with a percentage of (44.1%)
 - Too many Ads and notification embedded (40.9%)
- ✓ The design of an application is considered as part of its content; the questions 6 and 67 were asked to determine the impact of design on the user experience. In order to measure this impact, our two questions revolved around the clarity and the simplicity of a design and the colors used in it which are two main criteria in the design. the majority which represents (72.12%) of the sample agreed that colors have a significant impact on the users experience while also (92.31%) of the respondents which constitute the overwhelming majority believe that the simplicity and the clarity are important factors in the design of App. Those results confirm the importance of these criteria and their huge impact on the user experience and that's why ACHO puts a lot of efforts on enhancing it's design because it's the first thing that a user notice once he downloads the App and starts using it.

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- ✓ As we saw earlier in the results of question 5, there are a lot of reasons that lead users to uninstall an application from their phones, so we wanted to dig deeper into the matter in order to measure the degree of impact of these reasons on the user's decision on whether keeping or deleting an App that's why we added question N°8 and these are our conclusions regarding the matter :
 - The majority of our sample with a total percentage of (91.35%) agreed of the importance of “the usefulness of and App” on their decision to keep it.
 - (77.88%) was the total percentage of people who considers “the design of an App” as an important to a very important criterion that can affect their decision when it comes to keeping or deleting an App.
 - A total of (70.19%) of our simple consider that an App that doesn't consume a lot of storage space is quiet a turn on for them in order to keep it installed on their smartphones.
 - An Application that is easy to use is an important criterion to keep it in the point of view of (86.54%) of respondents.
 - More than half of our simple (68.27) think that an application with low internet consumption is quite important in order to keep it.
 - A very high rate of respondents (87.5%) consider a high rate of bugs (crashes) as turn off that might lead them to delete the App and they agree on the importance of this factor on their decision.
 - When it comes to the final reason of deleting an App, a total of (83.66%) of respondents which represents the majority find an App that displays a lot of ads and notifications quite disturbing and might lead them to uninstall it.

And from these results we conclude that before launching an App, all of these criteria should be taken in consideration.

- ✓ Regarding the impact of creating good content on the development of a mobile application, a total of (92.31%) of our sample completely agreed on the fact that le latter can have a positive influence on an App's progress. This basically answers the main question of our thesis regarding the impact of applying a good content strategy on the development of a mobile application.
- ✓ (66.35%) of our sample find that creating an affiliate website of the application that explains its usefulness and to whom it's destined is a must while another (85.47%) think the same when it comes to creating pages with the name of the App on the various social networks. This proves that even a mobile application needs another applications and pages to support it.
- ✓ Only (38.5%) i.e. 40 out of 104 respondents have heard of the App before, and that leads us to deduce that the App lacks of notoriety. Only 30 people out of 40 who already knows

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the App went to action and installed it, which means that the other 14 weren't interested enough in the App in order to install it. These results refer that the ACHO App needs to be more committed to working to establish and assert its notoriety through advertising and social networks, it also needs to put more effort into publishing an attractive content that would push people to check it and download it.

- ✓ Regarding the mobile application ACHO, A total percentage of (88.5%) seem to like its concept and find its idea really interesting, (70%) of the respondents were quite satisfied about the design of the App and (62.5%) agreed on liking its content.
- ✓ 26 out of 104 respondents i.e. (25%) have visited the ACHO website before, which means that three-quarters haven't yet. (73.69%) of those who have visited it seem to be satisfied about the content displayed on it. From these results we deduce that the APP needs to boost its visibility on the web by applying a search engine optimization strategy.
- ✓ More than half of our sample (51%) don't follow the ACHO application on any social network, which means that the App needs to work better on its visibility and notoriety on social media by applying a good digital content and communication strategy. A total of (70.37%) from those who follow the App's social networks are satisfied about the content published on the App's pages. The App's social media the most followed by our respondent is Instagram with a rate of (39.4%).
- ✓ 74.7% of the 54 people who follow ACHO on social media agreed that they have noticed a progress when it comes to the content shared on ACHO's social networks. According to these results, we conclude that the content creation strategy seem to have worked on the App social media platforms. A total of (85.58%) agreed on the fact that posting good content on social networks can have a positive impact on installation rate of a mobile application. All of these results help us affirm the utility and the effectiveness of applying a marketing content strategy on an App's progress.

3.5 The questionnaire launched on the ACHO mobile application:

- The second questionnaire that we launched was on the ACHO App, it was launched on the seventh of June 2021.

3.5.1 The sampling mode:

In order to have a representative sample and results, the second survey was launched directly on the ACHO mobile application, which means that we've targeted the existing users of the application. 44 users answered our questionnaire.

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3.5.2 The duration of the investigation

The duration of administration of the questionnaire was about 15 days, 3 days for the development of the questionnaire, a week days for the collection of responses from our sample, and around three days for the analysis of the information collected.

3.5.3 The structure of the questionnaire:

The design of the questionnaire on the ACHO App was quite simple and easy; it has been drawn up in a way that allows achieving very accurate results.

The questionnaire was structured to avoid questions deemed intrusive , we didn't feel the need to ask questions about the data sheet of the respondents since we had all this information available on our server once the users registered on the App. we have asked the same questions used on the Google form's previous survey.

The questionnaire was launched in 3 different languages: English, Arabic, French, and it appeared to the users according to their phone's language.

The final questionnaire was composed of two parts:

- **The first part:** grouping together a set of questions of a general nature, that will allow us to determine the impact of good design and good content on the user experience for a mobile application in the view of our chosen sample.
- **The second part:** the questions of this part were designed and used to detect the opinion of the ACHO App users regarding the content launched on the App and its social media pages after applying the content strategy on them , and also to determine the importance of being present on the different social networks for a mobile App in general and the impact of publishing good content on its progress .

3.5.4 Types of questions:

Our questionnaire was composed of 15 clear questions, we kept the same ones asked on the previous survey, we have just deleted those which weren't necessary or those which we already had answers to.

- **4 dichotomous questions:** in this case the interviewee must choose between two answers offered, the choice comes down to two possibilities
- **8 multiple-choice questions with only one answer allowed:** only one answer must be chosen from the answers given.

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- **2 multiple-choice questions with several answers allowed:** the respondent can choose one or more answers.
- **2 questions at Likert and linear scales:** which allow the taking of position of individuals and measure their attitudes
- **4 filter questions:** It allows all or part of the questionnaire to be asked to a part of the sample

3.5.5 Analysis of the survey's results:

The answers obtained from the interviewees made it possible to capture a mass of information raw; we therefore processed these results by creating tables of frequencies of the main variables and beyond inserted graphs representative of these. In order to facilitate the interpretation of these for a better use and appreciation of results obtained.

Data sheets of the 44 respondent provided by the ACHO App:

As we saw earlier on chapter 2, when the user register on the ACHO App, he must enter all his real information (full name, Wilaya of residence, gender, age, profession..ect), so when it comes to analyzing the results of a survey launched on the application there's no need to include questions about these matters in the questionnaire because they will be provided automatically by the server of the App as it was the case in our survey:

The App has provided us with so many detailed and personal information about the respondents such as: the marital statute, the exact profession, the exact location...ECT, and these information aren't necessary for our study so we will only check their gender and why not their state of residence and then we will start the analyzing of the our questionnaire.

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- Wilaya of residence:

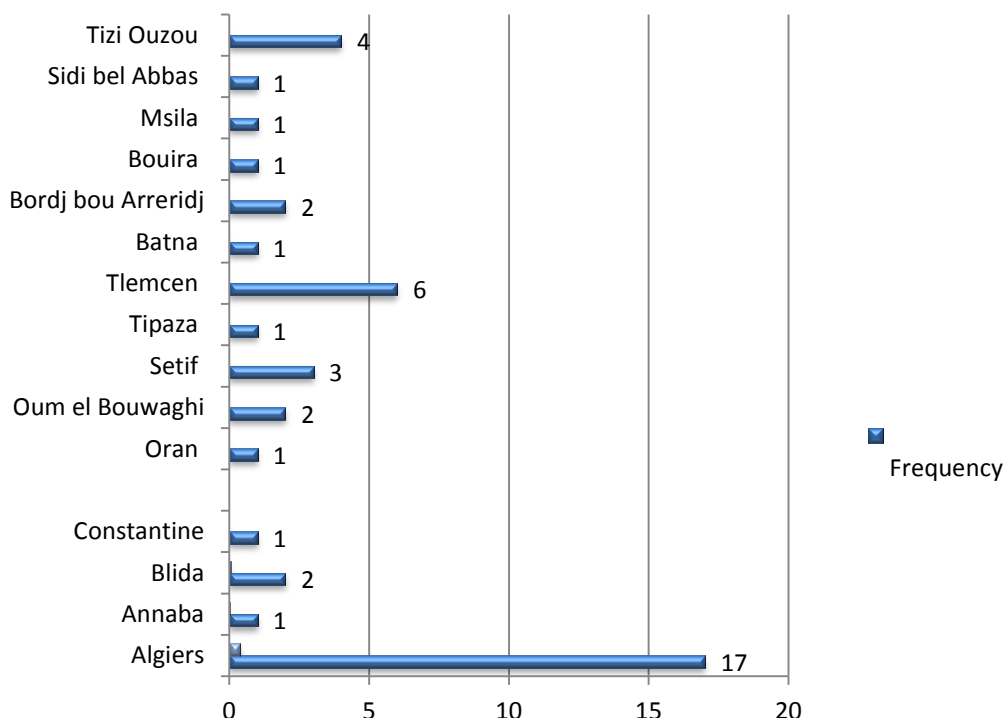
Table N°33: Respondents according to their Wilaya of residence:

	Frequency	Percent
Algiers	17	38,63%
Annaba	1	2,27%
Blida	2	4,54%
Constantine	1	2.27%
Oran	1	2.27%
Oum el Bouwaghi	2	4.54%
Setif	3	6.81%
Tipaza	1	2.27%
Tlemcen	6	13.63%
Batna	1	2.27%
Bordj bou Arreridj	2	4.54%
Bouira	1	2.27%
Msila	1	2.27%
Sidi bel Abbas	1	2.27%
Tizi Ouzou	4	9.09%
Total	44	100.00%

Source:made by us

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Figure N°69: Respondents according to their Wilaya of residence:



Source: Excel software

Comment:

As we can see from the table and the graph above, the ACHO App users come from different states of Algeria, and in this survey, the respondents were from 15 different Wilaya. The 17 respondents out of 44 are from Algiers with a percentage of (38.63%) which made them the majority.

- Gender:**

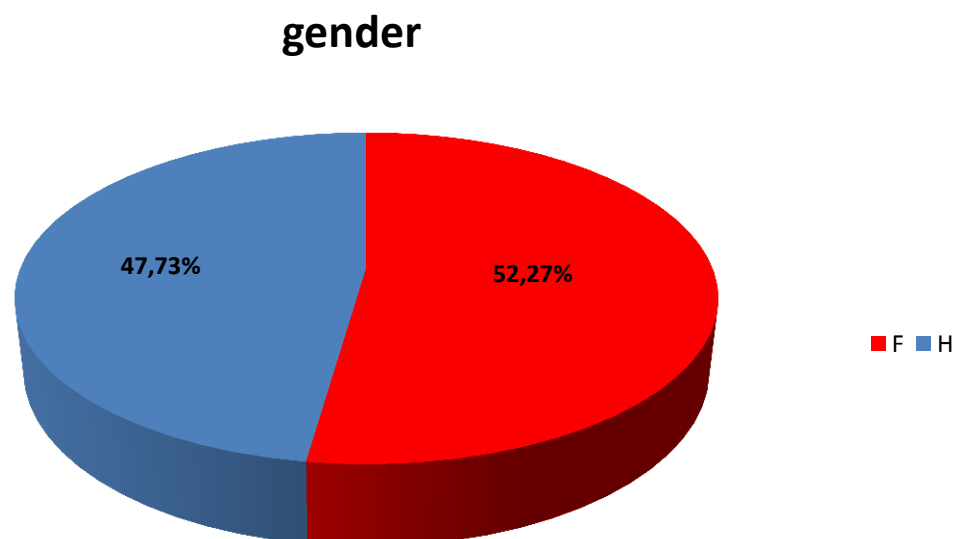
Table N°34: Respondents according to their gender:

	Frequency	Percent
Female	23	52,27%
Male	21	47.23%
Total	44	100,00%

Source: Excel software

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Figure N°70: Respondents according to their gender:



Source: Excel software

Comment:

We note that our sample is made up of 44 respondents; (52.27%) female and (47.73%) male, it is more or less balanced with a favorable distribution for females.

- **We will start to analyze our questionnaire:**

➤ **Question 01:** Have you ever installed and then uninstalled a mobile Application?

Table N°35: Respondents and their experience with mobile applications:

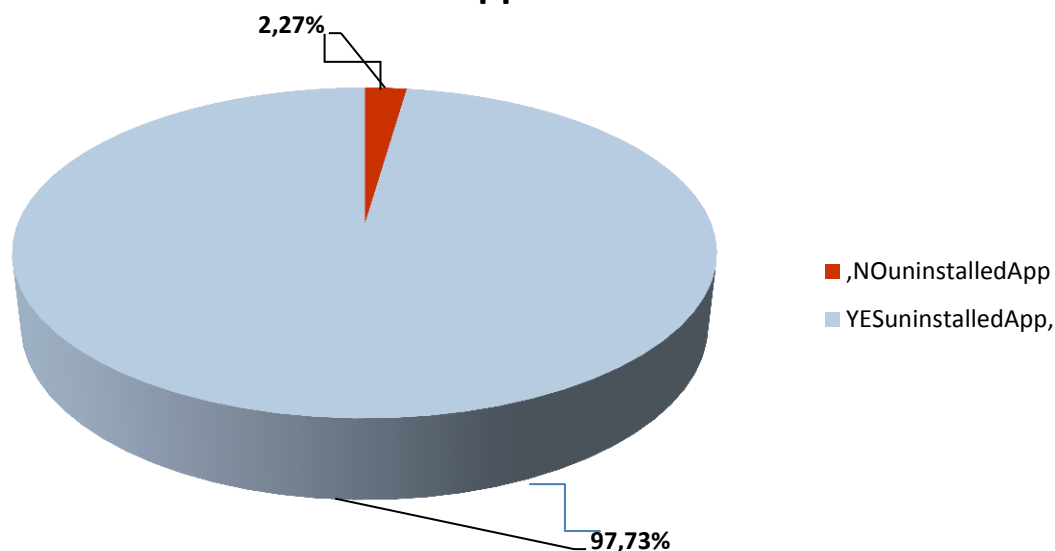
	Frequency	Percent
Yes	43	97.73%
No	1	2.27%
Total	44	100%

Source: produced by us

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Figure N°71: Respondents and their experience with mobile applications:

Have you ever installed and then uninstalled a mobile application?



Source: Excel software

Comment:

Most of respondents (97.73%) have already installed and then uninstalled a mobile application, while the other (2.27%) have never done that. From these results, we confirm those of the first survey launched on Google forms when it comes to the very high rate on uninstalling an App after downloading it.

➤ Question 02: If yes, why?

After consulting the results of Google form's questionnaire, we decided to add one criterion to this question which is "the App wasn't free" which was the answer of a respondent and we thought that it was a good reason to delete an App so we decided to include it here.

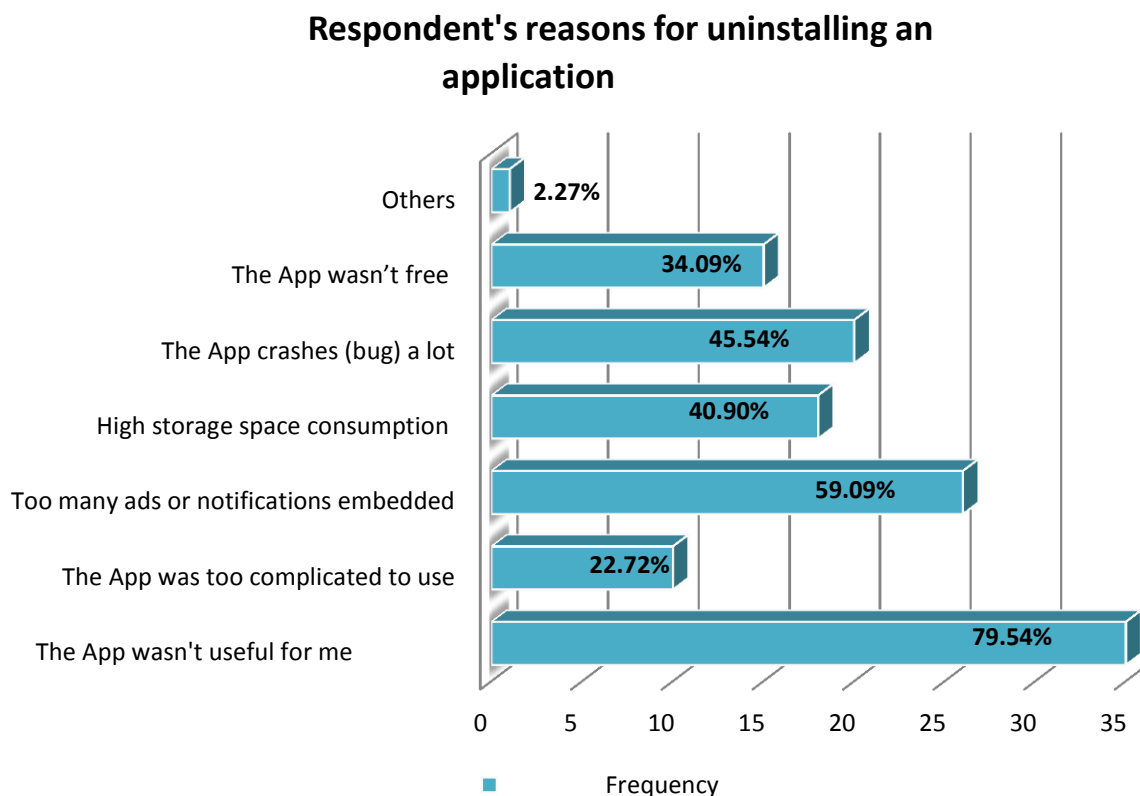
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Table N°36: Respondents' reason(s) for uninstalling a mobile application:

	Frequency	Percent
The App wasn't useful for me	35	79.54%
The App was too complicated to use	10	22.72%
Too many ads or notifications embedded	26	59.09%
High storage space consumption	18	40.90%
The App crashes (bug) a lot	20	45.54%
The App wasn't free	15	34.09%
Others	1	2.27%

Source: produced by us

Figure N°72: Respondents reason(s) for uninstalling a mobile application:



Source: Excel software

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Comment:

This question is a multiple-choice question which allows the respondents to choose more than just one answer, and that explains why the total of the percentages have exceeded 100%.

43 people out of 44 in our sample answered this question. From the figure above and from the basic information we got from the ACHO App, we have 35 response which represents the majority of our sample with a percentage of (79.35%) that consider the “none usefulness of an App” as the major reason that leads them to uninstall it, followed by a percentage of (59.09%) that have uninstalled an App before because of the large number of ads and notifications embedded; the third reason for uninstalling a mobile App was due to the fact that it crashes (bugs) a lot with a percentage of (45.54%). the fourth reason chosen by 18 respondents with a percentage of (40.90%) was the high storage space that the App consumes, while the fifth reason with a percentage of (34.09%) chosen by 15 respondents was the fact that the App wasn't free and they had to pay in order to use it. the final reason that has led our sample to uninstall an App was the fact that it was quite complicated and not easy to use with a percentage of (22.72%) .

One respondent mentioned another reason that made him uninstall an App, with a percentage of (2.27%), and his reason was the fact that the application didn't guarantee what it has proposed in the advertisement.

- **Question 03:** Do you think that the colors used in the design of an application can have an impact on the user's experience?

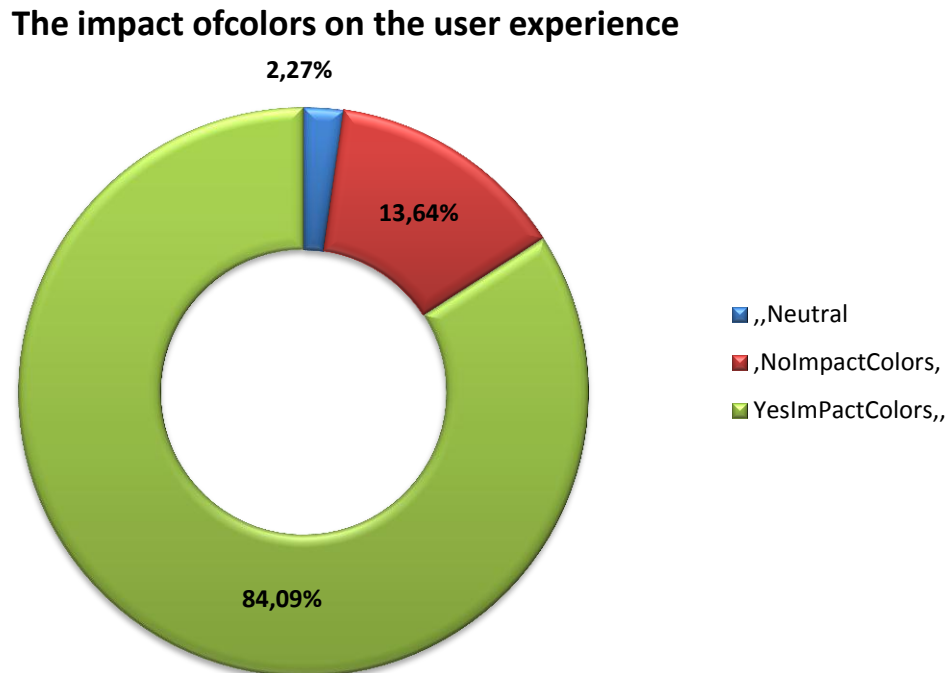
Table N°37: Respondents opinions regarding the impact of colors on the user experience when designing an App:

	Frequency	Percent
Yes	37	84,09%
No	6	13,64%
Neutral	1	2,27%
Total	44	100,00%

Source: Excel software

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Figure N°73: Respondents opinions regarding the impact of colors on the user experience when designing an App:



Source: Excel software

Comment:

Regarding the responses of the 44 interviewees, the majority which represents (84.09%) of the sample think that colors have a significant impact on the users experience while (13.64%) disagree with that and believe that colors don't have any effect on it. (2.27%) were Neutral which means that they don't either agree or disagree.

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- **Question 04:** Do you think that the "simplicity" and the "clarity" of the visual structure are important factors in the design of an App?

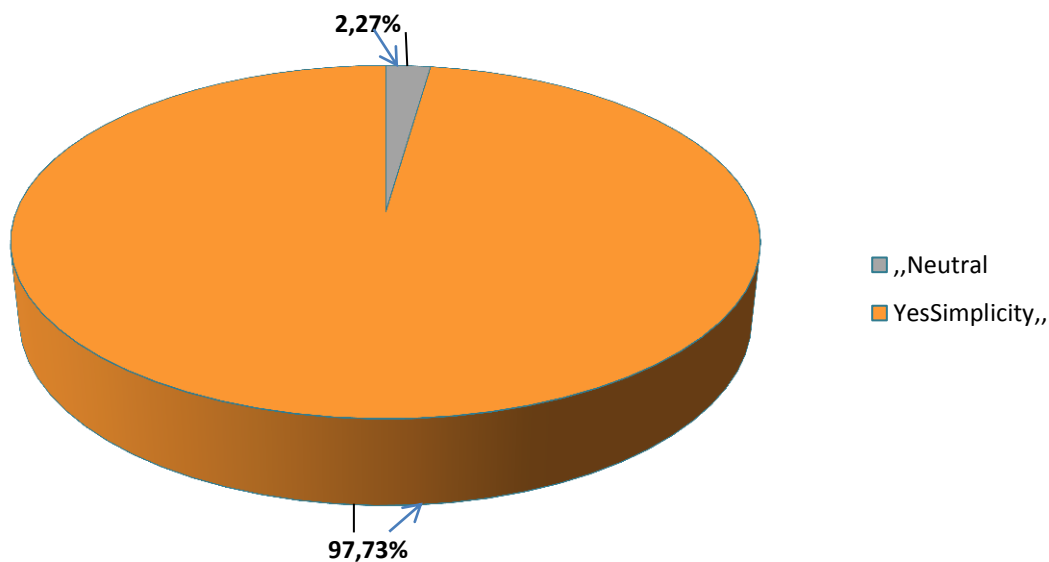
Table N°38: Respondents opinions when it comes to the importance of simplicity and clarity in the design of an App:

	Frequency	Percent
Yes	43	97.73%
No	0	0.00%
Neutral	01	2.27%
Total	44	100,00%

Source: made by us

Figure N°74: Respondents opinions when it comes to the importance of simplicity and clarity in the design of an App:

The importance of simplicity and clarity in an App's design



Source: Excel software

Comment:

Among 44 Respondents, we have 43 of them i.e. (97.73%) who find that the simplicity and the clarity are important factors in the design of App. (2.27%) are Neutral

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about it .this is quiet similar to the results of Google forms where the overwhelming majority considered this factors so important either.

➤ **Question 05:**How important are these criteria that can influence you to keep an application on your Smartphone?

- ✚ The usefulness of an App
- ✚ The design of an App
- ✚ An App that is easy to use
- ✚ An App that doesn't consume a lot of storage space
- ✚ An App that doesn't consume a lot of internet (MO)
- ✚ An App that doesn't crash a lot
- ✚ An App that doesn't display a lot of ads and notifications

- **The usefulness of the Application:**

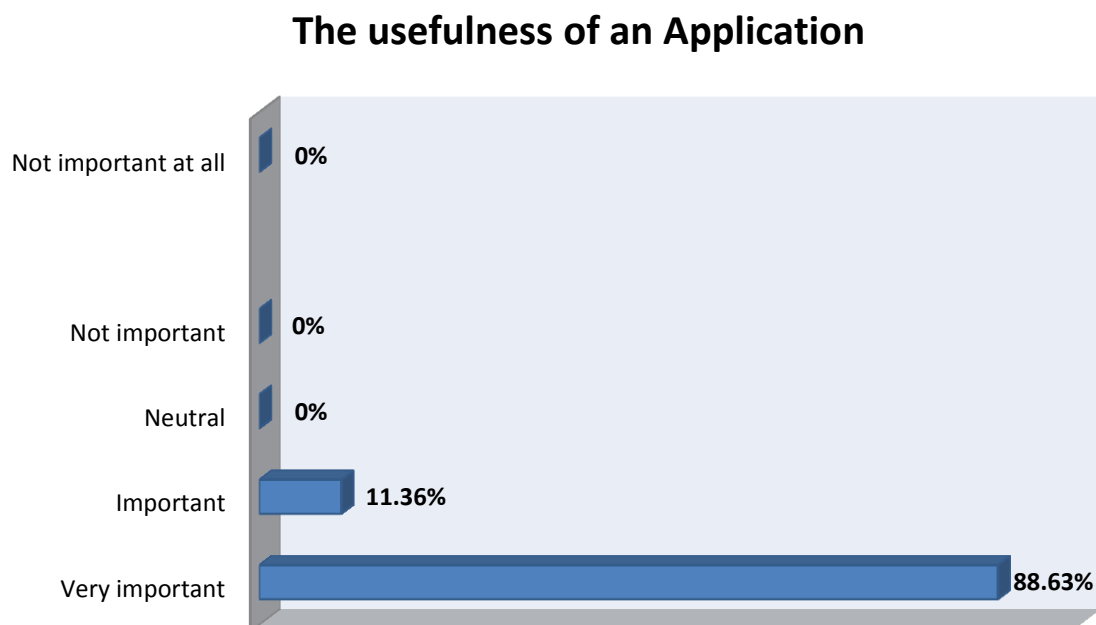
Table N°39: the degree of importance of the factor “the usefulness of an application “in the view of our respondents:

	Frequency	Percent
Very important	39	88.63%
Important	5	11.36%
Neutral	0	0.00%
Not important	0	0,00%
Not important at all	0	0,00%
Total	44	100,00%

Source:made by us

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Figure N°75: the degree of importance of the factor “the usefulness of an application “in the view of our respondents:



Source: Excel software

Comment:

The majority of respondents represented by the rate of (88.63%) consider the “usefulness of an Application” as a very important factor that can influence them to keep an App installed on their phones, as well as (11.36%) who agreed that it’s an important factor.

- **The design of an Application:**

Table N°40: the degree of importance of the factor “The design of an Application” in the view of our respondents:

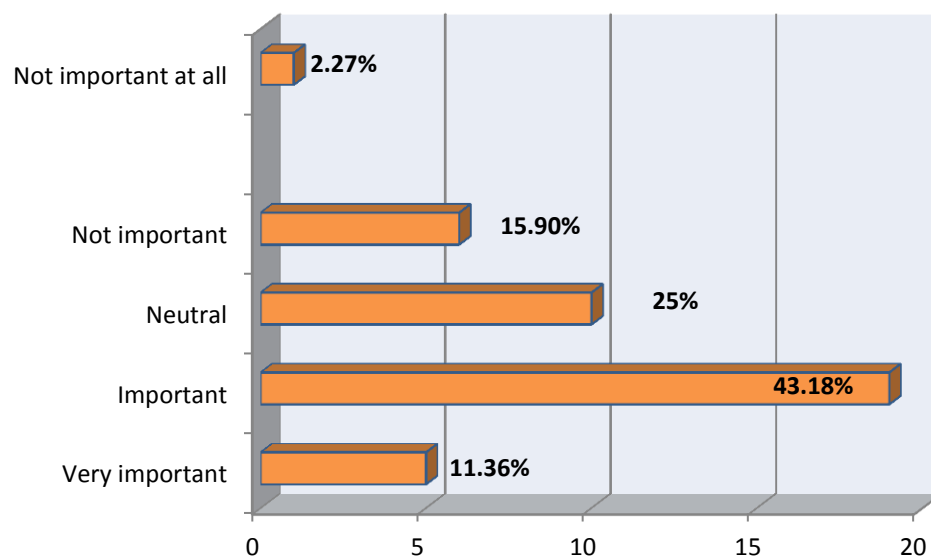
	Frequency	Percent
Very important	7	15.90%
Important	19	43.18%
Neutral	11	25.00%
Not important	6	13.63%
Not important at all	1	2.27%
Total	44	100,00%

Source: made by us

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Figure N°76: the degree of importance of the factor “The design of an Application”
in the view of our respondents:

The design of an application



Source: Excel software

Comment:

(43.18%) of respondents believe that the design of an Application is important in order to keep it on their smartphones, an interesting (11.36%) find this factor very important, Nevertheless, (15.9%) claim that is not that important, while (2.27%) say that it's not important at all. the other (25%) are neutral.

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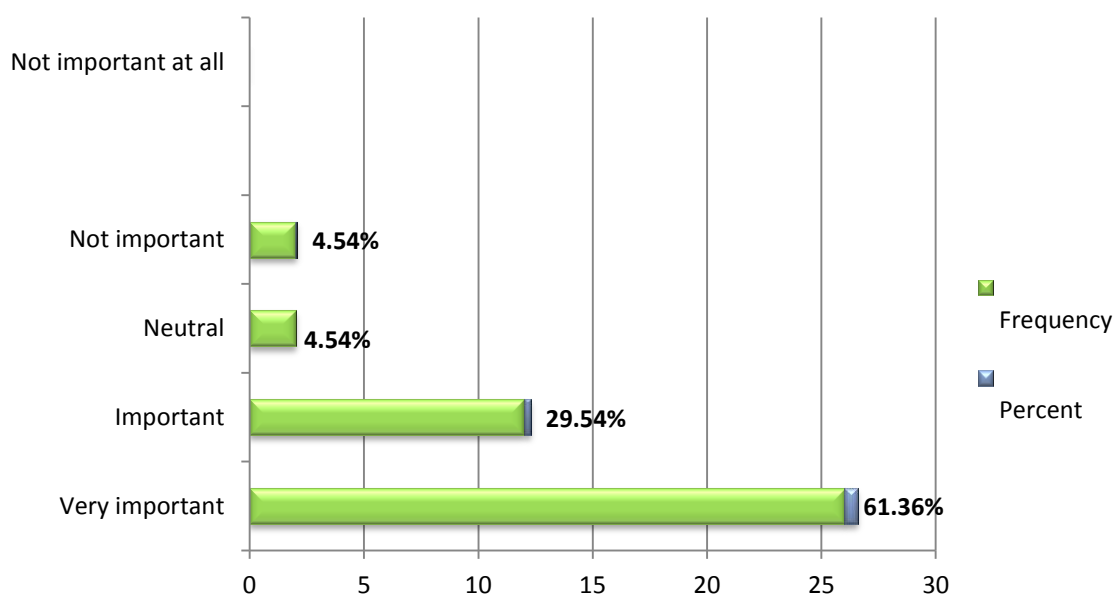
- The ease of use of an Application:

Table N°41: The degree of importance of the factor “The ease of use of an Application” in the view of our respondents:

	Frequency	Percent
Very important	27	61.36%
Important	13	29.54%
Neutral	2	4.54%
Not important	2	4.54%
Not important at all	0	0.00 %
Total	44	100,00%

Source:made by us

Figure N°77: The degree of importance of the factor “The ease of use of an Application” in the view of our respondents:



Source:Excel software

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Comment:

We see through the results presented in the graph and the table that the highest percentage (61.36%) is of respondents who are completely in agreement with the fact that the ease of use of a mobile Application is a very important factor to keep it installed, followed by a percentage of (29.54%) of respondents who find it important. (4.54 %) are neutral while only two respondents found this factor not important with a percentage of (4.54%).

- **Low storage space consumption:**

Table N°42: The degree of importance of the factor “Low storage space consumption of an Application” in the view of our respondents:

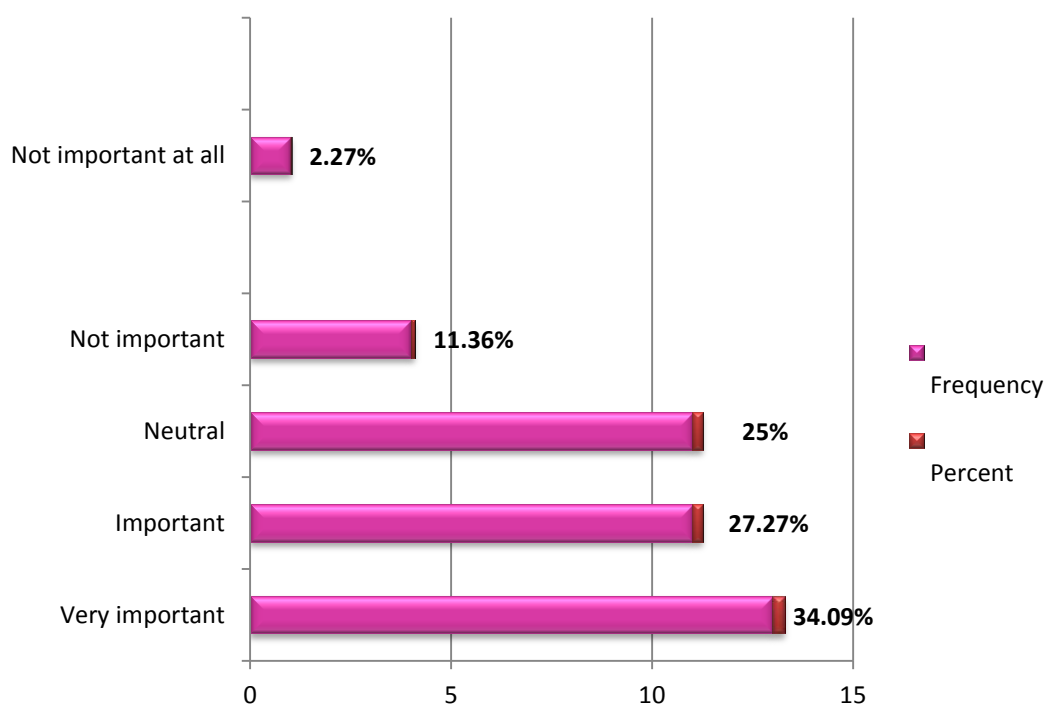
	Frequency	Percent
Very important	15	34.09%
Important	12	27.27%
Neutral	11	25.00%
Not important	5	11.36%
Not important at all	1	2.27%
Total	44	100,00%

Source:made by us

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Figure N°78: The degree of importance of the factor “Low storage space consumption of an Application” in the view of our respondents:

Low storage space consumption



Source: Excel software

Comment:

Among 44 respondents, most of them with the highest percentage of (34.09%) find that an App that doesn't consume a lot of storage space is a very important feature in order to keep it on the phone, (27.27%) also agreed that it is an important factor, while another (25%) are undecided. (11.36%) which is a very small percentage think the opposite and don't find this criterion important and finally the last (2.27%) said that it's not important at all.

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- **Low Internet consumption:**

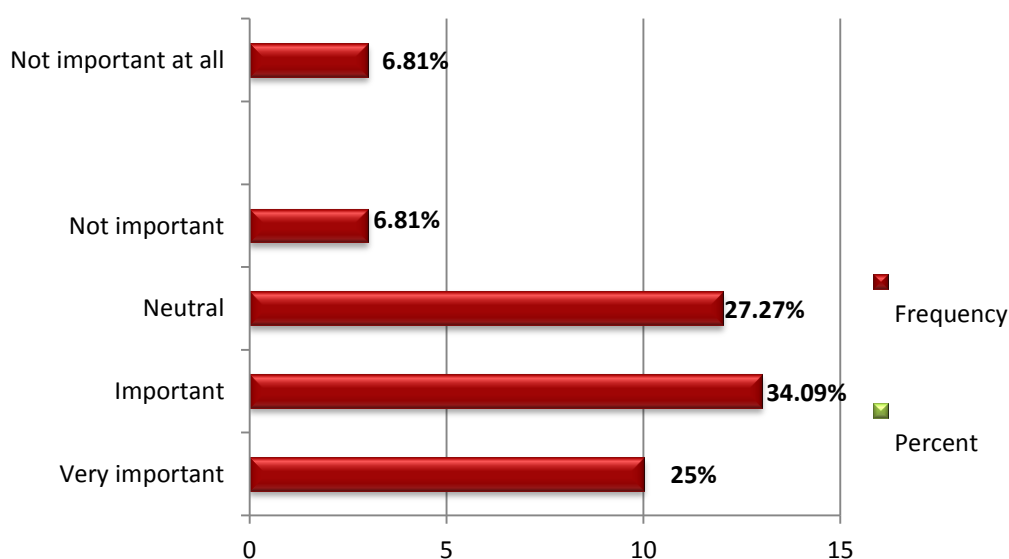
Table N°43: The degree of importance of the factor “Low Internet consumption for a mobile application” in the view of our respondents:

	Frequency	Percent
Very important	11	25.00%
Important	15	34.09%
Neutral	12	27.27%
Not important	3	6.81%
Not important at all	3	6.81%
Total	44	100%

Source:made by us

Figure N°79: The degree of importance of the factor “Low Internet consumption for a mobile application” in the view of our respondents:

Low internet consumption



Source:Excel software

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Comment:

We see through the results presented in the graph and the table that the highest percentage (34.09%) is of respondents who consider that it is important for an App to not consume a lot of internet (MO) while the second highest percentage which is of (27.27%) represent the neutral opinions, (25%) is the percentage of respondents who take this factor very seriously and consider it very important. (6.81%) is the same percentage registered for both respondents who are completely in disagreement with the fact that this factor could have any importance at all and those who find it simply not important.

- **Low rate of crashes (bug):**

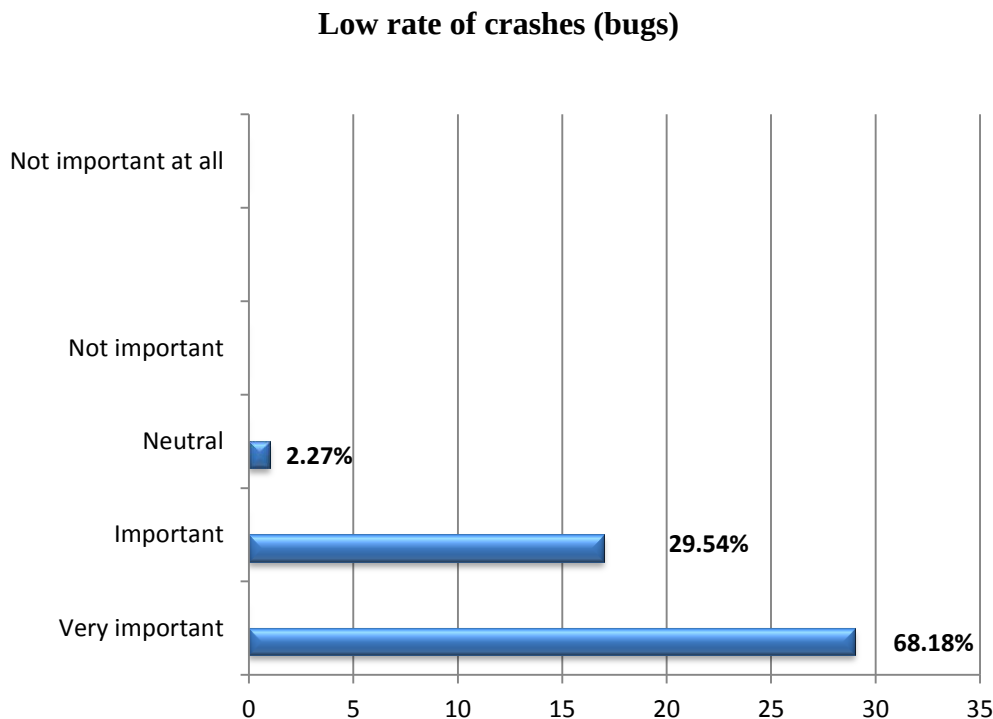
Table N°44: The degree of importance of the factor “Low rate of crashes (bugs)” for a mobile application” in the view of our respondents:

	Frequency	Percent
Very important	30	68.18%
Important	13	29.54%
Neutral	1	2.27%
Not important	0	0.00%
Not important at all	0	0.00%
Total	44	100,00%

Source:made by us

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Figure N°80: °: The degree of importance of the factor “Low rate of crashes (bugs)” for a mobile application” in the view of our respondents:



Source: Excel software

Comment:

The purpose of this question is to measure the impact of a low rate of bugs of an App on the decision of users in whether or not keep it installed on their smartphones,

From the responses of our informants the following emerged: (68.18%) of respondents say consider this factor very important, followed by a percentage of (29.54%) that finds it important. When it should be noted that one people questioned, i.e. (2.27%) was neutral.

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- Few ads and notifications embedded:

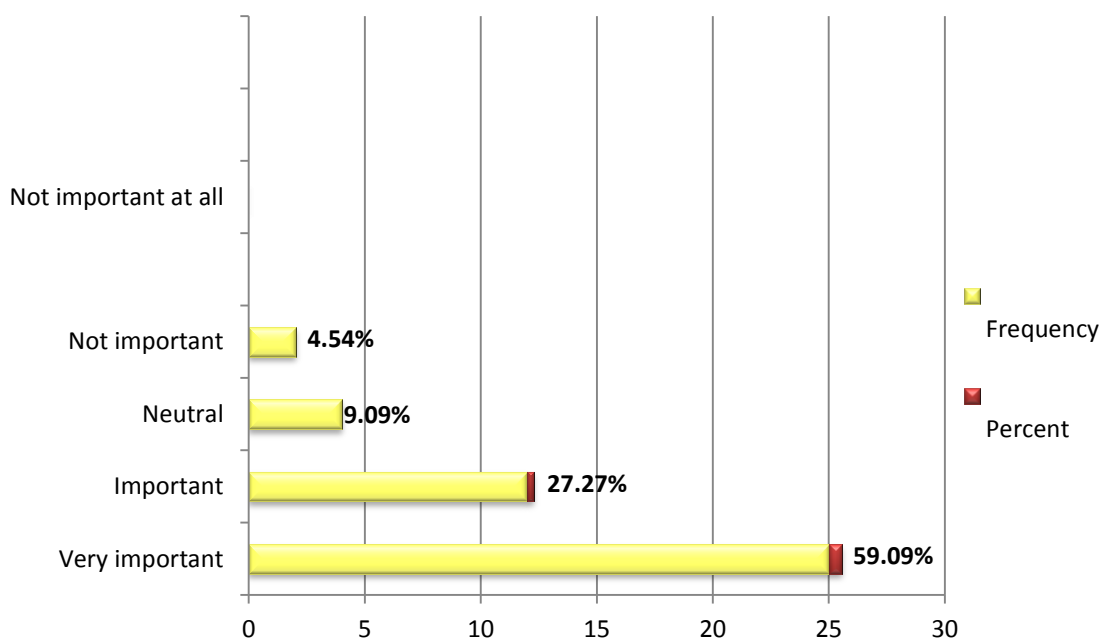
Table N°45: The degree of importance of the factor “Few ads and notifications embedded” in a mobile application” in the view of our respondents:

	Frequency	Percent
Very important	26	59.09%
Important	12	27.27%
Neutral	4	9.09%
Not important	2	4.54%
Not important at all	0	0.00%
Total	44	100,00%

Source:made by us

Figure N°81: The degree of importance of the factor “Few ads and notifications embedded” in a mobile application” in the view of our respondents:

Few Ads and notifications



Source:Excel software

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Comment:

Regarding the last criterion mentioned on this question which is “few number of ads and notification embedded, we see that the majority of respondents with a percentage of (59.09%) find it very important in order to keep an App installed, followed by a percentage of (27.27%) that consider this factor important, while (4.54%) of respondents think that an App that displays a lot of Ads and notification isn't that big of a matter and won't lead them to uninstall it because they consider this factor as not important. (9.9%) of respondents chose to not share their opinions when it comes to this criterion.

- **Question 06:** Creating good content can have a positive influence on the development of an application, do you?

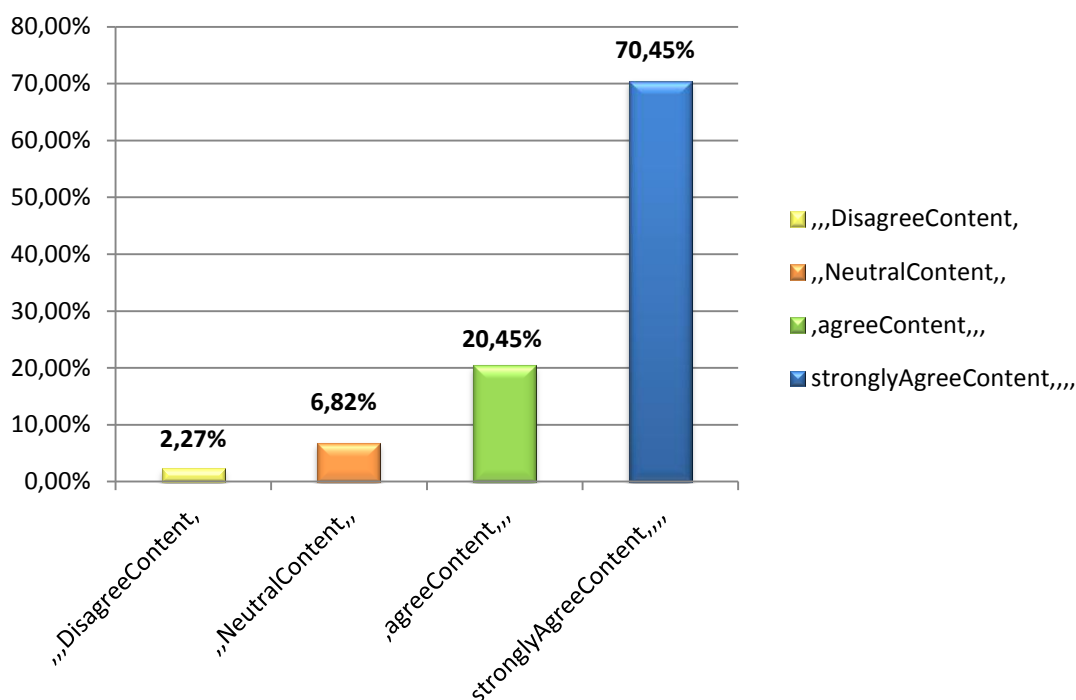
Table N°46: Respondents' points of view regarding the impact of creating good content on the development of a mobile application:

	Frequency	Percent
Strongly agree	31	70,45%
Agree	9	20,45%
Neutral	3	6,82%
Disagree	1	2,27%
Strongly disagree	0	0,00
Total	44	100%

Source: produced by us

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Figure N°82: Respondents' points of view regarding the impact of creating good content on the development of a mobile application



Source: Excel software

Comment:

The purpose of this question is to measure the degree of importance of creating good content on the development of a mobile application in the opinion of our sample.

According to the results, the majority of our sample (70.45%) strongly agreed on the importance of creating good content on the development of an application, followed by a percentage of (20.45%) of respondents who agreed with that too. (6.82%) were neutral while one respondent disagreed with the fact that creating good content is important. With a percentage of (2.27%). These results confirm the ones from the first questionnaire.

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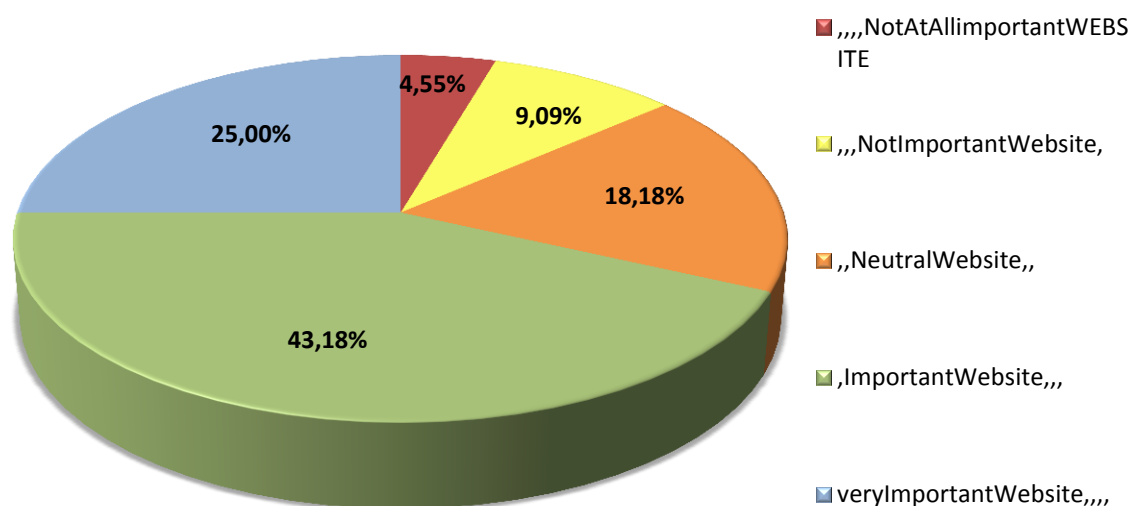
- **Question 07:** In your opinion, creating a website (page) that briefly explains the usefulness of the App and to whom it is destined is?

Table N°47: The degree of importance of creating a Website for a mobile application in the view of our respondents:

	Frequency	Percent
Very important	11	25.00%
Important	19	43.18%
Neutral	8	18.18%
Not important	4	9.09%
Not important at all	2	4.55%
Total	104	100%

Source: made by us

Figure N°83: The degree of importance of creating a Website for a mobile application in the view of our respondents:



Source: Excel software

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Comment:

Regarding the importance of having a website page when it comes to a mobile application 19 people, i.e. (43.18%) of respondents, see that having a website is important, (25%) of them confirm that it is very important. It should be noted that a minority of those questioned, namely (9.09%) believe that it is not a necessity for an App to have a web page and consider the matter as not important and a percentage of (4.55%) said that it's not important at all. The rest 8 respondents (18.18%) were neutral.

- **Question 08:** Do you find that creating pages with the name of the application on the various social networks (Instagram, Facebook, LinkedIn, Twitter ..) which presents the App, and explains its purpose and how to use it is :

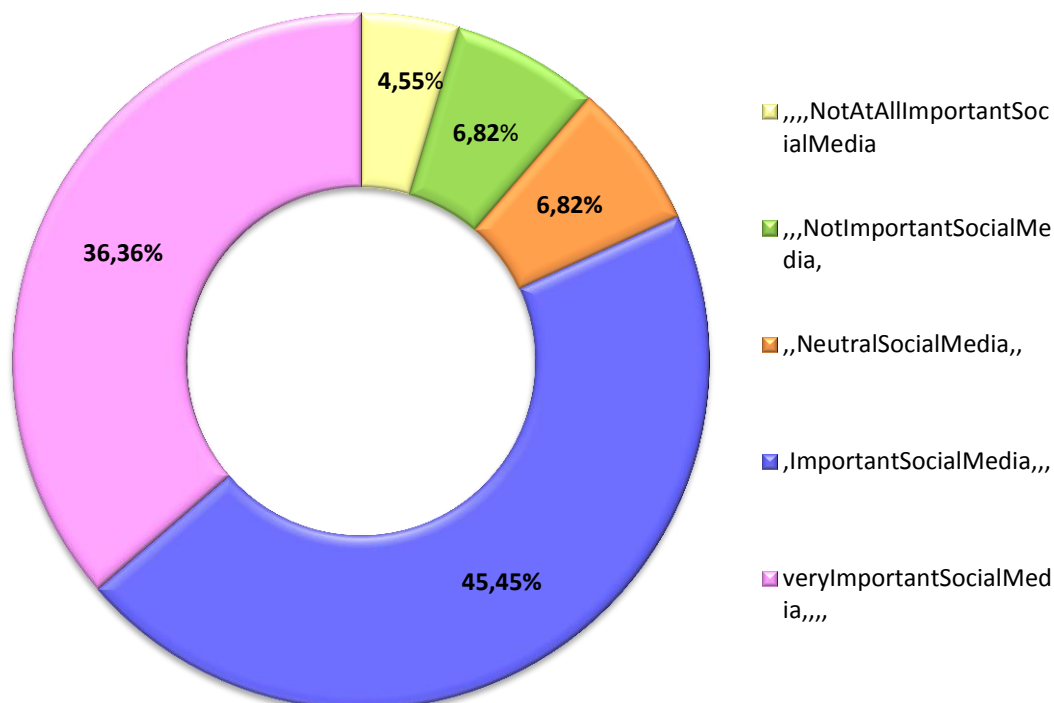
Table N°48: The degree of importance of creating pages with the name of an App on social media platforms in the view of our respondents:

	Frequency	Percent
Very important	16	36,36%
Important	20	45,45%
Neutral	3	6,82%
Not important	3	6,82%
Not important at all	2	4,55%
Total	44	100,00%

Source: Excel software

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Figure N°84: The degree of importance of creating pages with the name of an App on social media platforms in the view of our respondents:



Source: Excel software

Comment:

As we can see in the graph above and from the basic information that we got from the ACHO App, 20 respondents who represent the highest percentage (45.45%) detected in this question consider creating social media pages with the name of the App as an important thing. The next highest percentage (36.36%) detected was for respondents who think that it is a very important thing for an application to be present on social media. Three people out of 44 representing (6.82%) of the sample chose the proposition “not important” to answer this question, while (4.50%) chose “not important at all”. The other (6.82%) didn’t share their opinions with us and preferred to stay neutral.

➤ Question 09: What’s your opinion when it comes to :

- ✚ The idea of the ACHO application
- ✚ The design of the ACHO application
- ✚ The content of the ACHO application

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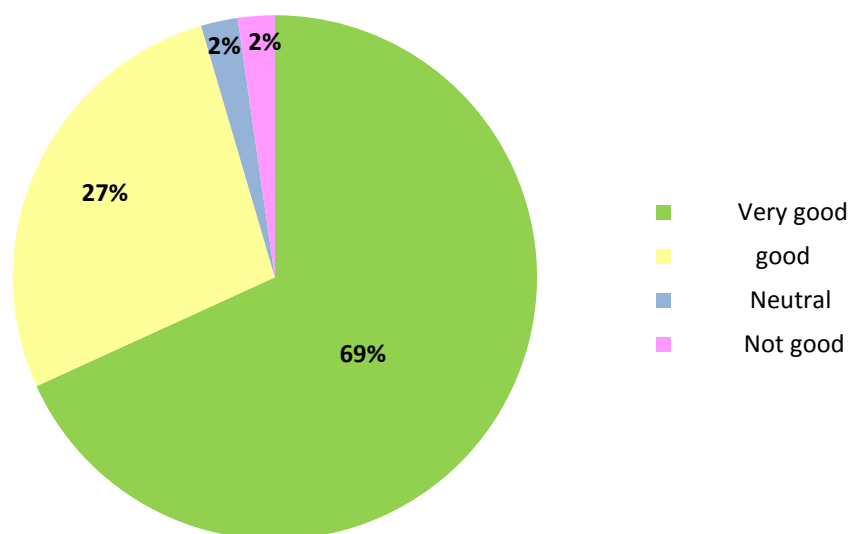
- The idea behind the ACHO mobile App:

Table N°49: Respondents opinions regarding the idea of ACHO:

	Frequency	Percent
Very good	30	69,00%
Good	12	27.00%
Neutral	1	2.00%
Not good	1	2,00%
Not good at all	0	0,00%
Total	44	100,00%

Source:made by us

Figure N°85: Respondents opinions regarding the idea of ACHO:



Source:Excel software

Comment:

According to the results, 30 from 44 respondents i.e. (69%) consider the idea behind the App as very good, followed by a percentage of (27%) of respondents who have rated its idea as good. (2%) were neutral. And other (2%) rated it as not good.

Since the majority of answers were positive or and since the majority of respondents rated the App's idea as very good we can deduce that the mobile App need to stick on its idea because people seem to find it interesting.

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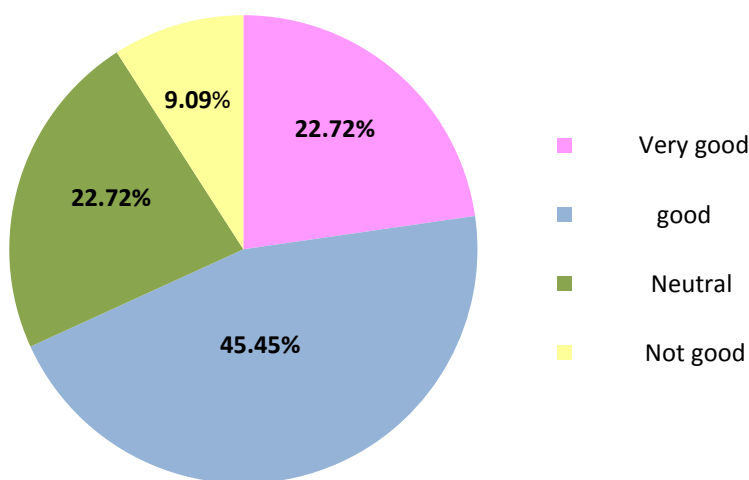
- The design of the ACHO mobile App:

Table N°50: Respondents opinions regarding the design of ACHO:

	Frequency	Percent
Very good	10	22,72%
Good	20	45,45%
Neutral	10	22.72%
Not good	4	9.09%
Not good at all	0	0,00%
Total	44	100,00%

Source: Excel software

Figure N°86: Respondents opinions regarding the design of ACHO:



Source: Excel software

Comment:

We see through the results presented in the graph and the table that the highest percentage (45.45%) is of respondents who rate the design of the ACHO App as being good, the percentage of respondents who find it very good is (22.72%), which result (88.17%) of respondents with positive opinion. We also notice that (22.72%) of answers are neutral and only four people out of 44 rated the design as not good with a percentage of (9.09%).

From the results above, we deduce that the design of the ACHO App is quiet good in the opinion of users but that doesn't mean that the App won't work on enhancing it if necessary.

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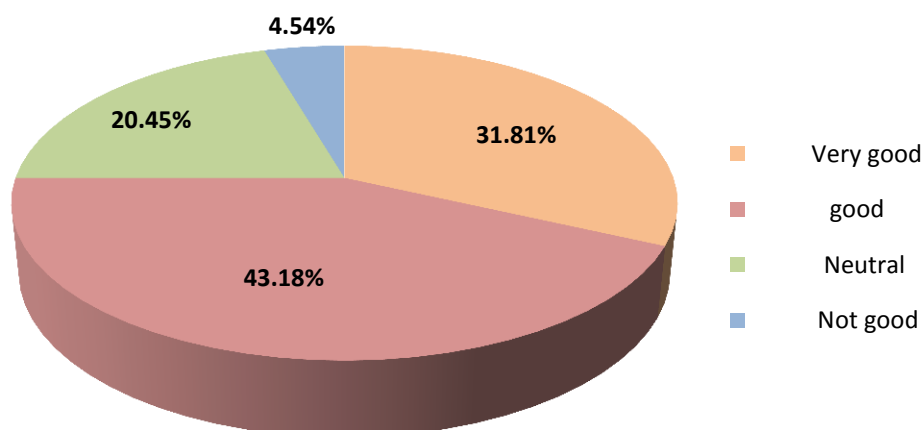
- The content of the ACHO mobile App:

Table N°51: Respondents opinions regarding the content of ACHO:

	Frequency	Percent
Very good	14	31.81%
Good	19	43.18%
Neutral	9	20.45%
Not good	2	4.54%
Not good at all	0	0,00%
Total	44	100,00%

Source:made by us

Figure N°87: Respondents opinions regarding the content of the ACHO App:



Source:Excel software

Comment:

The highest percentage (43.18%) on this question represent the people who considered the content of the App as being good, the second (31.81%) was for those who rated it as a good one, the third of (20.45%) represent those who were undecided, and only two people out of 44 who represents a percentage of (4.54%) expressed their disappointments when it comes to it and answered this question by choosing “not good” as a response.

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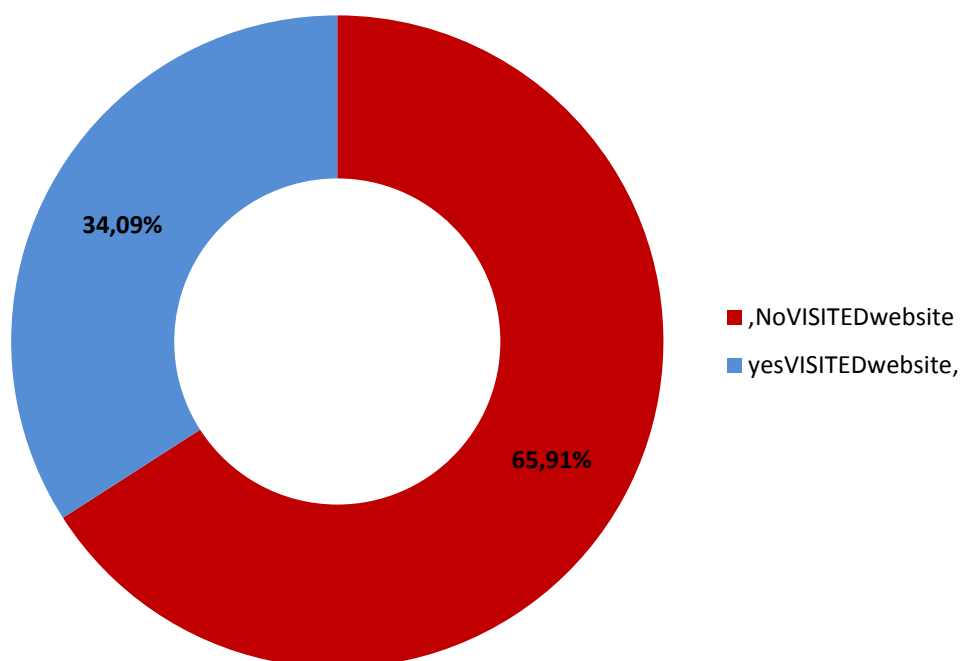
➤ **Question 10:** Have you ever visited the website of the App "ACHO"?

Table N°52: Respondents and the ACHO's website:

	Frequency	Percent
Yes	15	34.09%
No	29	65.91%
Total	44	100.00%

Source: Excel software

Figure N°88: Respondents and the ACHO's website:



Source: Excel software

Comment:

29 of those questioned (65.91%) say that they have never consulted the website ACHO, compared to only 15 people (34.09%) who did already.

This confirms the results of the previous questionnaire which says that the traffic to ACHO's website is weak.

➤ **Question 11:** If yes, how do you find its content?

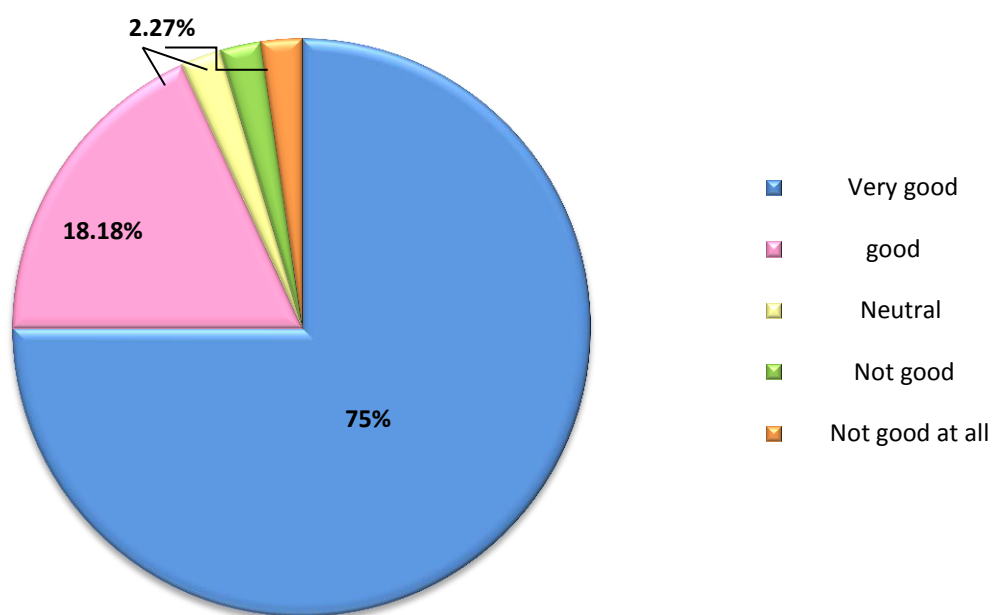
THE IMPACT OF APPLYING MARKETING CONTENT CREATION STRATEGY ON THE DEVELOPMENT OF THE MOBILE APPLICATION “ACHO “

Table N°53: Respondents opinions regarding the content of ACHO’s website:

	Frequency	Percent
Very good	4	75.00%
Good	8	18.18%
Neutral	1	2.27%
Not good	1	2.27%
Not good at all	1	2.27%
Total	15	100.00%

Source:made by us

Figure N°89: Respondents opinions regarding the content of ACHO’s website:



Source:Excel software

Comment:

By referring to the responses of the 15 respondents to this question, (75%%) which is the highest percentage detected on this question refers to respondents who find the content of the ACHO website very good, followed by a percentage of(18.18%) who describe its content as being quite good. This disagrees with (2.27 %).The rest (2.27%) were neutral.

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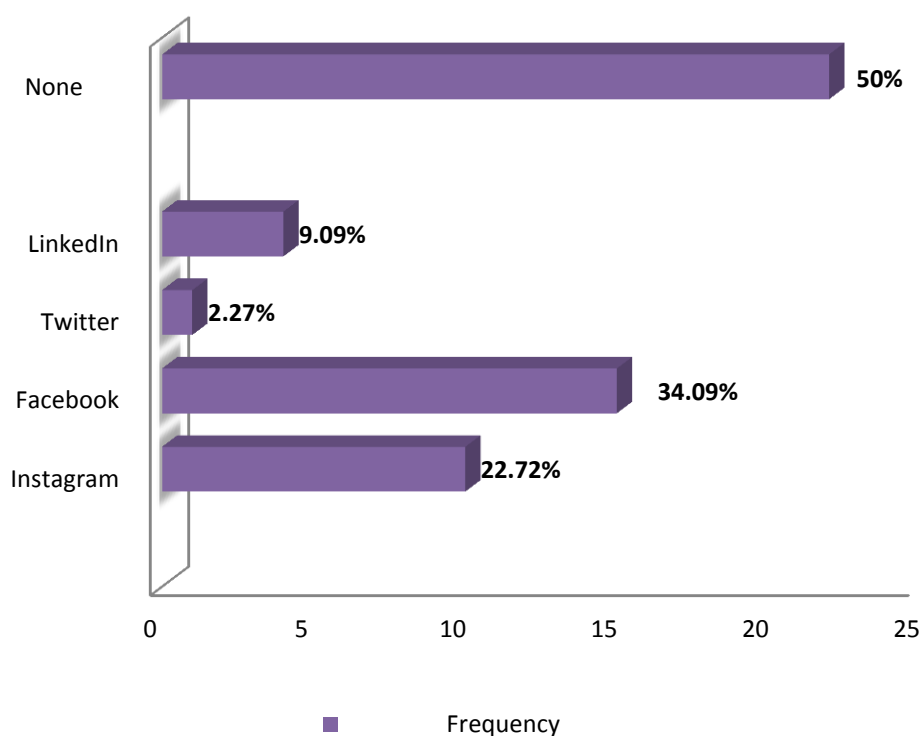
➤ **Question 12:** Among these social networks, on which one do you follow the App "ACHO"?

Table N°54: Respondents and ACHO's social media accounts:

	Frequency	Percent
Instagram	10	22.27%
Facebook	15	34.09%
Twitter	1	2.27%
LinkedIn	4	9.09%
None	22	50%

Source: made by us

Figure N°90: Respondents and ACHO's social media accounts:



Source: Excel software

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Comment:

This question is a multiple-choice question which allows the respondents to choose more than just one answer, and that explains why the total of the percentages has exceeded 100%.

22 out of 44 i.e. half our sample (50%) don't follow the ACHO App on any social media platform. For those who follow it, a majority well distinguished by (34.09%) indicate following the ACHO mobile App on Facebook unlike the results of the first questionnaire where Instagram was the social network the most followed by our sample. In second position comes Instagram with a rate of (22.72%). Followed from afar by LinkedIn which occupies the third place with (9.09%), While Twitter is being followed only by one user from our sample with a percentage of (2.27%).

These results are quite the same gotten on the first questionnaire, and they prove the fact that the ACHO App needs to work more on its notoriety on social networks because half of our respondents aren't following it on any.

- **Question 13:** IF you're a follower, how do you find the content published on the social networks of the ACHO App

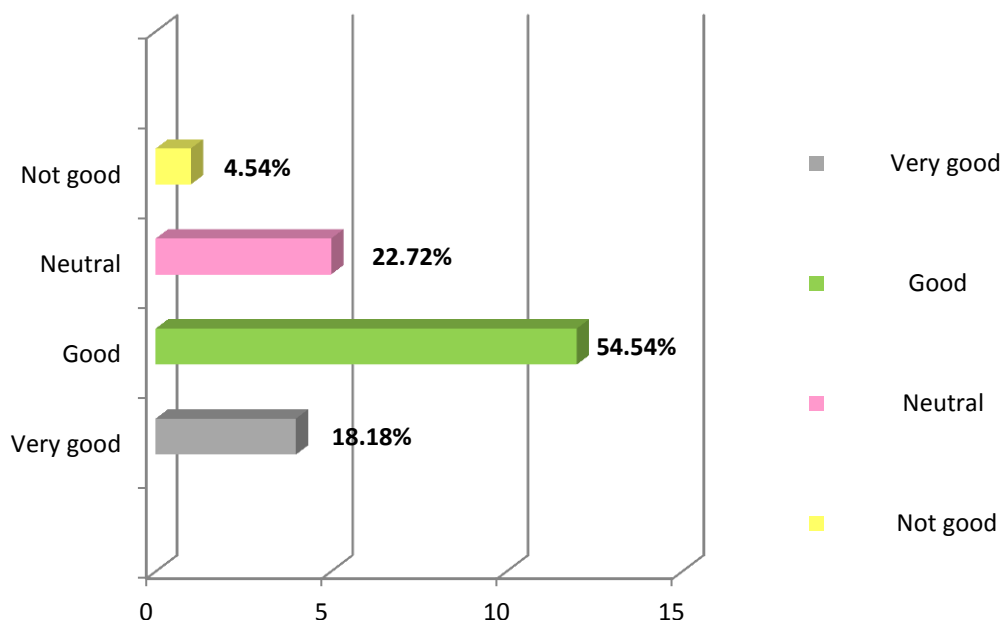
Table N°54: Respondents opinions regarding the content of ACHO's social networks:

	Frequency	Percent
Very good	4	18.18%
Good	12	54.54%
Neutral	5	22.72%
Not good	1	4.54%
Not good at all	0	0.00%
Total	22	100.00%

Source: made by us

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Figure N°91: Respondents opinions regarding the content of ACHO’s social networks:



Source: Excel software

Comment:

Regarding the content published on ACHO’s social networks, we find that (54.54%) of the followers questioned are satisfied about it and find it quiet good. (18.18%) find it really good. And (22.72%) of them are neutral. (4.54%) of respondents do not seem to be satisfied about the content of ACHO’s social media pages.

- **Question 14:** If you're a follower, have you noticed any progress when it comes to the content of the App's social media account(s) this last month?

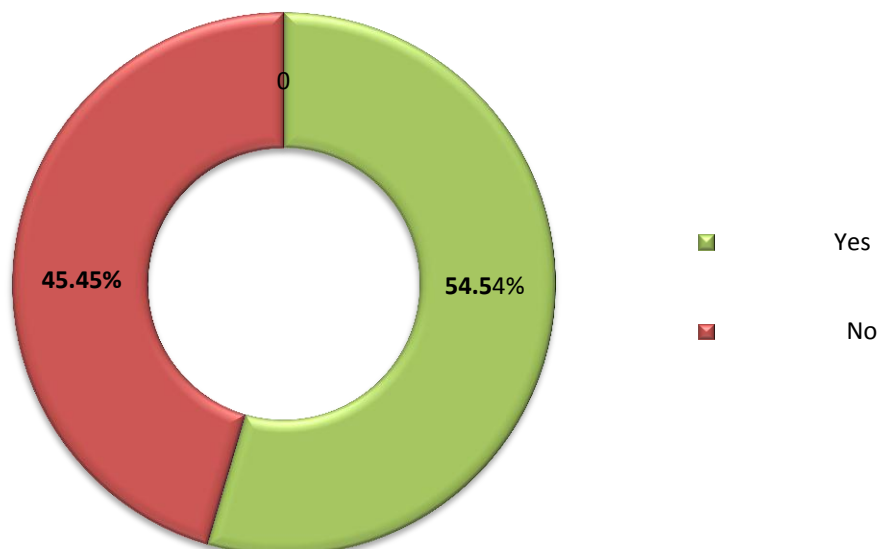
Table N°55: Respondents opinions regarding the content progress of ACHO’s social networks:

	Frequency	Percent
Yes	12	54.54%
No	10	45.45%
Total	22	100%

Source: produced by us

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Figure N°92: Respondents opinions regarding the content progress of ACHO’s social networks:



Source: Excel software

Comment:

(54.54%) of the 22 people who follows ACHO on social media agreed that they have noticed a progress when it comes to the content shared on ACHO’s social networks, while only (45.45%) didn’t seem to notice any progress this last period.

- **Question 15:** posting good content on an App's social networks can lead people to download it, what's your opinion?

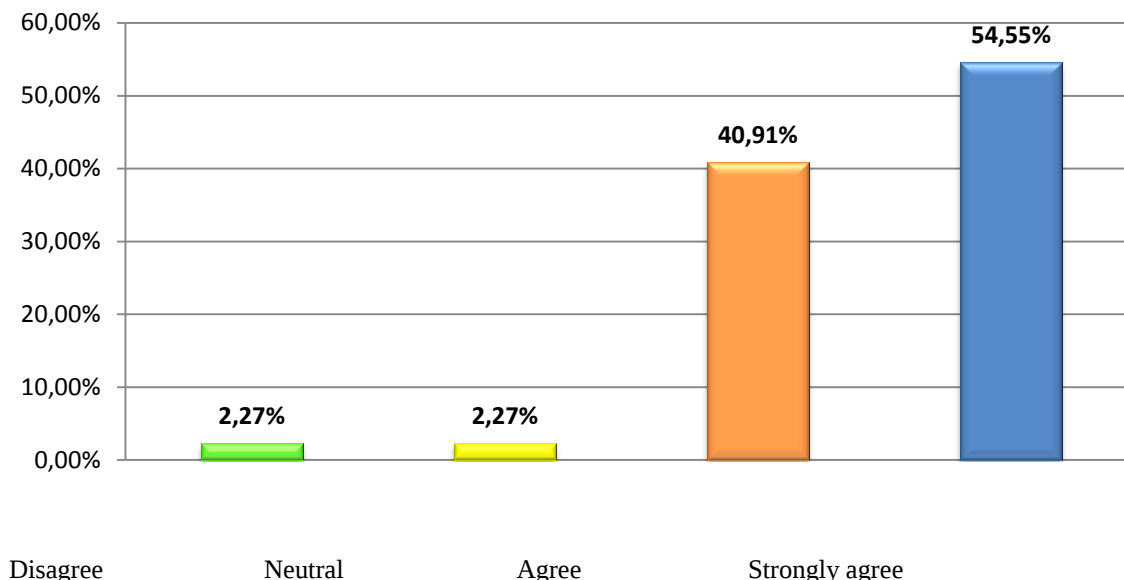
Table N°56: Respondents’ points of view regarding the impact of posting good content on social networks on installation rate of a mobile application:

	Frequency	Percent
Strongly agree	24	54,55%
Agree	18	40,91%
Neutral	1	2,27%
Disagree	1	2,27%
Strongly disagree	0	0,00%
Total	44	100,00%

Source: Excel software

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Figure N°93: Respondents' points of view regarding the impact of posting good content on social networks on installation rate of a mobile application:



Source: Excel software

Comment:

We find that (54.55%) of respondents strongly agreed on the fact that creating and sharing good content on the social networks related to an App could lead the followers of these pages to download it. another (40.91%) strongly agree with that. low percentage (2.27%) of respondents opted for the opposite. The rest (2.27%) were neutral

Since (95.46%) of the feedbacks related to this question were positive, we can confirm the results of the first questionnaire when it comes to this question and we conclude that creating good content can have a very significant role on an App's development and on the number of its users

3.5.6 Synthetic reading of the results obtained:

We are going to analyze and discuss the results of this questionnaire the same way we did with the first one launched on Google forms:

- ✓ Among 44 users Interviewed: 23 are male with (47.23%) and 23 are female with a percentage of (52.27%).
- ✓ From the responses collected, the overwhelming majority of our sample (97.73%) have already installed and then uninstalled a mobile application from their smartphones, and the three main reasons that led them to do so were respectively :

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- The none usefulness of the App with a rate of (79.54%)
- Too many Ads and notification embedded (59.09%)
- High rate of crashes (bugs) (45.54%)

We notice that the first major reason that has led the respondents of the second questionnaire to uninstall an application was the same one on the first questionnaire which is the -none usefulness of the App, the second reason is the number of ads which was ranked the third in the previous survey. The third reason is the high rate of bugs.

- ✓ The design of an application is considered as part of its content; the questions 6 and 7 were asked to determine the impact of design on the user experience. In order to measure this impact, our two questions revolved around the clarity and the simplicity of a design and the colors used in it which are two main criteria in the design. The majority which represents (72.12%) of the sample agreed that colors have a significant impact on the users experience while also (92.31 %) of the respondents which constitute the overwhelming majority believe that the simplicity and the clarity are important factors in the design of App. Those results confirm the importance of these criteria and their huge impact on the user experience and that's why ACHO puts a lot of efforts on enhancing its design because it's the first thing that a user notices once he downloads the App and starts using it.

- The totality of our sample (100. %) agreed on the importance of “the usefulness of and App” on their decision to keep it.
- (59.80%) was the total percentage of people who considers “the design of an App” as an important to a very important criterion that can affect their decision when it comes to keeping or deleting an App.
- A total of (61.36%) of our simple consider that an App that doesn't consume a lot of storage space is quite a turn on for them in order to keep it installed on their smartphones.
- An Application that is easy to use is an important criterion to keep it in the point of view of (90.9%) of respondents.
- More than half of our simple (59.09%) think that an application with low internet consumption is quite important in order to keep it.
- A very high rate of respondents (97.72%) consider a high rate of bugs (crashes) as turn off that might lead them to delete the App and they agree on the importance on this factor on their decision.
- When it comes to the final reason of deleting an App, a total of (86.36%) of respondents which represents the majority find an App that displays a lot of ads and notifications quite disturbing and might lead them to uninstall it.

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And from these results we conclude that before launching an App, all of these criteria should be taken in consideration.

- ✓ Regarding the impact of creating good content on the development of a mobile application, a total of (90.9%) of our sample completely agreed on the fact that the latter can have a positive influence on an App's progress. This basically answers the main question of our thesis regarding the impact of applying a good content strategy on the development of a mobile application.
- ✓ (68.18%) of our sample find that creating an affiliate website of the application that explains its usefulness and to whom it's destined is a must while another (81.81%) think the same when it comes to creating pages with the name of the App on the various social networks. This proves that even a mobile application needs another applications and pages to support it.
- ✓ Regarding the mobile application ACHO, A total percentage of (96%) seem to like its concept and find its idea really interesting, (68.17%) of the respondents were quite satisfied about the design of the App and (74.99%) agreed on liking its content.
- ✓ 15 out of 44 respondents i.e. (34.09%) have visited the ACHO website before, which means that more than (65%) haven't yet. (93.18%) of those who have visited it seem to be satisfied about the content displayed on it. From these results we deduce that the APP needs to boost its visibility on the web by applying a search engine optimization strategy.
- ✓ half of our sample (50%) don't follow the ACHO application on any social network, which means that the App needs to work better on its visibility and notoriety on social media by applying a good digital content and communication strategy. a total of (72.72%) from those who follow the App's social networks are satisfied about the content published on the App's pages. The App's social media the most followed by our respondent is Facebook with a rate of (34.09%).
- ✓ (54.54%) of the 22 people who follows ACHO on social media agreed that they have noticed a progress when it comes to the content shared on ACHO's social networks.

The results we obtained from the questionnaire that we ran on the ACHO application confirm those we got from the previous questionnaire launched on Google forms.

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3.6 Suggestions and recommendations:

The shortcomings observed in ACHO's Content marketing strategy have helped us brought up some suggestions that could help improve the applications and its practices and strengthen its presence on social media:

- Focus on the key principles for a successful content marketing approach.

1-The first rule: to follow is the definition of its content marketing objectives.

It is indeed imperative to think about what the company wants to say the way it wishes to say so and to the supports to be developed and thus identify its targets, this position in their environment, identify their messages and define the means of communication adapted. Since this is editorial content;

2-The second rule; to respect is the definition of a coherent editorial line which allows you to define how a company wishes to talk about its company, its products and services, the words they want to use etc;

3- Last rule, which is perhaps the most important, concerning the specific content marketing: providing added value. It is the quality of its content and the added value that the company brings to its customers, prospects and partners who will be the strength of its content marketing and results over time.

- Create and publish more surveys on the App varied between free and paid ones to keep the users in constant anticipation for the next poll and to urge them to not uninstall the App.
- Since the concept of the App is to pay users in exchange for their answers to the polls, the App should invest in launching more paid surveys that will work on keeping the current users always interested and attract new ones to download the App. When the App will have a significant number of users this will attract customers and companies to use it in order to do their market research
- Vary the themes of the polls launched on the App won't get bored.
- Invest in hiring a community manager who will ensure the image of the application, meet the needs of customers and followers which are frequently made via social networks and report the correct answers to them, he will also participate in the development of a social media strategy. Create commitment, retain an audience and acquire new targets.

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- Vary publications, increase the number of shared posts and publish regular content on the App's social networks (publication on the polls launched on the App, publication on events, publications humor, publications that generate debate, informative publications ...)
- Improve interaction with the public by offering a variety of publications and interesting that can push subscribers to interact with them, in order to retain and animate the online community.
- Improve the sense of belonging and value for the subscribers and the users who are the reason for the existence of the application and it is thanks to them that it has been able to develop and always move forward.
- Improve the brand's digital communication using other media digital like: display, blogs, videos, affiliations....
- Diversify the means to promote the application, even using non-media communication based on buzz and word of mouth to highlight this latter
- Improve the responsiveness of the pages that represent the App's interface, this will help develop the community by recruiting new subscribers that could become new users of the App
- Take in consideration the comments, the constructive critics and the recommendations given by the users of the App that will help the App to improve and satisfy its user better.
- Give the necessary importance to the messages of subscribers on the App's social networks because it is the first interface with the App and the one that leaves the most effect on people.
- Create events to increase the notoriety of the App, events are the best way used to get closer to the target, recruit new customers, convince and shed light on its activity and its offers.
- Hire a webmaster or site administrators who will work on enhancing the ACHO website's content, and solve its technical problems (the issue of languages).

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- **Web optimization:**
 - Work on straightening the traffic to ACHO’s website, which means working on means of communication
 - the choice of the key word, by being in contact with the customers to provide information regarding the key words typed by the customer.
 - The title is the most important point at the page level for web optimization internal at the level of SEO. Subtitle and hashtags to make text easy to be read by users and Google. Adding content alone is not enough, length and quality also play a role. We recommend that you opt for posts of at least 1,200 words to allow Google to see the quality of the content
 - the choice of the key word, by being in contact with the customers to provide information regarding the key words typed by the customer.

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Conclusion

Through this chapter, we have tried to apply the results of our research theoretical in the field by applying the Marketing content creation strategy on ACHO and its social networks and we analyzed its impact on the development of the App.

ACHO had the capacity to adapt to this new concept of content marketing, trying to keep the quality and creativity of its content in order to catch up with the digitalization delay experienced by Algerian companies, despite, it is always limited in terms of content marketing, conditions and strategies adopting by school needs to be more supervised and cared for by competent marketers, in order to achieve the objectives plot.

Companies today are undergoing the digital revolution and the takeover of consumer, it is better to accompany them than to fight them. Satisfying customers is not limited not just front office services, it's all the business that must function to enrich whenever possible customer experience.

Finally, Content marketing fits perfectly with current trends, prospective news available to the company by contributing to marketing in its strategies commercial. Indeed, content marketing clarifies the possible issues of the different phases of implementation. Techniques exist to enrich content by expression

**GENERAL
CONCLUSION**

General conclusion

Content marketing is an absolute necessity for improving results sales force for any business, and a good content marketing approach allows it necessarily to make known its services and its expertise.

Content marketing is seen as a new marketing discipline, companies today work online in order to be close to their prospects, to follow and meet their needs and expectations. Community sites and social media have a significant potential thanks to the detailed analysis they provide of the behavior of their members, especially since each year the number of Internet users and the time they spend on the Net increases.

The search for competitiveness and the improvement of performance obliges Algerian companies to adapt to this new approach by using action tools and structured reflections, under a plan of objectives well defined and studied. Effectively, the marketing strategy of companies continues to develop, after intrusive marketing, commonly called outbound, today, marketing is turning into a strategy more soft called inbound. The objectives of which are to deepen our understanding of marketing digital, more precisely content marketing, this work is the result of collection and analysis on the theme. Focus on the study of the impact of the implementation of a marketing content strategy on the development of a mobile application. This has served us to build knowledge, thus, to complete our training according to this new marketing trend.

We have tried throughout this work to be consistent in our ideas in order to finalize it, we relied on a documentary researching-depth combined with skills acquired during our internship, we have collected and gathered information necessary to build this thesis and respond to our main question.

In order to answer our main question which follows:” **How can the implementation of a content marketing strategy impact the development of the ACHO mobile application?**”, We focused on creating content by following a marketing content strategy and then we measured its impact on the development of ACHO .

In order to verify our previously established hypotheses, we administered two questionnaires, the first one was created on Google forms and was intended for 104 respondents and the second one was launched directly on the ACHO survey App and got 44 responses from its users.

GENERAL CONCLUSION

After collecting, processing the data and interpreting the results, we are reached the following conclusions:

H1: Creating good content has a favorable impact on the development of a mobile application, is a **confirmed hypothesis**.

After analyzing the results of the implementation of a content strategy on the AHO App, we can clearly see that there was a progress on the level on the App users who increased or on the level of social media followers who witnessed a progress as well, the number of responses on the polls launched on the App increased as well; so that shows that applying the right content strategy can really impact positively the development of a mobile application.

In addition, (92,32%) of respondents agreed on the fact that creating good content can have an impact on the development of an App, (90.90%) of the App's users agreed on that point either.

H2: creating a website and pages in the name of the App on the various social networks is important and allows the company to reach its target and helps it improve its image and notoriety, **is a confirmed hypothesis**.

(66.35%) of our sample find that creating an affiliate website of the application that explains its usefulness and to whom it's destined is a must while another (85.47%) think the same when it comes to creating pages with the name of the App on the various social networks. These latter helped improving the image of the APP and its pages notoriety, the number of users increased by the increase of the number of followers of the pages.

H3: Creating good content on an App's social networks can attract people and lead them to download the App, **confirmed hypothesis**

As we saw earlier in the results of the implementing of a content strategy, the number of the App users started to increase once we started creating and sharing content on its social networks especially Instagram, which proves the presences of a direct relationship between the two.

We can from the above affirm that all our hypotheses are confirmed. The results obtained allow us to appreciate the influence that a good content creation strategy could exert on the development of ACHO.

GENERAL CONCLUSION

The main results observed will allow us to conclude on the fact that the content marketing approach within ACHO remains limited, this due to lack of at the levels of the competent human resources who can carry out this process successfully.

Our study also reflects the need to make adjustments adequate in order to optimize the effectiveness of the marketing content creation strategy at ACHO. For this we will submit our recommendations to the brand:

- Review its marketing content strategy.
- Hire a community manager and a webmaster.
- Invest in launching more paid polls on the App to keep users and gain customers
- Vary publications, increase the number of shared posts and publish regular content on the App's social networks.
- Launch more polls on the App with various topics.
- Improve the brand's digital communication using other media digital like: display, blogs, videos, affiliations
- Take in consideration the comments, the constructive critics and the recommendations given by the users of the App that will help the App to improve and satisfy its user better
- Create events to increase the notoriety of the App
- Improve interaction with the public by offering a variety of publications and interesting that can push subscribers to interact with them, in order to retain and animate the online community.

Finally, we would like to point out that the theme we have dealt with belongs to a very vast field, in constant evolution. Therefore, it requires much more time to be able to approach and deal with all its aspects and draw relevant conclusions.

GENERAL CONCLUSION

Finally, we would like to expose some difficulties encountered during our research:

- The limited number of employees (only my supervisor) who can help me with this practical case.
- The lack of knowledge of the application among Algerian internet users was a big difficulty in collecting the answers.
- Lack of works/books at the level of our department yet on the topic to be addressed

Nevertheless we encourage future students of the next promotions to carry out further research on certain points that have not been addressed so far on this theme. We can also suggest other lines of research which are:

- Integration of the inbound marketing strategy;
- mobile marketing seen as a strategic tool in global marketing
- the importance of a web editorial strategy for VSEs and SMEs

We hope that this modest work has achieved its objectives and that the managers at ACHO will take our recommendations into consideration.

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ANNEXES

Annex N° 1: Google forms' Questionnaire

As part of the development of an end-of-cycle dissertation with a view to obtaining a Master in Commercial Sciences, marketing option at "l'Ecole des Hautes Etudes commerciales" Algiers "EHEC", dealing with the theme "The impact of applying a Marketing Content Creation strategy on the development of a mobile application", we are asking your collaboration to answer this questionnaire, knowing that your answers will be treated confidentially.

1) Data sheet:

Q1: What's your gender?

- ☐ Male
- ☐ Female

➤ Q2: How old are you?

- ☐ (18_25) Years old
- ☐ (26_35) Years old
- ☐ (36_45) Years old
- ☐ (46_56) Years old
- ☐ More than 56 years old

➤ Q3: What's your occupation?

- ☐ Student
- ☐ Employee
- ☐ Unemployed
- ☐ Self employ
- ☐ Retired

2) Marketing Content Creation:

➤ Q4: Have you ever installed and then uninstalled a mobile Application?

- ☐ Yes
- ☐ No

➤ Q5: If yes, why?

- ☐ The App wasn't useful for me
- ☐ Too many ads or notifications embedded

- I didn't have enough storage space on my phone
 - The App crashes (bug) a lot
 - Others
- Q6: Do you think that the colors used in the design of an APP can have an impact on the user's experience?
- Yes
 - No
 - Neutral
- Q7: Do you think that the "simplicity" and the "clarity" of the visual structure are important factors in the design of an App?
- Yes
 - No
 - Neutral
- Q8: How important are these criteria that can influence you to keep an application on your Smartphone?

	Very important	Important	Neutral	Not important	Not Important at all
The usefulness of an App					
The design of an App					
An App that is easy to use					
An App that doesn't consume a lot of storage space					
An App that doesn't consume a lot of internet (MO)					

An App that doesn't crash a lot					
An App that doesn't display a lot of ads and notifications					

- Q9: Creating good content can have a positive influence on the development of an application, do you?
 - strongly agree
 - agree
 - neutral
 - disagree
 - strongly disagree

- Q10: In your opinion, creating a website (page) that briefly explains the usefulness of the App and to whom it is destined is?
 - Very important
 - Important
 - Neutral
 - Not important
 - Not important at all

- Q11: Do you find that creating pages with the name of the application on the various social networks (Instagram, Facebook, LinkedIn, Twitter ..) which presents the App, and explains its purpose and how to use it is :
 - Very important
 - Important
 - Neutral
 - Not important
 - Not important at all

3) The "ACHO" mobile application:

- Q12: Do you know the "ACHO" survey application?
 - Yes
 - No

➤ Q13: Have you ever installed it before?

- Yes
- No

➤ Q14: If yes, what's your opinion when it comes to :

	Very important	Important	Neutral	Not important	Not Important at all
The idea of the App "ACHO"					
The design of the App "ACHO"					
The content of the App "ACHO"					

➤ Q15: Have you ever visited the website of the App "ACHO"?

- Yes
- No

➤ Q16: If yes, how do you find its content?

- Very good
- Good
- Neutral
- Not good
- Not good at all

➤ Q17: Among these social networks, on which one do you follow the App "ACHO"?

- Instagram
- Facebook
- Twitter
- LinkedIn
- None

- Q18: IF you're a follower, how do you find the content published on the social networks of the ACHO App?
 - Very good
 - Good
 - Neutral
 - Not good
 - Not good at all

- Q19: If you're a follower, have you noticed any progress when it comes to the content of the App's social media account(s) this last month?
 - Yes
 - No

- Q20: posting good content on an App's social networks can lead people to download it, what's your opinion?
 - Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree

Annexe N° 2: ACHO' Questionnaire

- Q1: Have you ever installed and then uninstalled a mobile Application?
- Yes
 - No
- Q2: If yes, why?
- The App wasn't useful for me
 - The App was too complicated to use
 - Too many ads or notifications embedded
 - I didn't have enough storage space on my phone
 - The App crashes (bug) a lot
 - The App wasn't free
 - Others
- Q3: Do you think that the colors used in the design of an APP can have an impact on the user's experience?
- Yes
 - No
 - Neutral
- Q4: Do you think that the "simplicity" and the "clarity" of the visual structure are important factors in the design of an App?
- Yes
 - No
 - Neutral
- Q5: How important are these criteria that can influence you to keep an application on your Smartphone?

	Very important	Important	Neutral	Not important	Not Important at all
The usefulness of an App					
The design of an App					

An App that is easy to use					
An App that doesn't consume a lot of storage space					
An App that doesn't consume a lot of internet (MO)					
An App that doesn't crash a lot					
An App that doesn't display a lot of ads and notifications					

- Q6: Creating good content can have a positive influence on the development of an application, do you?
- strongly agree
 - agree
 - neutral
 - disagree
 - strongly disagree
- Q7: In your opinion, creating a website (page) that briefly explains the usefulness of the App and to whom it is destined is?
- Very important
 - Important
 - Neutral
 - Not important
 - Not important at all
- Q8: Do you find that creating pages with the name of the application on the various social networks (Instagram, Facebook, LinkedIn, Twitter ..) which presents the App, and explains its purpose and how to use it is :

- Very important
- Important
- Neutral
- Not important
- Not important at all

4) The “ACHO” mobile application:

➤ Q9: What’s your opinion when it comes to :

	Very important	Important	Neutral	Not important	Not Important at all
The idea of the App “ACHO”					
The design of the App “ACHO”					
The content of the App “ACHO”					

➤ Q10: Have you ever visited the website of the App "ACHO"?

- Yes
- No

➤ Q11: If yes, how do you find its content?

- Very good
- Good
- Neutral
- Not good
- Not good at all

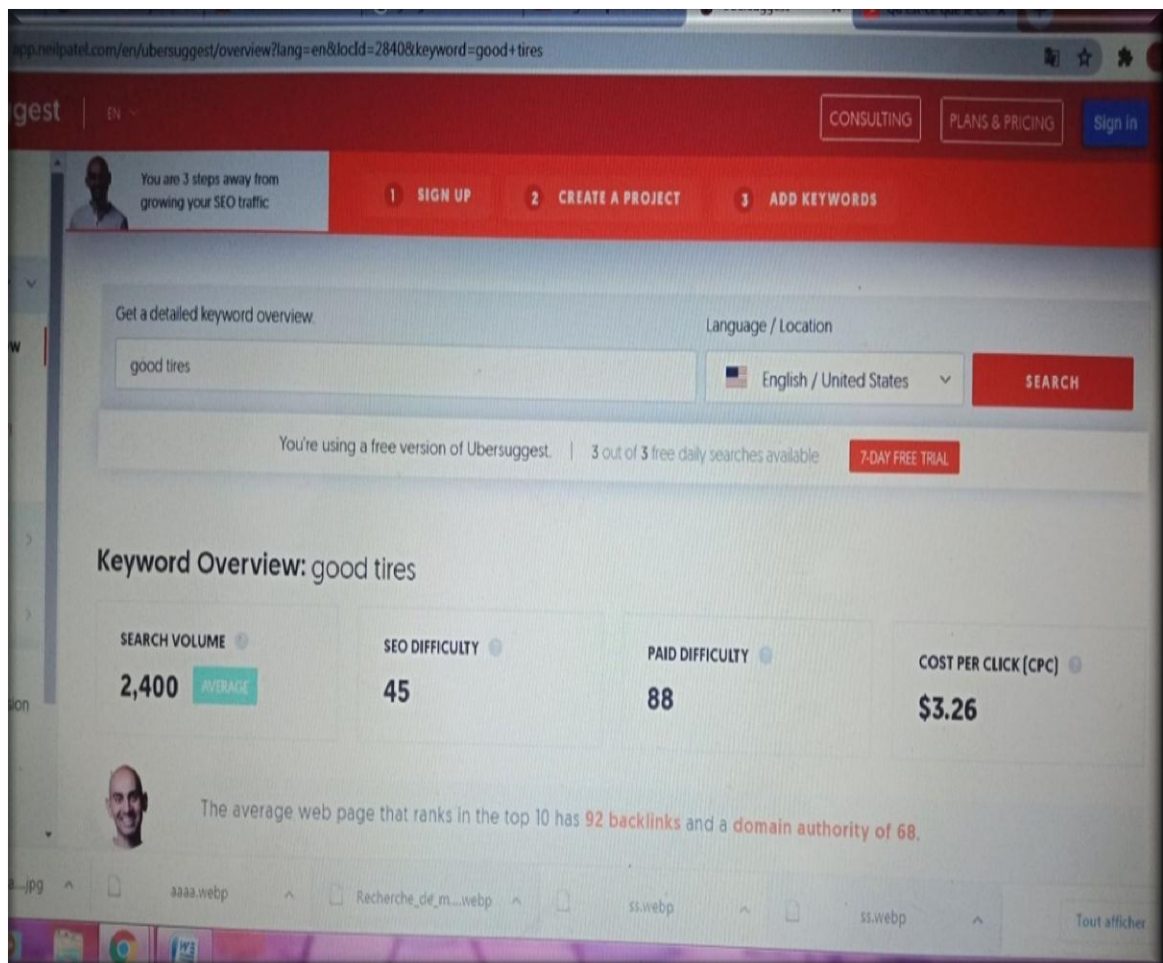
- Q12: Among these social networks, on which one do you follow the App "ACHO"?
 - Instagram
 - Facebook
 - Twitter
 - LinkedIn
 - None

- Q13: IF you're a follower, how do you find the content published on the social networks of the ACHO App?
 - Very good
 - Good
 - Neutral
 - Not good
 - Not good at all

- Q14: If you're a follower, have you noticed any progress when it comes to the content of the App's social media account(s) this last month?
 - Yes
 - No

- Q15: posting good content on an App's social networks can lead people to download it, what's your opinion?
 - Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree

Annex N°3: Results of searching for the expression “good tires” on Ubersuggest:



Annex N°4: Results of searching for the expression “good tires” on Ubersuggest:

The screenshot displays the Ubersuggest website interface. The browser's address bar shows the URL: `app.neilpatel.com/en/ubersuggest/overview/keyword=quality%20tires&locid=2840&lang=en`. The website header includes the Ubersuggest logo, a language dropdown set to 'EN', and buttons for 'CONSULTING', 'PLANS & PRICING', and 'Sign in'. A sidebar on the left lists navigation options: Dashboard, Settings, Keyword Analyzer (selected), Keyword Overview, Keyword Ideas, Keyword Lists NEW, Content Ideas, Competitive Analysis, and SEO Explorer. A top navigation bar contains three steps: 1 SIGN UP, 2 CREATE A PROJECT, and 3 ADD KEYWORDS. A notification banner states: 'You are 3 steps away from growing your SEO traffic.' The main content area is titled 'Keyword Overview: quality tires'. It features a search bar with 'quality tires' and a dropdown for 'English / United States'. Below the search bar, a message indicates: 'You're using a free version of Ubersuggest. 2 out of 3 free daily searches available. 7-DAY FREE TRIAL.' The keyword overview table shows the following data:

SEARCH VOLUME	SEO DIFFICULTY	PAID DIFFICULTY	COST PER CLICK (CPC)
9,900	19	6	\$3.24

Below the table, a tip states: 'The average web page that ranks in the top 10 has 37 backlinks and a domain authority of 18.' The bottom of the page shows a taskbar with various files and the system clock indicating 17:07 on 16/04/2023.

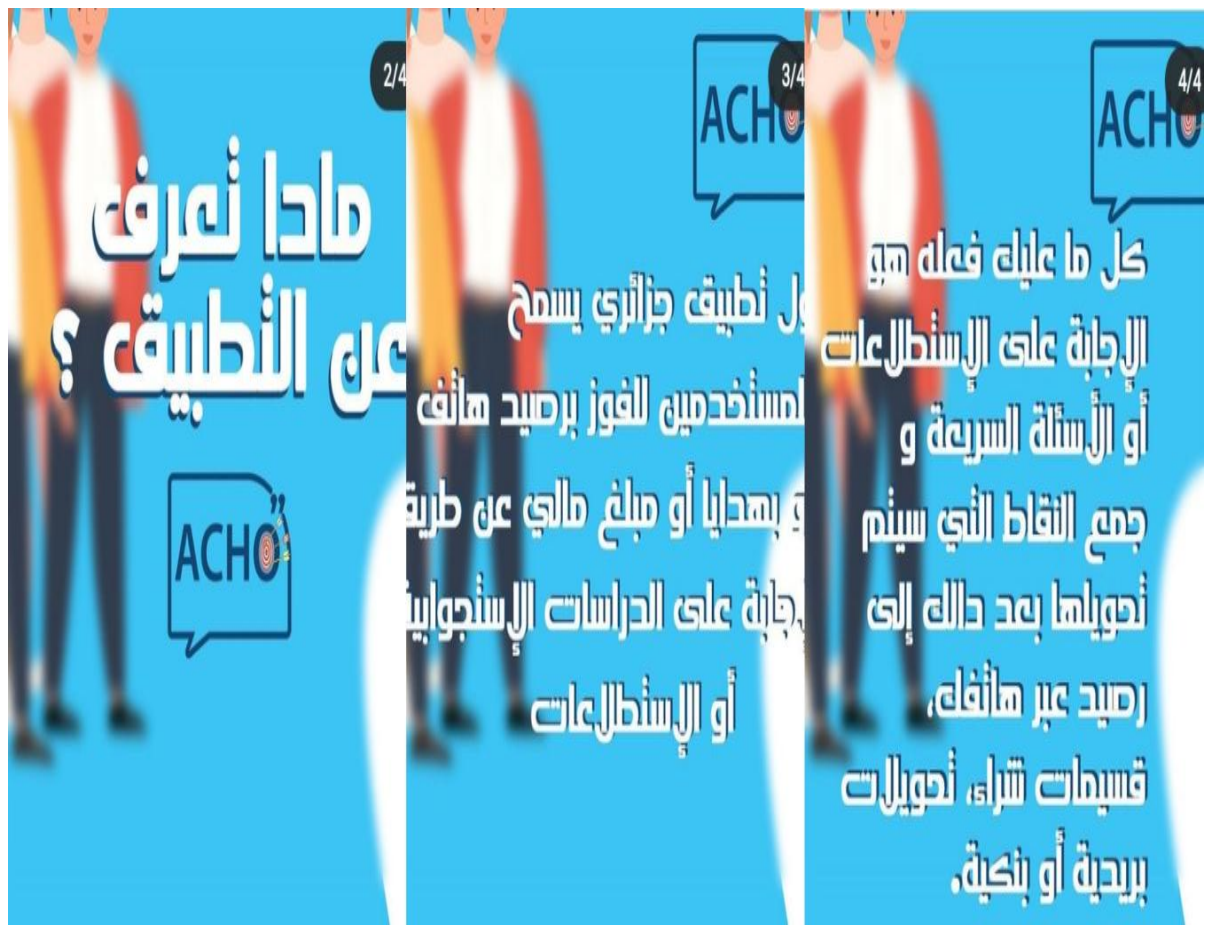
Annex N°6: BRI marketing clients/partners



Annex N°7 : The ACHO Mbile application



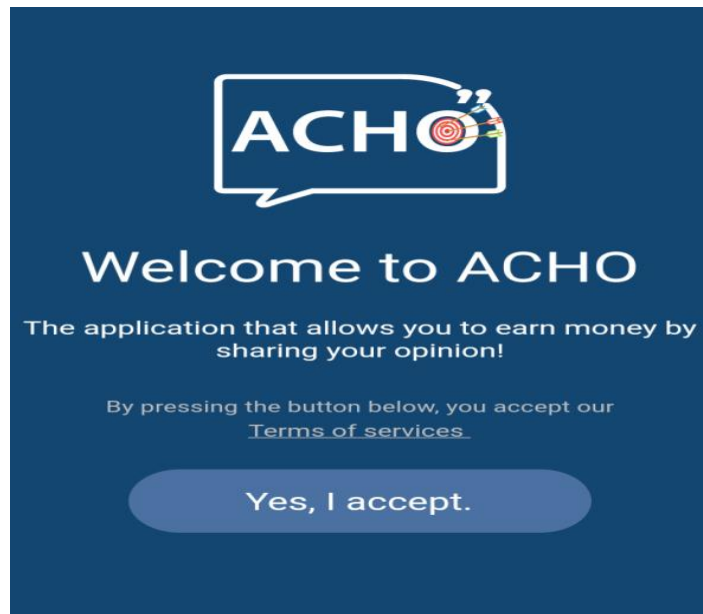
Annex N°8: sub –publication shared on ACHO Instagram page



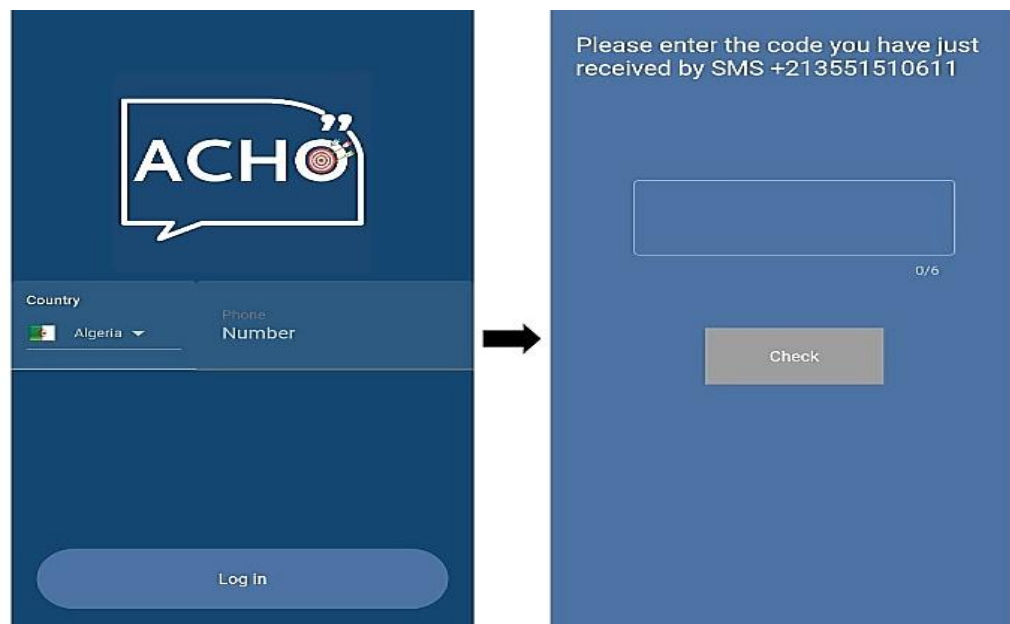
Annex N°9: ACHO's Instagram best publication



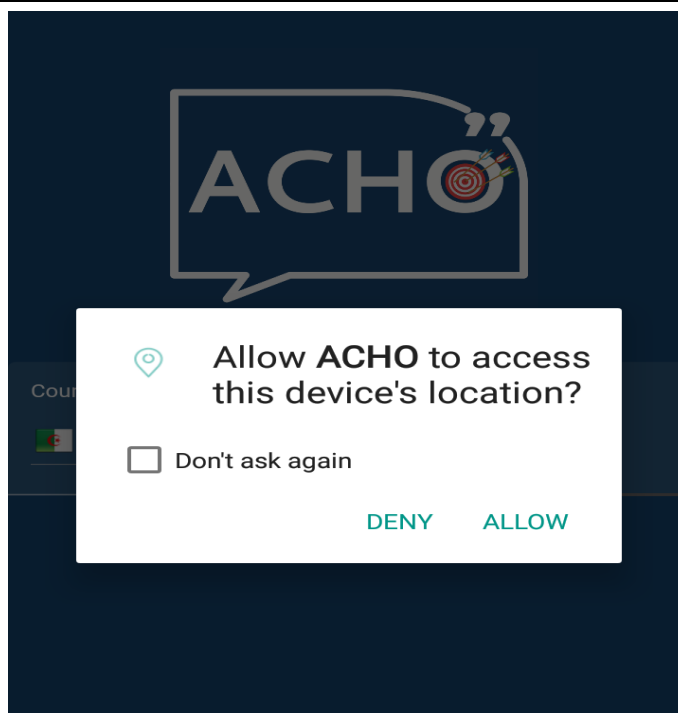
Annex 10: ACHO's terms of service



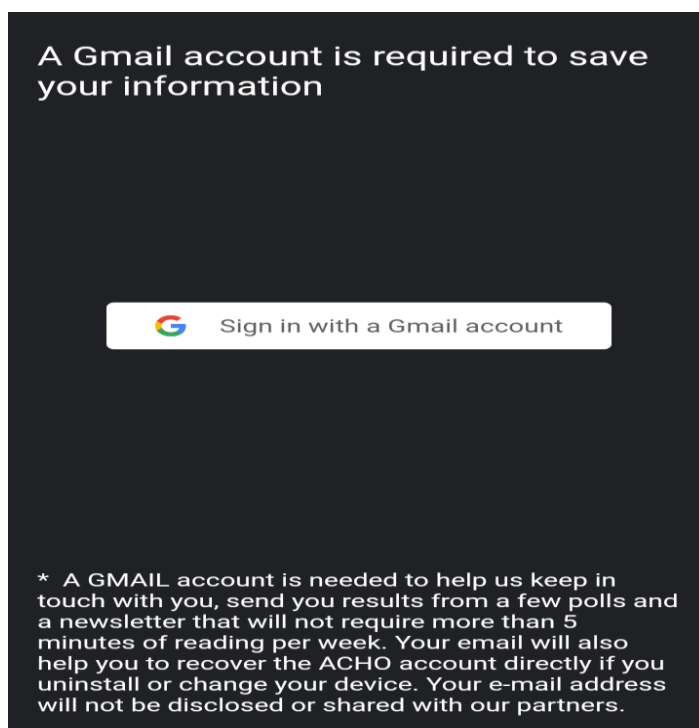
Annex 11: ACHO's phone number and code's boxes



Annex N°12: Activating the device's location on the "ACHO" App:



Annex N°13: Entering the Gmail account into the "ACHO" App



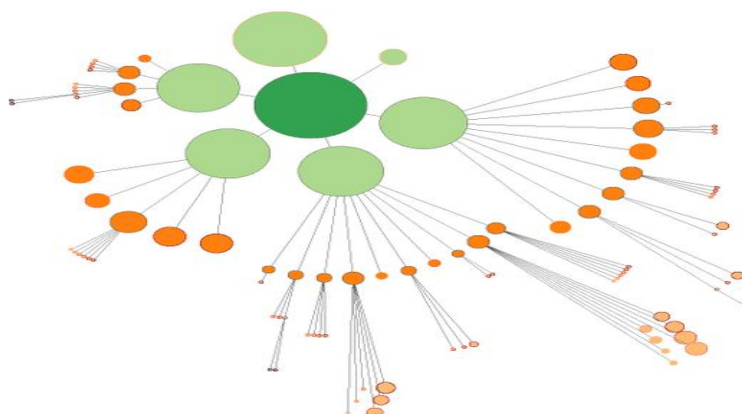
Annex N°14: Where to enter the basic information of the user on the “ACHO” App

The screenshot shows the 'Basic informations' screen in the ACHO app. At the top is a dark blue header with a white back arrow and the text 'Basic informations'. Below the header, on a dark grey background, are four input fields. The first two are text inputs: 'Surname' and 'First name', each preceded by a person icon and followed by a help icon (a question mark in a circle). The third is a dropdown menu labeled 'Gender', and the fourth is a dropdown menu labeled 'Birth date'. Both dropdown menus also have a help icon to their right.

Annex N°15: Filling the “personal situation” on the “ACHO” App

The screenshot shows the 'Personal situation' screen in the ACHO app. It has a dark blue header with a white back arrow and the text 'Personal situation'. The main area is dark grey and contains three dropdown menus: 'Level of education', 'Family situation', and 'Professional situation'. Each dropdown menu has a help icon (a question mark in a circle) to its right. At the bottom of the screen is a blue button with the white text 'Validate'.

**Annex N°16 Example of semantic cocoon visualization using the Cocon.se, source”
Laurent Bourrelly”**



Source : <https://www.definitions-seo.com/definition-du-cocon-semanticque/>

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