

# ECOLE DES HAUTES ETUDES COMMERCIALES



**This thesis is submitted in partial fulfilment of the requirements for  
the master's degree in Commercial Sciences**

**Major: Marketing**

**The Impact of Social Media Advertising on the Customer  
Engagement in the Algerian Market**

**CASE STUDY: Ramy**

**Submitted by:**

Mr OULDSLIMANE Ahmed

**Supervised by:**

Mr BABAAHMED Hicham

**11<sup>th</sup> Class**

**June 2024**



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## **Dedication**

*I dedicate this dissertation to myself*

*To my beloved family,  
My dear parents, my two sisters  
Who have always been there for me*

*To my precious friends,  
Who supported and encouraged me  
Through the highs and the lows*

## **Acknowledgements**

*It is with boundless appreciation that I express my heartfelt gratitude to the people who helped me bring this study into reality.*

*I would like to express my sincere gratitude to my supervisor Mr. Hicham Baba Ahmed, whose expertise, consistent guidance, and advice helped me bring this study into success.*

*I would also like to thank my internship supervisor within Ramy Mrs. MOUHOUB Nafissa for their encouragement, their advice, their help and for giving me the chance to learn and nurture my skills.*

*Special thanks to all our lecturers at HEC Algiers, and to all my teachers, thank you for teaching me beyond studies, thank you for teaching me about life.*

*Finally, I would like to thank everyone who has contributed directly or indirectly accomplish this work.*

## **Abstract**

Social media communication is an integral part of the marketing mix, serving as a vital tool for businesses to convey information to target audiences, promote products, brands, and companies, and enhance brand image. Companies have various and diverse media options at their disposal. Among these, social media advertising stands out as a particularly effective technique.

In today's digital age, social media advertising has become increasingly important as platforms like Instagram, Facebook, and YouTube, etc., are particularly effective in delivering messages to a wide audience and engaging customers through interactive content, aiming to influence consumer behavior and purchasing decisions through well-crafted advertising campaigns.

In this thesis, we studied the impact of social media advertising on customer engagement within Ramy, a leading brand in the Algerian agri-food industry. Our study focused on evaluating the effectiveness of Ramy's social media campaigns in generating customer engagement and analyzing the factors that influence engagement, such as optimal posting times and the use of calls-to-action., and providing recommendations for optimizing their digital marketing strategies for Ramy.

### **Keywords:**

Social media, social media advertising, customer engagement, consumer behavior, digital marketing.

## ملخص

يشكل الاتصال عبر وسائل التواصل الاجتماعي جزءاً لا يتجزأ من مزيج التسويق، وهو بمثابة أداة حيوية بالنسبة للأعمال التجارية لنقل المعلومات إلى الجمهور المستهدف، والترويج للمنتجات والعلامات التجارية والشركات، وتعزيز صورة العلامة التجارية. ولدى الشركات خيارات إعلامية متنوعة ومتنوعة تحت تصرفها. ومن بين هذه الوسائل، تبرز إعلانات وسائل الإعلام الاجتماعية كتقنية فعالة بشكل خاص.

وفي عصر اليوم الرقمي، أصبحت إعلانات وسائل الإعلام الاجتماعية ذات أهمية متزايدة لأن منصات مثل إنستاغرام، وفيسبوك، ويوتيوب، وما إلى ذلك، فعالة بشكل خاص في إيصال الرسائل إلى جمهور واسع وإشراك العملاء من خلال المحتوى التفاعلي، بهدف التأثير على سلوك المستهلك وقرارات الشراء من خلال حملات إعلانية جيدة الإعداد.

وفي هذه الأطروحة، درسنا أثر الإعلان عن وسائل التواصل الاجتماعي على مشاركة العملاء داخل رامي، وهي علامة تجارية بارزة في صناعة الأغذية الزراعية الجزائرية. وركزت دراستنا على تقييم فعالية حملات وسائل الإعلام الاجتماعية لرامي في توليد مشاركة العملاء وتحليل العوامل التي تؤثر على المشاركة، مثل أوقات النشر الأمثل واستخدام المكالمات إلى العمل، وتقديم توصيات من أجل الاستفادة المثلى من استراتيجياتها التسويقية الرقمية لرامي.

### الكلمات المفتاحية:

وسائل التواصل الاجتماعي، الإعلان عبر وسائل التواصل الاجتماعي، إشراك العملاء، سلوك المستهلكين، التسويق الرقمي.

## Résumé

La communication sur les réseaux sociaux fait partie intégrante du marketing mix, servant d'outil vital pour les entreprises pour transmettre des informations à des publics cibles, promouvoir des produits, des marques et des entreprises, et améliorer l'image de la marque. Les entreprises ont à leur disposition des médias variés et diversifiés. Parmi ceux-ci, la publicité sur les réseaux sociaux se distingue comme une technique particulièrement efficace.

Dans l'ère numérique d'aujourd'hui, la publicité sur les réseaux sociaux est devenue de plus en plus importante car des plates-formes comme Instagram, Facebook et YouTube, etc., sont particulièrement efficaces dans la diffusion de messages à un large public et l'engagement des clients par le biais de contenus interactifs, visant à influencer le comportement des consommateurs et les décisions d'achat grâce à des campagnes publicitaires bien faites.

Dans ce mémoire, nous avons étudié l'impact de la publicité sur les réseaux sociaux sur l'engagement des clients au sein de Ramy, une marque leader dans l'industrie agroalimentaire algérienne. Notre étude s'est concentrée sur l'évaluation de l'efficacité des campagnes de réseaux sociaux de Ramy dans la génération d'engagement des clients et l'analyse des facteurs qui influent sur la participation, tels que les délais optimaux de diffusion et le recours aux appels à l'action., et la fourniture de recommandations pour optimiser leurs stratégies de marketing digital pour Ramy.

### Mots clés :

Réseaux sociaux, publicité sur les réseaux sociaux, engagement des clients, comportement des consommateurs, marketing digital.

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## Abbreviations list

<b>Abbreviation</b>	<b>Signification</b>
PSA	Point of Sale Advertising
IMC	Integrated Marketing Communications
B2B	Business to Business
B2C	Business to Customer
CMC	Computer-Mediated Communication
AI	Artificial Intelligence
P2P	Person to Person
SMM	Social Media Marketing
SERPs	Search Engine Results Pages
SEO	Search Engine Optimization
SEA	Search Engine Advertising
SEM	Search Engine Marketing
PPC	Pay Per Click
CTR	Click-Through Rate
VR	Virtual Reality
AR	Augmented Reality
ROI	Return On Investment
KPI	Key Performance Indicator
UX	User Experience
ADS	Advertisings
FMCG	Fast Moving Consumer Goods
CPV	Cost per View
CPE	Cost per Engagement

CPM	Cost per thousand Impressions
CPC	Cost per Click
WOM	Word of Mouth
UGC	User-Generated Content
CTR	Click Through Rate
CE	Customer Engagement
LLC	Limited Liability Company
oCPM	Optimized cost per thousand impressions
CTA	Call To Action
PR	Public Relations
CRM	Customer Relationship Management

# Summary

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# **INTRODUCTION**

## **General Introduction:**

In today's digital age, the landscape of marketing has undergone a profound transformation, with social media platforms emerging as powerful tools for brands to connect with their target audiences.

In Algeria, a rapidly evolving market characterized by increasing digitalization in the recent years and changing consumer behaviors with this younger generation, the role of social media advertising in driving customer engagement has become more significant than ever.

Within this context, Ramy, a leading brand in the agri-food industry, stands at the forefront of leveraging digital marketing strategies to reach and engage Algerian consumers.

The purpose of this thesis is to investigate the impact of social media advertising on customer engagement in the Algerian market, with a specific focus on Ramy. By delving into the dynamics of digital marketing and consumer behavior, this study aims to shed light on the effectiveness of Ramy's social media advertising campaigns (customer engagement wise) and uncover strategies for optimizing customer engagement in the digital realm.

The Algerian market presents a unique set of challenges and opportunities for brands operating within its borders. With a young and digitally savvy population, coupled with increasing internet penetration rates and smartphone usage, the Algerian consumer landscape is ripe for exploration and innovation in digital marketing strategies. Against this backdrop, Ramy has recognized the importance of harnessing the power of social media to connect with its target audience, drive brand awareness, and foster meaningful relationships with customers.

The primary objective of this thesis is to examine the impact of social media advertising on customer engagement within the Algerian market, specifically focusing on Ramy. To achieve this overarching goal, the following specific objectives will be pursued:

- To evaluate the effectiveness of Ramy's social media advertising campaigns in generating customer engagement.
- To analyze the factors influencing customer engagement with Ramy's social media content, including posting times and calls-to-action.
- To provide recommendations for optimizing Ramy's social media advertising strategies to enhance customer engagement and drive business outcomes.

The choice of this theme was not made randomly, it was motivated by three reasons: the topicality and importance of this theme and the desire to deepen our knowledge of social media advertising and consumer engagement.

We chose to examine the case of the company Ramy de Taiba Food Company because of its place in the agri-food sector in Algeria and the use of different strategies of digital communication which ensures the existence from our practical case to level of it.

To better understand this subject, we posed the following problem statement: **“In the competitive landscape of the Algerian market, how can we measure and optimize the effectiveness of Ramy's social media advertising campaigns to maximize customer engagement?”**

# INTRODUCTION

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In order to provide the elements of answers to our problem we asked ourselves the following questions:

- Do Ramy's social media advertising campaigns generate a high level of engagement among Algerian consumers?
- Do customers engage more with social media campaigns when they are posted at optimal times (for example: evenings, weekends) compared to off-peak times?
- Do customers engage more with social media campaigns that have clear calls-to-action (for example: "Like," "Share," "Comment," "Tag a Friend") compared to those without?

To answer these questions, we posed the following hypotheses:

**H1:** Ramy's social media campaigns generate a high level of engagement.

**H2:** Customers engage more with social media campaigns when they are posted at optimal times (for example: evenings, weekends) compared to off-peak times.

**H3:** Customers engage more with social media campaigns that have clear calls-to-action (For example: "Like," "Share," "Comment", "Tag a Friend") compared to those without.

To accomplish our work, and confirm or reject these hypotheses, we adopted a descriptive-analytic method, and we used different research and information collection tools: bibliographic and documentary research such as books, academic work and company documents, and a quantitative study to determine the impact of social media advertising on customer engagement through a questionnaire.

Our research work is divided into three chapters:

**The first chapter** explores the theoretical foundations of social media by examining the evolution of communication in the digital era, the rise of digital marketing, and the specifics of social media advertising. It sets the groundwork for understanding how these elements interact and their relevance to customer engagement, particularly within the context of the Algerian market.

**The second chapter** delves into a comprehensive exploration of customer engagement, covering foundational concepts, key drivers, and practical applications. The journey begins with an examination of what customer engagement entails and why it's critical for business success. It then delves into the factors and strategies that contribute to effective engagement, offering insights into how businesses can connect with their customers on a deeper level. Finally, the discussion moves into practical territory, focusing on measuring customer engagement and exploring the impact of social media on customer interactions. This comprehensive approach equips businesses with a thorough understanding of customer engagement and the tools to enhance their customer relationship

**The third chapter** will include 3 sections like the previous chapters. First, we will introduce the company TFC and Ramy, the brand upon which our research will be conducted and we'll see some of their social media posts. Then in the second section, we will describe our research methodology, after that we'll see the key findings and their analysis and some recommendations for the company.

# **CHAPTER ONE: The theoretical approach of social media**

### **Introduction of the chapter:**

As the heart of any business, communication is the link between companies and their customers, helping them understand and form relationships. When it comes to conversation, however, the digital age has brought about big changes. With the internet being almost everywhere, digitalization has changed how businesses work and connect, and it has had an effect on every field.

The digital world has undeniably become an important way to communicate, especially since people are spending more and more time online. It has many benefits over traditional ways, such as making it easier to connect with others, making things more personal, and even making it easier to do business online.

Within this digital sphere, social media has become as a powerful platform for communication. People can connect and share information in a unique place, making the setting lively and interactive. Businesses have started to use social media ads as a strategy because they know it can work. These targeted campaigns aim to reach specific audiences, promote brand awareness, and ultimately drive customer engagement.

This chapter explores the theoretical foundations of social media by examining the evolution of communication in the digital era, the rise of digital marketing, and the specifics of social media advertising. It sets the groundwork for understanding how these elements interact and their relevance to customer engagement, particularly within the context of the Algerian market.

### **Section 1: Fundamental principles of communication and communication in the digital era**

In this section, we delve into the core principles of communication, starting with its definition and the process involved. We will explore the various types of communication and the strategies used to effectively convey messages. Additionally, we will outline the stages of developing a communication plan. Finally, we will examine how communication has evolved in the digital age, highlighting the significant changes and advancements that have reshaped the way we interact.

#### **I- Definition of communication:**

We are going to look at three definitions of communication: First, we'll look at what it means in a general sense. Then, we'll talk about what it means for business, and finally, we'll talk about how it can be used strategically in marketing situations.

Generally talking « *Communication is defined as the exchange of information from one entity/person to another (one or many). Communication can be one-way, two- way, or a broadcast*

## CHAPTER ONE: The theoretical approach of social media

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*(in which the same message is transmitted to many people). The process of communication may involve words, signs, symbols, behavioral signs, and more »<sup>1</sup>.*

We will now move on to the business-related meaning of communication. Arnaud de Baynast, Jacques Lendrevie, and Julien Lévy made it clear that we need to tell the difference between these two forms of communication « *By company communication, we mean all information, messages and signals of all kinds that the company emits, voluntarily or not, to all audiences. By a company's communication policy, we mean the information, messages and other signals that the company decides to voluntarily send to selected audiences or target audiences »<sup>2</sup>.*

And since this thesis is marketing-related, we need to mention the definition of marketing communication, Kotler and Keller said « *Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers directly or indirectly about the products and brands they sell. In a sense, they represent the voice of the company and its brands; they are a means by which the firm can establish a dialogue and build relationships with consumers. By strengthening customer loyalty, they can contribute to customer equity »<sup>3</sup>.*

To sum up, communication is the sending of messages, information, and signals to specific groups of people in order to change their thoughts and actions. It can be used carefully in marketing, in business, or in a wider sense.

### **II- The communication process:**

By communication, we mean all the signals emitted by a sender, and those received by a receiver via an encoding system allowing the messages to be expressed and interpreted. These signals may also contain coding/decoding errors, parasitic noise, responses and feedback effects.<sup>4</sup>

Therefore, eight elements are distinguished in this process:

- **The sender:** it can be a business, public or private. People, groups, and other things. They need to carefully choose the goals and figure out how the return effects will affect them. There are some information sources that the company can control, like the media. But some can't be stopped (word of mouth).
- **Encoding:** a process by which ideas are transformed into symbols, images, shapes, sounds, languages, etc.
- **Messages:** that is, the information and the set of symbols transmitted by the sender.

---

<sup>1</sup> MANTA (D): *Modern Communication with social media: A Simplified Primer to communication and social media*, BPB Publications edition, 2019, p.1.

<sup>2</sup> BAYNAST DE (A), LENDREVIE (J), LEVY (J): *Mercator: Tout le marketing à l'heure de la data et du digital*, Ed. 13, édition Dunod, 2021. Our translation.

<sup>3</sup> KOTLER (P), KELLER (K): *Marketing management*, 15th Global Edition, Pearson edition, 2015, p.580.

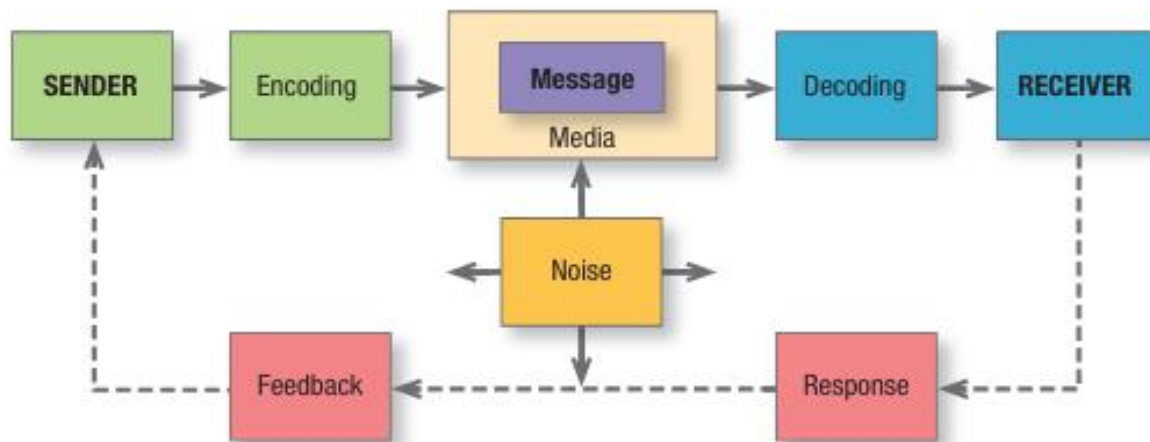
<sup>4</sup> LAMBIN (J), CHANTAL DE (M): *Marketing stratégique et opérationnel: la démarche marketing dans une perspective responsable* Ed. 10, édition Dunod, 2021, p.511. Our translation.

## CHAPTER ONE: The theoretical approach of social media

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- **Decoding:** a process by which the receiver attaches a meaning to the symbols transmitted by the sender.
- **Receiver:** the person or group of persons to whom the message is intended.
- **Response:** the set of reactions of the recipient after receiving the message.
- **The feedback:** the part of the receiver's response that is communicated to the sender.
- **Noise:** the distortions that come to disrupt the communication process (for example: messages transmitted by the competition).

Figure I.01: The elements of the communication process.



Source: KOTLER (P), KELLER (K): *Marketing management*, 15th Global Edition, Pearson edition, 2015, p.585

### III- Communication types:

Communication has become an indispensable tool for any organization (company, association, territorial community...). It takes different forms depending on the purposes pursued and the media used.<sup>5</sup>:

#### 1- Commercial communication and corporate communication:

The distinction is made only depending on the goal pursued.

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<sup>5</sup> CLAUDE (D), BERTELOOT (S) : *Aide mémoire marketing*, édition Dunod, Ed. 7, Paris, 2015, p.275. Our translation.

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**Table I.01:** The two main types of communication depending on the goal pursued

Communication types	Description
<b>Commercial communication</b>	<ul style="list-style-type: none"> <li>• <b>Goals:</b> promote brands, products or services in order to sell them.</li> <li>• <b>Target:</b> current or potential buyers, prescribers.</li> <li>• <b>Tools used:</b> product (packaging, design, label), advertising, sales promotion, direct marketing; to a lesser extent: public relations, sponsorship, patronage.</li> </ul>
<b>Corporate communication</b>	<ul style="list-style-type: none"> <li>• <b>Goals:</b> to raise awareness of a company (or any organization: association, community, etc.), its image.</li> <li>• <b>Targets:</b> communities, public authorities, financial world, public.</li> <li>• <b>Tools used:</b> advertising, public relations, sponsorship, patronage, design...</li> </ul>

**Source:** CLAUDE (D), BERTELOOT (S): Op.cit, p.276, our translation.

And we should note that corporate communication is becoming increasingly important. After many years during which companies have focused their communication primarily on their products or services, there is an evolution in favor of a communication based on the enterprise, its qualities, its image.

### **2- Media communication and non-media communication:**

The distinction is made only depending on the tools chosen

**Table I.02:** The two main types of communication depending on the tools chosen

Communication types	Description
<b>Media communication</b>	<ul style="list-style-type: none"> <li>• <b>Communication vehicles:</b> the 5 traditional media (press, television, radio, display, cinema) and internet.</li> </ul>
<b>Non-media communication</b>	<ul style="list-style-type: none"> <li>• <b>Communication vehicles:</b> sales promotions, public relations, sponsorship, patronage, direct marketing, PSA...</li> </ul>

**Source:** CLAUDE (D), BERTELOOT (S): Op.cit, p.277. Our translation.

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In recent years, mass communication has declined. It is becoming increasingly difficult to attract a broad audience with a major advertising effort. Non-media has gained a leadership role in the communication environment.

The rise of one-on-one and relationship marketing, as opposed to mass marketing, has resulted in a huge increase in spending on non-media communication. The same is true for the evolution of digital communication.

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**Table I.03:** The advantages and disadvantages of media

Media	Advantages	Disadvantages
Television	<ul style="list-style-type: none"> <li>• Allows to reach of a large number of people at the national level.</li> <li>• The rapid development of notoriety. Rewarding media</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive media.</li> <li>• Long booking times.</li> <li>• Limited target selectivity.</li> </ul>
Radio	<ul style="list-style-type: none"> <li>• Allows high repetition and proximity to the target.</li> <li>• Cheap. Short booking times.</li> <li>• Considerable target selectivity.</li> </ul>	<ul style="list-style-type: none"> <li>• Need for short messages.</li> <li>• Difficulty getting the listener's attention.</li> <li>• Ephemeral communication. Outdated.</li> </ul>
Press	<ul style="list-style-type: none"> <li>• Allows good target selectivity.</li> <li>• The flexibility of use.</li> <li>• Well suited for informative communication.</li> </ul>	<ul style="list-style-type: none"> <li>• Variable image (national, regional press) daily and magazines.</li> </ul>
Cinema	<ul style="list-style-type: none"> <li>• Good for memorization.</li> <li>• Allows good selectivity.</li> <li>• Geographical advantage.</li> </ul>	<ul style="list-style-type: none"> <li>• Requires technical costs.</li> <li>• Long booking times.</li> </ul>
Display	<ul style="list-style-type: none"> <li>• Often used when supplementing other media.</li> <li>• Allows geographical selectivity.</li> </ul>	<ul style="list-style-type: none"> <li>• Often expensive.</li> <li>• Limited message.</li> </ul>
Internet	<ul style="list-style-type: none"> <li>• Nowadays essential.</li> <li>• Has the advantage of being a flexible and relatively low-cost.</li> <li>• Allows great selectivity.</li> </ul>	<ul style="list-style-type: none"> <li>• Communication messages are sometimes difficult to control (possible diversion)</li> </ul>

**Source:** FERRANDI (J), LICHTLE (M): *Marketing*, Ed. 1, édition Dunod, Paris, 2024, p.249, our translation.

### **IV- Communication strategies:**

The communication strategy is to implement the best combination of means to meet objectives within the budgetary framework. There are two major opposing approaches, but they are often used in a complementary way.<sup>6</sup>

- 1- Pull Strategy:** Pull strategy involves attracting consumers (or prescribers) to supply, through the use of media communication.
- 2- The push strategy:** The push strategy aims to push the product to the consumer, including by means of sales force, promotion and/or by stimulating the intermediaries of the distribution.

### **V- Communication plan:**

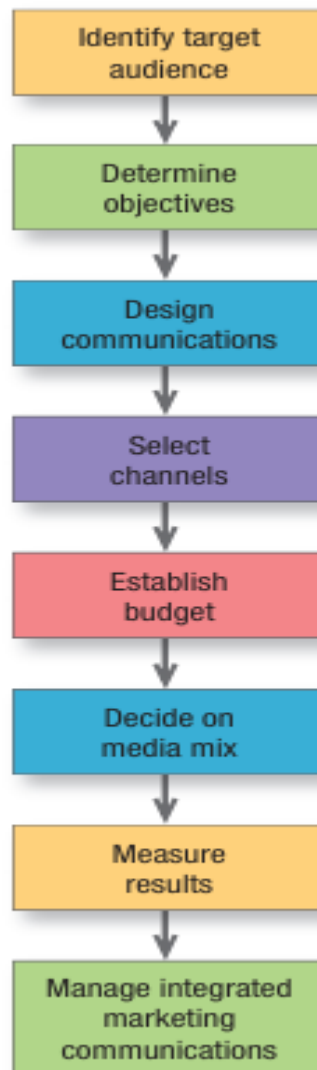
The communication plan is a management approach, which allows, based on the strategic objectives of the company, to define the communication actions to be implemented to achieve them<sup>7</sup>

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<sup>6</sup> ANNEAU GUILLEMAIN (S): *Marketing: les points clés pour tout connaître de la démarche marketing et des décisions stratégiques à prendre*, édition Gualino, 2015, p.47. Our translation.

<sup>7</sup> MALAVAL (P), DECAUDIN (J): *Pentacom: communication corporate, interne, financière, marketing b-to-c et b-to-c*, Ed. 7, édition Pearson, Paris, 2012, p.91. Our translation.

**Figure I.02:** Steps in developing effective communications.



**Source:** KOTLER (P), KELLER (K): Marketing management, 15th Global Edition, Pearson, 2015, p.586

The development of a communication plan consists of eight stages. It is necessary successively: identifying the target audience, setting the communication objectives, designing the communications, selecting the communication channels, establishing the total marketing communications budget, defining the communication mix, then measuring the results and to coordinate the communication as a whole.<sup>8</sup>

### **1- Identifying the communication target:**

The communication target corresponds to the people we want to reach with the message sent. It can be different from the marketing target because it does not necessarily concern consumers. It

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<sup>8</sup> KOTLER (P), KELLER (K): Op. cit, p.586.

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corresponds to the people likely to decide on the purchase or to influence the purchase, we distinguish<sup>9</sup>:

- **The intermediate target:** all individuals having an influence on the purchase (prescribers, advocates, distributors, users, opinion leaders, etc.).
- **The final target:** potential buyers belonging to the targeted market segment.

### **2- Setting the communication objectives:**

this step consists of defining the communication objectives according to the specific capabilities of the marketing mix, they can be of three different natures<sup>10</sup>:

- **Cognitive objectives:** they consist of informing the target audience (buyer, prescriber or consumer) of the existence of the company, product... to develop awareness.
- **Affective objectives:** they are aimed at persuading the target audience to like the proposed company, brand, product or service for the improvement or strengthening of an image, the differentiation of the product and its development.
- **Conative objectives:** to act on consumer behavior and modify them to increase the sales of the product causing the purchase by gaining new consumers, the increase in the purchases of the usual consumers...

### **3- Designing the communication:**

Formulating the communications to achieve the desired response requires answering three questions<sup>11</sup>:

- What to say? (Message strategy).
- How to say it? (Creative strategy).
- Who should say? (Message source).

### **4- Selecting the communication channels:**

Selecting an efficient means to carry the message becomes more difficult as channels of communication become more fragmented and cluttered. Communications channels may be personal and nonpersonal<sup>12</sup>:

- **Personal communications channels:** Personal channels include all means of individualized and direct contact with the audience, face-to-face, by telephone or via the Internet. The channels are divided into three groups:
  - Commercial channels fall within the sales force, in direct contact with potential buyers.

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<sup>9</sup> GUY (A): *Marketing et action commerciale*, Ed 6, édition Gualino, Paris, 2010, p.114. Our translation.

<sup>10</sup> DECAUDIN, (J): *La communication marketing: concepts, technique, stratégie*, Ed 7, édition ECONOMICA, Paris, 2003, p.89. Our translation.

<sup>11</sup> KOTLER (P), KELLER (K): *Op. cit*, p.588.

<sup>12</sup> KOTLER (P), KELLER (K): *Op.cit*, p.590.

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- Expert channels comprise independent persons (descriptors, consultants) who have influence over the buyer due to their competence. The social channels are the relationships of the buyer: his colleagues, his friends, his family, etc.

In general, the influence of personal channels prevails in two cases: when the product is expensive, risky, or rarely purchased; and when its use conveys a meaning to the status or tastes of its consumer.

- **Nonpersonal (mass) communications channels:** They bring together all the communication tools that deliver the personalized contactless message: advertising, sales promotion, sponsorship and event, and, finally, public relations.

### 5- Establishing the communications budget:

Several approaches are possible<sup>13</sup>:

- The overall funding for the communication is based on the budget of the previous year, more or less adjusted to inflation and new conditions of communication (launch of a new product, strong communication of competitors...).
- The budget is defined on the basis of the objectives set and the resulting budgetary evaluation. It is the most logical and effective form, even though it is more difficult to implement.
- The percentage of turnover method is widely used because of its simplicity of execution and the possibility of comparisons it offers (with the main competitors, with the industry average...).
- The comparison with the budgets of competitors. This comparison is generally not done directly, but using a specific indicator: the share of votes; it is the share that represents the communication budget of a given company in relation to the total communication expenditure of its sector. The voting share is often compared to the market share to be interpreted.

### 6- Defining the communication mix:

Many communication tools are available to the company. It must decide to use some more than others depending on the objectives pursued and the expected benefits. Within this communication mix, we commonly distinguish<sup>14</sup>:

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<sup>13</sup> MALAVAL (P), DECAUDIN (J): Op.cit, p.91. Our translation.

<sup>14</sup> SEBASTIEN (S): *Le Marketing : Marketing stratégique et opérationnel - Comportement de l'acheteur - CRM - Marketing digital*, Ed. 10, édition Gualino, Paris, 2022, p.204. Our translation.

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**Table I.04:** Available media and non-media communication tools.

Media communication	Non-media communication
<b>Television:</b> can reach a high audience (mass media) while targeting better and better (multiplication of channels).	<b>Sales promotion:</b> includes a free trial, temporary price reductions, bonuses and gifts, product promotion, contests, games and lotteries, and distribution promotions.
<b>The press:</b> the second advertising media, allows a fine targeting (female press, TV magazines, economic...)	<b>Direct marketing:</b> includes mailing, catalogues, prospectuses, telephone marketing and e-mailing.
<b>Radio:</b> allows the creation of traffic to the point of sale, promotion and product launch (it is widely used by distribution).	<b>Public relations:</b> includes business visits, receptions, business gifts, tourist trips...
<b>Cinema;</b> is a quantitatively marginal, but very qualitative medium (continued attention from the audience).	<b>Event marketing:</b> is the creation of events by a company for a communication purpose.
<b>The display:</b> is a mass media (via the most common 4× 3 posters) that allows the rapid construction of awareness.	<b>Sponsorship:</b> is a means of communication that increase brand awareness and often enhances brand image.
<b>Internet:</b> is a channel of communication through brand sites, general sites (motors, directories), specialized sites (for example, a scholarship), in the form of advertising banners, etc.	<b>The mouth-to-ear:</b> can be triggered by the enterprise (we talk about viral marketing, or buzz marketing) with the aim of turning satisfied consumers into real merchants for the brand.

**Source:** SOULEZ (S): Op.cit, p.205, our translation.

The choice of communication mix depends on factors such as customer type, desired answer from buyers, and product life cycle stages. Advertising and public relations are essential during launch, while sales promotion encourages trial. Mouth-to-mouth develops as growth progresses, with online marketing playing a key role. The maturity phase involves intense promotional activities to counter competition and stimulate product use. In decline, promotional operations remain intense but other communication actions decrease.

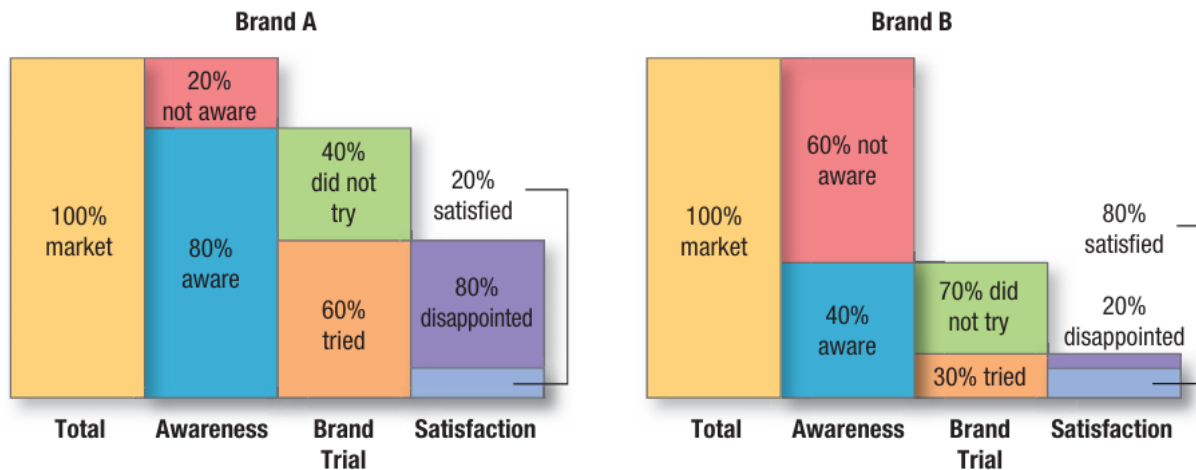
### 7- Measuring communication results:

After implementing the communications plan, the communications director must measure its impact. Members of the target audience are asked whether they recognize or recall the message, how many times they saw it, what points they recall, how they felt about the message, and what

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are their previous and current attitudes toward the product and the company. The communicator should also collect behavioral measures of audience response, such as how many people bought the product, liked it, and talked to others about it<sup>15</sup>.

**Figure I.03:** Current consumer states for two brands.



**Source:** KOTLER (P), KELLER (K): Op. cit, p.599.

Figure I.03 shows an example of a good way to measure feedback. In the whole market, 80% of people know about **brand A**, 60% have tried it, but only 20% of those who have tried it are happy with it. This shows that the communication program is doing its job of making people aware, but the product doesn't live up to what people want.

**Brand B**, on the other hand, is known by 40% of the market, but only 30% of people have tried it. Of those who have, 80% are happy with it. In this situation, the communications program must be strengthened to capitalize on the brand's potential power.

### **8- Managing the integrated marketing communications process:**

The American Marketing Association defines IMC as “a planning process designed to assure that all brand contacts received by a customer or prospect for a product, service, or organization are relevant to that person and consistent over time.”<sup>16</sup>

When executed effectively, this planning process assesses the strategic functions of several communication disciplines and integrates them smoothly to ensure clarity, coherence, and optimal message impact.

<sup>15</sup> KOTLER (P), KELLER (K): Op. cit, p.599.

<sup>16</sup><https://www.bartleby.com/essay/The-American-Marketing-Association-Imc-FK97LNX99CXW> (consulted on February 26, 2024 at 4:50PM).

### VI- Communication in the digital era:

As we explore the evolution of communication in the digital era, it becomes evident that computer-mediated communication (CMC), encompassing channels such as email, instant messaging, and online forums, has paved the way for the rise of social media platforms. These platforms, including Facebook, X (Twitter), and Instagram, have revolutionized how individuals and businesses interact, share information, and engage with one another in the digital landscape.

#### 1- Definition of the computer-mediated communication (CMC):

The classic definition of computer-mediated communication (CMC) comes from Susan Herring: “CMC is communication that takes place between human beings via the instrumentality of computers” (Herring, 1996, p.1). Simpson (2002)<sup>17</sup>.

Another definition says that CMC refers to any form of human communication that takes place through the use of two or more electronic devices. This type of communication encompasses various channels such as instant messaging, email, chat rooms, online forums, social network services, text messaging, video chats, and FaceTime audio calls<sup>18</sup>.

Some examples of computer-mediated communication include<sup>19</sup>:

- **Email:** Electronic mail allows individuals to send messages to one another over the internet.
- **Instant messaging:** Real-time text-based communication through platforms like WhatsApp, Facebook, Messenger, or Slack.
- **Text messaging:** Sending short messages via mobile devices.
- **Social media platforms:** Utilized for marketing, customer engagement, and relationship building through platforms like Facebook, LinkedIn, Instagram, and X (Ex Twitter)
- **Online forums and discussion boards:** Platforms where users can engage in discussions on various topics.
- **Video chats:** Real-time video communication using tools like Zoom, Skype, or FaceTime.
- **Blogs:** Platforms where individuals can publish content and interact with readers through comments.
- **Virtual meetings and conferences:** Conducting meetings and conferences online using tools like Microsoft Teams or Google Meet.

These examples demonstrate the diverse ways in which computer-mediated communication facilitates interactions between individuals through interconnected electronic devices and platforms.

#### 2- Types of CMC:

CMC can be **synchronous** or **asynchronous**, depending on the timing. Asynchronous CMC occurs when participants are not necessarily online simultaneously, as synchronous CMC occurs in real-

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<sup>17</sup> ZHONG (B): *Social Media Communication: Trends and Theories*, Wiley-Blackwell edition, 2022, p.51.

<sup>18</sup> [https://en.wikipedia.org/wiki/Computer-mediated\\_communication](https://en.wikipedia.org/wiki/Computer-mediated_communication) (consulted on February 26, 2024 at 6:01PM).

<sup>19</sup> <https://www.oxfordreference.com/display/10.1093/oi/authority.20110803095630526> (consulted on February 26, 2024 at 6:36PM).

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time. CMC can also be classified based on the medium or type of message used and the number and pattern of participants<sup>20</sup>.

### 3- The impact of CMC on business communication:

- **Increased Efficiency:** CMC has enabled businesses to communicate more efficiently and effectively, allowing for faster decision-making and problem-solving.
- **Global Reach:** CMC has made it easier for businesses to communicate with customers, partners, and employees across the globe, breaking down geographical barriers.
- **Cost Savings:** CMC has reduced the need for face-to-face meetings and travel, resulting in significant cost savings for businesses.
- **Flexibility:** CMC has enabled businesses to communicate and collaborate in real-time, regardless of location or time zone.
- **New Communication Channels:** CMC has introduced new communication channels such as email, instant messaging, and video conferencing, providing businesses with more options for communication.
- **Improved Customer Service:** CMC has enabled businesses to provide faster and more personalized customer service, leading to increased customer satisfaction.

Overall, CMC has revolutionized the way businesses communicate, providing new opportunities for collaboration, innovation, and growth.

### 4- The impact of CMC on social media:

CMC has significantly influenced social media by enabling various forms of interaction and engagement. Here's how CMC has impacted social media in terms of marketing, customer engagement, and relationship building<sup>21</sup>:

- **Marketing:** CMC has transformed social media into a powerful marketing tool by allowing businesses to create targeted advertising campaigns, share promotional content, and engage with their audience in real-time. Through platforms like Facebook, Instagram, and Twitter, businesses can reach a wide audience, drive brand awareness, and generate leads by leveraging the interactive nature of CMC.
- **Customer Engagement:** CMC facilitates direct and immediate communication between businesses and customers on social media platforms. This enables businesses to respond to inquiries, address concerns, and provide personalized interactions that enhance customer engagement. By utilizing features like instant messaging and comments sections, businesses can build relationships with customers through timely and meaningful interactions.
- **Relationship Building:** Through CMC on social media, businesses can establish and nurture relationships with customers by creating authentic connections and fostering community engagement. By actively listening to feedback, providing valuable

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<sup>20</sup> <https://study.com/academy/lesson/computer-mediated-communication-definition-types-advantages.html> (consulted on February 26, 2024 at 5:52PM).

<sup>21</sup> <https://journals.sagepub.com/doi/10.1177/02654075221106449> (consulted on February 25, 2024 at 10:13AM).

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content, and offering personalized experiences, businesses can strengthen customer loyalty and build long-term relationships that drive repeat business.

Social media and CMC challenge the traditional concept of mass communication. It also helps us to better understand online communication and the foundations of social media. It also is a framework for understanding social media application in fields such as journalism, public relations, advertising and marketing.<sup>22</sup>

In summary, the integration of CMC within social media platforms has revolutionized the way businesses approach marketing, customer engagement, and relationship building by providing direct, interactive, and personalized communication channels that enhance brand-consumer interactions in the digital landscape.

### Section 2: The emergence of digital marketing

This section explores the rise of digital marketing, beginning with its definition and the integral role of the Internet in its development. We will discuss the various types of digital marketing and highlight its importance and benefits for businesses. Additionally, we will compare digital marketing to traditional marketing, emphasizing the advantages and unique opportunities offered by the digital landscape.

#### I- Definition of digital marketing:

With the rise of the internet, the world became more digital. Businesses had to switch to a new type of marketing called "digital marketing" in order to get their names out there, reach customers, and give them the best online experience possible.

According to the American Marketing Association, « *Digital marketing is the use of digital channels to promote a brand or reach consumers. This kind of marketing can be executed on the internet, social media, search engines, mobile devices, and other channels*»<sup>23</sup>, it's also an integral part of all marketing activities. This includes PR, creative direction, brand, CRM, retention, product development, pricing, proposition, and communications, the entire marketing mix.<sup>24</sup>

Furthermore, research demonstrates that digital marketing is profoundly affecting every industry, including all kinds of industries.<sup>25</sup>

In conclusion, digital marketing represents an innovative approach to the field of marketing. Now that consumers are present online, businesses have a duty to change and establish an online

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<sup>22</sup> LIPDCHULTZ (H, J): *Social Media Communication Concepts, Practices, Data, Law and Ethics*, 2nd Edition, New York, 2017, p.73.

<sup>23</sup> [Digital Marketing Archives \(ama.org\)](https://ama.org) (consulted on February 27, 2024 at 9:20AM).

<sup>24</sup> SIMON (K): *Digital Marketing Strategy: An Integrated Approach to Online Marketing*, Ed. 1, Kogan Page edition, 2016, p. 6-7

<sup>25</sup> SUN (Y): *Research on the Application of Digital Marketing in Business Operation*, Business Management, King's College London, 2022, p. 22.

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presence; to communicate with and convert them, they use fresh marketing approaches and strategies.

### **II- Digital marketing and Internet:**

It's impossible to talk about digital marketing without talking about internet, those two are simply correlated.

In the past, digital Marketing first appeared in the 1990s, but things were very different back then. With Web 1.0, users could only connect with each other in limited ways. It was basically an information portal where people got information without being able to post reviews, notes, or feedback. Static material that doesn't have any real groups. In 1994, the first crawler (SEO as we know it now) was made.

The modern era of the internet began when the huge company Google began to expand. They introduced mobile email, AdWords, and algorithms, which are still their major source of income. Users can use cookies to customize their research, then the Web 2.0 got introduced.

With Web 2.0 there was no over haul of technology as the name might suggest, but more a shift in the way that websites are created. This allowed the web to become a social place, it was an enabler for online communities and so Facebook, X (rx Twitter), Instagram, Pinterest, Skype and others were born.<sup>26</sup>

Users are increasingly participatory and have a key role in creating value, marking a substantial distinction between web 2.0 and the old web 1.0. Tim O'Reilly's first brainstorming illustrates the transition from web 1.0 to web 2.0 using examples:

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<sup>26</sup> SIMON (K): Op. cit, p. 7.

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**Table I.05:** Evolution of web 1.0 to web 2.0.

Web 1.0	Web 2.0
DoubleClick	Google AdSense
Ofoto	Flickr
Akamai	Bit Torrent
mp3.com	Napster
Britannica Online	Wikipedia
Personal websites	Blogging
Evite	upcoming.org and EVDB
Domain Name speculation	Search engine optimization
Screen scraping	Web services
Publishing	Participation
Content management Systems	Wikis
Directories (taxonomy)	Tagging ("folksonomy")
Stickiness	Syndication

**Source:** [What Is Web 2.0 - O'Reilly Media \(oreilly.com\)](http://oreilly.com)

And now with the emergence of AI we're closer than ever to web 3.0

Web 3.0 is the next step in the development of digital marketing. It focuses on the semantic web, decentralized systems like blockchains, and advanced AI. Its goal is to make experiences more personalized and safer, promoting more independence and trust in online exchanges.

Web 3.0 will change the way digital marketing is done by putting a priority on transparency, data ownership, and user freedom.

And to make things simple here is a comparison between Web 1.0, Web 2.0 and Web 3.0:

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**Table I.06:** Difference between Web 1.0, Web 2.0, Web 3.0:

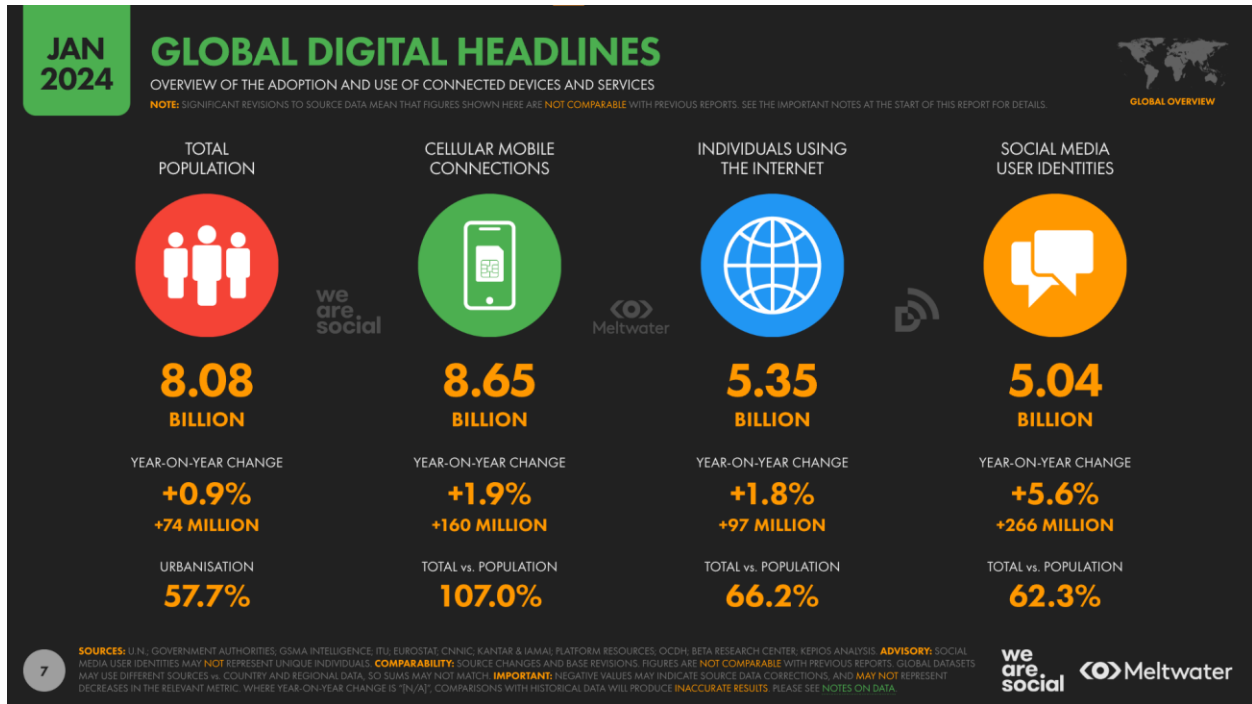
Web 1.0	Web 2.0	Web 3.0
Mostly Read-Only	Wildly Read-Write	Read-Write-Interact
Owning Content	Sharing Content	Consolidating Content
Home Pages	Blogs and Wikis	Live streams and Waves
Web Forms	Web Applications	Smart Applications
Page Views	Cost Per Click	User Engagement
Banner Advertising	Interactive Advertising	Behavioral Advertising
Information sharing is the goal	Interaction is the goal	Immersion is the goal
A simpler, more passive web	An enhanced social Web	A semantic web exists
focus on the company	focus on the community	focus on the individual
Web page	Web service endpoint	Data space
File/web servers, search engines, e-mail, P2P file sharing, content and enterprise portals	Instant messaging, Ajax and JavaScript frameworks, Adobe Flex	Personal intelligent data assistants, ontologies, knowledge bases, semantic search functions
One-Way Communication	Two-Way Communication	AR and VR

**Source :** <https://www.geeksforgeeks.org/web-1-0-web-2-0-and-web-3-0-with-their-difference/>

With that being said, not just the web is evolving, the number of people using internet in the world is increasing considerably too as shown the most recent statistics:

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Figure I.04: Overview of internet use in the world.

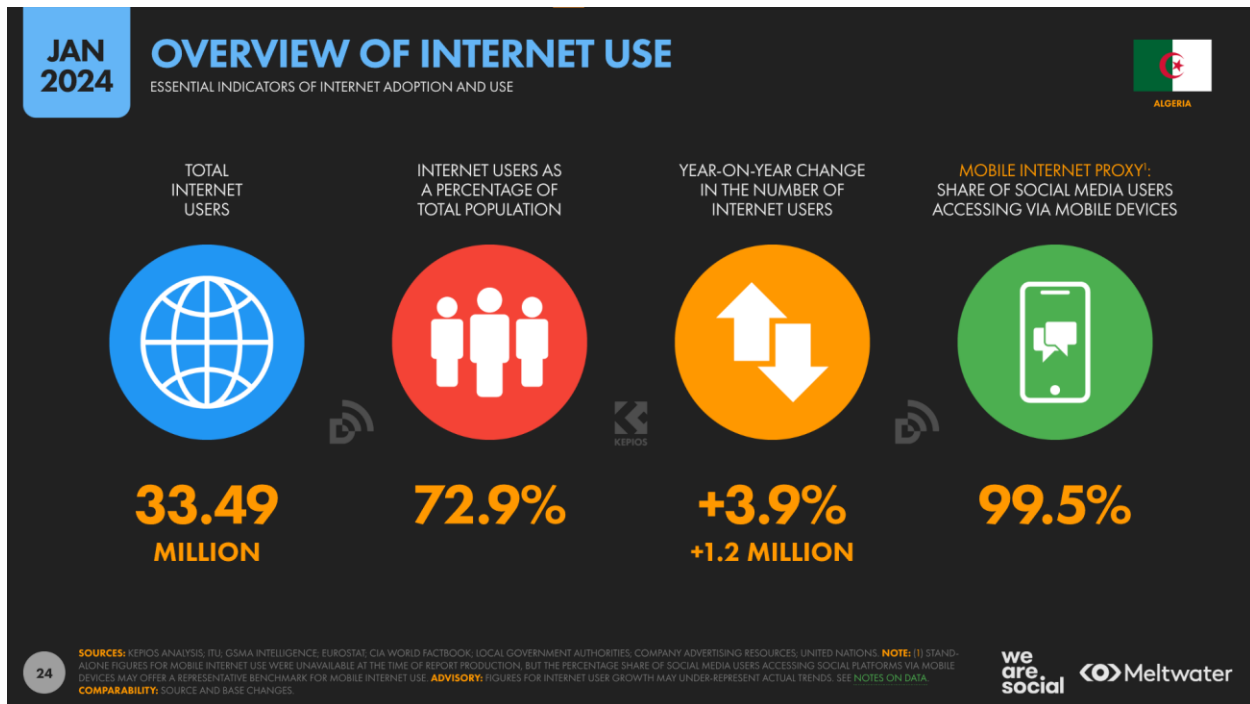


Source : <https://datareportal.com/reports/digital-2024-global-overview-report>

As shown in the statistics 66.2% of the population uses internet. increased by 97 million (+1.8%) between January 2023 and January 2024<sup>27</sup>, and that's a fairly quick pace of growth. And since this thesis is about the Algerian market here are some numbers about the internet in Algeria:

<sup>27</sup> <https://datareportal.com/reports/digital-2024-global-overview-report> (consulted on February 28, 2024 at 10:26AM)

Figure I.05: Overview of internet use in Algeria



Source: Op. cit.

As we can see almost 73% of the population uses internet, increased by 1.2 million (+3.9%) between January 2023 and January 2024<sup>28</sup>, that percentage is the highest since 2021-2022 (+9.4%).

### III- Types of digital marketing:

We distinguish 11 different types of digital marketing<sup>29</sup>, Search Engine Optimization (SEO), Content Marketing, Display Advertising, Social Media Marketing, Email Marketing, Affiliate Marketing, Mobile Marketing, Influencer Marketing, Video Marketing, Audio Marketing, Search Engine Marketing (SEM). We will define all of them discuss their pros and cons.

#### 1- Search engine optimization (SEO):

This term defines all the techniques used to improve a website's position on search engine results pages (SERPs). It is also known as natural referencng. The aim of a search engine optimization expert is to improve the visibility of the websites they work on by moving them up the search engine rankings (Google, but also Yahoo!, Bing...)<sup>30</sup>.

- **Pros:**
  - SEO is accessible to everyone.
  - It promises unlimited traffic.
  - It generates high-quality traffic.

<sup>28</sup> <https://datareportal.com/reports/digital-2024-algeria> (consulted on February 28, 2024 at 10:06AM).

<sup>29</sup> ANGEL (R), ROSHINI (R), DR. VIDHYA (P): « *A Study on Digital Marketing and Its Types: A Deep Review of Pros and Cons* », Integrated Journal for Research in Arts and Humanities, 2022, p.140-145.

<sup>30</sup> <https://www.seo.fr/en/definition/seo> (consulted on February 27, 2024 at 1:38PM).

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- It's comparatively more affordable.
- It aids in brand development.
- It establishes credibility and trust.
- It enhances social media growth.
- It improves conversion rates.
- **Cons:**
  - It requires significant time investment.
  - It does not yield immediate results.
  - Its results are unpredictable.
  - It necessitates the expertise of an SEO specialist.
  - Its ranking stability is uncertain.
  - It follows Google Ads. It requires ongoing maintenance.
  - It does not offer complete control.

### 2- **Search engine marketing (SEM):**

Search engine marketing (SEM) is a digital marketing strategy that increases the visibility of websites in search engine results pages (SERPs) using paid advertising. It's also known as paid search marketing, or pay-per-click (PPC).

SEM typically involves using paid search advertising campaigns (such as Google AdWords) to show ads at the top or bottom of the search engine results pages. These ads are generated by specific keywords related to the products, services, or content being offered. This strategy is a powerful method for reaching new customers, driving traffic to your website, and generating leads.<sup>31</sup>

**Search Engine Marketing (SEM) = Search Engine Optimization (SEO) + Search Engine Advertising (SEA)**

- **Pros:**
  - It contributes to increasing the online audience.
  - It helps to reduce bounce rates.
  - It aids in creating a brand identity.
  - It enhances the state of nearby businesses.
- **Cons:**
  - It takes a lot of time.
  - It may be expensive.
  - Few people click on you.
  - There is fierce competition.

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<sup>31</sup> <https://moz.com/learn/seo/search-engine-marketing> (consulted on February 27, 2024 at 4:34PM).

### 3- Content marketing:

Content marketing is a strategy that consists of creating and promoting, by all possible means, on all possible channels, content with the objective of attracting, converting and retaining targeted targets. It serves to feed the conversion tunnel and assists customers throughout their decision-making journey.<sup>32</sup>

- **Pros:**
  - It attracts a larger audience.
  - It increases the conversion rate.
  - It is simple and cost-effective.
  - It yields high and sustainable income.
  - It fosters customer relationships and trust.
  - It's the best replacement for conventional marketing.
- **Cons:**
  - It demands significant time and complexity.
  - There are no quick benefits.
  - Exceptional knowledge and talent are necessary.
  - It may not be suitable for all types of businesses.
  - Changes have an impact on it.

### 4- Display Advertising:

Display advertising is defined as a mode of online advertising where marketers use banner ads along with other visual ad formats to advertise their product on websites, apps, or social media<sup>33</sup>

- **Pros:**
  - It helps increase brand recognition.
  - It is worth the money.
  - It enhances audience targeting.
  - Its achievements are measurable.
- **Cons:**
  - Avoiding advertisements.
  - A lower click-through rate (CTR).
  - Decreased conversions.
  - It could be displayed on unrelated websites.

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<sup>32</sup>TRUPHEME (S) : *Content Marketing : Créer des contenus qui font vendre*, édition Dunod, 2019, p.3, our translation.

<sup>33</sup> <https://www.spiceworks.com/marketing/programmatic-advertising/articles/what-is-display-advertising/amp/> (consulted on February 27, 2024 at 2:08PM).

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### 5- **Social Media Marketing (SMM):**

Social media marketing (SMM) is a technique that employs social media (content created by everyday people using highly accessible and scalable technologies such as social networks, blogs, micro-blogs, message boards, podcasts, social bookmarks, communities, wikis, and vlogs).<sup>34</sup>

- **Pros:**
  - It increases the brand recognition.
  - It boosts the amount of inbound traffic.
  - It enhances client satisfaction.
  - It encourages client engagement.
  - You can assess its effectiveness.
- **Cons:**
  - It's easily misled by false information.
  - It's time- and money-consuming.
  - It poses a potential security breach risk.
  - It has a lot of information to offer.

### 6- **Email Marketing:**

It's when businesses update their client's database about new products, sales, and other information by using it, they could also but a database and try require new clients, It's essential to the entire inbound strategy of most firms because of its high Return on investment (ROI).

- **Pros:**
  - It provides a favorable investment return.
  - It utilizes a distinct sales channel.
  - It provides feedback.
  - It accepts automation.
  - It enables customization.
  - It increases web traffic.
  - It improves lead generation.
  - Its key performance indicators (KPIs) are susceptible to measurement.
  - It's simple to share.
  - It reaches a larger audience through campaigns.
- **Cons:**
  - It involves spam issues.
  - Huge emails load too slowly, impacting its efficiency.
  - It faces a lot of competition.
  - It's simple to stop subscribing to it.
  - Finding a design that will work across all platforms is essential.

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<sup>34</sup> SINGH (S), DIAMOND (S): *Social Media Marketing for Dummies*; Ed. 4, For Dummies edition, 2020, p.8.

### 7- **Affiliate Marketing:**

An affiliate marketer is someone who introduces others to products and services. The affiliate marketer doesn't develop the product, ship the product, or handle the payment to the merchant. He simply refers others to products and/or services offered on the internet, and when a sale is made, he earns a commission.<sup>35</sup>

- **Pros:**
  - It boasts a low cost of personnel.
  - It has a low entrance barrier in terms of money.
  - It's an efficient technique for increasing traffic.
  - Retailers receive beneficial product feedback from it.
  - Some affiliates are converted to customers through it.
  - There is no income cap for affiliate marketers using it.
- **Cons:**
  - It has a high probability of failure.
  - It may harm a brand's reputation.
  - It cuts down on the effectiveness of performance marketing.
  - There's no control over the product or affiliate compensation.
  - It faces a lot of competition.

### 8- **Mobile Marketing:**

Mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and smartphones. It makes use of features of modern mobile technology, including location services, to tailor marketing campaigns based on an individual's location. Mobile marketing is a way in which technology can be used to create personalized promotion of goods or services to a user who is constantly connected to a network.<sup>36</sup>

- **Pros:**
  - It involves monitoring customer reaction.
  - It provides simple access to a worldwide audience.
  - It boosts customer interaction between the company and its clients.
  - It helps create connections with consumers.
  - It yields quick results.
- **Cons:**
  - Viewers may dismiss it.
  - There are issues with small screens.
  - Problems with privacy may arise in mobile marketing.
  - Adverse user experiences could be possible.
  - Managing ad blocking is necessary.

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<sup>35</sup> SUDOL (T), MLADJENOVIC (P): *Affiliate Marketing for Dummies*; Ed. 1, For Dummies edition, 2019, p.7.

<sup>36</sup> <https://www.investopedia.com/terms/m/mobile-marketing.asp> (consulted on February 27, 2024 at 3:36PM).

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- Technology is a prerequisite for Mobile Marketing.

### 9- **Influencer Marketing:**

Influencer marketing is when well-known people on social media work with brands to promote their products or services. These kinds of partnerships have been going on without a legal title since the beginning of social media.

- **Pros:**
  - It focuses on an appropriate audience.
  - It instantly increases trust.
  - It reaches a sizable viewership.
  - It doesn't seem obnoxious.
- **Cons:**
  - Errors can cost a lot of money.
  - Finding the appropriate influencer is difficult.
  - It can put your name at risk.

### 10- **Video Marketing:**

Video marketing is using video to promote your brand, product, or service for example, making tutorial videos on your products that you want to sell.

- **Pros:**
  - It catches the eye.
  - It boosts multimedia's potential.
  - It yields high rates of ROI and conversion.
  - It is a major player on social media.
  - It is very portable and smartphone compatible.
- **Cons:**
  - The expense of making videos might be high.
  - Video production could take a lot of time.
  - Videos are notoriously difficult to maintain and update.
  - Some viewers may not find video appealing.
  - Video can be more difficult to obtain.

### 11- **Audio Marketing:**

Audio marketing is a type of marketing that uses music, podcasts, and other sounds to promote your brand. Audio advertising differs from other forms marketing in that it can be very experiential and engaging.<sup>37</sup>

- **Pros:**

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<sup>37</sup> <https://advertising.amazon.com/library/guides/audio-marketing> (consulted on February 27, 2024 at 3:56 PM).

- It is cheaper and more economical.
- It has a greater potential range.
- It is readily available.
- **Cons:**
  - It lacks aesthetic appeal.
  - It depends on set times.
  - There is opposition to advertising.

### IV- Importance and benefits of digital marketing:

#### 1- Importance of Digital Marketing:<sup>38</sup>

- **Increased Reach and Visibility:** it allows reaching a vast audience, leading to more leads, sales, and brand recognition.
- **Cost-Effective:** Compared to traditional methods, digital marketing channels are relatively inexpensive, enabling even small businesses to compete with larger competitors.
- **Measurable Results:** it offers the ability to track and measure results, providing valuable data for refining strategies and improving ROI.
- **Increased Engagement:** Channels like social media enable personalized engagement with the audience, building trust and loyalty.
- **Competitive Advantage:** it helps differentiate businesses from competitors, creating a recognizable brand and providing a significant advantage in the competitive landscape.

#### 2- The benefits of digital marketing:

- **Brand awareness:** it can help a business get people to know and recognize its brand. For companies that want to get more people and grow, this is important.
- **Local reach:** it offers global reach and improves local visibility, particularly for businesses relying on nearby customers. Local SEO and targeted ads help businesses reach a wider neighborhood compared to traditional flyer distribution.
- **Effective Targeting:** it allows for the extraction of data to identify the most suitable target audience, optimizing campaigns based on keywords, PPC, and demographic information. This enables quick analysis of customer behaviors and the modification of campaigns to meet their changing needs, ensuring success for any company.
- **Multiple Strategies:** different businesses use different digital marketing strategies, such as content marketing, SEO, and conversion-based ad campaigns. Analyzing results and developing better tactics is crucial for a well-executed strategy that adapts quickly to changing business needs.

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<sup>38</sup> <https://www.linkedin.com/pulse/importance-digital-marketing-todays-world-fizza-farooq/> (consulted on February 27, 2024 at 5:17 PM).

### V- Digital marketing vs traditional marketing:

**Table I.07:** Comparison between Traditional Marketing and Digital Marketing

<b>Traditional Marketing</b>	<b>Digital Marketing</b>
Low or reduced engagement	More people are engaged
ROI is minimal	ROI is high
It's difficult to avoid adverts because they are tied to the users	If an advertisement does not attract them, they can just skip over it
One-way communication	Two-way communication
Costly and time-consuming process	Affordably priced and accessible
Measurement is challenging	Analytics tools make it simple to measure
Users can be targeted in standardized ways	Targeting is specific and based on the user's profile.
Results are not immediate	Results appear right away
It is essential to personally promote the brand	Online marketing and product sales do not require a physical presence
It's not possible to track clients and their	Customers' information, including their
It's not feasible once the advertisement has been placed	Changes or edits can be made at any time
More effective in building brands	Less reliable in building brands
Trustworthy	Less trustworthy

**Source :** <https://economictimes.indiatimes.com/jobs/mid-career/digital-marketing-vs-traditional-marketing-whats-the-difference/articleshow/102196585.cms?from=mdr>

### Section 3: Understanding Social Media Advertising

Social media has transformed global communication, enabling unprecedented connectivity and information sharing. With 5.04 billion users which is (94.2%) of internet users and (62.3%) of the world's population, increased by 266 million (+5.6%) between January 2023 and January 2024.<sup>39</sup>

In this section, we explore social media advertising, beginning with a definition of social media and an overview of its various types. We will then delve into the specifics of social media advertising, identifying the top eight platforms for social media ads. Additionally, we will outline the steps and strategies necessary for creating efficient social media ad campaigns. Finally, we will examine the role and impact of social media within the Algerian context.

#### I- Definition of Social Media:

According to TechTarget website: « *social media is the collective of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media* ». <sup>40</sup>

And according to Dr. GATTIKER (U): « *social media encompasses any tool or service that uses telecommunication technology, including digital media, to facilitate production and exchange of data / information and action, including conversation. Social media empowers consumers of content to become producers of content relatively quickly and easily, without having to be geeks. Social media empowers content consumers to become content producers relatively quickly and easily, without having to be geeks. Social media can shift communication from a broadcast model of few-to-many to a model of many-to-many, as well as many-to-few (i.e. everybody wants to share, but few might want to hear)* ». <sup>41</sup>

In summary, social media encompasses various online platforms and tools that enable community-based interaction, content sharing, and collaboration. It facilitates the production and exchange of information and empowers users to become content creators without requiring technical expertise. It shifts communication dynamics from traditional one-way broadcasting to a more interactive many-to-many or many-to-few model.

#### II- Types of Social Media:

Given the popularity and strength of social media channels, businesses and marketers seek out various forms of social media networks to target and convert their customers.

Most individuals are only familiar with social media platforms such as Facebook, X (Twitter), Snapchat, and Instagram. However, for a marketer or any company, there are several different sorts of Social Media channels to consider, since they play an important part in targeting and converting prospects. This table shows the different types of social media:

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<sup>39</sup> <https://datareportal.com/reports/digital-2024-global-overview-report> (consulted on February 28, 2024 at 3:56 PM).

<sup>40</sup> [What is Social Media? \(techtarget.com\)](https://www.techtarget.com/whatis/definition/social-media) (consulted on February 28, 2024 at 6:56 PM).

<sup>41</sup> GATTIKER (U): *Social Media Audits: Achieving Deep Impact Without Sacrificing the Bottom Line*, Ed. 1 Elsevier Science edition, 2013, p 17-18.

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**Table I.08:** Different types of social media

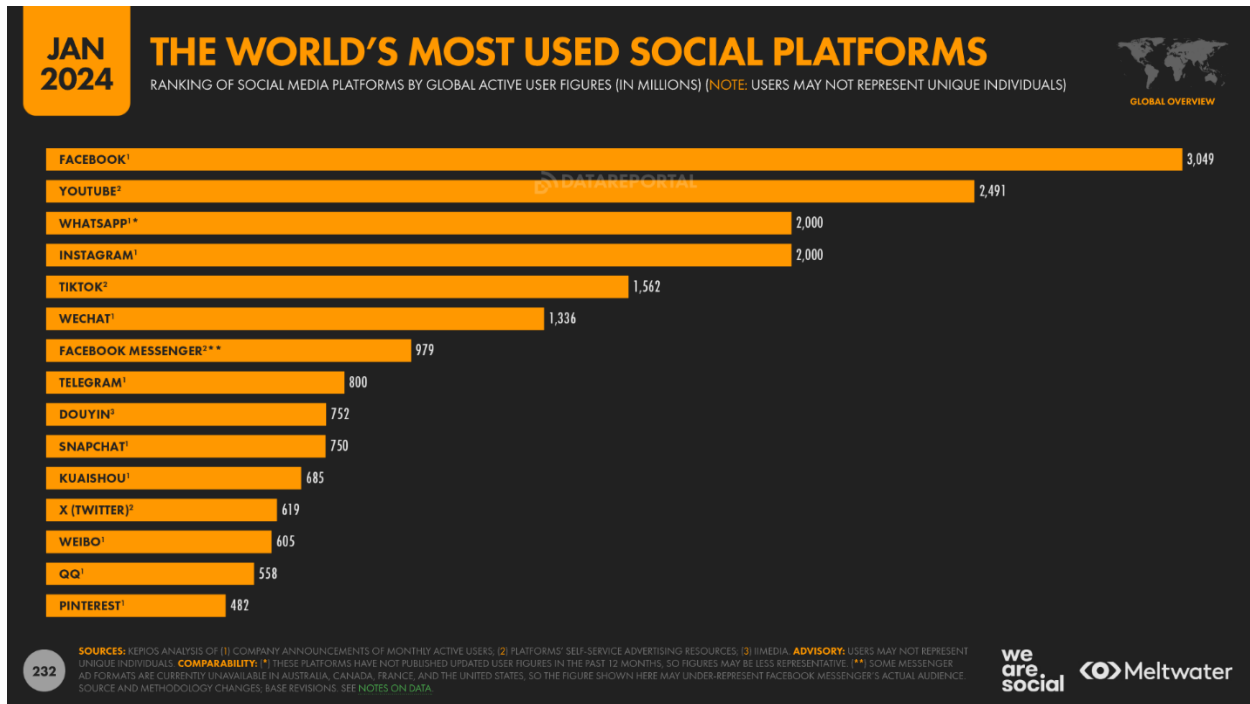
	<b>Description</b>	<b>Examples</b>
<b>Social Networks</b>	Are used to associate with individuals (and brands) on the web. They help your business via branding, social awareness, relationship building, customer service, lead generation, and conversion	Facebook X(Twitter) LinkedIn
<b>Media Sharing Networks</b>	Are used to find and share photographs, live video, video and other kinds of media on the web	Instagram Snapchat YouTube
<b>Discussion Forums</b>	Are used for finding, sharing, and discussing different kinds of information, opinions, and news	Reddit Quora Digg
<b>Bookmarking &amp; Content Curation Networks</b>	Are used to find out, share, discuss, and save a variety of the latest content and media that are trending as well	Pinterest Flipboard
<b>Consumer Review Networks</b>	Are used to find out, share and review different information about a variety of products, services or brands	Yelp Zomato TripAdvisor
<b>Blogging &amp; Publishing Networks</b>	Are used for publishing, discovering and commenting on articles, social media blogs and other content on the web	WordPress Tumblr Medium
<b>Social Shopping Networks</b>	Are used to find out all the latest trends in the marketing or crave to know the shopping tips	Polyvore Etsy Fancy
<b>Interest-Based Networks</b>	Are used for connecting with other people who have the same sorts of hobbies or interests	Goodreads Houzz Last.fm

**Source:** <https://www.digitalvidya.com/blog/types-of-social-media/> (consulted on February 28, 2024 at 5:13 PM).

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And here are the most used social media in the world:

**Figure I.06:** The world's most used social platforms



Source : <https://datareportal.com/reports/digital-2024-global-overview-report>

As we can see Facebook leads with more than 3 billion users, YouTube is behind with almost 2.5 billion, WhatsApp is 3<sup>rd</sup> with 2 billion, Instagram which is owned by Meta alongside Facebook and WhatsApp is 4<sup>th</sup> with 2 billion users, so we can conclude that 3 of the top 4 of the most used socials are owned by Meta which could hurt the competition.

### III- Social Media Advertising:

The use of social media has grown rapidly in recent years, and social media advertising is becoming increasingly popular thanks to the active engagement of many businesses. Social media has emerged as a new marketing tool for businesses seeking to maintain existing consumers while also attracting new ones.

#### 1- Definition of Advertising:

The placement of announcements and persuasive messages in time or space purchased in any of the mass media by business firms, nonprofit organizations, government agencies, and individuals who seek to inform and/ or persuade members of a particular target market or audience about their products, services, organizations, or ideas.<sup>42</sup>

<sup>42</sup> IVANOVIC (A), COLLIN (P-H): *Dictionary of Marketing*, Ed. 1, Bloomsbury Edition, 2003, p. 6.

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### 2- **Social Media advertising definition:**

Social media advertising is an offshoot of digital marketing where paid ad campaigns are run on social media platforms to reach target audiences. Marketers and advertisers can promote their brands and inspire sales through the social channels that users frequently use.<sup>43</sup>

### 3- **Characteristics of social media Ad:**

Social media advertising has a variety of characteristics and benefits that make it an effective tool for marketers. Here are some major features based on the search results:<sup>44</sup>

- a) **Targeting:** Social media ads allow precise targeting based on demographics, interests, behaviors, and more. Additionally, platforms often offer more granular targeting options like behaviors, connections, job titles, and lookalike audiences (finding users similar to existing customers). This allows businesses to tailor their ads to specific segments of their target market.
- b) **Ad Formats:** Platforms offer diverse formats like image ads, video ads, carousel ads, and stories ads to suit different objectives.
- c) **Ad Placement:** Ads can be placed in news feeds, sidebars, stories, or specific sections on platforms.
- d) **Ad Scheduling and Budgeting:** Advertisers have control over when ads are shown and how much they spend, with options for daily or lifetime budgets.
- e) **Ad Creative and Messaging:** Opportunities to create visually appealing content with compelling ad copy and CTAs.
- f) **Tracking and Analytics:** Robust tools for monitoring ad performance, tracking metrics like impressions, clicks, conversions, and ROI.
- g) **A/B Testing:** Allows comparison of different ad variations to optimize performance.

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<sup>43</sup> <https://www.spiceworks.com/marketing/advertising/articles/what-is-social-media-advertising/> (consulted on February 29, 2024 at 10:06 AM).

<sup>44</sup> <https://www.linkedin.com/pulse/what-features-social-media-marketing-ads-debjit-ghosh/> (consulted on February 29, 2024 at 8:06 PM).

## IV- Top 8 Social Media Advertising Platforms:

### 1- Facebook:

Facebook gives brands a lot of advertising choices, so they can run ads at all stages of the buyer's journey, from notice to consideration to conversion. At each stage, there are different types of ads that can be used to reach the goal.

As we can see in the most recent statistics, Facebook's reach is more than quarter of the population which is a big deal.

Figure I.07: Facebook's advertising audience overview



Source: Op. cit,

#### a) Facebook advertising objectives:

- **Awareness:** Brand awareness, reach.
- **Consideration:** Traffic, engagement, app installs, video views, lead generation, and messages.
- **Conversions:** Conversions, sales, and store traffic.

#### b) Facebook Ad formats:<sup>45</sup> There are 3 types:

- **Basic ad formats:**
  - Image ads
  - Video ads

<sup>45</sup> <https://upbeatagency.com/facebook-ad-types/> (consulted on February 29, 2024 at 7:06 PM).

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- Slideshow ads
- Stories ads
- Instant Experience ads (formerly Canvas Ads)
- Carousel ads
- Collection ads
  
- **Ads created from your Facebook Page:**
  - Boosted posts
  - Page Likes ads
  - Website Visitors ads
  - Website Purchases ads
  - Automated ads
  - Lead ads
  - Event ads
  
- **Ads created from your Ads Manager:**
  - Event ads
  - Offer ads
  - Lead ads
  - Dynamic creative ads
  - Dynamic ads Mobile app ads
  - Mobile App Ads
  - Facebook Polls Ads
  - Augmented Reality Ads
  - Facebook Messenger Ads
  
- c) **Facebook Ads Cost:** On average, people can pay the following for Facebook ads:<sup>46</sup>
  - \$0.26 – \$0.30 CPC
  - \$1.01 – \$3.00 CPM
  - \$0.00 – \$0.25 per like
  - \$0.00 – \$5.00 per download

### 2- **Instagram:**

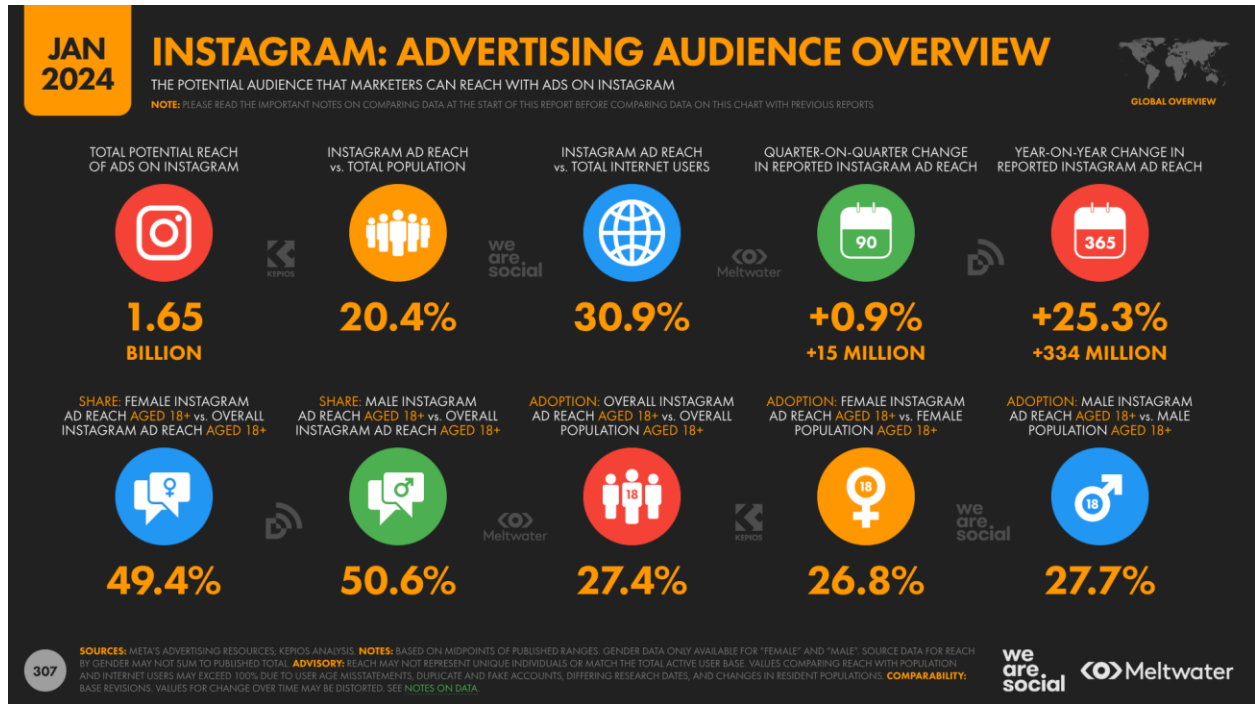
Instagram offers ads that are similar to Facebook, and you can manage ads for both platforms through the same interface Facebook Ad Manager

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<sup>46</sup> [How Much Does Facebook Advertising Cost? | 2024 Pricing Guide \(webfx.com\)](#) (consulted on February 29, 2024 at 7:52 PM).

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Figure I.08: Instagram’s advertising audience overview



Source: Op. cit

## a) Instagram advertising objectives:

- **Awareness:** Reach, frequency, brand awareness, and local awareness.
- **Consideration:** Website clicks, video views, reach, and frequency.
- **Conversion:** Website conversions, dynamic ads, mobile app installs, mobile app engagement.

## b) Instagram Ad formats:

- **Carousel Ads**
- **Collection Ads**
- **Explore Ads**
- **Image Ads**
- **Reels Ads**
- **Shopping Ads**
- **Story Ads**
- **Video Ads**
- **Profile Feed Ads**

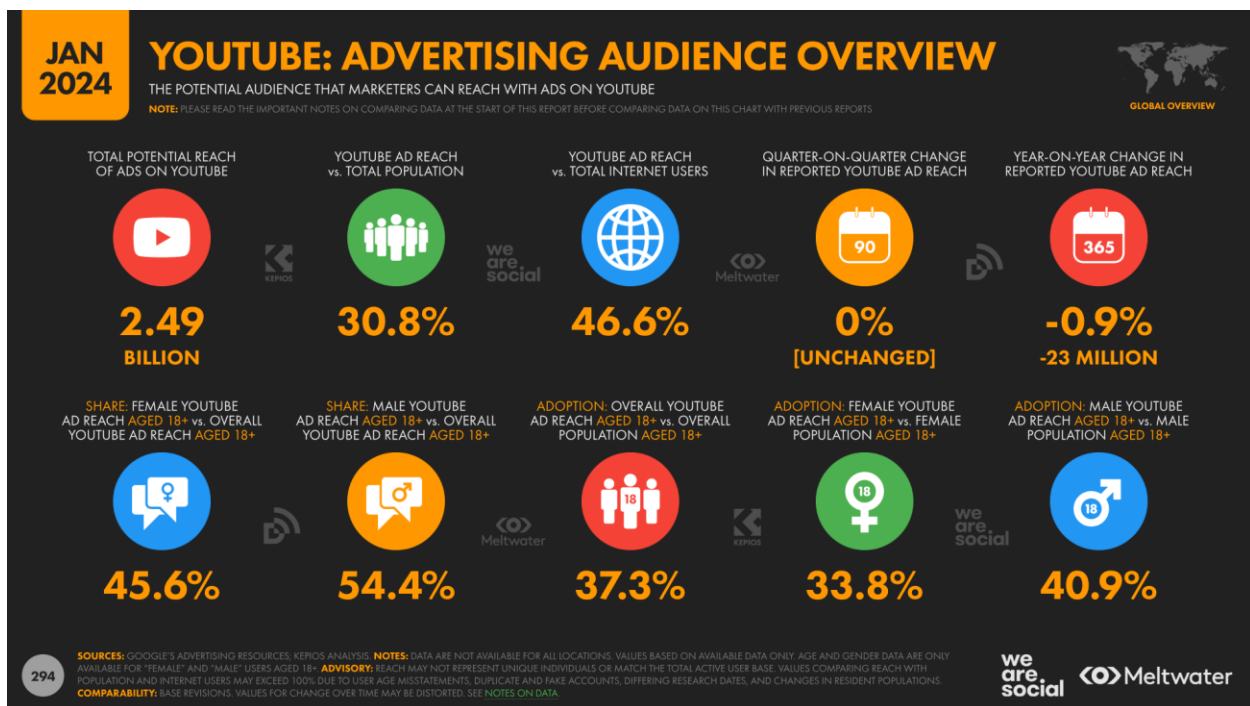
# CHAPTER ONE: The theoretical approach of social media

- c) **Instagram Ads Cost:** On average, people can pay the following for Instagram ads:<sup>47</sup>
- \$0.00 – \$0.75 CPC
  - \$0.00 – \$4.00 CPM
  - \$0.03 – \$0.08 CPE

### 3- YouTube:

YouTube gives brands a lot of different ways to advertise, so they can reach people at all stages of the buying process, from becoming aware of the product to considering buying it to finally buying it. At each stage, marketers can pick from different ad formats that are designed to help them reach their marketing goals.

Figure I.09: YouTube’s advertising audience overview



Source: Op. cit

#### a) YouTube advertising objectives:

- **Increasing Brand Awareness:** Reach a broader audience and introduce them to your brand, product, or service.
- **Driving Consideration:** Encourage viewers to explore your offerings further, visit your website, or engage with your content.
- **Generating Leads:** Capture contact information or encourage sign-ups for newsletters, demos, or free trials.

<sup>47</sup> <https://www.webfx.com/social-media/pricing/how-much-does-it-cost-to-advertise-on-instagram/> (consulted on February 29, 2024 at 8:22 PM).

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- **Boosting Conversions:** Drive specific actions such as purchases, app installs, or subscriptions.
- **Fostering Engagement:** Encourage interaction with your brand through likes, comments, shares, or video views.
- **Building Brand Loyalty:** Nurture relationships with existing customers and encourage repeat purchases or referrals.

### b) YouTube Ad formats:

- **Skippable In-Stream Ads.**
- **Non-Skippable In-Stream Ads.**
- **In-Feed Video Ads.**
- **Bumper Ads:** Are 6 seconds or less, they are also non-skippable in-stream ads that appear before, during, or after other videos on YouTube and Google video partners.
- **Outstream Ads:** Are mobile ads. They'll exclusively appear on mobile websites or in mobile apps. They don't appear on YouTube at all, only on the Google video network.
- **Masthead Ads:** Are the advertisements featured at the very top of the YouTube homepage and are available on desktop, mobile, TV screens, and tablets.

### c) YouTube Ads Cost: On average, people can pay the following for YouTube ads:<sup>48</sup>

- \$0.03 – \$0.3 CPV
- \$4.00 – \$10.00 CPM

## 4- **TikTok:**

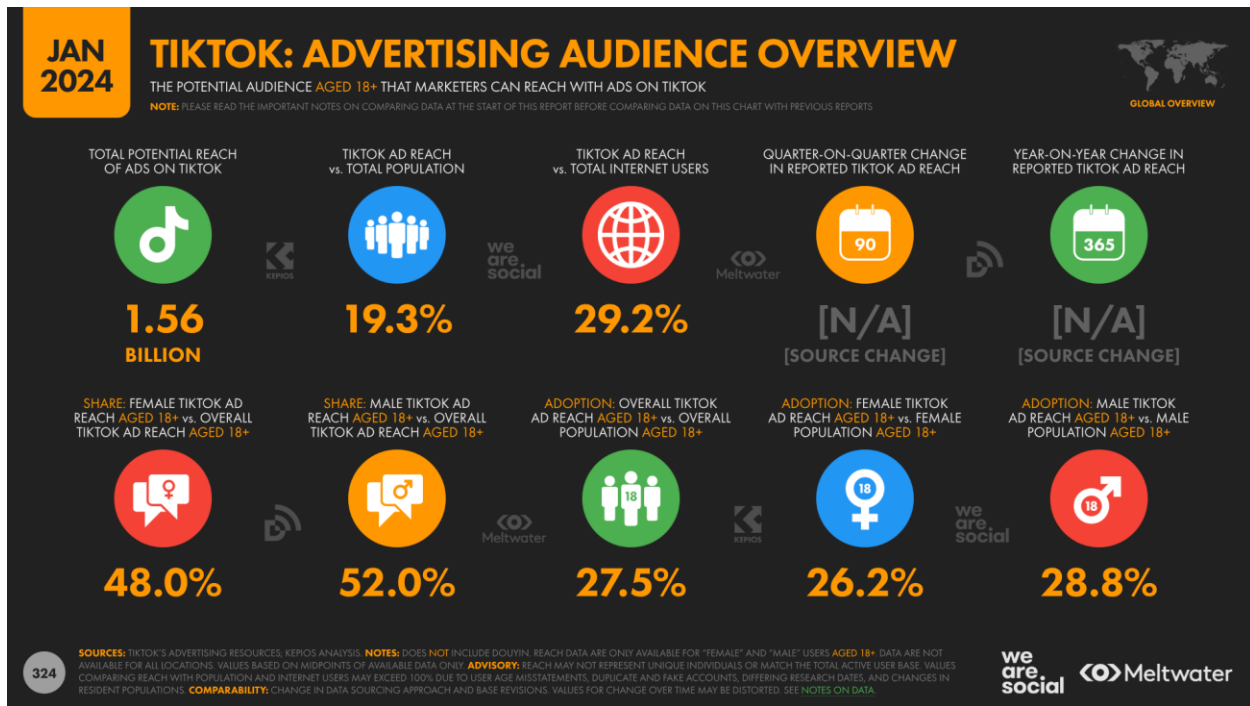
TikTok is a dynamic advertising tool that gives brands a one-of-a-kind chance to connect with a wide range of people through creative and engaging content. Different ad forms can be used at different stages of the customer journey to make sure marketers' messages reach users and help them reach their marketing goals, from raising brand awareness to driving conversions.

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<sup>48</sup> <https://www.webfx.com/social-media/pricing/how-much-does-youtube-advertising-cost/> (consulted on March 1, 2024 at 8:22 PM).

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Figure I.10: TikTok’s advertising audience overview



Source: Op. cit

## a) TikTok advertising objectives:

- **Brand Awareness:** Introduce your brand to a wider audience and increase visibility among TikTok users.
- **Reach and Impressions:** Maximize the number of unique users who see your ads and increase overall ad impressions.
- **Traffic:** Drive traffic to your website or landing page to encourage further exploration or action.
- **App Installs:** Promote app downloads and encourage users to install your mobile application.
- **Engagement:** Encourage interaction with your content, such as likes, comments, shares, or video views.
- **Lead Generation:** Capture user information or encourage sign-ups for newsletters, promotions, or other offers.
- **Video Views:** Maximize the number of views for your video ads to increase brand exposure and engagement.
- **Conversions:** Drive specific actions such as purchases, form submissions, or other desired outcomes.

### b) TikTok Ad formats:

- **In-feed Ads.**
- **Brand takeover Ads:** This ad type takes over your screen for a few seconds and turns into one of the in-feed video ads.
- **TopView Ads:** It's TikTok's billboard.
- **Lead Generation Ads:** Serve as an advertising objective that enables you to nurture potential customers, interact with leads, and gather lead information on the TikTok platform, as well as collect valuable lead data for your website.
- **Branded effects Ads:** Uses brands' stickers, filters, and effects to highlight products, campaigns, and brand name.
- **Deeplink Ads:** Is an ad type that uses embedded links to send users straight to the in-app location.
- **Branded hashtag challenges:** Transforms how brands interact with their audiences. It enables brands to create trends by encouraging users to join challenges.
- **Collection Ads**
- **Dynamic Showcase Ads (DSAs):** are personalized video advertisements.
- **Shopping Ads**
- **Reach and Frequency Ads:** Is an ad buying type on TikTok that offers transparent media planning and predictable delivery of branding campaigns.
- **Top Feed Ads:** Appears as the first TikTok In-Feed ad at every app open.

### c) TikTok Ads Cost: On average, people can pay the following for TikTok ads:<sup>49</sup>

- \$0.10 – \$0.30 CPV
- \$5.00 – \$10.00 CPM
- \$4.00 – \$8.00 oCPM

### 5- X (Twitter):

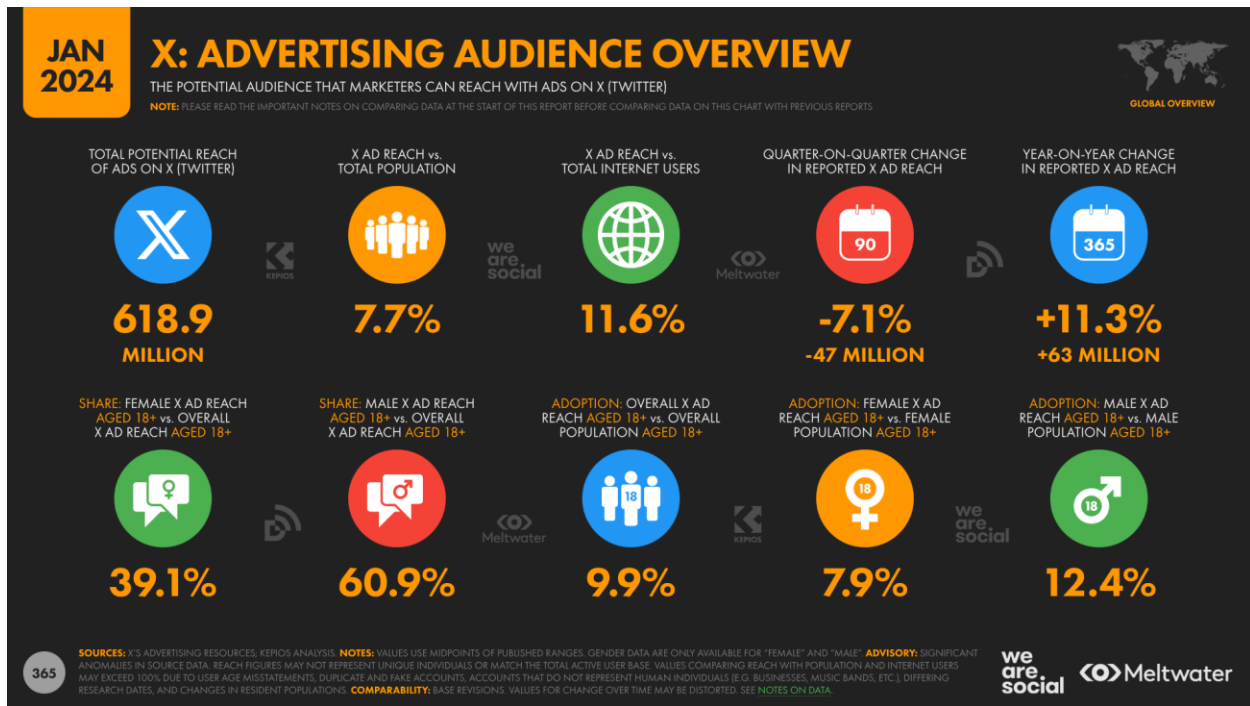
X is a dynamic place for businesses to connect with a wide range of people through powerful ad strategies. Advertisers can use different ad styles to reach different marketing goals, such as increasing brand recognition or driving conversions. This way, they can make sure their messages stick with users in the fast-paced world of social media.

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<sup>49</sup> <https://www.webfx.com/blog/social-media/tiktok-pricing/> (consulted on March 1, 2024 at 8:44 PM).

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Figure I.11: X's advertising audience overview



Source: Op. cit

## a) X advertising objectives:

- **Brand Awareness:** Increase visibility and exposure for your brand among Twitter users.
- **Engagement:** Encourage interaction with your content, such as likes, retweets, replies, or clicks, to foster deeper engagement with your brand.
- **Website Clicks or Conversions:** Drive users to your website or landing page to encourage further exploration or action.
- **App Installations or Re-engagements:** Promote app downloads and encourage users to install or engage with your mobile application.
- **Followers:** Increase the number of followers for your Twitter account to expand your reach and grow your audience.
- **Video Views:** Maximize the number of views for your video content to increase brand exposure and engagement.

## b) X Ad formats:<sup>50</sup>

- **Promoted Ads:** image, video, carousel, text.
- **Vertical Video Ads.**
- **X Amplify:** allows advertisers to align their ads with premium video content from the most relevant publishers.
- **X's Takeover:** The most premium products allow to mass-reach.

<sup>50</sup> <https://business.x.com/en/advertising/formats.html#live-twitter> (consulted on March 1, 2024 at 9:17 PM).

## CHAPTER ONE: The theoretical approach of social media

- **X Live:** It enables advertisers to broadcast their biggest moments to the world and allow audiences to join in real-time.
- **X's Dynamic Product Ads (DPA):** Allow advertisers to deliver the most relevant product to the right customer at the right time.
- **Collection Ads:** Are a new way to browse, story tell, and purchase on X.
- **X Ad Features:** Offers a corresponding suite of standard and branded features that can be applied across the other format categories.

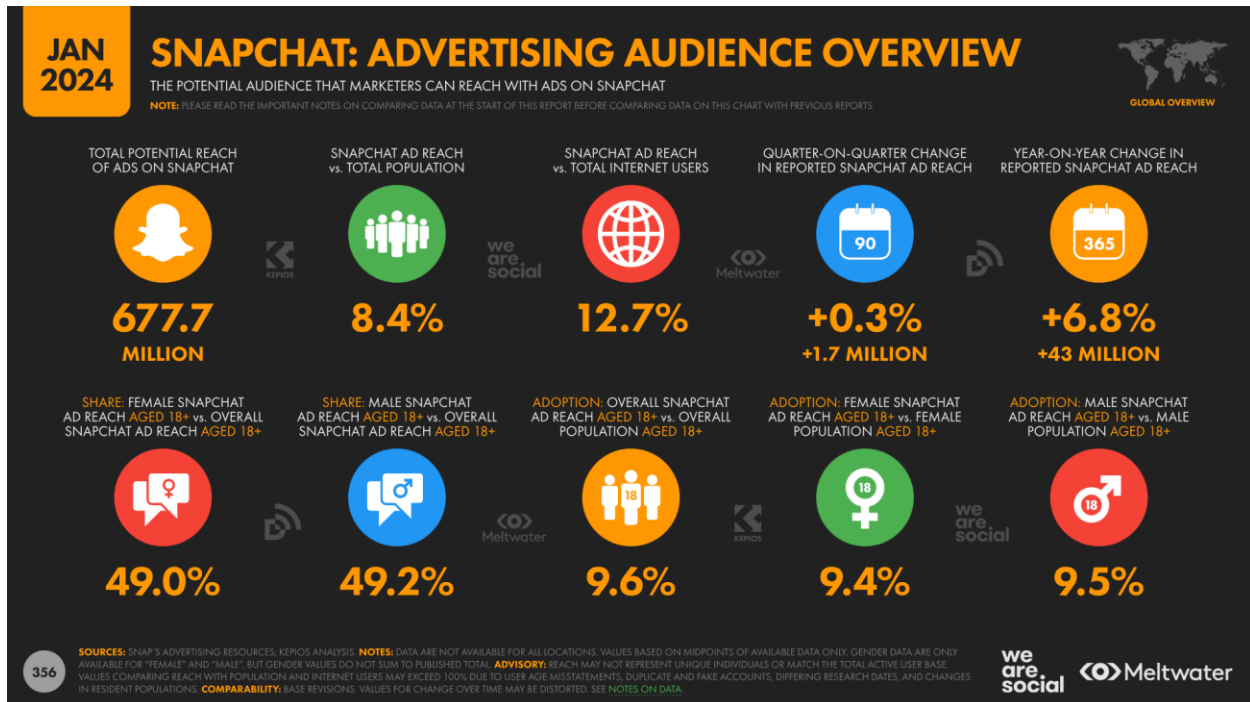
c) **X Ads Cost:** On average, people can pay the following for X ads:<sup>51</sup>

- \$0.26 – \$0.50 per First Action
- \$1.01 – \$2.00 per Follow

### 6- Snapchat:

Advertisers can connect with a very interested audience on Snapchat by creating fun and interesting ad experiences. Advertisers can use different ad forms that are tailored to their marketing goals to make sure their messages get through to users in the ever-changing world of social media. These formats can do anything from raising brand awareness to encouraging real engagement.

Figure I.12: Snapchat's advertising audience overview



Source: Op. cit

<sup>51</sup> <https://www.webfx.com/social-media/pricing/how-much-does-it-cost-to-advertise-on-twitter/> (consulted on March 1, 2024 at 9:23 PM).

### a) Snapchat advertising objectives:

- **Brand Awareness:** Increase visibility and exposure for your brand among Snapchat users.
- **Engagement:** Encourage interaction with your content, such as swipes, taps, or video views, to foster deeper engagement with your brand.
- **Website Traffic:** Drive users to your website or landing page to encourage further exploration or action.
- **App Installs or Re-engagements:** Promote app downloads and encourage users to install or engage with your mobile application.
- **Lead Generation:** Capture user information or encourage sign-ups for newsletters, promotions, or other offers.
- **Video Views:** Maximize the number of views for your video content to increase brand exposure and engagement.

### b) Snapchat Ad formats:

- **Image Ads.**
- **Video Ads.**
- **Story Ads.**
- **Lenses Ads:** They take advantage of augmented reality to place various objects and animated characters in Snaps.
- **Filters Ads:** Filter ads usually target users that are within a specific location but not always.
- **Collection Ads:** They have four tiles that Snapchat users can tap on to browse and buy your products.
- **Dynamic Ads.**
- **Commercials.**

### c) Snapchat Ads Cost: On average, people can pay the following for Snapchat ads:<sup>52</sup>

- \$0.50 – \$2.40 CPM

## 7- LinkedIn:

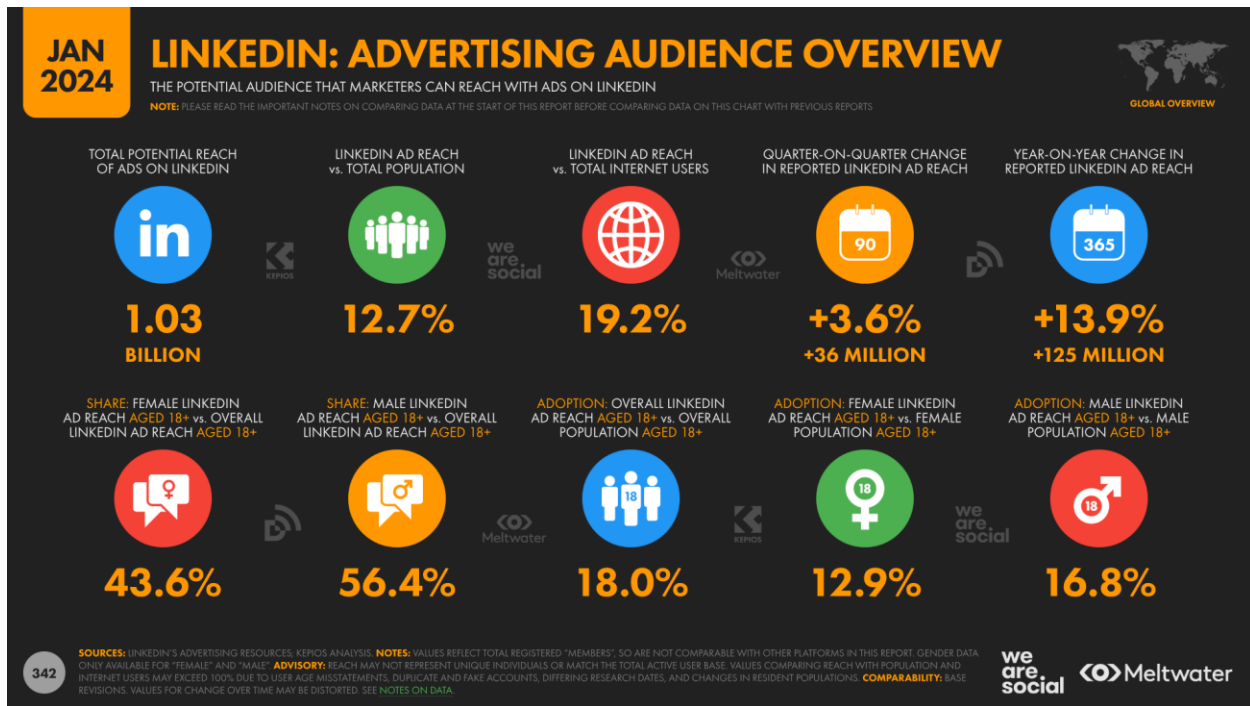
LinkedIn is a professional site where marketers can connect with a specific group through well-planned ads. Advertisers can use different ad forms to reach professionals in professional networking, making sure their messages get through to them. These formats can be adjusted to different marketing goals, from increasing brand awareness to generating leads.

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<sup>52</sup> <https://neilpatel.com/blog/snapchat-ads/> (consulted on March 1, 2024 at 10:23 PM).

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Figure I.13: LinkedIn's advertising audience overview



Source: Op. cit

## a) LinkedIn advertising objectives:

- **Brand Awareness:** Increase visibility and exposure for your brand among LinkedIn users, including professionals and businesses.
- **Website Traffic:** Drive users to your website or landing page to encourage further exploration or action.
- **Lead Generation:** Capture user information or encourage sign-ups for newsletters, webinars, or other offers.
- **Engagement:** Encourage interaction with your content, such as likes, comments, shares, or clicks, to foster deeper engagement with your brand.
- **Job Applications:** Promote job openings and encourage qualified candidates to apply for positions within your organization.
- **Video Views:** Maximize the number of views for your video content to increase brand exposure and engagement.

## b) LinkedIn Ad formats:

- **Single image Ads.**
- **Video Ads.**
- **Carousel Ads.**
- **Text Ads:** They appear at the top of the page or in the right column of desktop view.
- **Dynamic Ads:** They boost conversion rates with these ads automatically personalized to each member based on LinkedIn profile.

# CHAPTER ONE: The theoretical approach of social media

- **Document Ads:** They promote both gated and ungated documents directly in member's feed.
- **Sponsored Messaging.**

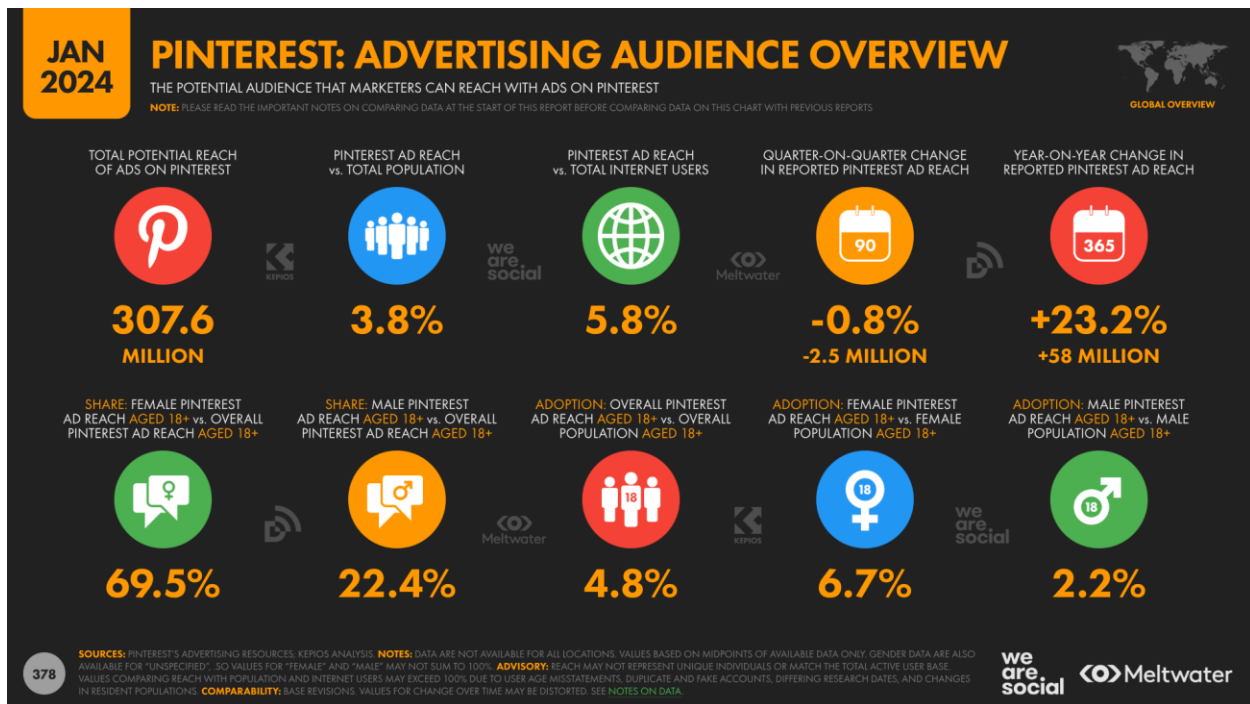
c) **LinkedIn Ads Cost:** On average, people can pay the following for LinkedIn ads:<sup>53</sup>

- \$2.00 – \$3.00 CPC
- \$5.01 – \$8.00 CPM
- \$0.26 – \$0.50 per Send

## 8- Pinterest:

For marketers, Pinterest is a visually stunning way to connect with users through material that is both inspiring and useful. Advertisers can use different ad forms that are tailored to their marketing goals to make sure their messages stick with social media users, who are visual creatures. These formats can help people find new brands or buy products.

Figure I.14: Pinterest's advertising audience overview



Source: Op. cit

### a) Pinterest advertising objectives:

- **Brand Awareness:** Increase visibility and exposure for your brand among Pinterest users.

<sup>53</sup> <https://www.webfx.com/social-media/pricing/how-much-does-linkedin-advertising-cost/> (consulted on March 1, 2024 at 10:39 PM).

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- **Traffic:** Drive users to your website or landing page to encourage further exploration or action.
- **Engagement:** Encourage interaction with your content, such as saves, clicks, or close-ups, to foster deeper engagement with your brand.
- **Conversions:** Drive specific actions such as purchases, sign-ups, or other desired outcomes directly from the ad.
- **App Installations:** Promote app downloads and encourage users to install your mobile application.
- **Video Views:** Maximize the number of views for your video content to increase brand exposure and engagement.

### b) Pinterest Ad formats:

- **Standard image Ads.**
- **Standard width video Ads.**
- **Max. width video Ads.**
- **Video and audio codecs.**
- **Showcase Ads:** A multi-layered ad format featuring multiple cards.
- **Quiz Ads:** An ad format with multiple choice questions and answers.
- **Idea Ads:** They appear as a set of multiple videos, images, lists and custom text in a single Pin.
- **Shopping Ads.**
- **Collections Ads.**
- **Carousel Ads.**

### c) Pinterest Ads Cost: On average, people can pay the following for Pinterest ads:<sup>54</sup>

- \$0.12 – \$1.40 CPC
- \$1.83 – \$4.55 CPM
- \$0.10 – \$1.50 per Engagement

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<sup>54</sup> <https://www.epidemicsound.com/blog/pinterest-advertising/> (consulted on March 1, 2024 at 11:21 PM).

### V- Steps and strategies for an efficient social media ad campaign:

Advertising on social media might feel like yelling in a noisy room; if you want to be heard, you should only communicate to those who are interested in what you have to say. Fortunately, there are several advertising steps and strategies that might help you develop successful social media ads:

#### 1- Campaign Overview:

a) **Campaign Outline:** it contains basic information about the ad campaign. It includes the campaign's name, ideas/inspiration, facts (such as purpose and goals, how it will help accomplish your company's objectives, and so on), hashtags, and other relevant information

b) **Objectives:** for example:

- Brand awareness.
- Increase social media following.
- Increase sales of a product X.
- Drive website traffic.
- Push store visits.
- Increase engagement.

#### 2- Identify your KPIs:

Which indicator will let you know whether you're succeeding? This should align closely with your aim.

#### 3- Target Audience:

Be as specific as you can when it comes to choosing the right target audience. Dig into the analytics section of your social media accounts/pages to understand your audience and the type of content they are most receptive to. Visit your buyer persona templates to identify the most relevant characteristics and traits.

Finally, create test campaigns on different platforms to know what type of audience you can reach out to base on the filters applied to define the target audience. Most platforms give you an approximate number of people you can reach through an ad campaign. Tweak the characteristics accordingly, so your targeting doesn't get too niche or too broad.<sup>55</sup>

#### 4- Campaign Creatives:

When making the campaign creatives, the site rules and the audience should be taken into account. On Facebook, for example, pictures with too much text don't do well. The same people come to

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<sup>55</sup> Op. cit. (consulted on February 29, 2024 at 12:06 PM).

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different venues with different attitudes. Because of this, it is best to make the creatives unique for each site. To get the best results, you can use A/B tests to change the copy and images.

### 5- Social Media Platforms:

Facebook, Twitter, LinkedIn, Instagram, Pinterest, Snapchat, TikTok, and YouTube are some of the most popular social media sites for ads. There are different types of people who use different social networks. Pinterest might not be the best choice for a B2B company, and FMCG brands might not be able to use LinkedIn to run a successful campaign to raise recognition. Picking the right social media sites will help you figure out the campaign's budget, ad formats, and how to word things for each site.

### 6- Campaign Budget and Success Metrics:

To efficiently measure ROI, divide the campaign spending into two groups:

- a) **Fees/Expenses:** If you are working with a social media advertising agency, you need to keep their fees separate from the actual budget. You will, however, include the payments made to third-party individuals such as a copywriter, graphic designer, or video editor, and money that you spend to purchase stock images, videos, or software.<sup>56</sup>
- b) **Ad Budget:** This includes the money that you'll actually pay the platform to run the ad campaign.

### 7- Keep updating:

While the rules we've mentioned are good rules of thumb, you never want to rest on your laurels when it comes to advertising. The world of the internet and social media is always changing, and you have to keep up. You need to make sure you're updating your advertising strategy to match the latest in internet trends.

Take a look at the data from all your ad campaigns and see which ones got more attention. What worked with your audience, what didn't, and how can you fold that information into new campaigns? Learn from experience and keep adapting your strategy to appeal to your customers.<sup>57</sup>

### 8- Track, measure, optimize:

As with all online marketing tactics, you need to track what your ads are doing and the results they are generating, measure your returns and successes, and then optimize your online advertising campaigns to get even better returns in future.<sup>58</sup>

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<sup>56</sup> Op. cit. (consulted on February 29, 2024 at 12:56 PM).

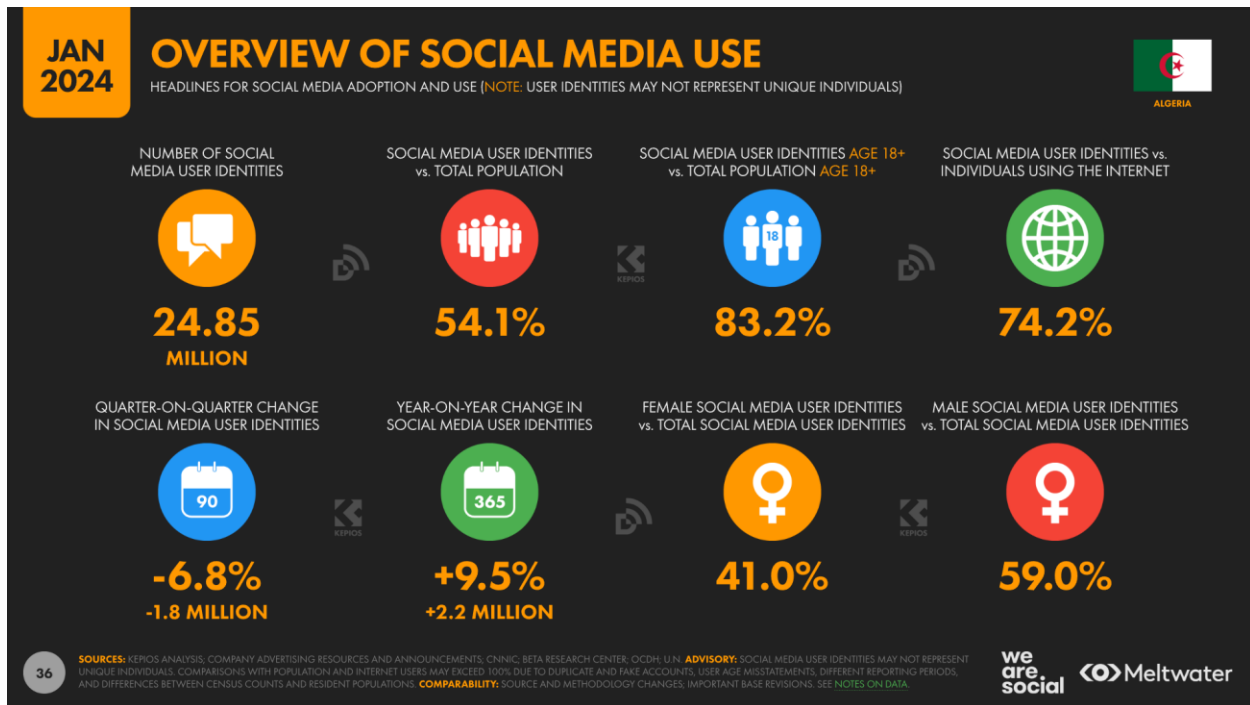
<sup>57</sup> [A Guide to Social Media Ad Strategies | Drive social media \(drivesocialnow.com\)](#) (consulted on February 29, 2024 at 1:56 PM).

<sup>58</sup> STOKES (R), THE MIND OF QUIRK: *eMarketing: The essential guide to marketing in a digital world*, Ed. 5, Quirk Education Edition, 2013, p.313.

## VI- Social media in Algeria:

Social media is big in Algeria, especially among the youth. Platforms like Facebook, TikTok, YouTube, and Instagram are really popular for sharing and connecting. Businesses are used with the use social media ads to reach Algerians and promote their products. Understanding social media in Algeria helps us see how people interact online and how businesses advertise to them. And as we can see in Figure I.15 more than half (54.1 %) of the population are social media users and if we extract people under the age of 18 its 83.2 % of the population with age +18 and that shows a lot of potential.

Figure I.15: Overview of social media use in Algeria



Source: Op. cit

According to the most current statistics, Facebook ads reach all 24.85 million Algerians who use social media, which is insane and explains why Facebook ads are the go-to for Algerian big and small businesses.

YouTube ads are usually reserved for big business with huge budget such as Ooredoo or InDrive who are known for that, or also the startup who are looking to increase their brand awareness.

TikTok is growing fast in Algeria among young age social media users but sadly no one really can capitalize on that through advertising, because TikTok Business Advertising is not currently available in Algeria, while ago it was a petition urging TikTok to add Algeria to the list of countries that can access TikTok Business Advertising under the hashtag of:

"WE\_WANT\_TIKTOKADS\_IN\_ALGERIA", though the petition is still pending, no official announcement has been made yet by TikTok.

### **Conclusion of the chapter:**

In conclusion, the introduction of social media ads had a significant impact on marketing in general and advertising ideas in particular. This directly influenced more and more engagement as the ads continued to improve. As a result, marketers are better equipped to reach the right audience, who are more likely to engage and alter their behavior.

Social media ads emerge as one of the most effective means to sell goods, generate leads, influence engagement, and achieve a higher conversion rate. This efficacy stems from their adept use of marketing tactics and compelling content.

# **CHAPTER TWO: Theoretical approach of customer engagement**

## **CHAPTER TWO: Theoretical approach of customer engagement**

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### **Introduction of the chapter:**

In today's competitive business world, client engagement is critical to success. As organizations attempt to form meaningful relationships with their customers, understanding the complexities of customer engagement becomes critical.

At its heart, customer engagement refers to the level of contact between a consumer and a brand. It extends beyond transactions to include emotional resonance, brand loyalty, and advocacy. Businesses that establish true relationships with their audience may build a community of committed supporters that actively engage in their brand story.

Many aspects influence the amount of client engagement in a B2C relationship. Each element, from product and service quality to communication channel efficacy, has a different impact on consumer behavior and perceptions. Understanding these elements allows organizations to customize their plans and activities to increase engagement and develop long-term connections with their customers.

In the aim of increasing consumer engagement, measurement is an essential tool for analyzing success and finding areas for development. Businesses may acquire significant insights into the effect of their projects using a number of indicators and analytical tools, enabling for better decision-making and strategy optimization.

This chapter delves into a comprehensive exploration of customer engagement, covering foundational concepts, key drivers, and practical applications. The journey begins with an examination of what customer engagement entails and why it's critical for business success. It then delves into the factors and strategies that contribute to effective engagement, offering insights into how businesses can connect with their customers on a deeper level. Finally, the discussion moves into practical territory, focusing on measuring customer engagement and exploring the impact of social media on customer interactions. This comprehensive approach equips businesses with a thorough understanding of customer engagement and the tools to enhance their customer relationship

### **Section 1: Fundamentals of customer engagement.**

This section explores customer engagement through four key points. It starts with defining what customer engagement means, providing a foundation for the rest of the discussion. Then, we examine the importance and benefits of customer engagement, emphasizing how it fosters customer loyalty, retention, and business success. We also discuss the consequences of poor customer engagement, highlighting the risks of reduced loyalty and negative word-of-mouth. Finally, we break down the customer engagement cycle, illustrating the key stages customers go through when interacting with a business and offering insights into effective engagement strategies.

### I- Definition of customer engagement:

Brands, goods, and organizations are the objects of customer engagement, according to marketing literature. The essential domain of customer engagement is the same regardless of topic or object. Despite the early stages of customer engagement theory development in marketing, several techniques have developed to understand this category. Customer engagement interpretations fall into two categories. The first viewpoint is attitudinal and multidimensional, whereas the second is behavioral and one-dimensional. One method defines customer engagement as non-transactional customer behaviors, whereas the other defines it as customer behaviors that include transactions. Following the first perspective which is the attitudinal and multidimensional understanding of customer engagement is the intensity of an individual's participation in and connection with the organization's offerings and/or activities, which either the customer or the organization initiate. It is composed of cognitive, emotional, behavioral, and social elements. The cognitive and affective elements of customer engagement incorporate the experiences and feelings of customers, and the behavioral and social elements capture the participation by current and potential customers, both within and outside of the exchange situations.<sup>59</sup>

From this definition we can understand that customer engagement is all about how connected and involved people feel with a company's products or activities. It's not just about buying things; it's about how customers think, feel, behave, and interact with the company and its offerings. This understanding comes from looking at customer engagement from different perspectives, recognizing that it involves various dimensions. These dimensions include cognitive (how customers think about their experiences), emotional (how they feel), behavioral (what they do), and social (how they interact with others regarding the company). So, in simple terms, customer engagement is about the intensity of people's participation and connection with a company's offerings, encompassing their thoughts, emotions, actions, and social interactions related to those offerings.

Following the second perspective which is behavioral and one-dimensional understanding of customer engagement while excluding transaction behavior is customer's behavioral manifestations towards a brand or firm that have a brand or firm focus, beyond purchase, resulting from motivational drivers.<sup>60</sup>

So, in simple terms, customer engagement behavior is all the ways customers interact with a brand or company beyond making a purchase, driven by their motivations or reasons for engaging. These interactions, which can take various forms such as leaving reviews, participating in loyalty programs, sharing content on social media.

The last perspective following is behavioral and one-dimensional understanding of customer engagement while including transaction behavior says that customer engagement is the mechanics of a customer's value addition to the firm, either through direct or/and indirect contribution. Direct

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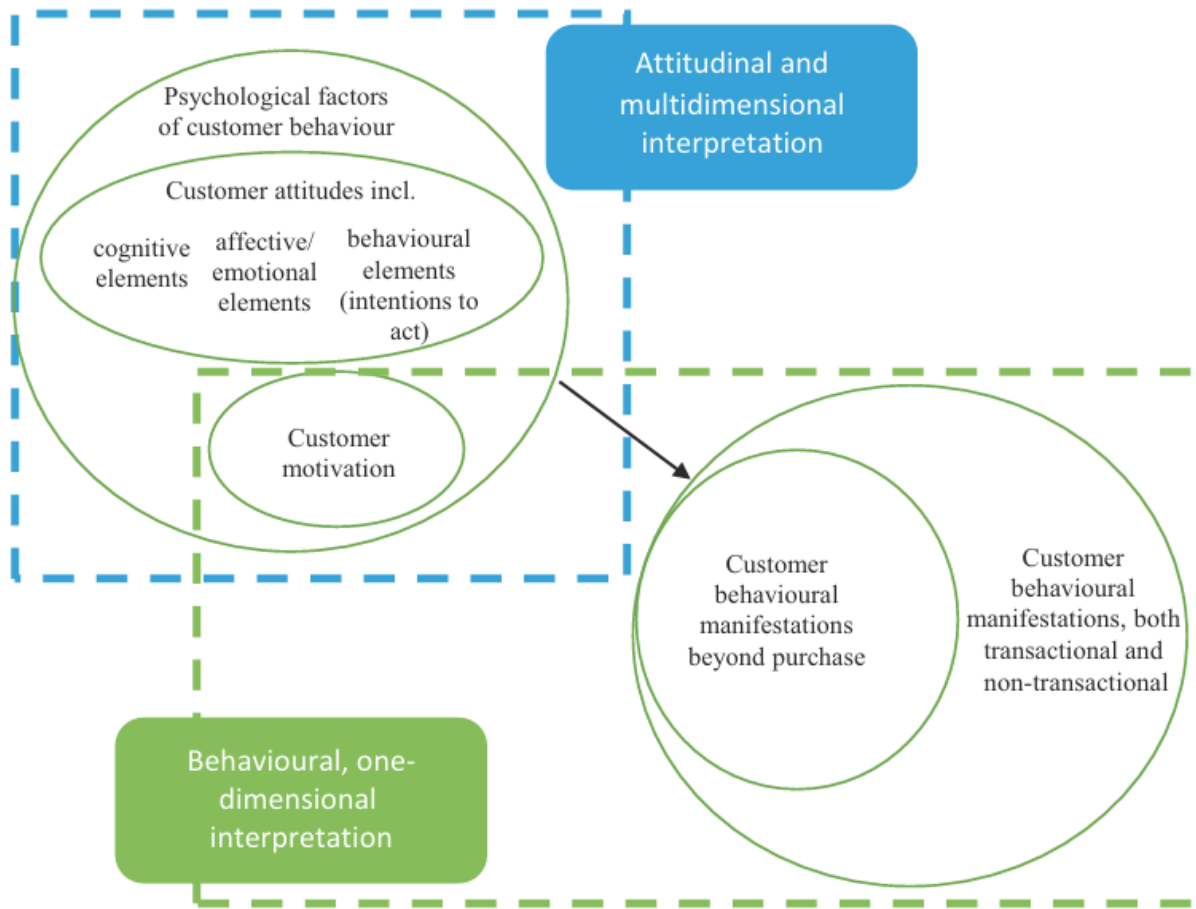
<sup>59</sup> VIVEK (S. D), BEATTY (S. E), MORGAN (R. M): *Customer Engagement: Exploring Customer Relationships Beyond Purchase*, Journal of Marketing Theory and Practice, 2012, p.128-145.

<sup>60</sup> DOOM (J. V), LEMON (K. N), MITTAL (V), NASS (S), PICK (D), PIRNER (P), VERHOEF (P. C): *Customer Engagement Behavior: Theoretical Foundations and Research Directions*, Journal of Service Research, 2010, p.253-266.

## CHAPTER TWO: Theoretical approach of customer engagement

contributions consist of customer purchases, and indirect contributions consist of incentivized referrals that the customer provides, the social media conversations customers have about the brand, and the customer feedback/ suggestions to the firm.<sup>61</sup>

**Figure II.01:** Customer engagement domain in attitudinal and behavioral interpretations.



**Source:** KATARZYNA ŻYMINKOWSKA: *Customer Engagement in Theory and Practice: A Marketing Management Perspective*, Springer, Poland, 2019, p.30.

Each definition provides a unique perspective on customer engagement, emphasizing different aspects and dimensions. The first definition offers a general view, considering cognitive, emotional, behavioral, and social elements of engagement. The second definition zooms in on customer behaviors and motivations, while the third definition focuses on the value customers bring to the firm through various contributions. Together, these definitions underscore the multifaceted nature of customer engagement, highlighting its significance for businesses in building relationships, fostering loyalty, and driving growth.

<sup>61</sup> PANSARI (A), KUMAR (V): *Customer Engagement: The Construct, Antecedents, and Consequences*, Journal of the Academy of Marketing Science, 2017, p.294-311.

### II- Importance and benefits of customer engagement:

#### 1- Importance of customer engagement:<sup>62</sup>

- a) **Customer Acquisition Costs:** Acquiring new customers generally costs more than retaining current ones. Customer engagement strategies focus on extending the customer journey beyond the initial interaction, encouraging repeat business and reducing churn. For example, a business that uses personalized email marketing to stay connected with customers can increase repeat purchases without the need for expensive marketing campaigns to attract new customers.
- b) **Brand Awareness:** Engaged customers can help build brand awareness through successful marketing and social media campaigns. Responsive customer support on social media plays a crucial role here. When customers receive prompt responses to their questions or issues, they're more likely to shop with that business again and recommend it to others. This word-of-mouth promotion extends a company's reach, attracting new customers.
- c) **Loyal Customers:** Emotional connections created through customer engagement foster brand loyalty. Loyal customers often act as promoters or brand ambassadors, recommending the business to friends, family, or colleagues. For instance, a customer who has a positive experience with a brand might share their experience on social media or write positive reviews, encouraging others to engage with the brand.
- d) **Strong Customer Experience:** A strong customer experience results from optimizing every point of contact between a customer and an organization. This involves creating engaging websites with a strong user experience (UX), providing quick customer service interactions, and sharing relevant content. Customer experience marketing focuses on ensuring these touchpoints are positive, leading to increased customer satisfaction and encouraging customers to buy more.
- e) **Anticipation of Customer Needs:** Proactive customer service and active monitoring of customer feedback allow businesses to understand their customers' behavior, needs, and preferences. This insight helps businesses anticipate what customers want, leading to the development of new products and services that better meet those needs. By engaging with customers in this way, businesses can stay ahead of trends and maintain a competitive edge in the market.

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<sup>62</sup> PAINE (K.D): *Measure What Matters: Online Tools For Understanding Customers, Social Media, Engagement, and Key Relationships*, Ed. 1, John Wiley & Sons, New Jersey, 2011, p 109.

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In conclusion, customer engagement is essential for business success. It reduces costs, fosters loyalty, and amplifies brand awareness. Prioritizing engagement enhances the customer experience, anticipates needs, and sustains competitiveness, driving growth and success.

### 2- **Benefits of customer engagement:**<sup>63</sup>

- a) **Strong customer relationships and loyalty:** Customer engagement is a critical factor in building deeper relationships with customers and enhancing their loyalty. Businesses can establish a profound connection with their target audience by actively engaging customers across various channels and touchpoints, surpassing the scope of ordinary transactions.
- b) **Increased customer retention and reduced churn:** A significant advantage of customer engagement is that engaged customers are more likely to stay loyal to a brand, resulting in reduced churn rates. By consistently nurturing customer relationships and addressing pain points, businesses can enhance customer satisfaction and loyalty.
- c) **Cross-selling and upselling opportunities:** Another benefit of engaging with customers includes the uncovering of valuable customer insights including their preferences, behaviors, and buying patterns. By analyzing customer engagement data, businesses can personalize their recommendations and accurately target cross-selling and upselling offers.
- d) **Increased subscribers and enhanced audience reach:** Customer engagement can significantly contribute to expanding a business's subscriber base and reaching a wider audience. By consistently delivering valuable and relevant content through various channels, businesses can attract and retain subscribers.
- e) **Higher customer satisfaction:** By creating a personal relationship with your customers, you can increase their satisfaction and trust in your brand. When customers feel valued and respected, they are more likely to have positive feelings towards your brand. This can help create a positive image of your brand in their minds and encourage them to choose your brand over competitors.
- f) **Improved brand reputation and presence:** By engaging with your customers through social media and other channels, you can help to boost your brand's reputation and presence in the market. When customers have positive experiences with your brand, they are more likely to share those experiences with others. This can help to increase your brand's reach and attract new potential customers.
- g) **Increased subscribers and enhanced audience reach:** Customer engagement can significantly contribute to expanding a business's subscriber base and reaching a wider audience. By consistently delivering valuable and relevant content through various channels, businesses can attract and retain subscribers.

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<sup>63</sup> MAYOL (S): *Le marketing 6.0 en schémas*, Ellipses édition, Paris, 2024, p 96. Our translation

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- h) **Shorter purchase cycles and improved conversion rates:** Customer engagement is not limited to existing customers; it is equally effective in shortening the sales cycle and converting prospects into customers. Well-planned and executed engagement strategies can inform, educate, and address prospects' needs, positively impacting their purchase decisions.
- i) **Brand evangelists and word-of-mouth marketing:** Customer engagement benefits extend to turning customers into brand evangelists, actively promoting and recommending a business to others. By consistently engaging customers and providing exceptional experiences, businesses can create a community of highly satisfied loyal customers who willingly advocate for the brand. Brand loyalty is a huge deal when you are surrounded by cut-throat competition.
- j) **Greater competitive advantage:** In today's crowded marketplace, brands that excel at customer engagement have a distinct advantage over those that don't. By delivering exceptional customer experiences, fostering emotional connections, and consistently exceeding customer expectations, your company will gain a competitive edge that propels growth and attracts new customers.

In conclusion, effective customer engagement drives vital benefits for businesses. It cultivates loyalty, reduces churn, and enables targeted marketing. Consistent valuable content expands reach, enhances satisfaction, and fosters trust, positioning the brand for sustained growth and competitive advantage.

### **III- Consequences of Poor Customer Engagement:**<sup>64</sup>

#### **1- High Bounce Rates:**

Bounce rates refer to the percentage of visitors who leave a website after viewing only one page. When a website has high bounce rates, it indicates that visitors aren't finding the information or engagement they expected. For example, if a customer lands on an e-commerce site's product page and finds it cluttered or unappealing, they are likely to leave without exploring further. This can happen if the page design is poor, navigation is unclear, or the content doesn't align with the visitor's expectations. High bounce rates reduce the chances of converting visitors into customers, ultimately affecting sales and revenue.

#### **2- Diminished Brand Loyalty:**

Customer loyalty is built through consistent positive interactions with a brand. When customer engagement is lacking, it can lead to decreased brand loyalty. For instance, if a retail brand's online customer service is slow or unresponsive, customers may feel undervalued and choose to shop elsewhere. Similarly, if a business fails to personalize customer experiences or provide

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<sup>64</sup> DABI-SCHWEBEL (G), VAX (V): Customer Experience (Re)Design! : L'expérience client (re)mise à plat!, Imin30 Publishing, 2021, p 247. Our translation.

## **CHAPTER TWO: Theoretical approach of customer engagement**

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relevant content, customers may not feel connected to the brand, leading to decreased repeat business and customer retention.

### **3- Lost Revenue Opportunities:**

Every visitor who leaves a website without engaging represents a lost opportunity to generate revenue. This can occur when a business fails to engage customers effectively, whether through poor user experience, unclear call-to-action, or lack of personalization. For example, an online retailer that does not offer product recommendations based on customer behavior may miss the chance to upsell or cross-sell. Similarly, if a customer abandons their shopping cart due to a complicated checkout process, it represents a direct loss of revenue.

### **4- Negative Word-of-Mouth:**

In the age of social media, customer feedback can spread rapidly. A negative online experience can quickly lead to unfavorable reviews and social media mentions, tarnishing a brand's reputation. For example, if a customer has a bad experience with an airline's customer service, they might post a negative review on platforms like Yelp or tweet about it. This can discourage other customers from engaging with the brand, leading to a snowball effect where negative word-of-mouth spreads widely, impacting a business's reputation and potential sales.

To avoid these consequences, businesses must prioritize customer engagement, focusing on creating positive, seamless, and personalized experiences at every touchpoint.

## **IV- Customer engagement cycle:<sup>65</sup>**

The customer engagement process is centered on satisfying customers by delivering superior value compared to competitors, thereby fostering trust and commitment in long-term relationships. Engaged customers become partners who collaborate with sellers in creating value, aiming to meet their own needs and those of other customers. Social media enhances this process by allowing sellers and buyers to form enduring, intimate relationships with trust and commitment. The concept of customer engagement involves building emotional bonds through relational exchanges with customers.

This process can be viewed as a customer engagement cycle. In the past, this term referred to stages in the purchase process like awareness, consideration, inquiry, purchase, and retention, focusing on how customers decide which products to buy, often with a feedback loop for future purchases. However, these stages mainly relate to the initial purchase process, not customer engagement.

We suggest a different approach to the customer engagement cycle, encompassing connection, interaction, satisfaction, retention, commitment, advocacy, and engagement. This reflects a broader view of how customers build relationships with a brand. Some of the confusion in

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<sup>65</sup> SASHI (C.M): *Customer engagement, buyer-seller relationships, and social media*, Department of Marketing, Florida, Atlantic University, USA, 2012, p.260.

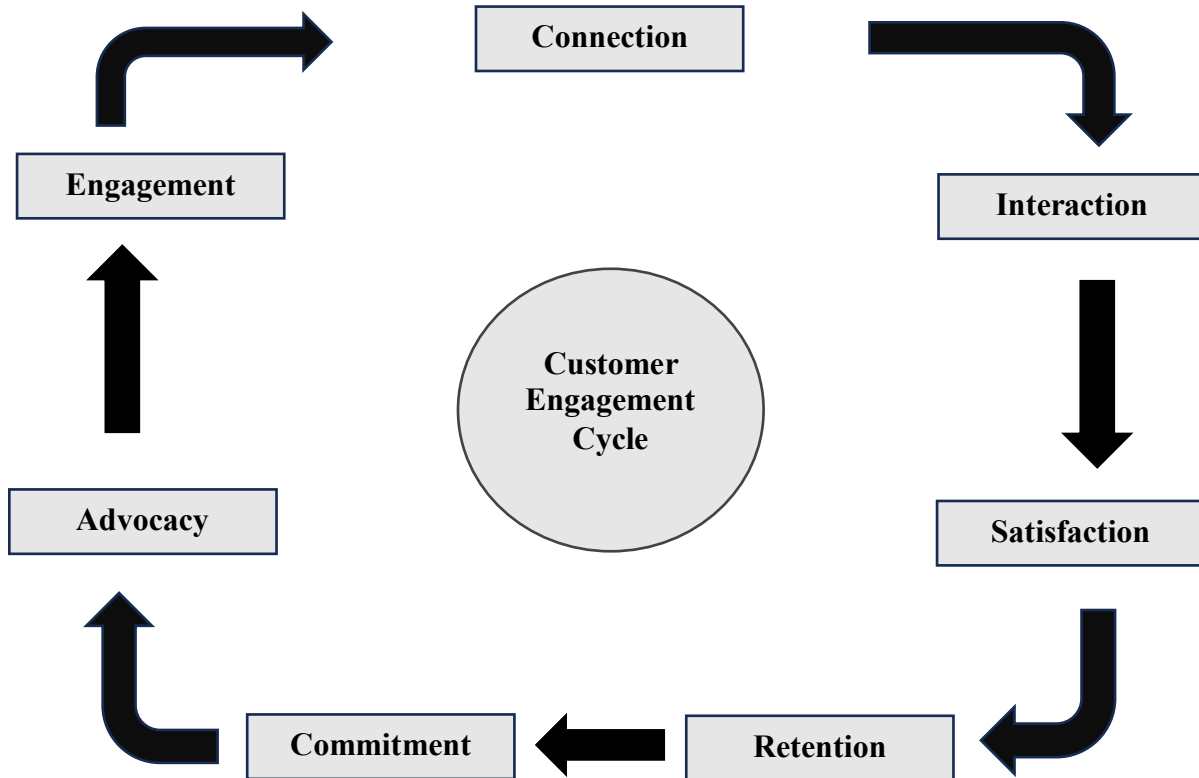
## CHAPTER TWO: Theoretical approach of customer engagement

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practitioner perspectives on customer engagement arises from mixing up the stages of the purchase process with customer engagement itself.

The following text explores the stages of this engagement cycle in detail.

**Figure II.02:** Customer engagement cycle.



**Source:** SASHI (C.M): *Customer engagement, buyer-seller relationships, and social media*, Department of Marketing, Florida, Atlantic University, USA, 2012, p.261.

### 1- **Connection:**

This is the initial point of contact between the business and the customer, where a relationship is first established. It might be through marketing efforts, a website visit, social media, or any other means by which a customer becomes aware of the business.

### 2- **Interaction:**

Once a connection is made, the customer begins to interact with the business. This stage involves direct communication, inquiries, or initial transactions, setting the tone for the developing relationship.

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### **3- Satisfaction:**

Following interaction, customer satisfaction becomes crucial. Meeting or exceeding customer expectations ensures that the relationship moves forward. Positive experiences lead to greater satisfaction, while negative experiences can damage the relationship.

### **4- Retention:**

Satisfied customers are more likely to return. This stage focuses on building loyalty and ensuring that customers continue to engage with the business. Strategies such as loyalty programs, personalized offers, or quality customer service are often employed to encourage retention.

### **5- Commitment:**

Retained customers can develop a deeper sense of loyalty and commitment to the brand. This stage represents a stronger emotional connection, where customers are more likely to stay with the business over the long term.

### **6- Advocacy:**

Committed customers often become advocates for the brand, promoting it to others and spreading positive word-of-mouth. Advocacy is a powerful tool for attracting new customers and reinforcing the brand's reputation.

### **7- Engagement:**

The final stage is when customers are fully engaged with the brand. This involves active participation in brand-related activities, community engagement, providing feedback, and contributing to the brand's growth. Engaged customers are invaluable assets for the business, as they help drive success through their continued support and involvement.

The customer engagement cycle serves as a guide for businesses looking to build meaningful, long-lasting relationships with their customers, ultimately leading to stronger loyalty and increased advocacy.

### Section 2: Key elements of customer engagement.

In this section, we delve into the multifaceted nature of customer engagement. We start by exploring the various dimensions of customer engagement, identifying the key aspects that businesses focus on to connect with their customers. This leads into a discussion on the manifestations of customer engagement, providing examples of how it appears in practice and the different forms it can take.

We then consider the factors that drive customer engagement, examining what motivates customers to interact with and remain loyal to a brand. Finally, we look at customer engagement strategies, outlining effective approaches businesses can use to foster deeper and more meaningful connections with their customers. This comprehensive view aims to equip you with a broader understanding of customer engagement and the methods to achieve it.

#### **I- Customer engagement dimensions:<sup>66</sup>**

Customer engagement is a multidimensional concept that involves various types of interactions between customers and a brand. These dimensions highlight the different ways customers connect, interact, and engage with a business. The primary dimensions of customer engagement are cognitive, emotional, and behavioral. Here's a more detailed explanation of each:

##### **1- Cognitive Engagement:**

This dimension focuses on the knowledge, awareness, and understanding that customers have about a brand, product, or service. Cognitive engagement is driven by the information that companies provide to customers, such as product details, service instructions, or company values. It involves the customer's intellectual connection with the brand, guiding their decision-making processes. High cognitive engagement leads to better-informed customers, who feel confident in their choices. Companies foster cognitive engagement by offering clear communication, educational content, and transparent information about products and services.

##### **2- Emotional Engagement:**

Emotional engagement revolves around the feelings and emotions customers associate with a brand. It includes the emotional connection or attachment that develops through positive experiences, customer care, and personalized interactions. This dimension is critical for building brand loyalty. When customers have a strong emotional bond with a brand, they are more likely to stay loyal and recommend it to others. Companies can enhance emotional engagement through empathetic customer service, creating memorable experiences, and developing a relatable brand personality.

##### **3- Behavioral Engagement:**

Behavioral engagement represents the actions customers take that demonstrate their involvement with a brand. This includes purchasing products, participating in promotional

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<sup>66</sup> AKGÜL (Y), RUBACI (H): *DIGITAL CUSTOMER ENGAGEMENT DIMENSIONS IN DIGITAL TRANSFORMATION AND A FRAMEWORK SUGGESTION FOR RETAIL BANKING*, Journal of Life Economics, 2019, p.243.

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events, leaving reviews, sharing experiences on social media, and engaging in loyalty programs. Behavioral engagement is a visible indicator of customer involvement and commitment. It often results from a combination of cognitive and emotional engagement. Companies can boost behavioral engagement by offering incentives, creating engaging content, and providing convenient and accessible ways for customers to interact with the brand.

**Table II.01:** Customer Engagement Dimensions and Engagement Cycle

	Connection	Interaction	Satisfaction	Retention	Commitment	Advocacy
Cognitive	Enough available information to connect with the company.	Encouraging customer to be informed about next steps and flow.	Transactional satisfaction level for each flow.	Intent to repurchase the product and reuse same flow.	Desire to maintain curiously about the company and new offers.	Inform his/her connections about the company activities positively
Emotional	First response with an emotional attachment.	The relationship types between the bank and customer based on each situational interaction.	Overall satisfaction between of the customer about the bank.	Intent to maintain relationship with the company in digital platforms.	Desire to communicate with the company.	An affective commitment level to create WOM as a fan.
Behavioral	A connection that Behavioral will conclude with a successful purchase	Available channels to increase customer participation in the flow	Purchase Satisfaction of the customer.	A nomological network of digital premises that enable customer to participate more.	Desire to participate the company offers anywhere.	An affective commitment level to lead action his/her community and for enable them participate company offers.

**Source:** AKGÜL (Y), RUBACI (H): *DIGITAL CUSTOMER ENGAGEMENT DIMENSIONS IN DIGITAL TRANSFORMATION AND A FRAMEWORK SUGGESTION FOR RETAIL BANKING*, Journal of Life Economics, 2019, p.244.

For a company to build strong customer engagement, it's essential to focus on all three dimensions: cognitive, emotional, and behavioral. Cognitive engagement ensures that customers are well-informed and confident in their decisions. Emotional engagement creates strong connections and fosters loyalty. Behavioral engagement drives action and participation, leading to retention and advocacy. By addressing each dimension thoughtfully, companies can create a holistic customer experience that results in long-term satisfaction and a robust customer base.

### II- Customer engagement manifestations:<sup>67</sup>

A highly engaged customer doesn't just buy a product; they interact with the brand in numerous ways, providing feedback, seeking support, and sometimes even contributing ideas for improvement.

The following are different ways in which customers engage with a brand:

#### 1- A Claim:

An unsatisfied consumer contacts you to get his problem solved or simply express his dissatisfaction by submitting a review. Whether he complains on a public forum or contact you by email, the way he chooses can be an indication of his attachment and feelings towards your brand.

If an individual takes the time to contact you to express their dissatisfaction, customer care issues are high because there is an opportunity to bring them satisfaction and earn their loyalty by offering them the solution that meets their expectations.

#### 2- Comments on social media:

An internet user sees a sponsored post about a newly purchased product and spontaneously comments "Bought and received last week but no idea how to use it". He may also mention a friend to recommend the product. Viral content and mouth to mouth can positively or negatively reflect the customer-brand relationship.

#### 3- Reviews on third-party sites:

To express their dissatisfaction with your service, an individual can materialize their criticism by posting on a site such as Trust Pilot. In this scenario, the customer is a brand critic, but unlike interaction on social media, he does not share his opinion with friends or family but anonymously.

#### 4- Subscribing to a loyalty program:

A customer can sign up for the benefits of a loyalty card or an app that they will use to collect points on their future purchases in order to get discounts or rewards. They thus engage with your brand and place it above the competitors in your industry.

#### 5- Formulating ideas and demands in the digital sphere:

A loyal buyer can comment on your Instagram post and ask you when you are going to receive new products that he likes. It can also make contributions or new ideas to improve your existing offer.

#### 6- Use of online support:

To solve a specific problem with a product or service, an individual may be required to contact a company's support department. The objective for the individual here is to improve the link with the brand he is committed to.

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<sup>67 67</sup> MAYOL (S): *Le marketing 6.0 en schémas*, Ellipses édition, Paris, 2024, p 112. Our translation.

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Each of these manifestations of customer engagement plays a critical role in shaping the customer journey and fostering long-term relationships. Understanding and effectively managing these interactions is key to building a successful brand.

### **III- Factors driving customer engagement:**

To effectively engage customers, companies need to address several key factors, including improved connectivity, heightened competition, privacy concerns, technology issues, and emotional engagement. Here's a closer look at these factors and how they drive customer engagement:

#### **1- Improving Connectivity:**

Increasing smartphone penetration, aided by high-speed internet and the adoption of digital technologies have transformed the consumers interaction with brands. Marketers should engage in online conversations and should provide personalized/customized services to potential buyers. Marketer's communication with their customer needs to go beyond the web and social media. They should provide relevant content for the customers by understanding the behavioral patterns of website visitors and by offering support functions, while they are facing problems while browsing. The important thing is not just being present at the right platform but also to provide the right message at the right time.<sup>68</sup>

#### **2- Growing Competition:**

For example: there's a huge growth in the number of dealers of a particular brand in a city leading to firm competition in the automobile sector. They should offer differentiated/customized services to the customers there by gaining the market share. Due to the entry of multi-brand service providers, dealers have to look at the ways to maintain their market share by enhancing the service offered by them. The automobile dealers not only sell new vehicles, but they also sell used vehicles, automobile spares and offer service to cars.

#### **3- Privacy concerns:**

Today, marketers understand their customers by analyzing their online behavior. They look at what their customers click on, what they do on the brand website, and what they buy.

#### **4- Technology issues:**

Such as the readiness of customer engagement data and the potential risks of using incorrect data, can block the adoption of automation in customer service.<sup>69</sup>

#### **3- Emotional engagement with the product:**

Emotions experienced while using the product, and interactions with the customer success team are crucial factors influencing customer engagement. These emotional connections and

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<sup>68</sup> SUKI (N, M): *Handbook of Research on Technology Applications for Effective Customer Engagement*, IGI Global Edition, USA, 2020, p.2-3.

<sup>69</sup> <https://econsultancy.com/three-factors-driving-the-future-of-customer-engagement/> (consulted on March 20, 2024 at 6:32 PM).

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interactions with the brand and its representatives play a vital role in fostering customer loyalty and satisfaction, ultimately driving customer engagement and long-term relationships.<sup>70</sup>

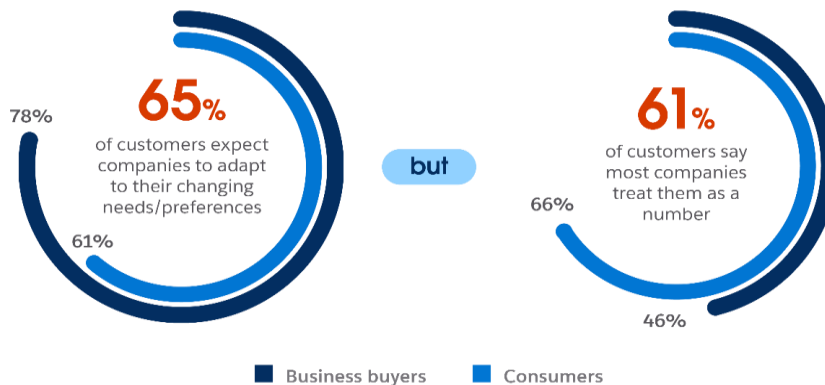
### IV- Customer engagement strategies:<sup>71</sup>

Customer engagement strategies are crucial for businesses seeking to build strong relationships with their customers and maintain a positive brand reputation. The key to successful customer engagement lies in understanding customer needs, personalizing interactions, and delivering on promises. There are several strategies that businesses can use to improve customer engagement, each addressing different aspects of the customer experience. These strategies help businesses maintain customer satisfaction, encourage repeat business, and build a loyal customer base.

#### 1- Personalized customer experiences:

Customers now expect a high level of personalization throughout their journey with a brand, from initial awareness to purchasing and customer service interactions. They desire an experience that's as tailored and thoughtful as a concierge, reflecting their individual needs and preferences. This personalized approach is crucial, as 65% of customers expect companies to adapt to their changing needs. However, many companies struggle to meet these expectations, 61% of customers feel they are treated as just a number, not as unique individuals.<sup>72</sup>

Figure II.03: Customer's expectation per Salesforce.



Source: <https://www.salesforce.com/resources/articles/customer-engagement/#item6> (consulted on March 29, 2024 at 4:52 PM).

<sup>70</sup> <https://www.vitaly.io/post/customer-engagement-what-does-it-mean-what-are-the-factors-that-impact-it> (consulted on March 20, 2024 at 7:17 PM).

<sup>71</sup> SIMTH (P), ZOOK (Z): *Marketing Communications Integrating online and offline, customer engagement and digital technologies*, 7<sup>th</sup> Edition, Kogan Page Edition, USA, 2020, p.474-520.

<sup>72</sup> <https://www.salesforce.com/resources/articles/customer-engagement/#item6> (consulted on March 29, 2024 at 3:56 PM).

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A majority of customers expect companies to offer a personalized experience, with 65% indicating that they want businesses to adapt to their changing needs and preferences. This reflects a growing demand for tailored interactions throughout the customer journey. However, despite this expectation, 61% of customers report feeling treated as just a number, indicating a significant gap between what they desire and what companies are currently providing. This disparity highlights the challenge companies face in meeting the increasingly high expectations for personalized customer service and engagement.

### **2- Connect customer experiences across every department:**

64% of customers use multiple devices to start and complete single transactions, indicating that seamless connectivity across platforms is crucial. However, only 29% of enterprise applications are interconnected. This lack of connection creates inconsistencies, as 70% of customers expect a unified brand experience whether they interact with sales, customer service, in-store, or online. To meet these expectations, customer information should be easily accessible to all departments to avoid repetitive questions. Yet, many companies struggle with this, 55% of customers feel they are dealing with siloed departments rather than a unified business.<sup>73</sup>

**Figure II.04:** Customer's expectation per Salesforce 2.



Source: Op. cit.

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<sup>73</sup> Op. cit.

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### **3- Use a chatbot:**

Chatbots are AI-powered tools that can understand customer queries and interact with users or website visitors. They should greet users as soon as they visit specific pages on your website, like landing or service pages. More advanced chatbots can conduct basic conversations, answer moderately complex questions, and even suggest products to returning customers. For chatbots to be effective, you must set up appropriate triggers so that the software activates when users need support. Integrating chatbots into your website can streamline customer support, reducing friction in customer journeys and improving the overall experience.

Chatbots can also respond to customer questions outside normal business hours, which helps reduce customer frustration when they encounter product or service issues. To get the most benefit from chatbots, use them alongside human agents. Your team should follow up on the preliminary information the chatbots gather and take over conversations when customers require help with more complex or challenging issues.

### **4- Use multiple channels to engage customers:**

To engage customers effectively, you must understand where they spend their time and how they prefer to interact with your brand. This might include social media platforms, email, websites, or other channels. Successful customer engagement marketing doesn't just focus on the point of sale; it involves creating meaningful connections at every stage of the customer lifecycle, from awareness to post-purchase support. By maintaining consistent engagement, you can foster loyalty and encourage repeat business.

#### **How to do it**

Paying attention to your customers user behavior is the first step: do they spend more time on Twitter or Facebook? Do they hang out on YouTube or Twitch? Are they more responsive to email, or texting? You also want to be attentive to them on the platforms where they're asking questions or soliciting input, whether those platforms are your own or a third party's. This might seem time-consuming, but when the responsibility is shared across your team it can be key to building strong customer relationships.

### **5- Create a customer loyalty program:**

Customer loyalty programs are designed to keep customers coming back by offering rewards or incentives for their continued patronage. These programs can foster loyalty by making customers feel valued, which leads to repeat business. Additionally, they can create a positive impression among new customers who might be unfamiliar with your brand, providing them with a reason to trust you.

Effective loyalty programs often encourage customers to spend more, thus raising the average order value. This can be achieved through point-based systems, discounts for repeat purchases, or special offers for loyal customers. Another key aspect of successful loyalty programs is leveraging "social proof," such as customer reviews or testimonials. Positive reviews can build credibility and influence new customers' buying decisions, enhancing the overall reputation of your business.

#### **How to do it**

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A customer loyalty program can be structured in various ways to encourage repeat business and engagement. A points system, where customers earn points based on their spending, can motivate them to buy more to reach a reward threshold. Offering rewards for leaving reviews encourages customers to share their experiences, which can influence others' purchasing decisions.

Another approach is to incentivize referral traffic by giving customers coupon codes to share with their friends and family, promoting word-of-mouth marketing. Automatic enrollment in a loyalty program based on predefined criteria can also be effective, ensuring customers feel valued without having to take extra steps.

Creating a sense of exclusivity, such as membership in a special group or club, can increase customer satisfaction. This feeling of belonging can lead to greater customer engagement, as people enjoy being part of something unique. When customers are satisfied and engaged, they're more likely to continue shopping with you and recommend your business to others.

### **6- Check in with your past and existing customers:**

Over time, customers may lose track of where they've shopped or simply forget about their experiences with your store. This doesn't necessarily reflect dissatisfaction; it's often a matter of competing priorities or distractions. To maintain a connection, businesses should proactively engage with customers, reminding them of the positive experiences they had and encouraging them to return.

Expressing gratitude for their business, saying that you miss them, and offering invitations to return can create a sense of being valued. However, it's essential to keep these interactions concise and personal, so customers feel remembered without feeling overwhelmed or pressured. By breaking the silence in this way, you can strengthen customer relationships and encourage repeat business.

### **How to do it**

Automated customer engagement campaigns help businesses reconnect with customers who haven't interacted with them for a while. By setting time-based triggers, such as three months of inactivity, you can send targeted marketing messages to reengage them. These messages can be personalized using customer data, making them more relevant and appealing.

For instance, you might remind a customer of a previous purchase and suggest related or complementary products to encourage a new purchase. You could also offer a special discount or limited-time incentive to create a sense of urgency and motivate customers to act quickly.

Automation allows you to systematically maintain customer engagement without manual effort, while personalization helps ensure the message resonates with the customer, increasing the chances of a successful response. By combining automation with targeted messaging, businesses can effectively re-engage dormant customers and boost sales.

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### **7- Use customer data wisely:**

Concerns about data privacy are rising as companies collect more personal and behavioral data from customers. Personal information, such as addresses, phone numbers, and credit card details, should be treated with the highest level of security and confidentiality due to its sensitive nature. Companies have a legal obligation to protect this data from unauthorized access or misuse.

Behavioral data, however, is different. It includes information like the pages a customer visits, the products they buy, and the reviews they leave. This type of data can be used to create a more personalized customer experience without breaching privacy expectations. For example, companies can use behavioral data to suggest products based on past purchases or send targeted marketing campaigns based on browsing history.

While utilizing behavioral data can be valuable for improving customer engagement, it's crucial to avoid appearing invasive or "creepy." Companies should use this data in a way that enhances the customer experience and builds trust, rather than violating privacy or making customers uncomfortable. This approach allows businesses to leverage data to better meet customer needs while maintaining ethical and legal standards.

### **How to do it**

Marketing often groups customers based on demographic data like age, gender, or location. While useful, these categories don't always capture the nuances of customer behavior. By leveraging behavioral data such as purchasing patterns, browsing history, ad interactions, and email engagement, you can create more refined customer segments that better reflect their interests and behaviors.

For example, you could identify a segment of customers who frequently purchase a particular product or who consistently click on certain types of ads. By understanding these patterns, you can tailor your marketing efforts to appeal directly to these groups, increasing the likelihood of engagement.

Text message automation is a powerful tool for reaching customers with timely and personalized messages. By using it to communicate with specific customer segments, you can follow up promptly, reinforcing your understanding of their interests and encouraging them to revisit your site. This approach enhances customer experience by making interactions feel more personal and relevant, leading to higher customer engagement and potentially more conversions.

### **8- Respond to customer feedback:**

Customer complaints and suggestions can be valuable opportunities for businesses to improve and strengthen customer loyalty. When customers take the time to provide feedback, it shows they care about your brand and are invested in its success. How you respond to their feedback has a direct impact on customer engagement and your brand's reputation.

A thoughtful response to complaints or suggestions demonstrates that you value customer opinions and are committed to providing a positive experience. Acknowledge their feedback, express regret if they're dissatisfied, and indicate that you are open to their ideas. Additionally, assure them that you will take steps to address the issue or consider their suggestion.

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By actively listening and responding to customer concerns, you build trust and rapport with your customers. This can lead to higher levels of engagement and loyalty, as customers feel their voices are heard and their input is valued. It also sets the tone for your brand, showing that you are customer-focused and dedicated to continuous improvement.

### **How to do it**

Surveys are a simple yet powerful tool for collecting customer feedback. They allow you to ask specific questions about your product or service, providing a broad overview of customer satisfaction and engagement.

By analyzing survey results, you can identify trends, discover common issues, and understand customer needs. Responding to the feedback from surveys shows that you are attentive and willing to make changes based on customer input. This responsiveness can build trust and improve customer loyalty.

Another way to manage customer engagement feedback is to actively monitor social media platforms and review websites. By addressing customer comments and reviews in these public forums, you demonstrate that you are engaged and value customer opinions. This visibility can positively influence how potential customers view your brand, signaling that you are transparent and customer focused.

Both approaches, surveys and monitoring social media are essential for maintaining strong customer relationships and enhancing your reputation. They help you gather valuable insights and communicate your commitment to customer satisfaction, leading to improved customer engagement and retention.

### **9- Stand for something:**

A study from communications firm Porter Novelli found that more than two-thirds of consumers are more likely to remember, buy from, be loyal to, and even forgive a brand that has a strong purpose. Purpose-driven companies are associated with better ethics, responsibility, and compassion. Ecommerce may rest on the foundation of capitalism, but most of us want to feel good (or at least not feel bad) about the purchases we make. Do you know your company's purpose, and are you being explicit in how you communicate it to customers?

### **How to do it**

Even if you're a small store with a small budget, you can still let your customers know what your values are and how you're living them through your business. Make social responsibility part of your business plan by donating a reasonable percentage of profits to philanthropy. Or look for ways to reduce your carbon footprint or share your products with people who need but can't afford them. Give your staff time off to volunteer with a charity of their choice. Then make sure that your customers know that their purchases power your ability to do good in the world.

### **10- Follow through on your promises:**

To win customers, businesses often make promises about their products, services, or overall customer experience. These promises could be about quality, delivery times, customer service, or

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other aspects that impact the purchasing decision. While making such promises is a common business practice, not fulfilling them can have serious consequences.

When customers feel that a business has not kept its word, they typically don't remain silent. They are likely to voice their dissatisfaction through complaints, negative reviews, or social media posts. This negative feedback can spread quickly and damage your brand's reputation, leading to a loss of customer trust and potentially impacting sales.

Moreover, rebuilding trust after it's been damaged takes a significant effort and time. Customers who have experienced broken promises may share their experiences with others, influencing their perceptions of your business. This can deter new customers and make it harder to retain existing ones.

Therefore, following through on promises is not only the ethical thing to do; it's also crucial for maintaining a positive business reputation. Keeping your commitments helps build customer trust, which is essential for customer loyalty and long-term success.

### **How to do it**

To maintain a positive customer relationship, it's crucial to deliver on your promises. This builds trust and ensures customer satisfaction. Making promises you can't keep can lead to disappointment and harm your reputation. If something goes wrong, openly communicate with customers and reassure them that you'll take corrective action.

Collecting customer feedback through surveys helps you understand their needs and preferences, guiding your brand's future direction. This insight can inform product development and customer service improvements.

However, when planning new products, you should be realistic about your resources. Consider what your budget, technology, and team can handle to avoid overpromising. This approach helps you maintain credibility and ensures customers receive what they expect, reinforcing trust and loyalty.

### **Section 3: Customer engagement insights.**

This section provides practical guidance on managing and measuring customer engagement. It starts with examples of effective customer engagement messages to illustrate successful communication techniques. Then, it explores various ways to measure customer engagement, giving businesses tools to assess their efforts. The discussion also examines the connection between customer satisfaction, engagement, and experience. Finally, it looks at measuring engagement in social media, including both organic and ad-driven interactions. This concise summary offers insights and tools for businesses to improve customer engagement strategies.

### I- Examples of best customer engagement messages:<sup>74</sup>

#### 1- Welcome messages:

Break the ice by sending a welcome message to customers either informing them about what you have to offer or telling them that you're here to help if they need.

#### 2- Activation messages:

Very often customers may sign up for a webinar or a demo but aren't sure about the next steps. You need to be proactive in engaging with them and clearly outline what is the next step they need to take.

#### 3- Feature messages:

Launch new products and services with dynamic feature announcements. Tell customers how this feature might solve their problems and convince them to give it a try by pushing personalized discounts.

#### 4- Lead gen messages:

Find people who are interested in your business with an automated question and answer flow. With lead gen messages you can engage customers in meaningful conversation to gather insightful data.

#### 5- Feedback messages

Gathering feedback via emails or social media posts isn't easy. You need to inspire people to give feedback and share reviews online with the help of interactive feedback messages. The key is to be specific and let customers know how you're planning to use this feedback.

### II- Measuring customer engagement:<sup>75</sup>

Customer engagement isn't abstract; it can be tracked and measured using specific metrics that offer insight into customer behavior and interaction with a brand. These metrics can help businesses understand how engaged their customers are, allowing them to pinpoint where improvements are needed and measure the effectiveness of their customer engagement strategies.

Key metrics for measuring customer engagement include:

#### 1- Net promoter score (NPS):

Net Promoter Score (NPS) is a metric used to measure customer loyalty and gauge the potential of your customers to act as brand ambassadors. It involves asking customers a simple question: "On a scale of 0 to 10, how likely are you to recommend our company/product/service to a friend or colleague?" Depending on their responses, customers are categorized into three groups:

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<sup>74</sup> SHERMAN (A), SMITH (D; E): *Social Media Engagement for Dummies*, John Wiley & Sons Edition, USA, 2013, p.43.

<sup>75</sup> SEIERSEN (R): *The Metrics Manifesto: Confronting Security with Data*, John Wiley & Sons Edition, USA, 2022, p.50-197.

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- **Promoters:** Customers who respond with a score of 9 or 10. These individuals are enthusiastic about your brand and are likely to recommend it to others.
- **Passives:** Customers who give a score of 7 or 8. These people are generally satisfied but aren't as enthusiastic as promoters. They aren't likely to actively promote your brand, but they also aren't likely to harm it.
- **Detractors:** Customers who respond with a score of 6 or lower. These individuals are dissatisfied and might discourage others from using your products or services.

The NPS is calculated by subtracting the percentage of detractors from the percentage of promoters. Passives are not included in the calculation. Here's a simplified formula:

$$\text{NPS} = \% \text{Promoters} - \% \text{Detractors}$$

For example, if you have a survey with the following results:

- 10% of respondents are detractors (scores 0-6),
- 20% are passive (scores 7-8),
- 70% are promoters (scores 9-10),

Your NPS would be calculated as follows:

$$70\% - 10\% = 60$$

An NPS score can range from -100 to 100. According to general benchmarks, a positive score (above 0) is considered "good." A score of +50 is deemed "excellent," and +70 is "world-class."

NPS is a useful metric because it gives you a snapshot of customer loyalty and brand advocacy. It's a valuable tool for understanding whether customers are satisfied enough to recommend your brand to others, indicating their likelihood of staying with your company over the long term. Additionally, NPS can guide businesses in improving customer satisfaction and identifying areas where customer service or product quality may need enhancement.

### **2- Customer satisfaction score (CSAT):**

Customer Satisfaction Score (CSAT) is a metric used to measure customer satisfaction with a product or service. It is commonly used to gauge how happy or disappointed customers are after an interaction or a specific service experience. The score provides valuable insights into customer satisfaction levels, allowing businesses to make improvements where needed.

To measure CSAT, you ask customers one or more questions to gauge their overall satisfaction. The response can be gathered through a simple survey after a customer interaction, such as a customer service call or a product purchase. An example question could be, "How would you rate your overall satisfaction with our service?" Respondents choose from a numbered scale, with typical values like:

- Very unsatisfied
- Unsatisfied
- Neutral
- Satisfied

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- Very satisfied

You can also encourage customers to leave additional feedback or comments to get more context about their experience.

To calculate the composite CSAT, which represents the overall customer satisfaction as a percentage, you can use the following formula:

$$\text{CSAT} = (\text{Number of satisfied customers} \div \text{Total number of survey responses}) \times 100$$

Here's how it works:

First, count the number of satisfied customers by adding the responses with scores of Satisfied and Very satisfied.

Next, divide that count by the total number of survey responses to get a ratio of satisfied customers.

Finally, multiply by 100 to convert the ratio into a percentage, which represents the CSAT.

For example, if you received 200 survey responses and 150 of them were rated as "satisfied" or "very satisfied" (4 or 5), then the CSAT would be calculated as:

$$(150 \div 200) \times 100 = 75\%$$

A CSAT of 75% indicates that 75% of customers were satisfied with the product or service. This metric helps businesses assess their performance from a customer satisfaction perspective and identify areas where improvements may be required to enhance the customer experience.

### **3- Customer lifetime value (CLTV):**

Customer Lifetime Value (CLTV) is a key engagement metric that estimates the total revenue a business can expect from a customer over the duration of their relationship. CLTV helps businesses understand the long-term value of retaining customers and guides decisions about customer acquisition, retention, and marketing investments.

CLTV is important for several reasons:

- **Cost-Effective Marketing:** It helps businesses determine whether their marketing efforts are yielding a good return on investment. If CLTV is much higher than Customer Acquisition Cost (CAC), it suggests that marketing strategies are effective.
- **Customer Retention Focus:** A higher CLTV indicates that customers are staying with the business longer, which is generally more profitable than constantly acquiring new customers.
- **Resource Allocation:** Understanding CLTV allows businesses to allocate resources to areas that increase customer lifetime value, such as improving customer service or launching loyalty programs.

To compute CLTV, you first calculate the Lifetime Value (LTV), which represents the revenue a customer generates over their entire relationship with the business. Here's how to calculate LTV:

$$\text{LTV} = \text{Average Purchase Value} \times \text{Number of Transactions} \times \text{Retention Time Period}$$

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- **Average Purchase Value:** This is the typical amount a customer spends per purchase.
- **Number of Transactions:** The total number of purchases a customer makes during their relationship with the business.
- **Retention Time Period:** The duration over which the customer remains active and makes purchases

For example, if a customer typically spends \$50 per purchase, makes 10 transactions, and is retained for 2 years, the LTV would be:

$$\text{LTV} = 50 \times 10 \times 2 = 1000$$

Once you have the LTV, you can calculate the CLTV by incorporating the profit margin, which represents the proportion of revenue that is profit. The CLTV is calculated by multiplying LTV by the profit margin:

$$\text{CLTV} = \text{LTV} \times \text{Profit Margin}$$

For example, if the profit margin is 0.2 (or 20%), and the LTV is 1000, then the CLTV would be:

$$\text{CLTV} = 1000 \times 0.2 = 200$$

A common benchmark for a good CLTV is that it should be at least three times greater than your Customer Acquisition Cost (CAC). CAC is the amount spent on marketing and other activities to acquire a new customer. If CAC is \$100, then a CLTV of at least \$300 would be desirable. This ratio ensures that the cost of acquiring a new customer is offset by the revenue generated over their lifetime with the business.

CLTV is a critical metric because it helps businesses understand the long-term value of customer relationships and guides strategic decisions about marketing spend, customer retention, and business growth. It also provides a way to assess whether customer acquisition efforts are cost-effective and whether customer retention strategies are delivering value over time.

### 4- User activity (DAU/MAU):

The DAU/MAU ratio is a customer engagement metric that measures user activity by comparing Daily Active Users (DAU) with Monthly Active Users (MAU). It is used to understand how engaged customers are over different time intervals, giving insights into how regularly they interact with your product or service.

**Daily Active Users (DAU):** This represents the number of unique users who engage with your product or service within a 24-hour period. "Active" can be defined based on the nature of your business. For an e-commerce website, it might mean making a purchase or visiting the site. For a SaaS company or mobile app, it could be logging in or using the application.

**Monthly Active Users (MAU):** This represents the number of unique users who engage with your product or service over a 30-day period. Again, the definition of "active" depends on your business context.

To calculate the DAU/MAU ratio, you follow these steps:

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- **Define "Active":** Establish what qualifies as "active" for your product or service. This definition will be used to determine DAU and MAU.
- **Calculate DAU:** Determine the total number of unique active users in a 24-hour period. This figure can vary based on the specific day or time.
- **Calculate MAU:** Determine the total number of unique active users over the past 30 days. This gives you an idea of the broader user base that interacts with your product or service.
- **Calculate DAU/MAU Ratio:** Divide the DAU by the MAU and express it as a percentage:

$$\text{DAU/MAU} = (\text{DAU} \div \text{MAU}) \times 100$$

A higher DAU/MAU ratio suggests that users are engaging with your product or service more frequently. A ratio of around 20% is generally considered good, indicating that users are returning regularly. A ratio of 50% or higher is excellent, showing high levels of engagement and customer retention.

This ratio is valuable because it provides insights into user behavior and engagement patterns. A low DAU/MAU ratio could suggest that users visit your product or service occasionally, while a high ratio indicates that users are returning frequently. This metric can help businesses identify trends, measure customer engagement, and assess the effectiveness of their retention strategies.

### **5- Customer effort score (CES):**

Customer Effort Score (CES) is a metric that gauges the ease or difficulty customers experience when interacting with a business to solve an issue or find a solution. The goal of measuring CES is to create an effortless experience for customers, which can lead to higher satisfaction and increased customer loyalty.

CES is typically measured by asking customers a simple question after they interact with your brand, such as, "How easy was it to resolve your issue?" or "How much effort did it take to get the support you needed?" Customers then respond on a scale, typically from "very easy" to "very difficult." The lower the effort required, the better the score, indicating a smoother customer experience.

For example, imagine a customer has a problem with a product they purchased online and reaches out to the company's customer service team for help. After resolving the issue, the company sends a survey asking, "How easy was it to get your issue resolved?" with a response scale from 1 to 7, where 1 is "very difficult" and 7 is "very easy." If the customer selects 6 or 7, it suggests they had a positive experience and found it easy to resolve their issue. However, if the customer chooses 2 or 3, it indicates that the process was challenging, signaling an area for improvement.

CES can help companies identify areas where customers experience difficulty, such as navigating a website, contacting customer support, or resolving product issues. By analyzing CES data, businesses can make informed decisions to improve customer service, reduce customer effort, and enhance overall customer satisfaction.

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### 6- Repeat purchase rate:

The repeat purchase rate measures the proportion of customers who have bought from your brand more than once within a specific timeframe. This metric provides insights into customer loyalty, indicating how likely customers are to return for additional purchases. It is a key measure of customer engagement and retention.

To calculate the Repeat Purchase Rate:

- **Determine the Time Frame:** First, select a specific period for your analysis. This could be a week, a month, a quarter, or any other relevant time frame for your business. The choice of time frame should align with your business goals and the typical buying behavior of your customers.
- **Identify Return Customers:** Count the number of customers who have made more than one purchase within the chosen time frame. These are your "repeat" or "return" customers.
- **Calculate the Total Number of Customers:** Determine the total number of unique customers who made a purchase within the same time frame.
- **Compute the Repeat Purchase Rate:** Divide the number of return customers by the total number of customers, then multiply by 100 to convert the ratio to a percentage:

**Repeat purchase rate = (Number of Return Customers ÷ Total Number of Customers) × 100**

For example, suppose you are analyzing the repeat purchase rate for a quarter. If 100 customers made a purchase during the quarter, and 20 of them had made a purchase earlier in the same quarter, then your repeat purchase rate would be:

$$(20 \div 100) \times 100 = 20\%$$

A repeat purchase rate of 20% indicates that 20% of your customers made more than one purchase during the specified time frame.

### 7- Churn rate:

Churn rate is a customer engagement metric that represents the percentage of customers who discontinue using your product or service within a specific time frame. It's a critical measure for companies with recurring revenue models, such as Software as a Service (SaaS) or other subscription-based businesses. A high churn rate can signal problems with customer retention, indicating that a company is losing customers faster than it can acquire new ones.

To calculate Churn Rate:

The churn rate is calculated by comparing the number of clients at the beginning of a time period to the number of clients at the end of that period. Here's the formula for churn rate:

**Churn Rate = [(Clients at the beginning – Clients at the end) ÷ Clients at the beginning] × 100%**

Suppose you start with 100 customers at the beginning of a month, and by the end of the month, you have 90 customers (10 have left). The churn rate would be calculated as follows:

$$\text{Churn Rate} = [(100 - 90) \div 100] \times 100\% = 10\%$$

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A churn rate of 10% indicates that 10% of your customers have stopped using your product or service during the specified time frame.

### **8- Behavioral analytics:**

Behavioral analytics is a method used to understand and analyze how customers interact with your brand by tracking their actions and engagement patterns. This approach provides valuable insights into customer behavior, allowing businesses to make data-driven decisions to improve customer engagement, satisfaction, and loyalty.

Behavioral analytics involves examining a range of questions and metrics related to customer behavior:

- **Website Engagement:** This includes analyzing how long customers spend on your website (dwell time), how often they return (return visits), and other digital engagement data like bounce rates, page views, and click-through rates. These metrics help understand which parts of your website are engaging and where improvements may be needed.
- **In-Store Behavior:** If you have physical stores, behavioral analytics can track how often customers shop in-store, which products they purchase, and how much time they spend in your store. This data can inform store layout, product placement, and other in-person customer engagement strategies.
- **Customer Interaction with Marketing Channels:** This includes tracking customer engagement with email marketing, such as email open rates, click-through rates, and subscription rates to your email list. It also involves monitoring social media engagement and responses to marketing campaigns.
- **Customer Loyalty Programs:** Behavioral analytics can track participation in customer loyalty programs, such as the frequency of use, points earned and redeemed, and the overall effectiveness of the program in driving repeat business.

By tracking these various behavioral metrics, businesses can gain a comprehensive understanding of customer engagement and identify patterns or trends that are crucial to their success. Behavioral analytics helps you:

- **Identify Problem Areas:** Spot where customers drop off, bounce, or disengage, allowing you to address those issues to improve customer satisfaction.
- **Gauge Customer Interest:** Understand which products, pages, or services attract the most attention, guiding your marketing and product development efforts.
- **Measure the Effectiveness of Strategies:** Track how well your marketing campaigns, email outreach, or loyalty programs are performing, allowing you to adjust strategies as needed.
- **Collect Data for Future Decisions:** Behavioral analytics provides a wealth of data that can inform business decisions, helping you create more targeted and effective customer engagement strategies.

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Ultimately, by using behavioral analytics to track and analyze customer actions, businesses can better understand their customers' needs and preferences, leading to more effective engagement strategies and improved customer loyalty over time.

### 9- Qualitative feedback:

Qualitative or narrative research is a research approach focused on gathering non-numeric data to understand the reasons behind customers' feelings, opinions, and behaviors. Unlike quantitative research, which uses numerical metrics to measure customer engagement, qualitative research seeks deeper insights into customer experiences, uncovering the underlying causes of their perceptions.

To collect qualitative data, you can use various methods, such as:

- **Open-Ended Comment Boxes:** After asking customers to rate their experience with a product or service, you can include an open-ended comment box for additional feedback. This allows customers to express their opinions in their own words, providing valuable context to the quantitative ratings.
- **Online Reviews:** Checking customer reviews for your products or services on platforms like Yelp, Google Reviews, or Amazon can offer insights into what customers like or dislike. These reviews often contain detailed explanations of their experiences, which can highlight common themes or issues.
- **Social Media Engagement:** Observing customer engagement on social media channels, such as comments, replies, or direct messages, can provide qualitative data. Social media is a rich source of real-time feedback and customer sentiment, where customers often share their thoughts and experiences openly.

When analyzing qualitative data, it's essential to look for patterns and trends that can inform business decisions:

- **Trends:** Identify recurring themes in customer comments or reviews. For example, if multiple customers mention they appreciate fast shipping, this could be a trend worth emphasizing in your marketing.
- **Common Pain Points:** Look for areas where customers frequently express dissatisfaction. These might include complaints about customer service, product quality, or user experience. Recognizing these pain points helps you address them to improve customer satisfaction.
- **Positive Themes to Replicate:** Identify positive aspects of your products or services that customers mention repeatedly. This can be used to strengthen your brand's value proposition and guide future marketing strategies.
- **Negative Drivers to Avoid:** Notice factors that lead to negative customer experiences. By understanding what customers dislike, you can avoid these issues in your business practices, reducing the risk of customer churn and negative reviews.

Qualitative research complements quantitative data by providing context and deeper understanding. It can be particularly useful for businesses aiming to improve customer engagement and satisfaction. By analyzing qualitative data, you gain insights into customer needs, preferences,

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and behaviors, allowing you to make informed decisions that lead to enhanced customer experiences and increased loyalty.

### III- Customer Satisfaction vs Customer Engagement vs Customer Experience:

There's much confusion around customer engagement, experience, and satisfaction. While interconnected, they aren't synonyms, and each plays a unique role in your broader sales strategy.

- Customer satisfaction measures how much your consumer likes their experience, and engagement and is usually the last determining factor on whether a customer will return or walk away from the interaction feeling unfulfilled.
- Customer engagement is how the consumer sees and interacts with the experience across platforms. Do they comment on social posts? Have you seen an uptick in email subscriptions?
- Customer experience is an immersive brand process that may include marketing campaigns or cultivating a distinct in-store culture. The goal is to see your business from your customer's perspective and create an ideal situation that moves them to make a purchase.

**Table II.02:** Comparison between customer engagement, experience and satisfaction.

Customer Satisfaction	Customer Engagement	Customer Experience
It is a metric.	It can be measured and quantified.	It is subjective and experiential.
It is a metric to quantify how happy customer is with your product or service.	It refers to all interactions between a customer and a business.	It is how customers view and rate their journey with a brand.
The goal of measuring customer satisfaction is to understand the scope of improvement.	The goal of engaging with customers is to retain them and win their loyalty.	The goal of providing a good customer experience is to understand, meet and exceed customer expectations.
Repeat purchases, recommendation likelihood and direct customer feedback impact customer satisfaction.	Campaigns, communication channels, content and tone, all impact engagement.	Response times, convenience and accessibility impact experience.
Measured by NPS, CSAT and CES.	Measured by NPS, churn rate, return user frequency, time on site and other specific engagement metrics.	Measured by NPS, CSAT and CES.

**Source:** <https://yellow.ai/blog/customer-engagement/#customer-engagement-for-service> (consulted on March 26, 2024 at 4:39 PM).

### IV- Measuring engagement in social media without ads:<sup>76</sup>

Social media engagement is a critical metric for evaluating the effectiveness of your social media presence and strategy. It refers to the interaction users have with your social media content, indicating their level of interest and connection with your brand or message.

Here are the key ways to measure social media engagement:

#### 1- Likes, Reactions, and Favorites:

These are basic indicators of positive response to your content. Each platform has its unique way of expressing these (e.g., "Likes" on Facebook, "Hearts" on Instagram, "Reactions" on LinkedIn).

#### 2- Comments and Replies:

Comments and replies reflect deeper engagement, as users take the time to share their thoughts or participate in conversations. Monitor the number of comments, the nature of the discussion, and how often you respond.

#### 3- Shares and Retweets:

When users share your content, they are amplifying your message. This can lead to increased visibility and potentially new followers. Retweets on Twitter, shares on Facebook, and reposts on Instagram are examples.

#### 4- Click-Through Rate (CTR):

This metric indicates how often users click on links within your content, such as to your website or blog. It's a critical measure for understanding the effectiveness of call-to-action (CTA) elements in your posts.

#### 5- Reach and Impressions:

Reach indicates the number of unique users who see your content, while impressions represent the total number of times your content is displayed. A higher reach often signifies broader visibility.

#### 6- Follower Growth Rate:

This measures how quickly you're gaining new followers over a specific period. A steady growth rate is a positive sign, indicating that your content attracts new users.

#### 7- Saves and Bookmarks:

These metrics, common on platforms like Instagram and Pinterest, show that users find your content valuable enough to revisit later.

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<sup>76</sup><https://fastercapital.com/content/Engagement-metrics--Unveiling-the-Power-of-Engagement-Metrics-in-Social-Media-Advertising.html> (consulted on March 28, 2024 at 7:52 PM).

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### 8- User-Generated Content (UGC):

When users create content related to your brand, it demonstrates high engagement and loyalty. This can be measured by tracking mentions, hashtags, or shares of your content.

### 9- Direct Messages (DMs) and Mentions:

DMs and mentions are another form of engagement, especially for customer service interactions. The frequency and quality of these messages can indicate the strength of your relationship with users.

### 10- Video Views and Watch Time:

For video content, track views and watch time to gauge how engaging and compelling your videos are. Higher watch times often indicate engaging content.

## V- Measuring engagement in social media with ads:<sup>77</sup>

### 1- Metrics:

Measuring engagement in social media ads is crucial for understanding how well your advertising campaigns are performing and whether they are resonating with your target audience. Social media ad platforms offer a variety of metrics to help gauge engagement.

Here's how to measure engagement in social media ads:

- a) **Click-Through Rate (CTR):** measures the percentage of users who clicked on your ad after seeing it. It is calculated as:  $CTR = (\text{Clicks} / \text{Impressions}) \times 100$ .  
A higher CTR indicates that your ad is compelling and encourages users to take action.
- b) **Conversion Rate:** shows the percentage of users who completed a desired action after clicking your ad, such as making a purchase, signing up for a newsletter, or downloading an app. It is calculated as:  $Conversion Rate = (\text{Conversions} / \text{Clicks}) \times 100$ .
- c) **Engagement Rate:** measures the level of interaction users have with your ad. This includes likes, comments, shares, and other interactions. It can be calculated as:  $Engagement Rate = (\text{Total Engagements} / \text{Impressions}) \times 100$ .
- d) **Impressions:** refer to the total number of times your ad is displayed. This metric helps understand the reach of your ad and is useful for analyzing brand visibility.
- e) **Cost Per Click (CPC):** indicates the average cost incurred for each click on your ad. It is calculated by dividing the total ad spend by the number of clicks:  $CPC = \text{Total Ad Spend} / \text{Clicks}$

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<sup>77</sup><https://fastercapital.com/content/Engagement-metrics--Unveiling-the-Power-of-Engagement-Metrics-in-Social-Media-Advertising.html> (consulted on March 28, 2024 at 7:52 PM).

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- f) **Cost Per Action (CPA):** measures the average cost for a user to take a specific action, such as making a purchase or signing up. It is calculated as:  $CPA = \text{Total Ad Spend} / \text{Conversions}$ .
- g) **Cost Per Mille (CPM):** shows the cost for 1,000 impressions of your ad. It provides away to compare the cost-effectiveness of different campaigns:  $CPM = (\text{Total Ad Spend} / \text{Impressions}) \times 1,000$ .
- h) **Return on Ad Spend (ROAS):** measures the revenue generated per dollar spent on advertising. It helps determine the profitability of your ad campaigns. It is calculated as:  $ROAS = \text{Revenue} / \text{Total Ad Spend}$ .

These metrics collectively help measure the effectiveness of social media advertising campaigns. By analyzing them, advertisers can understand audience engagement, optimize their campaigns, and make data-driven decisions to improve overall performance. Depending on your goals, different metrics might hold varying levels of importance, allowing for customized strategies tailored to specific objectives.

### 2- Tools:

To measure engagement in social media ads, several tools provide detailed metrics and insights into the performance of advertising campaigns. Let's explore some of the most widely used tools, outlining their key features and how they help measure social media ad engagement.

- a) **Google Analytics:** is a comprehensive platform that tracks website traffic, user behavior, and conversions. It provides insights into how social media ads drive traffic to your website and what users do once they get there.
  - **Key Features:**
    - Track website visitors from different social media sources.
    - Measure user behavior, including page views, bounce rates, and time on site.
    - Analyze conversion rates for specific goals, such as purchases or sign-ups.
    - Use UTM parameters to track specific campaigns and understand their performance.
  - **Applications:**
    - Determine how social media ads contribute to website traffic and conversions.
    - Measure the effectiveness of different social media platforms in driving user engagement.
- b) **Facebook Ads Manager:** is the primary tool for creating, managing, and analyzing ads on Facebook and Instagram. It offers a wide range of metrics for measuring ad performance.
  - **Key Features:**
    - Track impressions, clicks, CTR, and engagement rates for Facebook and Instagram ads.
    - Analyze ad performance by demographics, such as age, gender, and location.

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- Measure conversion rates and cost per action for campaigns.
  - Use A/B testing to compare different ad creatives and targeting strategies.
- **Applications:**
- Assess the effectiveness of Facebook and Instagram ad campaigns.
  - Identify the best-performing ads and optimize targeting.
- c) **TikTok Ads Manager:** is the official platform for creating, managing, and analyzing ad campaigns on TikTok. It provides comprehensive metrics for tracking engagement, performance, and audience insights, enabling advertisers to make data-driven decisions to optimize their TikTok ad campaigns.
- **Key Features:**
- Allows you to create various ad formats, including In-Feed Ads, Branded Hashtag Challenges, and Branded Effects.
  - Offers advanced targeting based on demographics, interests, behavior, and custom audiences.
  - Tracks key metrics like impressions, clicks, engagement, conversion rates, and cost per action (CPA).
  - Provides real-time data to monitor ad performance and make adjustments as needed.
- **Applications:**
- Create and manage multiple campaigns, set budgets, and schedule ads.
  - Monitor ad engagement, analyze audience demographics, and track conversions.
  - Use data-driven insights to optimize ad content, targeting, and bidding strategies.
- d) **LinkedIn Campaign Manager:** is the tool for managing and analyzing LinkedIn ads. It provides detailed insights into engagement and campaign performance on LinkedIn.
- **Key Features:**
- Track impressions, clicks, and engagement rates for LinkedIn ads.
  - Analyze user demographics and firmographics (e.g., industry, job title).
  - Measure conversion rates for specific objectives, such as lead generation.
  - Optimize campaigns with real-time data and insights.
- **Applications:**
- Evaluate the performance of LinkedIn ads in reaching business professionals.
  - Determine which ad formats and targeting strategies are most effective.
- e) **X Ads Manager:** is the tool for creating and analyzing Twitter ads. It offers metrics to measure engagement and ad performance on X.
- **Key Features:**
- Track impressions, clicks, retweets, likes, and engagement rates for X ads.
  - Analyze demographic data to understand your audience.

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- Measure conversion rates and other performance indicators.
- Use advanced targeting options for specific audiences.
- **Applications:**
  - Assess the performance of X ads and their impact on engagement.
  - Optimize ad campaigns based on user interactions.
- f) **Hootsuite:** is a social media management platform that allows you to schedule, monitor, and analyze social media content across various platforms, including Facebook, Instagram, LinkedIn, and X.
  - **Key Features:**
    - Schedule and manage social media ads across multiple platforms.
    - Monitor engagement metrics, such as likes, comments, shares, and clicks.
    - Analyze overall campaign performance and compare results across platforms.
    - Collaborate with team members on social media strategies.
  - **Applications:**
    - Gain a comprehensive view of social media ad engagement across platforms.
    - Manage multiple social media accounts and campaigns from a single dashboard.
- g) **Sprout Social:** is another social media management tool with a focus on analytics and reporting. It provides detailed insights into social media ad engagement.
  - **Key Features:**
    - Monitor engagement metrics, including likes, comments, shares, and impressions.
    - Analyze audience demographics and engagement trends.
    - Generate detailed reports for social media ad campaigns.
    - Integrate with other marketing tools for a comprehensive view of engagement.
  - **Applications:**
    - Track and analyze social media ad engagement across multiple platforms.
    - Use detailed reports to guide social media advertising strategy.

These tools offer various features and metrics to measure social media ad engagement. Depending on your specific needs and the platforms you use, you can select the most suitable tools to track and optimize your social media advertising campaigns.

### **Conclusion of the chapter:**

In conclusion, customer engagement is crucial for building strong customer relationships and achieving business success. A clear understanding of customer engagement, along with its benefits and the risks of neglecting it, guides businesses toward effective engagement practices. Identifying and leveraging the various dimensions and factors that drive customer engagement allows companies to implement effective strategies that resonate with their customers.

Furthermore, measuring customer engagement and analyzing the best engagement messages provide businesses with the tools to assess and improve their approaches. By examining customer satisfaction, engagement, and experience, businesses can better understand how these elements interact to foster customer loyalty. Social media platforms play a significant role in customer engagement, offering opportunities for organic and paid interactions that can increase customer involvement and lead to higher conversion rates.

Overall, a comprehensive approach to customer engagement can significantly impact a business's ability to attract and retain customers, ultimately driving success and growth.

**CHAPTER THREE: The  
impact of social media  
advertising campaigns on the  
customer engagement in the  
Algerian market**

## **CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market**

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### **Introduction of the chapter:**

As social media becomes increasingly integrated into the fabric of daily life, brands must evolve their engagement strategies to effectively connect with their target audience.

We have discussed in the two previous chapters the concept of social media and the one of customer engagement, the two main variables that make up our practical case. Throughout this chapter, we will examine the efficacy of Ramy's social media ad campaigns in effectively engaging its audience, and how these efforts impact customer engagement.

This chapter will include 3 sections like the previous chapters. First, we will introduce the company TFC and Ramy, the brand upon which our research will be conducted and we'll see some of their social media posts. Then in the second section, we will describe our research methodology, to finish with the key findings and their analysis and some recommendations for the company.

### **Section 1: The fieldwork**

In this section, we will give a general presentation of the Taiba Food Company, its history, its missions, its objectives and its social media pages.

#### **I- Presentation of TFC (TAIBA FOOD COMPANY):**

##### **1- History:**

TAIBA FOOD COMPANY is a private company established in 2007 under the status of an LLC with a share capital of 101 500 000.00DA, located at the level of the industrial zone of Rouiba in Algiers, a strategic area for the supply of raw materials as well as for the distribution on the national territory. TAIBA FOOD COMPANY is a commercial and industrial type with a well-defined structure and an activity oriented towards agri-food, especially fruit juices. It specializes in the manufacture and distribution of non-alcoholic beverages with a total staff of 840 agents distributed between executives, technicians and executives. The company occupies an area of 5000m<sup>2</sup>.

«*RAMY*» is the trademark by which TFC is known to the general public. The branches of the company are as follows:

- **LLC Ramy Food Company (RFC)** established on 14-10-2009 (Rouiba): Specialized in the production and distribution of fruit drinks packaged in cardboard boxes, all brands and large format (1l, 2l).
- **LLC D&M (Djouider et Maouchi)** created on 07-02- 2012 (Rouiba): Specialized in the production and distribution of fruit drinks packaged in carton boxes all brands "small containers".
- **LLC Ramy Beverage Company (RBC)** established on 27-02-2012 (Rouiba): Specialized in the production of fruit drinks, carbonated and energy drinks packaged in cans, all brands and containers (24cl, 33cl).
- **LLC Zine Food Company (ZF)** established on 04-11-2012 (Rouiba): Specialized in the production and distribution of fruit drinks packaged in plastic bottles (PET), RAMY 1.25l, RAMY Delice 1.5l.

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- **LLC Ramy Milk: (El Harrach)** created in 2015: Specialized in the production and distribution of milk drinks packaged in carton boxes, 1L, 20cl, 180ml and 125ml.

### 2- Company ID:<sup>78</sup>

- **Name:** SARL Taiba Food Company
- **Legal form:** limited liability company LLC
- **Legal regime:** Private sector
- **Nationality:** Algerian
- **Corporate capital:** 1 028 000 000,00 DA
- **Date of establishment:** 19 May 2007
- **NIS (Statistical Identification Number):** 000716420057253
- **NIF (Tax Identification Number):** 00071609743814000000
- **Headquarters:** lot 344, section 07, zone w industrial zone Rouïba-Alger. Algeria
- **Activity area:** agri-food
- **Phone:** +213 021 81 94 00
- **Fax:** +213 021 81 94 00
- **Number of employees:** 840 employees
- **Website:** www.ramyfood.com
- **Email:** contact@ramyfood.com

### 3- Mission and objectives of the company:<sup>79</sup>

#### a- Mission:

The main mission of the TFC is to offer the Algerian consumer a product of unparalleled quality and an impeccable service. Other missions are projected by the company in the medium and long term. These missions are as follows:

- The development of the business of the company.
- Ensuring a regular supply of the market of juices, energy drinks and dairy products.
- Meet the expectations of consumers in order to be faithful to them through the optimal development of its products.

#### b- Objectives:

As for the objectives, they are as follows:

- Offer employment, especially to young people.
- Create production conditions that strengthen the climate of confidence between trade partners and promote trade.
- Establish a quality approach in the food sector that must be consistent, progressive and realistic.

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<sup>78</sup> <https://www.adresse-algerie.com/annuaire/sarl-taiba-food-company/> (consulted on May 13, 2024 at 4:09 AM).  
Our translation.

<sup>79</sup> Internal documents of Taiba Food Company, marketing department. Our translation.

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- Develop the activity and its extension.
- Increase turnover and market shares

### 4- The structure of TFC:

#### a- Organizational chart:

The organizational structure composed of several department, it is shown in **appendix N °: 06**

#### b- Presentation of the different departments of the company:<sup>80</sup>

Taiba Food Company has six departments: the executive management, the finance and accounting department, the sales department, the marketing department, the production department and the human resources department.

The functions of these directions are:

##### ▪ The executive management:

It is the predominant function of a business. It applies to defining the strategic choices of the company. It organizes the company by setting up subsystems, structures, methods and procedures necessary to achieve the objectives.

This department takes care of the administrative management of the company, it is made up of:

- Secretariat
- Assistant
- Quality control office
- Entry agent

The management bodies have a dual mission:

**Internal:** ensure the necessary presence of a company management body and the sustainability of the company.

**External:** meet the legal obligation to represent the company by a responsible representative body.

Among the missions of the executive management, we can cite:

- The decision on financing, commercial strategy, social policy, definition of the business project and corporate culture
- Coordinate the different functions of the company
- Designate the main managers of the company and their mission
- Deal with the various difficulties and crises of the company

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<sup>80</sup> Op. cit. Our translation

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### ▪ **The finance and accounting department:**

It brings together two sub-directors:

- The sub-directorate: general accounting
- The sub-department: treasury

This department's role is to record all of the company's economic and financial operations. It is responsible for:

- To ensure the proper financial and accounting functioning of the company
- Ensure the management of the company's cash flow
- To participate in the implementation of the company's financial policy.

### ▪ **The sales department:**

This department is responsible for the sales of the company's products, its tasks are:

- Market analysis for better marketing of the company's products
- Implementation of the company's commercial actions
- Monitoring to satisfy customer demand
- Develop the company's pricing policy with the structures concerned

This department has four sub- department:

- The direct sales sub-department
- The indirect sales sub-department
- The sub- department of sales monitoring and control
- The stock sub- department of finished products

#### **Direct sales service:**

Responsible for:

- Welcoming customers, who are in direct contact with the company
- Loading of products
- Order invoicing

#### **The indirect sales service:**

Responsible for:

- Ensuring the flow of products
- Collecting and programming orders

#### **The sales monitoring and control service:**

He ensures:

- Maintaining commercial relationships

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- Market prospecting through the development of sales by region and network
- Monitoring salespeople who are responsible for delivering products

### **The stock service for finished products:**

Responsible for:

- Monitoring to ensure proper operation and avoid stock shortages.

### ▪ **The production department:**

Its role is to plan and organize production with control of costs and deadlines. This department ensures:

- Ensure compliance with quality and safety standards.
- Optimize the use of equipment, raw materials, and labor.
- Minimize manufacturing costs.

It brings together two sub-department:

- The production service sub-department;
- The raw materials stocks sub-department;

### **The production service:**

Composed of two workshops each including a production line:

The first workshop includes a juice production line and the second an energy drink production line.

This service carries out the following missions in particular:

- Taking charge of the management of all operations linked to the transformation of raw materials into finished products.
- Preparation of raw materials consumption program
- Monitoring compliance with technological processes and their improvement
- Monitoring compliance with hygiene and staff safety instructions

### **The raw materials stock:**

- Supports all storage operations
- Responsible for preparing raw material consumption programs.
- Ensure that storage costs are minimized while avoiding stock shortages

### ▪ **The human resources department:**

She uses all the techniques and means to ensure the smooth running of the company from the personnel point of view. This department ensures the implementation of means of prevention and management of socio-professional problems of workers.

## **CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market**

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It brings together three sub-department which are as follows:

- The personal service sub-department
- The payroll and social benefits sub-department
- The sub-department of general resources

### **The personnel management service:**

- He takes care of recruitment, career monitoring, training and administrative files.

### **The payroll and social benefits service:**

- The role of this service is to prepare workers' pay according to their presence (clocking in) and to monitor activities related to social works.

### **The general resources service:**

- The main functions of this service are transport, hygiene and security.

### **c- Presentation of the marketing department:**

Operations related to marketing communication are carried out by the Marketing department, which is one of the most important departments within the TFC company and made up of 18 people.

**The missions of the Marketing department:** The department's missions are as follows:

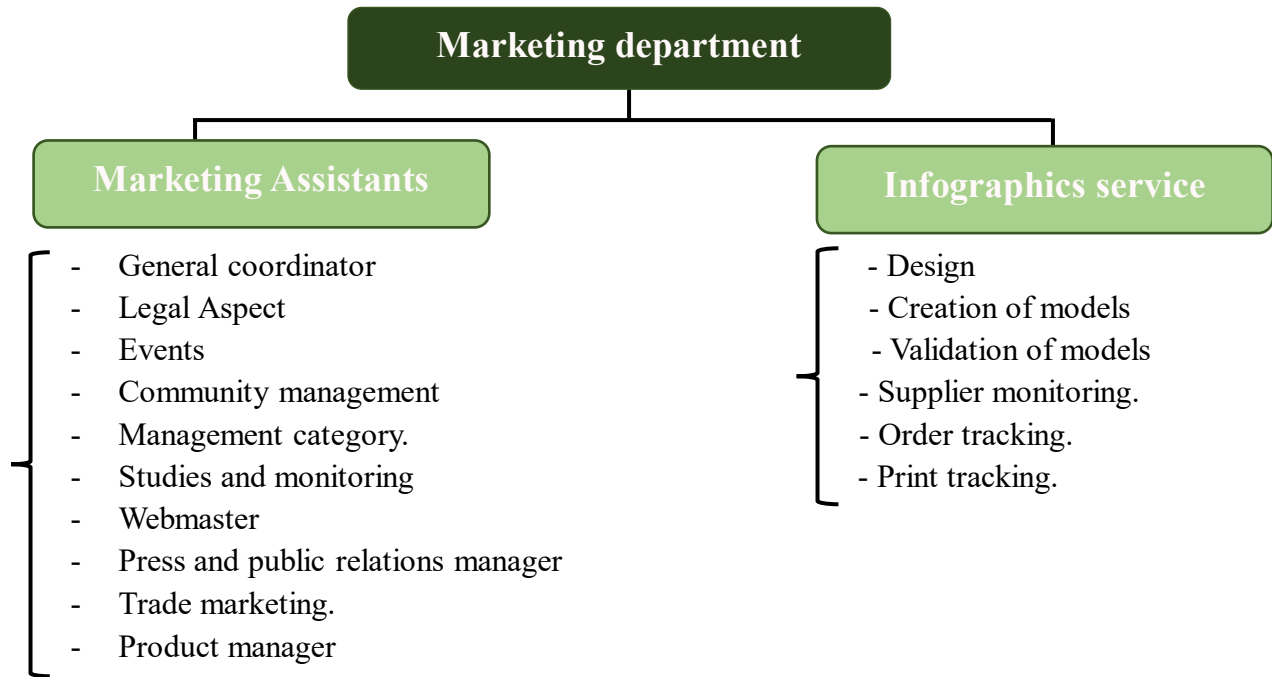
- Increase business opportunities
- Expand the company's market
- Improve the efficiency of the company
- Develop strategies to build consumer loyalty
- Implement communication plans through advertising and promotion
- Prospect the market to get closer and best meet consumer expectations
- Contribute to the growth of the company

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### The Marketing department organization chart:

Figure III.01: The organizational structure of the marketing department



**Source:** Internal documents of Taiba Food Company, marketing department. Our translation.

### The missions of the Marketing department cells:

This department, as we have seen, is headed by a Marketing Director who oversees all the work of the department. 18 people handle marketing-related aspects of the company. The missions of the different departments are as follows:

#### ▪ **General coordinator:**

He takes care of:

- Distribute tasks between the different cells.
- Ensure the consistency of actions.
- Identify unfinished tasks.
- Organization of briefings.
- Prepare and monitor the annual budget of the marketing department.
- Prepare purchase orders.
- Supplier monitoring.

#### ▪ **Legal Aspect:**

He takes care of:

- INAPI: Algerian national institute of industrial property.

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- CNRC: National Trade Register Center.
- EAN: Bar Codes.
- Urban display.

### **▪ Community management:**

He takes care of:

- Represent the brand on the internet.
- Manage the brand's presence on social networks.
- The brand's E-reputation on social networks. (Keep the good image of the brand).

### **▪ Events:**

He takes care of:

- Sponsoring.
- Preparation and monitoring of events.
- Supervision of broadcasts.
- Study of files.
- The proper exploitation of events.
- Relational.

### **▪ Management category:**

He takes care of:

- Prospecting: market, competitors.
- Merchandising.
- Cross-functional function: between sales and marketing departments.
- Market expertise.

### **▪ Studies and monitoring:**

He takes care of:

- Carry out research in the areas: consumer, competition and other market environment factors.
- Train the trainees.
- Participate in Fairs and Exhibitions.
- Ensure competitive intelligence.

### **▪ Press and public relations officer:**

He takes care of:

- Transmit company information to the various media.

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- The organization of press conferences to convey information on the latest activities of the company.

### **▪ Webmaster:**

He takes care of:

- Site design: Participate in the design of the site.
- On-site development, and its implementation and technical monitoring.
- Carry out the integration of multimedia elements.
- Website graphics: Manage multimedia visual graphic interfaces.
- Editorial animation: manage editorial content (articles, events, etc.).
- SEO: improve the site's SEO.
- Manage the updating and archiving of the website.

### **▪ Trade marketing:**

He takes care of:

- Development of the promotional policy.
- Development of the annual action plan.
- Proposal for sales actions and steps to follow.
- Definition of sales objective.
- Monitor the progress of actions, monitor their profitability and optimize results.
- Make recommendations to optimize.
- Carry out studies and analyzes concerning the market and the product.
- Manage all Trade marketing operations and build work teams.

### **▪ Product manager:**

He takes care of:

- Based on a market analysis (field information, external studies) and depending on the company's objectives, define the offer, the Marketing plan as well as the resulting action plan.
- Ensure the development and management of the product or product range.
- Monitor the commercial development of the product, Assist the sales force as well as the merchandisers in carrying out the marketing plan.
- Initiate and coordinate the process of defining the Marketing Mix transversally with the different business structures.

### **5- Ramy's logo:**

The Ramy logo features the brand name "Ramy" in a red, stylized font within a green oval, topped with two green leaves symbolizing freshness. It is a recognizable emblem of the well-known Algerian food brand.

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Figure III.02: The logo of the Ramy



Source: <https://www.ramyfood.com/>

### 6- Ramy website:

On top of being present on 4 platform, Ramy actually got its own website which contains all the necessary information about the company, brands, product catalog, company participation in exhibitions and fairs, contacts and address...

See Ramy's website in **Appendix N °07**

### II- Ramy on social media:

Ramy is currently present on 4 platforms: Facebook, Instagram, LinkedIn and YouTube:

Figure III.03: Ramy social media accounts



Source: Personal design

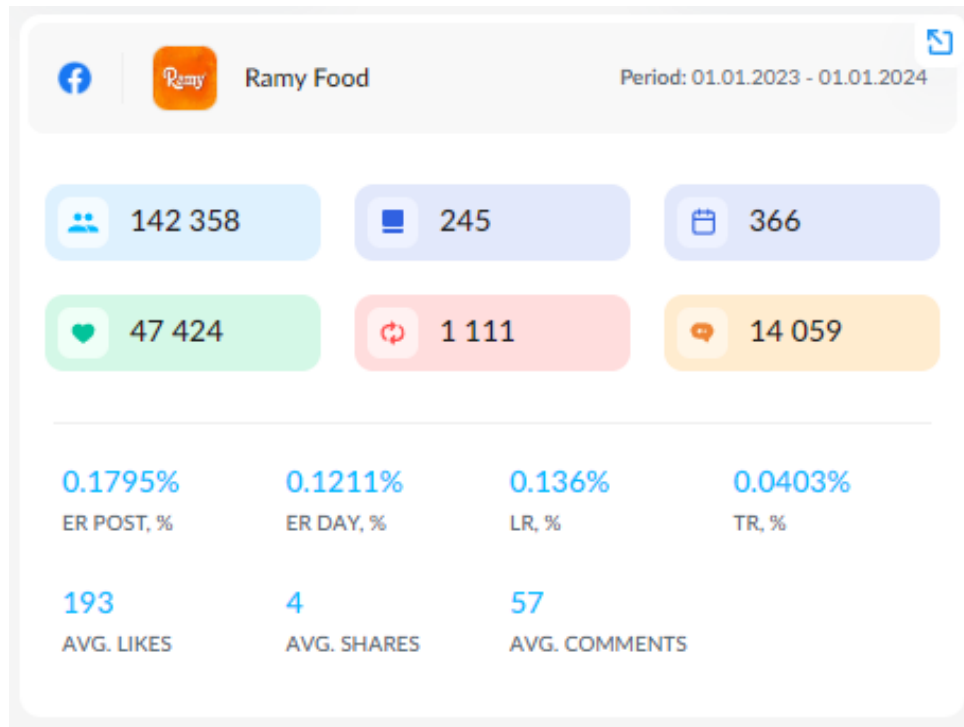
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### Ramy social media statistics (Ramy Food Facebook's page):

We're going to only focus on Ramy Food Facebook's page since it's the main page for Ramy brand and they only run ads there

From January 1, 2023 to January 1, 2024:

Figure III.04: Ramy's Facebook account stats



Source: Internal documents of Taiba Food Company, marketing department

- **142 358** Followers
- **245** Posts
- **47 424** Total Likes
- **1 111** Total Shares
- **14 059** Total Comments
  
- **ER POST%: 0.1795%**, this stands for Engagement Rate per Post. This is the percentage of people who liked, shared, or commented on a post, divided by the total number of people who saw the post.
- **ER DAY%: 0.1211%**, this stands for Engagement Rate per Day. This is the total number of engagements (likes, shares, comments) on all posts for a day, divided by the total number of people who saw those posts that day.
- **LR%: 0.136%**, this stands for Like Rate. This is the percentage of people who liked a post, divided by the total number of people who saw the post.

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- **TR%: 0.0403%**, this stands for Click Through Rate (CTR). This is the percentage of people who saw a post and clicked on a link in the post.
- **AVG LIKES: 193**, This is the average number of likes received by all the posts during the analyzed period.
- **AVG Shares: 4**, this is the average number of times the posts were shared by others during the analyzed period.
- **AVG Comments: 57**, this is the average number of comments received by all the posts during the analyzed period.

An engagement rate of (0.1%) is considered very low. This means that out of every 1,000 followers, only 1 person is engaging with the content on average.

### 1- Facebook's reach statistics:

Figure III.05: Ramy's Facebook reach stats



**Source:** Internal documents of Taiba Food Company, marketing department

This metric counts reach of organic or paid distribution of Facebook content, including posts, stories and ads. It also includes reach from other sources, like tags, visits, and views to the Page or profile, as well as reach from boosted posts and stories.

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### 2- Facebook's likes statistics:

Figure III.06: Ramy's Facebook likes stats



**Source:** Internal documents of Taiba Food Company, marketing department

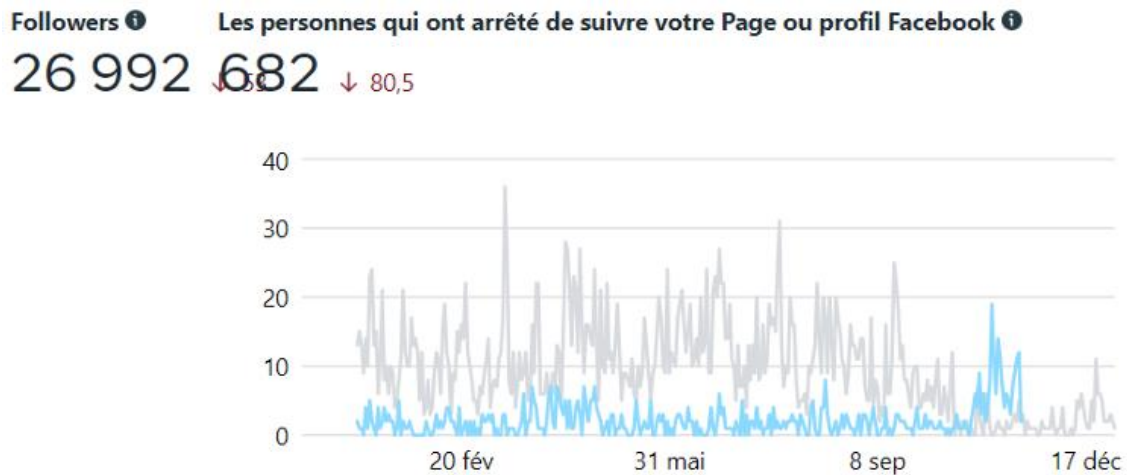
The total number of likes of the page on December 20, 2023 is 133 628, so 24 817 more since January 1, 2023.

### 3- Facebook's follower's statistics:

Figure III.07: Ramy's Facebook followers stats



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**Source:** Internal documents of Taiba Food Company, marketing department

The total number of followers of the page on December 20, 2023 is 145 128, so 26 992 more since January 1, 2023, during this period 682 stopped following the page.

### 4- Facebook's visits statistics:

**Figure III.08:** Ramy's Facebook visits stats



**Source:** Internal documents of Taiba Food Company, marketing department

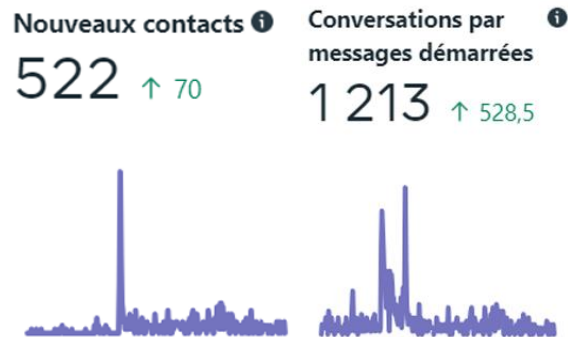
The total number of visits of the page on December 20, 2023 is 211 560.

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### 5- Facebook's message statistics:

Figure III.09: Ramy's Facebook messages stats



**Source:** Internal documents of Taiba Food Company, marketing department

Started message conversations are the number of times people contacted the company via message for the first time after at least 7 days of inactivity. New Message Contacts are the number of accounts that contacted your business via message for the first time.

Topics covered in messages received on the page:

- Products not available
- Gluten-free products
- Recruitment request
- Contacting the sales department (distributors, etc.)
- Internship request
- Complaints about products

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### 6- The post that reached the most world (without boost):

Figure III.10: Ramy's Facebook most reached post (without boost)



**Source:** Internal documents of Taiba Food Company, marketing department

This Facebook post from Ramy Food, dated April 20, 2023, features an official statement clarifying and addressing a misleading video that negatively impacted the brand's reputation. The statement emphasizes the company's commitment to quality, condemns the unethical actions, and assures customers of ongoing efforts to maintain the integrity of Ramy Food products. The post is tagged with hashtags related to Eid al-Fitr and celebrations. See the post in **Appendix N °08**.

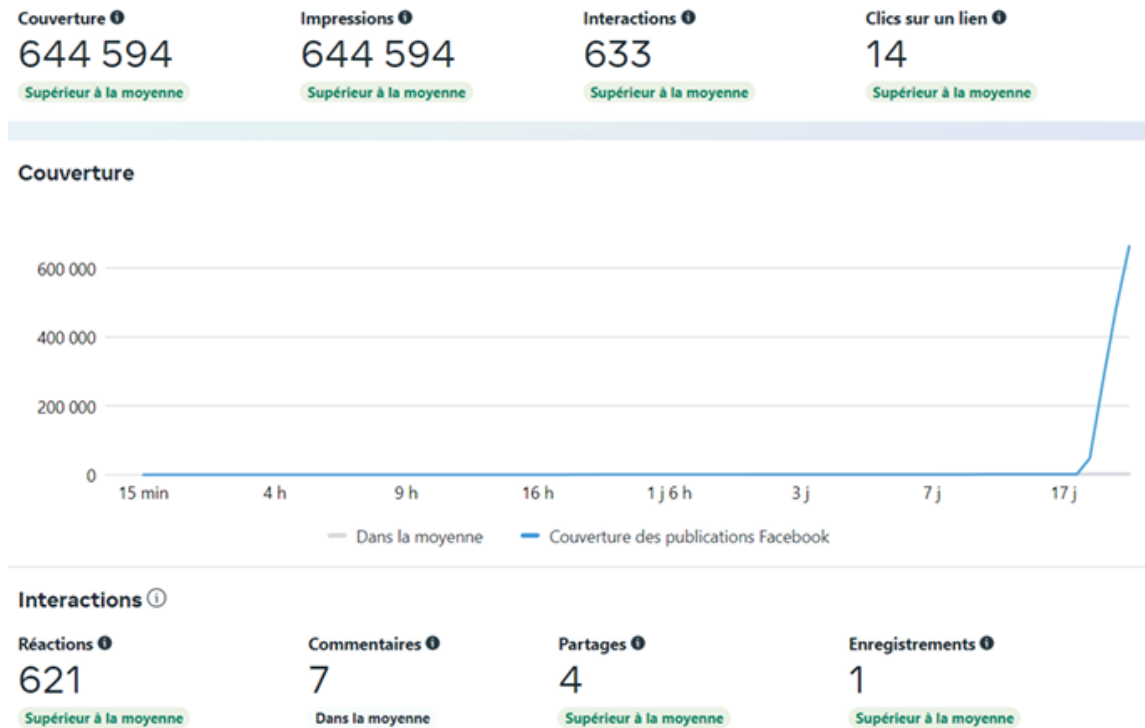
- **Reach:** 311 162
- **Impressions:** 311 162
- **CTR:** 3
- **Interactions:** 701
  - Reactions: 487
  - Comments: 161
  - Shares: 33
  - Saves: 20

High in reach and impressions but relatively low in deep engagement, primarily receiving reactions with minimal comments, shares, and saves.

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### 7- The post that reached the most world (with boost):

Figure III.11: Ramy's Facebook most reached post (with boost)



**Source:** Internal documents of Taiba Food Company, marketing department

This Facebook post from Ramy Food, dated September 24, 2023, promotes the "Ramy Tropical" fruit drink, highlighting it as the perfect refreshment for enjoying fun and exciting moments with friends, such as playing video games. See the post in **Appendix N °09**.

- **Reach:** 644 594
- **Impressions:** 644 594
- **CTR:** 14
- **Interactions:** 633
  - Reactions: 621
  - Comments: 7
  - Shares: 4
  - Saves: 1

Moderate reach but significantly higher engagement across all metrics, showing that content quality and relatability can drive user interaction more effectively than visibility alone.

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### 8- The post sparked the most interactions (without boost):

Figure III.12: Ramy's Facebook most interacted post (without boost)



**Source:** Internal documents of Taiba Food Company, marketing department

This Facebook post from Ramy Food, dated April 23, 2023, humorously references Elon Musk and the blue tick verification on Twitter, asserting that their brand is recognized as genuine regardless of verification status. The post features a screenshot of a playful Twitter exchange among Ramy Food and its sub-brands, Ramy Malt and Ramy Milk, further engaging the audience with lighthearted banter and hashtags related to the brand. See the post in **Appendix N °10**.

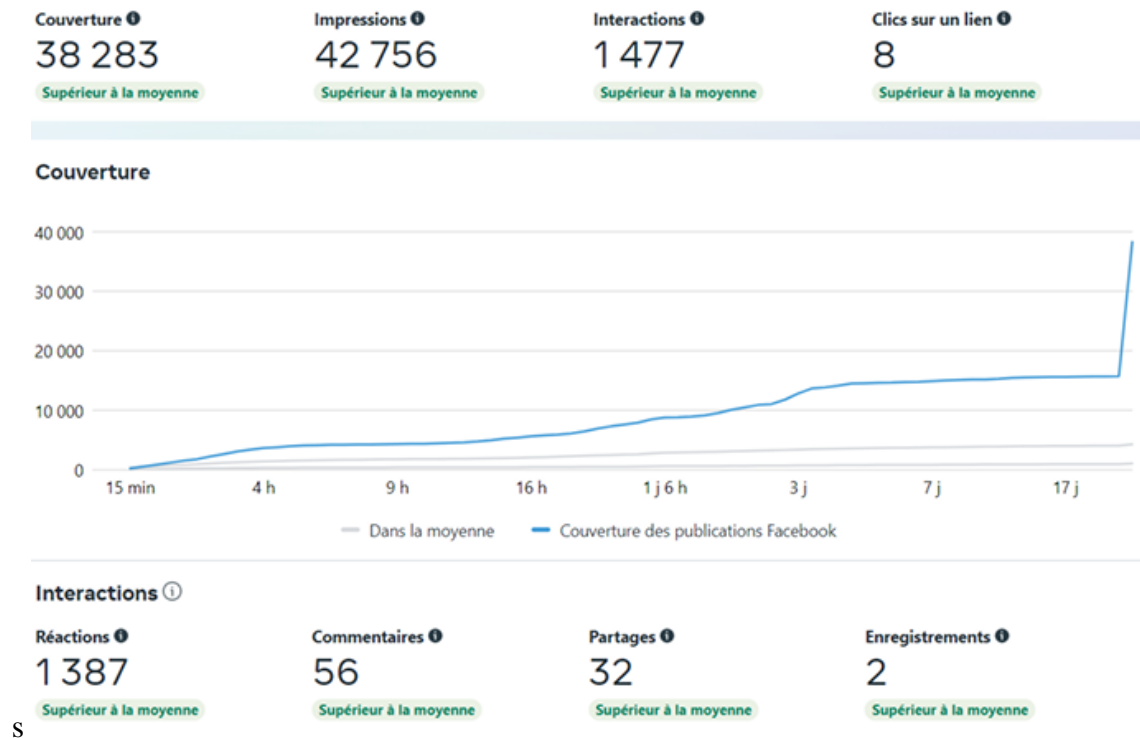
- **Reach:** 269 658
- **Impressions:** 269 658
- **CTR:** 2
- **Interactions:** 4055
  - Reactions: 3807
  - Comments: 173
  - Shares: 32
  - Saves: 43

The high number of interactions reflects its success in sparking discussion and interest.

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### 9- The post sparked the most interactions (with boost):

Figure III.13: Ramy's Facebook most interacted post (with boost)



**Source:** Internal documents of Taiba Food Company, marketing department

The Facebook post by Ramy Food, dated August 7, 2023, features the new product “Ramy Green Energy,” a beverage with ginger extract and dynamic green lightning effects. See the post in **Appendix N °11**.

- **Reach:** 38 283
- **Impressions:** 42 756
- **CTR:** 8
- **Interactions:** 1477
  - Reactions: 1387
  - Comments: 56
  - Shares: 3
  - Saves: 2

The post garnered significant engagement through reactions, comments, shares, and a high click-through rate, indicating strong audience interest and interaction.

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Based on the Facebook's page stats and the post with and without boost, we can see that Ramy's Facebook page is a ghost town. Despite having a sizeable following, their content fails to capture attention.

Ultimately, our thorough analysis of Ramy's Facebook stats points to a reason for worry: engagement is obviously poor. The numbers are depressing across likes, comments, and shares, as the data makes abundant plain. This implies a basic gap between the intended audience and the material.

They're not being pulled into discussions, and the postings aren't sparking the kind of curiosity that builds a vibrant online community. This has to change strategically. Understanding what appeals to Ramy's fans will help us to customize material. Then and only then can we create a place that encourages participation and builds a devoted following.

We can easily see that Ramy's social media ads are struggling and has a very low engagement, **which rejects our hypothesis H1.**

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### **Section 2: Methodological framework**

In this section, we will present the methodology that we followed to answer our research problem as well as to confirm or deny our hypotheses.

To effectively realize this study, we have chosen to use the quantitative aspect. We will, through a survey to try to understand the internet user's perception of social media ads through different social networks and demonstrate its impact on the deliverance of the ad message and its reflection of the customer engagement.

**Choice of research methodology: the quantitative survey.**

#### **I- Presentation of the survey:**

Through a quantitative study, we found it most appropriate to use the questionnaire method in order to carry out our study. This one presupposes a methodology which consists of setting objectives, developing, and transmitting a questionnaire to the targeted sample, and finally the analysis and interpretation of the results in order to confirm or deny our hypotheses:

- **H1:** Ramy's social media campaigns generate a high level of engagement.
- **H2:** Customers engage more with social media campaigns when they are posted at optimal times (for example: evenings, weekends) compared to off-peak times.
- **H3:** Customers engage more with social media campaigns that have clear calls-to-action (For example: "Like," "Share," "Comment", "Tag a Friend") compared to those without.

#### **II- The survey samples:**

The majority of survey samples are carried out from a sample representative of the population concerned. A population made up of women and men of different age groups, connected on social medias.

The sampling method used to extract our sample from the target population, is the nonprobability (empirical) sampling method, more precisely the "Convenience method". Our sample will include age categories diversified and drawn from different fields, the people questioned are selected depending on their availability, the ease of reaching them or convincing them to respond to our questionnaire and most importantly owning at least one social network account.

#### **III- The survey tools:**

We have chosen to use a questionnaire so that we can collect the information and the data we need to answer our problematic.

##### **1- Definition of the questionnaire:**

According to OUACHERINE, the questionnaire is defined as "*A direct technique of scientific investigation used with individuals which allows them to be questioned in a directive and take*

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*a quantitative sample in order to find mathematical relationships and to make quantified comparisons*<sup>81</sup>

The development of our questionnaire is carried out using the Google Forms tool and it was submitted to Algerian internet users via social networks.

### 2- **Questionnaire administration:**

We put together a set of questions, formulated in simple and clear language. These questions are divided to have one final questionnaire including four parts:

**The first part:** Profiling, which allowed us to identify the components of our target, their gender, age and socio-professional category.

**The second part:** The user experience, which allowed us to evaluate the target based on their favorite social media, the frequency of use, the main reason of the usage, their favorite CTA, their opinion about social media ads.

**The third part:** The people who know Ramy are redirected to this part to understand how they knew about Ramy

**The fourth part:** The people who know noticed Ramy's social media ads are redirected to this part to understand their perception of Ramy's ads.

**The fifth part:** The non-followers of Ramy on social networks are redirected to this part to understand their motives of not following Ramy.

### 3- **The structure of the questionnaire:**

Before the launch, we tested our questionnaire and we ultimately obtained a questionnaire containing 20 questions, in which we used the following types of questions:

- a) **Open questions:** these are questions where there is no suggested answer, the respondent is free to express themselves and provide answers of his choice which can be short or long.
- b) **Closed questions:** these are questions in which we impose to the respondent a list of precise answers and a limited choice, we distinguish:
  - **Closed dichotomous questions:** they offer only two choices of answers, and the respondent must choose only one.
  - **Multiple choice questions with one or more answers:**
    - Only one answer: among a range of answers, the respondent must choose only one proposal.
    - Several answers: from a range of answers, the respondent can choose more than one answer.
- c) **Rating scales:** these are questions designed to assess the positions taken by individuals on psychological variables and are generally attitude scales.

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<sup>81</sup> CHABANI (S), OUACHERINE (H) : *Guide de méthodologie de la recherche en science sociales*, 2<sup>nd</sup> Edition, Algiers, 2013, p.77. Our translation.

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Our questionnaire (See appendix) comprises a total of 20 questions of several types that we will summarize in the following table:

**Table III.01:** Distribution of the questionnaire by type of question

Types of question	Question's number
Open question	20
Closed dichotomous question	12, 14, 16, 18
Single-answer multiple choice question	1, 2, 3, 6, 13
Multiple-answers multiple choice question	4, 7, 8, 9, 10, 11, 19
Rating scales question	5, 15, 17

**Source:** developed by our means

### **4- Data collection, location, and duration of the survey:**

The choice of the data collection method is a very important phase because the quality of the information collected impacts the results of the analysis. Our survey took place from the 15th till the 26th of May. The questionnaire was administered on social medias in order to reach several age categories and several regions of the territory (Mainly in Algiers). Thus, a total of 131 responses were received.

### **5- Processing and analyzing the results:**

Once the information has been collected, we proceed with the counting and tabulation, the results are then translated into a table which we will interpret in order to allow us to better analyze the results of the survey.

**Processing of the results:** In order to facilitate the analysis of the responses obtained which represent a mass of information and for better exploitation and appreciation of the results obtained, the processing of our questionnaire was carried out using the SPSS Statistics software used for the statistical analysis in order to give more credibility to our results.

**Analysis of the results:** During the analysis of our survey and in order to verify our uses, our uses, we used two types of sorting: flat sorting and cross sorting.

- Flat-sorting analysis: It's an operation that reorganizes all the values taken into a single variable.
- Cross-sorting analysis: It's an operation that allows you to analyze the relationships between two variables or more.

The results obtained will be presented in the form of tables, graphs and diagrams accompanied by comments.

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### Section 3: Presentation of findings

#### I- Reminder of the research problem and hypotheses:

**Problem Statement:** In the competitive landscape of the Algerian market, how can we measure and optimize the effectiveness of Ramy's social media advertising campaigns to maximize customer engagement?

#### **Hypotheses:**

Hypothesis 1: Ramy's social media campaigns generate a high level of engagement.

Hypothesis 2: Customers engage more with social media campaigns when they are posted at optimal times (for example: evenings, weekends) compared to off-peak times.

Hypothesis 3: Customers engage more with social media campaigns that have clear calls-to-action (For example: "Like," "Share," "Comment", "Tag a Friend") compared to those without.

#### II- Data analysis and presentation:

In order to answer our problematic, we will start analyzing our questionnaire through a flat-sorting and cross-sorting analysis to get to the survey summary.

##### 1- Flat-sorting analysis:

Question 1: You are:

**Table III.02:** The distribution of the sample according to gender

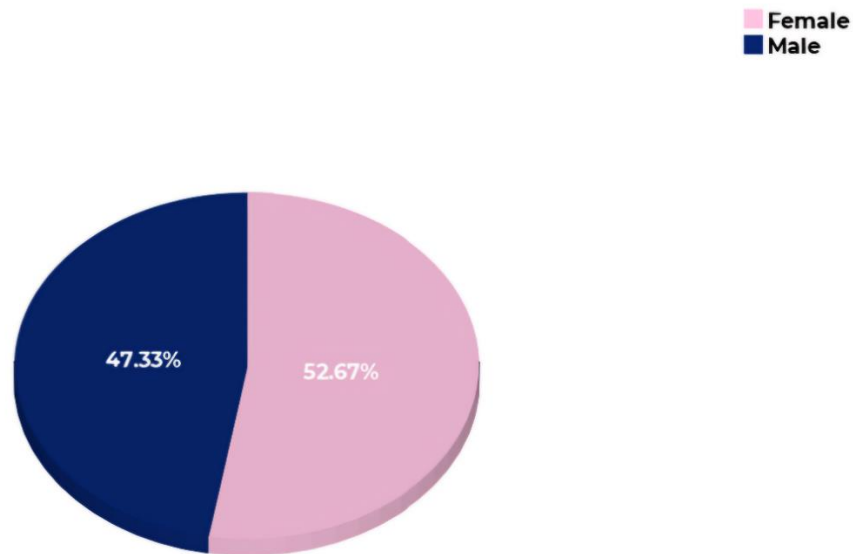
	Count	Percent
Female	69	52.7%
Male	62	47.3%
Total	131	100%

**Source:** Developed by us using SPSS

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Figure III.14: Distribution of the sample according to gender



Source: Developed by us using SPSS

**Comment:** Based on the data, the gender distribution in this sample is fairly balanced. There's almost an equal split between females (52.7%) and males (47.3%).

**Question 2:** Your age group:

Table III.03: The distribution of the sample according to age group

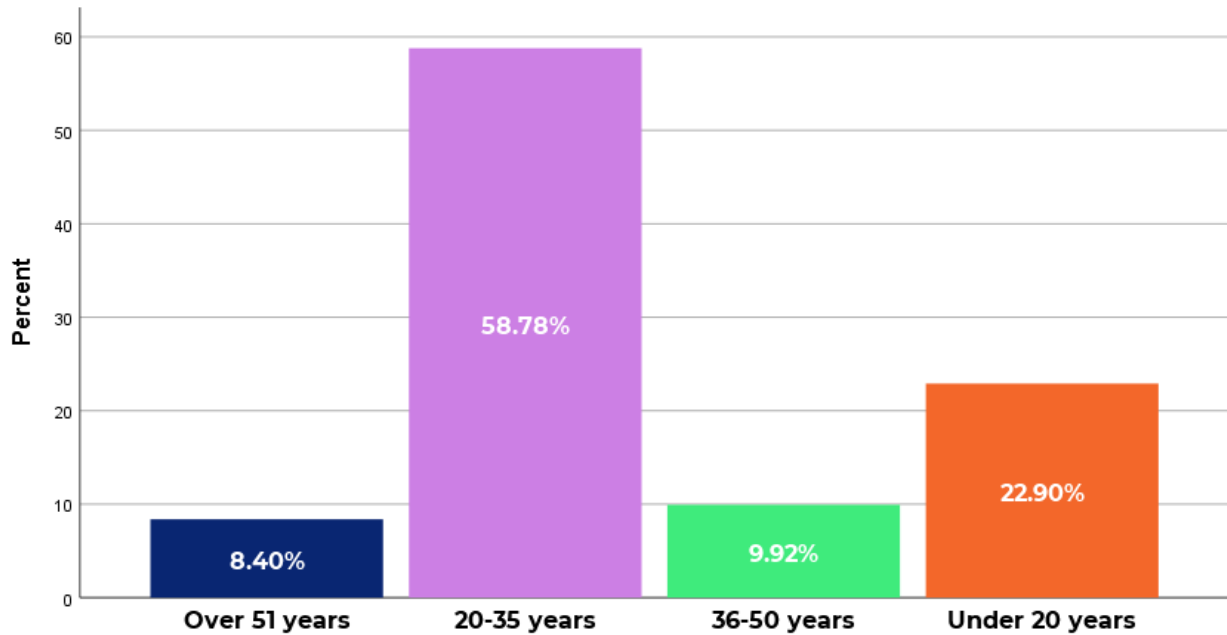
	Count	Percent
Over 51	11	8.4%
20-35 years	77	58.8%
36-50 years	13	9.9%
Under 20 years	30	22.9%
<b>Total</b>	<b>131</b>	<b>100%</b>

Source: Developed by us using SPSS

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Figure III.15: The distribution of the sample according to age group



Source: Developed by us using SPSS

**Comment:** We note that the largest proportion, exceeding half at (58.8%), falls within the 20-35 years old range. The second biggest group is those younger than 20 years old, making up (22.9%) of the sample. The remaining age groups, (36-50) and over 51 years old, are considerably smaller at (9.9%) and (8.4%) respectively.

The study shows that most of the survey respondents fall within the 20-35 years old range which helps our study case since that age range statistically is the most connected online.

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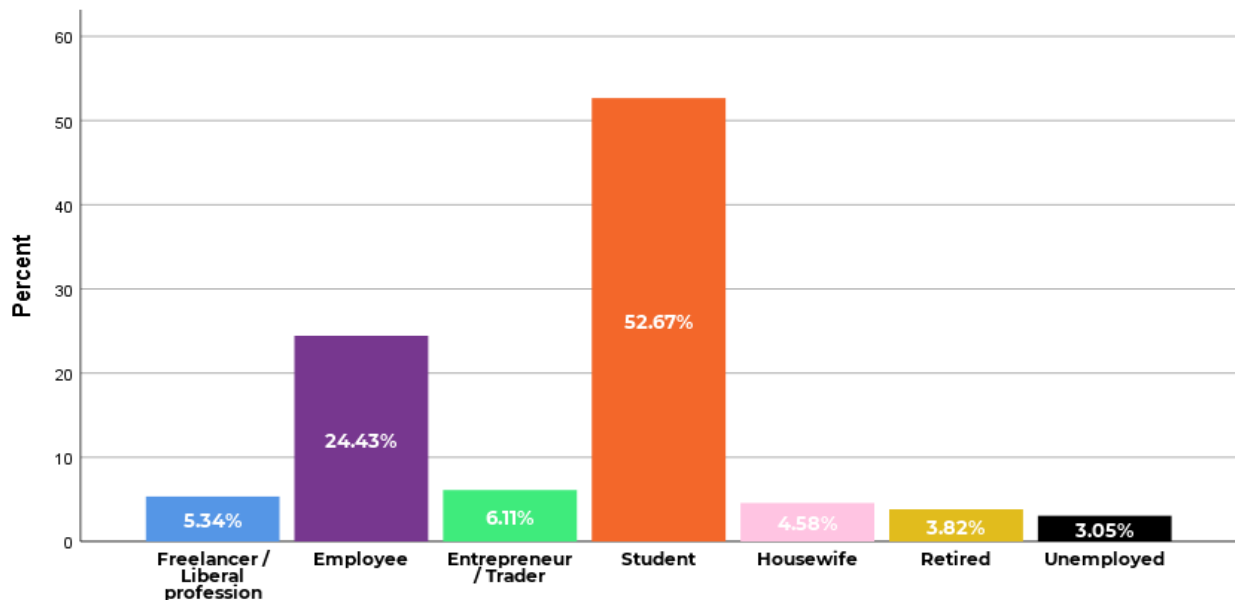
**Question 3:** Your socio-professional category:

**Table III.04:** The distribution of the sample according to socio-professional category

	Count	Percent
Freelancer / Liberal profession	7	5.3%
Employee	32	24.4%
Entrepreneur / Trader	8	6.1%
Student	69	52.7%
Housewife	6	4.6%
Retired	5	3.8%
Unemployed	4	3.1%
<b>Total</b>	<b>131</b>	<b>100%</b>

Source: Developed by us using SPSS

**Figure III.16:** The distribution of the sample according to socio-professional category



Source: Developed by us using SPSS

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**Comment:** It can be seen that the data about our sample exhibits a strong bias towards younger age groups. The largest proportion, exceeding half at (52.7%), falls within the student category. The second biggest group is Employees, at (24.4%). All other categories (Freelancer/Liberal profession, Entrepreneur/Trader, Housewife, Unemployed, Retired, are significantly smaller, ranging between (3.1%) and (6.1%).

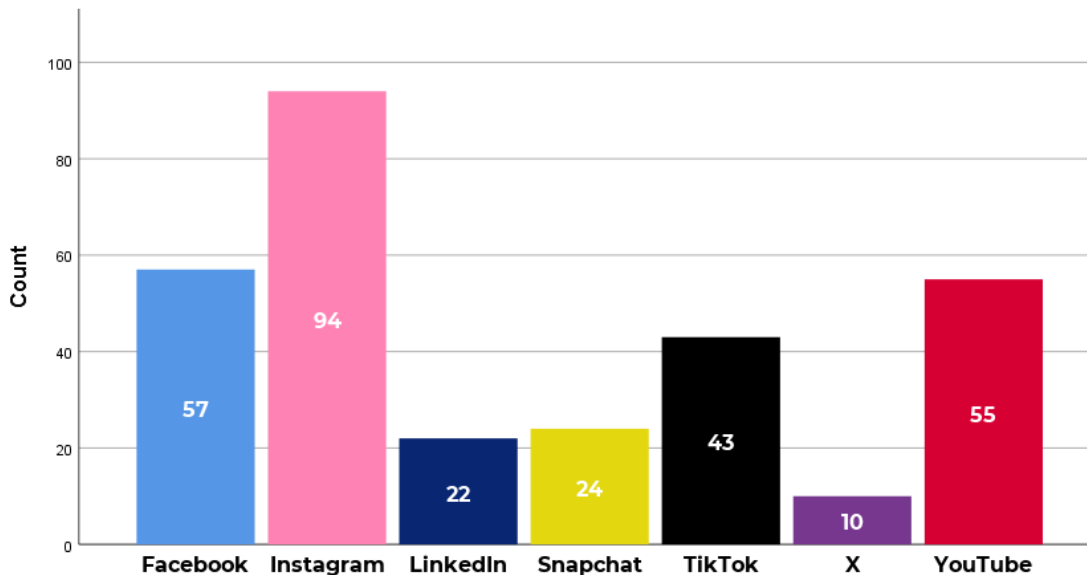
**Question 4:** Which social media do you use the most?

**Table III.05:** The distribution of the sample according to most used social media

	Count	Percent
Facebook	57	18.7%
Instagram	94	30.8%
TikTok	43	14.1%
X	10	3.3%
Snapchat	24	7.9%
YouTube	55	18%
LinkedIn	22	7.2%
<b>Total</b>	<b>305</b>	<b>100%</b>

Source: Developed by us using SPSS

**Figure III.17:** The distribution of the sample according to most used social media



Source: Developed by us using SPSS

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**Comment:** According to our sample, data shows a clear skew towards social media platforms like Instagram and Facebook. Instagram has the highest usage with (30.8%) of respondents, followed by Facebook at (18.7%). YouTube and TikTok come in next at (18%) and (14.1%) respectively. The remaining platforms (Snapchat, LinkedIn, X) all have significantly lower usage, ranging between (3.3%) and (7.9%).

This shows that Facebook and Instagram could be the most effective for reaching the target audience for Ramy if they don't want to over invest in digital marketing in every platform.

**Question 5:** How long do you use each platform?

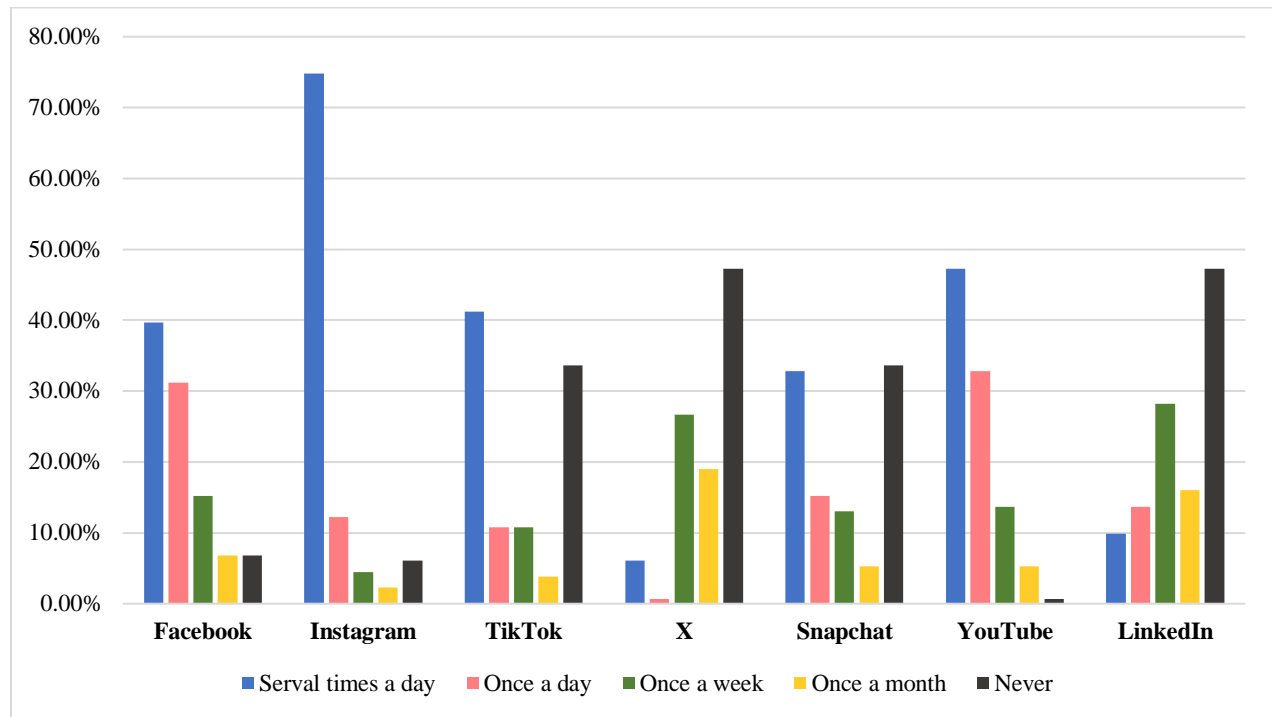
**Table III.06:** The distribution of the sample according to most used social media compared to others

		Serval times a day	Once a day	Once a week	Once a month	Never
<b>Facebook</b>	Count	52	41	20	9	9
	%	39.7%	31.2%	15.2%	6.8%	6.8%
<b>Instagram</b>	Count	98	16	6	3	8
	%	74.8%	12.2%	4.5%	2.3%	6.1%
<b>TikTok</b>	Count	54	14	14	5	44
	%	41.2%	10.8%	10.8%	3.8%	33.6%
<b>X</b>	Count	8	1	35	25	62
	%	6.1%	0.7%	26.7%	19%	47.3%
<b>Snapchat</b>	Count	43	20	17	7	44
	%	32.8%	15.2%	13%	5.3%	33.6%
<b>YouTube</b>	Count	62	43	18	7	1
	%	47.3%	32.8%	13.7%	5.3%	0.7%
<b>LinkedIn</b>	Count	13	18	37	21	42
	%	9.9%	13.7%	28.2%	16%	47.3%

**Source:** Developed by us using SPSS

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

**Figure III.18:** The distribution of the sample according to most used social media compared to others



**Source:** Developed by us using SPSS

**Comment:** The data reveals a clear preference for Instagram as the most used social media platform, 74.8% of respondents reported using Instagram at least once a day, while only 39.7% said the same about Facebook.

TikTok follows behind at 41.2%, with a significant portion (33.6%) never using it.

Snapchat and LinkedIn have similar usage patterns, with around a third of respondents using them at least once a day (32.8% and 9.9% respectively) and another third never using them (33.6% and 47.3% respectively).

YouTube stands out for having the most users who access it several times a day (47.3%), followed by a considerable portion who never use it (33.6%).

Overall, Instagram and Facebook are the dominant platforms, while TikTok has a sizeable user base but also a large portion who do not use it. Snapchat, LinkedIn, and YouTube show a mix of daily use and non-use.

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

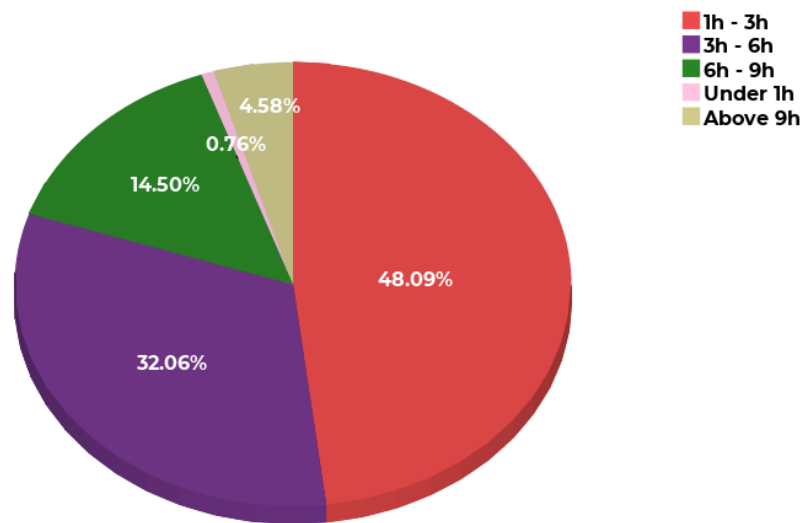
**Question 6:** How many hours do you spend per day on social media?

**Table III.07:** The distribution of the sample according to time spent on social media

	Count	Percent
<b>Under 1h</b>	1	8%
<b>1h - 3h</b>	63	48.1%
<b>3h - 6h</b>	42	32.1%
<b>6h - 9h</b>	19	14.5%
<b>Above 9h</b>	6	4.6%
<b>Total</b>	<b>131</b>	<b>100%</b>

**Source:** Developed by us using SPSS

**Figure III.19:** The distribution of the sample according to time spent on social media



**Source:** Developed by us using SPSS

**Comment:** The data leans heavily towards spending between 1 and 3 hours per day on social media. Almost half (48.1%) of the respondents reported spending this amount of time daily. The next largest group spends under 1 hour (8%), followed by those spending 3-6 hours (32.1%). A smaller segment spends 6-9 hours (14.5%) and the fewest users (4.6%) spend more than 9 hours per day on social media.

This shows that shorter content may be more effective for grabbing attention and getting people to engage like reels on Facebook and Instagram or shorts on YouTube or just TikToks.

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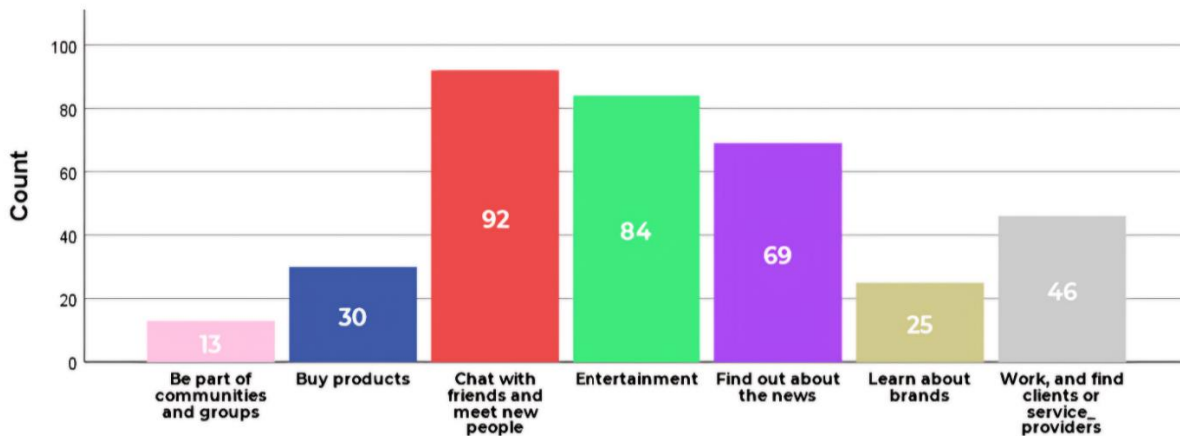
**Question 7:** What are the reasons for your use of these social medias?

**Table III.08:** The distribution of the sample according to the reasons of using social media

	Count	Percent
Entertainment	84	23.4%
Chat with friends and meet new people	92	25.6%
Work, and find clients or service providers	46	12.8%
Find out about the news	69	19.2%
Learn about brands	25	7%
Buy products	30	8.4%
Be part of communities and groups	13	3.6%
<b>Total</b>	<b>359</b>	<b>100%</b>

Source: Developed by us using SPSS

**Figure III.20:** The distribution of the sample according to the reasons of using social media



Source: Developed by us using SPSS

**Comment:** The data exhibits a clear preference for entertainment (23.4%) and chatting with friends (25.6%) as the top reasons for using social media. These are followed by finding out about the news (19.2%) and learning about brands (7.0%). A smaller portion uses social media for work (12.8%), buying products (8.4%), or being part of communities (3.6%).

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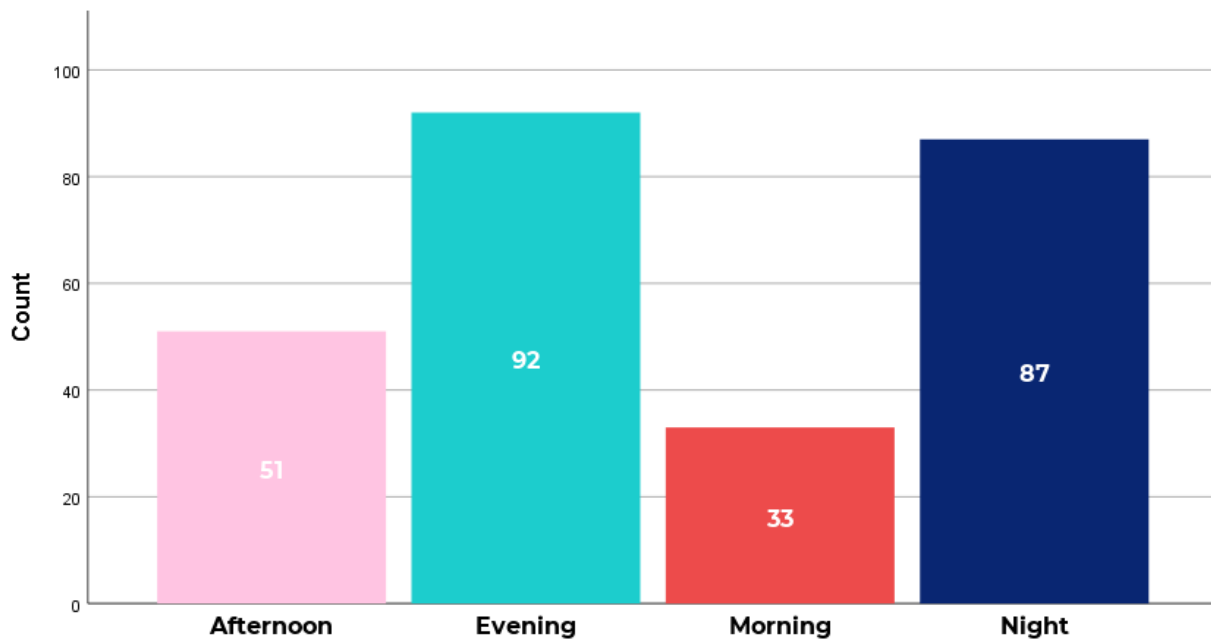
**Question 8:** At what time of day do you most often check social media?

**Table III.09:** The distribution of the sample according to the time of day of their use of social medias

	Count	Percent
<b>Morning</b>	33	12.5%
<b>Afternoon</b>	51	19.4%
<b>Evening</b>	92	35%
<b>Night</b>	87	33.1%
<b>Total</b>	<b>263</b>	<b>100%</b>

Source: Developed by us using SPSS

**Figure III.21:** The distribution of the sample according to the time of day of their use of social medias



Source: Developed by us using SPSS

**Comment:** We can notice that the majority of the respondents have a distinct preference for checking social media in the evening (35.0%). This is followed closely by those who check social media at night (33.1%). Morning and Afternoon usage are less frequent at (12.5%) and (19.4%) respectively.

This shows that people are most likely to check social media in the evening and at night. This could be because of work or people are relaxing and have more free time during these hours.

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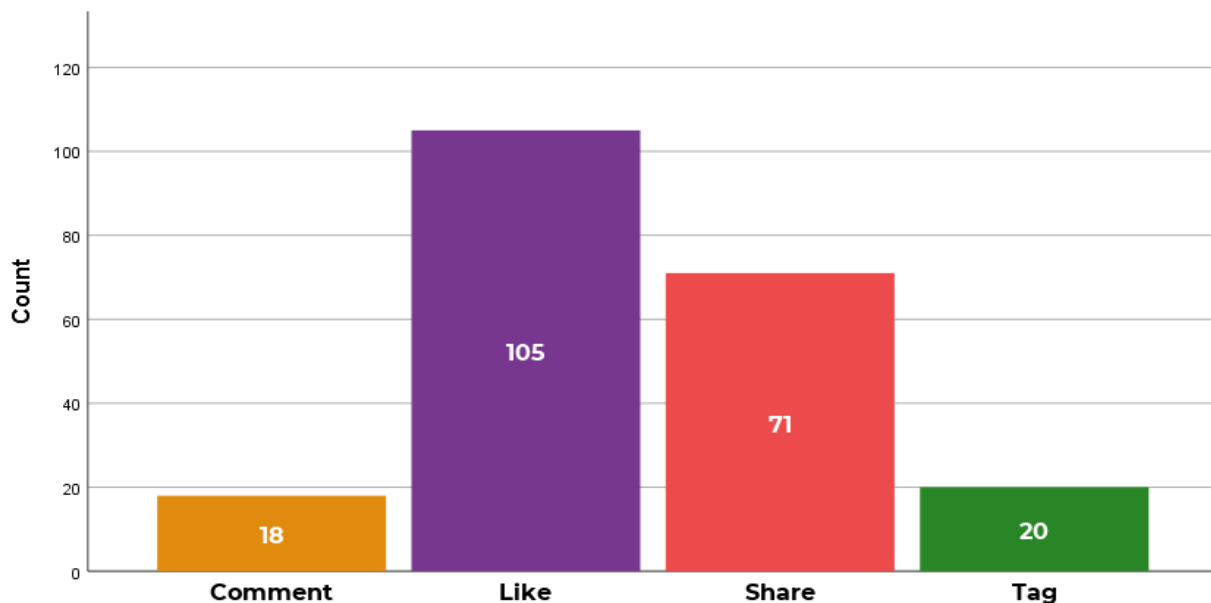
**Question 9:** What types of calls to action are you most likely to follow on social media?

**Table III.10:** The distribution of the sample according to CTA following

	Count	Percent
Like	105	49.1%
Comment	18	8.4%
Share	71	33.2%
Tag a friend	20	9.3%
Total	214	100%

Source: Developed by us using SPSS

**Figure III.22:** The distribution of the sample according to CTA following



Source: Developed by us using SPSS

**Comment:** The data shows a clear bias towards following calls to action (CTA) that include liking. Nearly half (49.1%) of the survey participants indicated they are most likely to follow this type of CTA. Sharing content is another popular action, with (33.2%) of respondents endorsing it. Following CTAs that encourage commenting (8.4%) and tagging a friend specifically (9.3%) are both considerably less frequent.

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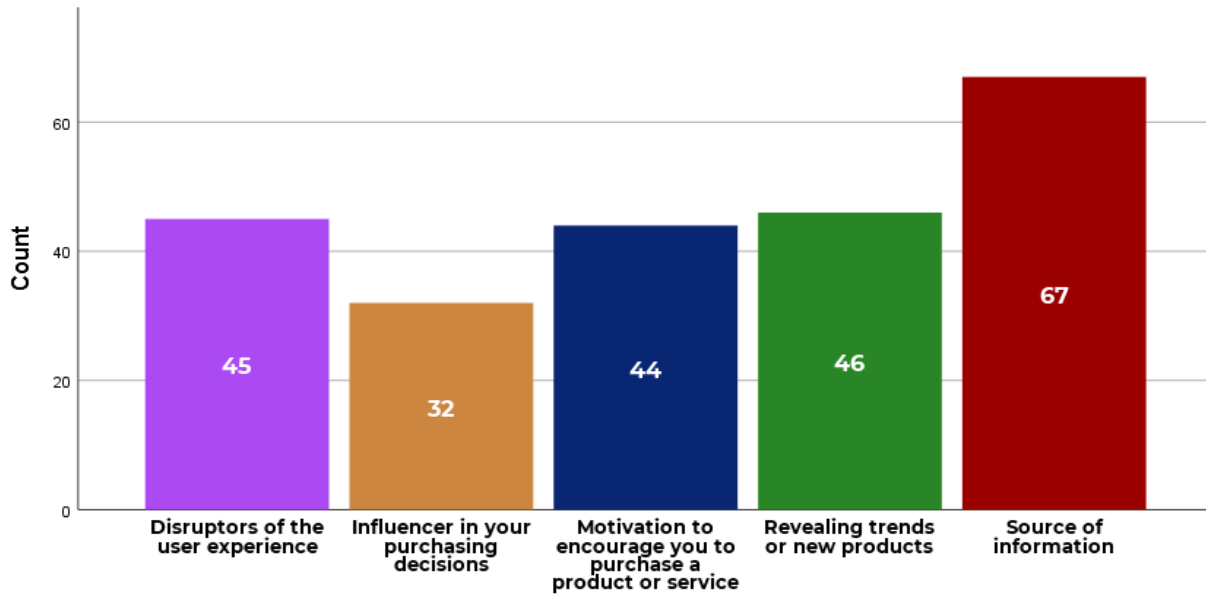
**Question 10:** How do you find ads on social media?

**Table III.11:** The distribution of the sample according to how they find social media ads

	Count	Percent
Source of information	67	28.6%
Influencer in your purchasing decisions	32	13.7%
Motivation to encourage you to purchase a product or service	44	18.8%
Revealing trends or new products	46	19.7%
Disruptors of the user experience	45	19.2%
<b>Total</b>	<b>234</b>	<b>100%</b>

Source: Developed by us using SPSS

**Figure III.23:** The distribution of the sample according to how they find social media ads



Source: Developed by us using SPSS

**Comment:** We notice that (28.6%) of the sample is considering social media ads as a source of information, followed by (19.7%) whose think that ads reveal trends or new products. Thus,

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

(19.2%) say that social media Ads disrupts the user experience, while (18.8%) consider ads as a push to buy a product or service. Finally, (13.7%) see them as an influencer in the purchasing decision.

Overall, the data shows that people find social media ads most effective when they learn something new or are persuaded to buy something, they also don't like social media ads that disrupt their experience or come across as overly promotional.

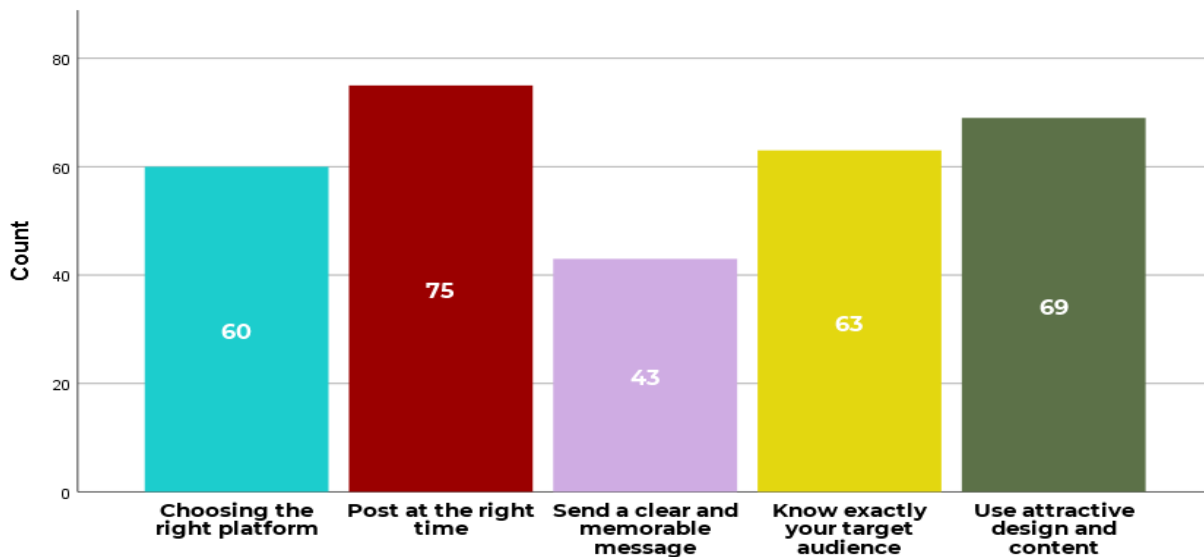
**Question 11:** What do you think makes social media ads so effective?

**Table III.12:** The distribution of the sample according to what makes social media ads so effective

	Count	Percent
Know exactly your target audience	63	20.3%
Choosing the right platform	60	19.4%
Use attractive design and content	69	22.3%
Post at the right time	75	24.2%
Send a clear and memorable message	43	13.9%
<b>Total</b>	<b>310</b>	<b>100%</b>

Source: Developed by us using SPSS

**Figure III.24:** The distribution of the sample according to what makes social media ads so effective



Source: Developed by us using SPSS

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**Comment:** We note that the more that (24%) of the respondents agreed that posting at the right time is what makes social media Ads so effective, followed by (22.3%) who think that using attractive design and content is the best way to enhance the influence of your ads. Thus, (20.3%) think that knowing exactly your target audience is the way to go. A smaller portion of respondents believe a clear and memorable message (13.9%) and choosing the right platform (19.4%) are most important.

Overall, the data shows that people believe social media ads are most effective when they are well-timed, visually appealing, and targeted towards a specific audience.

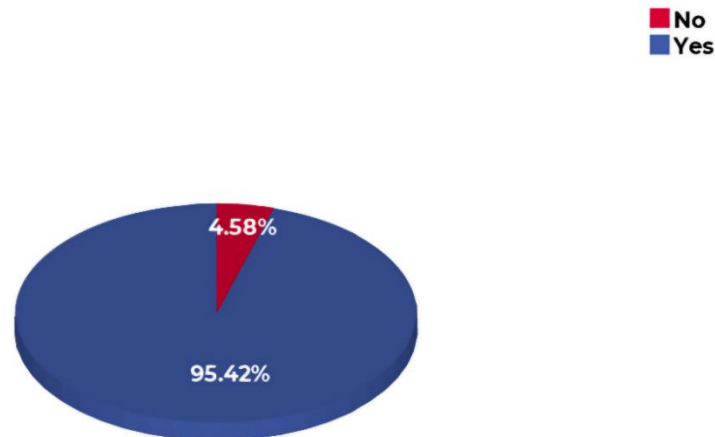
**Question 12:** Do you know Ramy?

**Table III.13:** The distribution of the sample according to if they know Ramy

	Count	Percent
No	6	4.6%
Yes	125	95.4%
Total	131	100%

Source: Developed by us using SPSS

**Figure III.25:** The distribution of the sample according to if they know Ramy



Source: Developed by us using SPSS

**Comment:** We note that (95.42%) of our sample know Ramy brand, while only (4.6%) don't know about it.

This shows a high level of brand awareness for Ramy.

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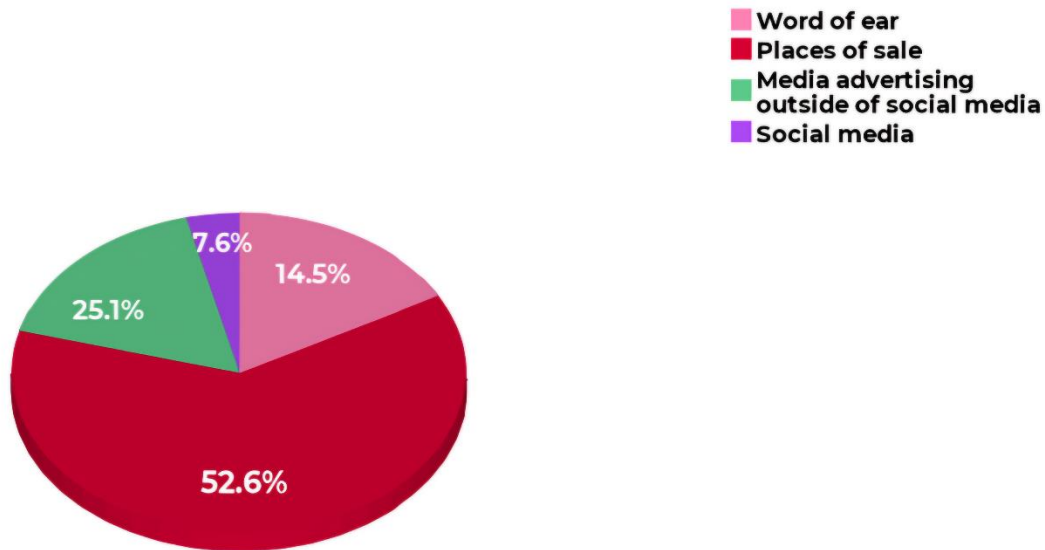
**Question 13:** How did you know Ramy?

**Table III.14:** The distribution of the sample according to how they knew Ramy

	Count	Percent
Word of ear	17	14.5%
Places of sale	66	52.6%
Media advertising outside of social media	32	25.1%
Social media	9	7.6%
Total	125	100%

Source: Developed by us using SPSS

**Figure III.26:** The distribution of the sample according to how they knew Ramy



Source: Developed by us using SPSS

**Comment:** The data shows a clear preference for places of sale (52.6%) as the most common way people learn about Ramy. This is followed by media advertising outside of social media (25.1%) and word-of-mouth (14.5%). Social media itself is the least popular way to learn about Ramy, with only (7.6%) of respondents reporting this method.

This shows a significant gap in brand awareness on those platforms.

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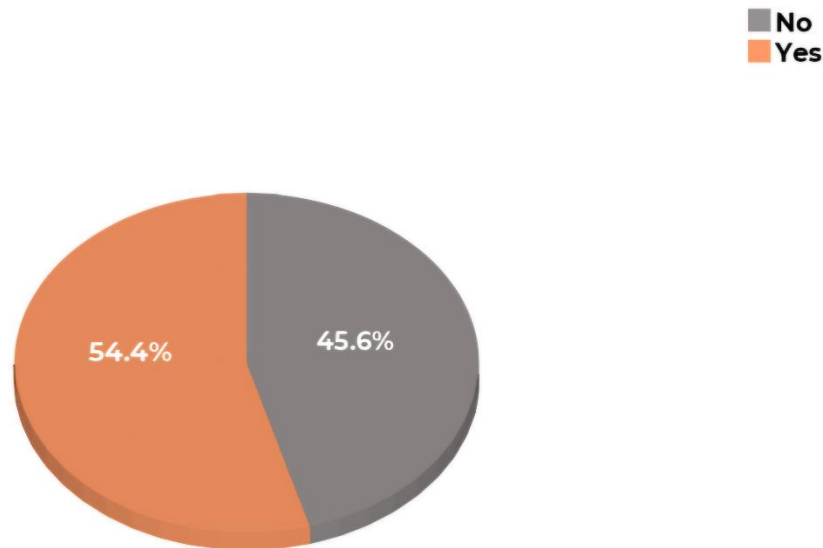
**Question 14:** Have you ever noticed one of their social media ads?

**Table III.15:** The distribution of the sample according to people who noticed Ramy ads on social media

	Count	Percent
No	57	45.6%
Yes	68	54.4%
Total	125	100%

Source: Developed by us using SPSS

**Figure III.27:** The distribution of the sample according to people who noticed Ramy ads on social media



Source: Developed by us using SPSS

**Comment:** We observe that (45.6%) of the respondents don't ever notice Ramy social media ads, in the other hand (54.4%) do notice their social media ads.

This shows that Ramy's social media advertising efforts might be reaching a decent portion of their target audience.

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

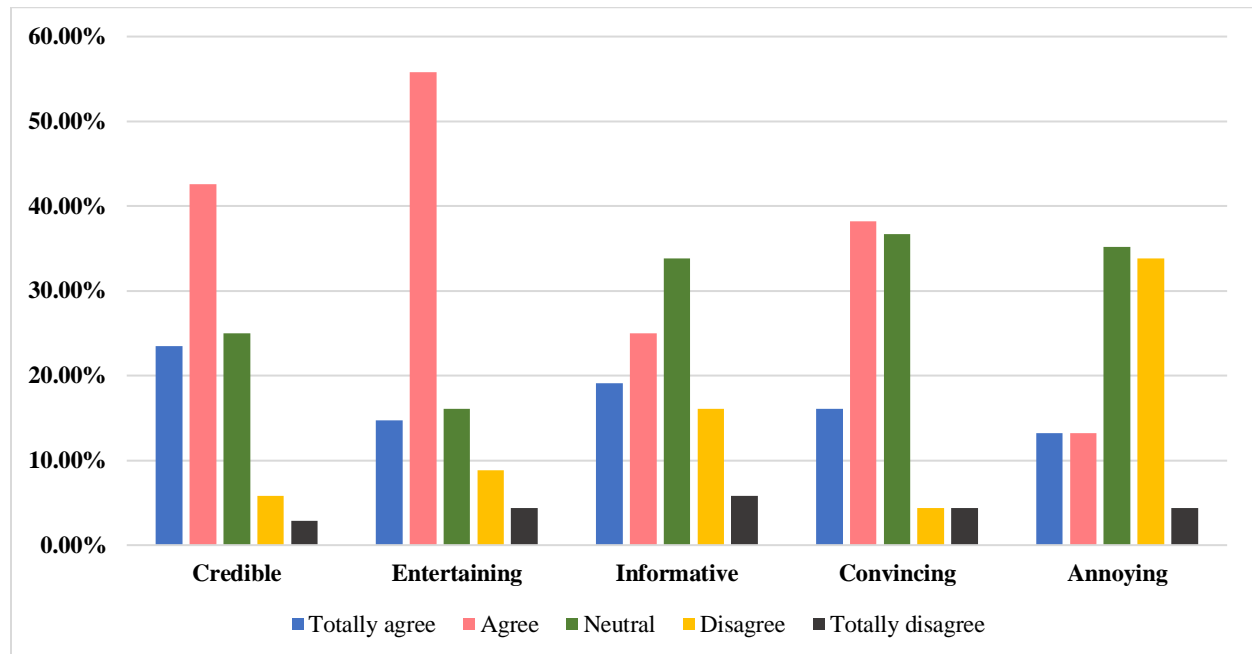
**Question 15:** Do you think their ads are

**Table III.16:** The distribution of the sample according to their level of agreement or disagreement with the qualities associated with Ramy's ads on social media

		Totally agree	Agree	Neutral	Disagree	Totally disagree
<b>Credible</b>	Count	16	29	17	4	2
	%	23.5%	42.6%	25%	5.8%	2.9%
<b>Entertaining</b>	Count	10	38	11	6	3
	%	14.7%	55.8%	16.1%	8.8%	4.4%
<b>Informative</b>	Count	13	17	23	11	4
	%	19.1%	25%	33.8%	16.1%	5.8%
<b>Convincing</b>	Count	11	26	25	3	3
	%	16.1%	38.2%	36.7%	4.4%	4.4%
<b>Annoying</b>	Count	9	9	24	23	3
	%	13.2%	13.2%	35.2%	33.8%	4.41%

**Source:** Developed by us using SPSS

**Figure III.28:** The distribution of the sample according to their level of agreement or disagreement with the qualities associated with Ramy's ads on social media



**Source:** Developed by us using SPSS

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### Comment:

- **Credible:** According to the data, approximately 45% of respondents find ads credible (Totally agree + Agree). This suggests that a majority of people believe in the authenticity of ad content. Only 7% of respondents are in total disagreement regarding ad credibility, and (25%) are neutral
- **Entertaining:** Has the highest agree response rate (55.8%) which makes more than (70%) of the respondents agree and totally agree with Ramy's ads being entertaining, while only (13.2%) disagreed and totally disagreed with that, and (16%) stayed neutral
- **Informative:** Most respondents agree and strongly agree with a rate of (44.1%), while (21.9%) disagree, the remaining (33.8%) are neutral.
- **Convincing:** The majority of respondents agree and strongly agree with a rate of (54.3%), while only (8.8%) disagree, the rest (36.7%) are neutral.
- **Annoying:** We note that (13.2%) of respondents agree and (13.2%) totally agree, contrary to (33.8%) who disagree and (4.41%) who totally disagree. The (35.2%) are neutral.

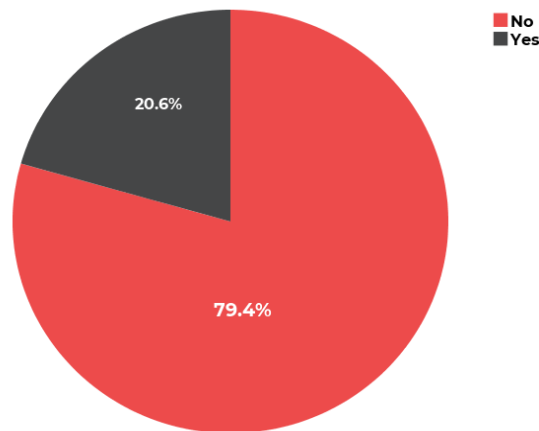
**Question 16:** Have you noticed that Ramy's social media ads are more frequent at specific times of the day?

**Table III.17:** The distribution of the sample according to if they noticed that Ramy's social media ads are more frequent at specific times of the day

	Count	Percent
No	54	79.4%
Yes	14	20.6%
<b>Total</b>	<b>68</b>	<b>100%</b>

Source: Developed by us using SPSS

**Figure III.29:** The distribution of the sample according to if they noticed that Ramy's social media ads are more frequent at specific times of the day



Source: Developed by us using SPSS

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**Comment:** The data leans towards “No” (79.4%) with regards to people noticing Ramy's social media ads being more frequent at specific times of the day. It's worth noting that a relatively smaller portion (20.6%) did say they noticed the ads being more frequent at certain times, it might be due to personal social media browsing habits of those who took the survey.

Overall, the result confirms that Ramy does not consistently use a strategy of posting ads at specific times.

**Question 17:** Please indicate below your level of agreement or disagreement with the themes associated with Ramy's ads on social media

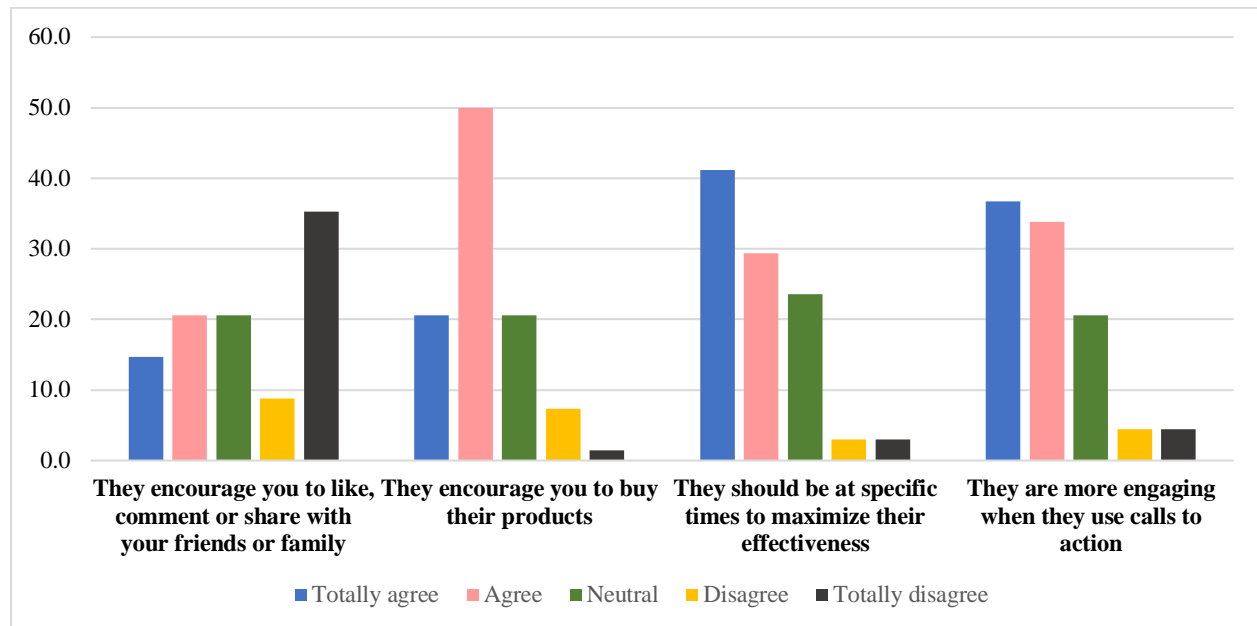
**Table III.18:** The distribution of the sample according to their level agreement or disagreement with the themes associated with Ramy's ads on social media

		Totally agree	Agree	Neutral	Disagree	Totally disagree
<b>They encourage you to like, comment or share with your friends or family</b>	Count	10	14	14	6	24
	%	14.7%	20.6%	20.6%	8.8%	35.3%
<b>They encourage you to buy their products</b>	Count	14	34	14	5	1
	%	20.6%	50%	20.6%	7.4%	1.5%
<b>They should be at specific times to maximize their effectiveness</b>	Count	28	20	16	2	2
	%	41.2%	29.4%	23.5%	2.9%	2.9%
<b>They are more engaging when they use calls to action</b>	Count	25	23	14	3	3
	%	36.8%	33.8%	20.6%	4.4%	4.4%

**Source:** Developed by us using SPSS

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**Figure III.30:** The distribution of the sample according to their level agreement or disagreement with the themes associated with Ramy's ads on social media



Source: Developed by us using SPSS

### Comment:

- **They encourage you to like, comment or share with your friends or family:** Opinions were divided on whether Ramy's ads encourage social interaction. A relatively small group (14.7%) strongly felt the urge to like, comment, or share these ads, while a considerably larger portion (35.3%) disagreed entirely. The rest fell somewhere in the middle, with (20.6%) being neutral and (20.6%) agreeing to a moderate degree.
- **They encourage you to buy their products:** Ramy's success in converting viewers into buyers saw a clearer response. Half of the respondents (50%) agreed that the ads make them want to buy Ramy products, indicating an effective strategy. However, a significant group (20.6%) remained neutral on the issue, unsure about the influence of the ads on their purchasing decisions. A smaller segment (7.4%) disagreed to some extent, and a very small group (1.5%) strongly disagreed with the persuasive power of the ads.
- **They should be at specific times to maximize their effectiveness:** The importance of timing Ramy's social media ads revealed a strong majority. A whopping 41.2% of respondents totally agreed that strategic timing could significantly improve the effectiveness of the ads. This suggests a clear opportunity for Ramy to optimize their current approach. There was also a sizeable neutral group (23.5%), possibly needing more convincing about the benefits of timed ad placement. A small segment (2.9%) disagreed with the importance of timing, and an equally small group (2.9%) strongly disagreed.
- **They are more engaging when they use calls to action:** The data shows a potential goldmine for Ramy in using CTA within their social media ads. Over a third (36.8%) agreed that these calls make the ads more engaging, potentially leading to higher customer

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

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engagement. However, as with other themes, a significant portion (20.6%) remained neutral, requiring further exploration of their preferences.

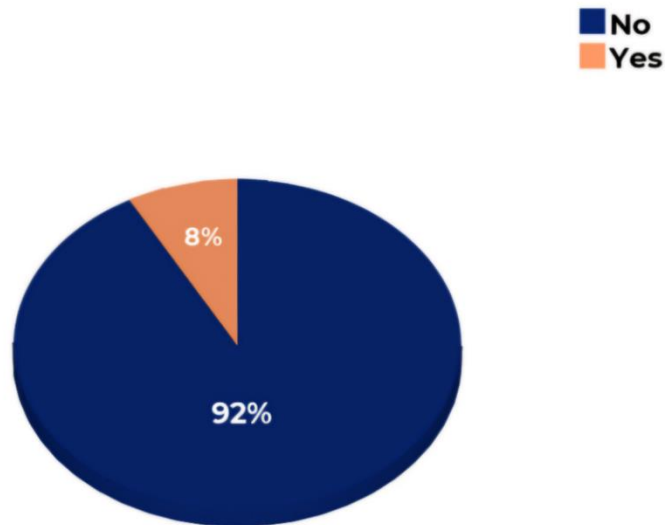
**Question 18:** Do you follow Ramy on social media?

**Table III.19:** The distribution of the sample according to people who follow Ramy on social media

	Frequency	Percent
No	115	92%
Yes	10	8%
Total	125	100%

Source: Developed by us using SPSS

**Figure III.31:** The distribution of the sample according to people who follow Ramy on social media



Source: Developed by us using SPSS

**Comment:**

From this question, we find that the vast majority of our sample, 92%, do not follow Ramy on its social media, and only 8% of them do follow Ramy on social media.

This shows that Ramy may need to improve their social media presence to attract more followers.

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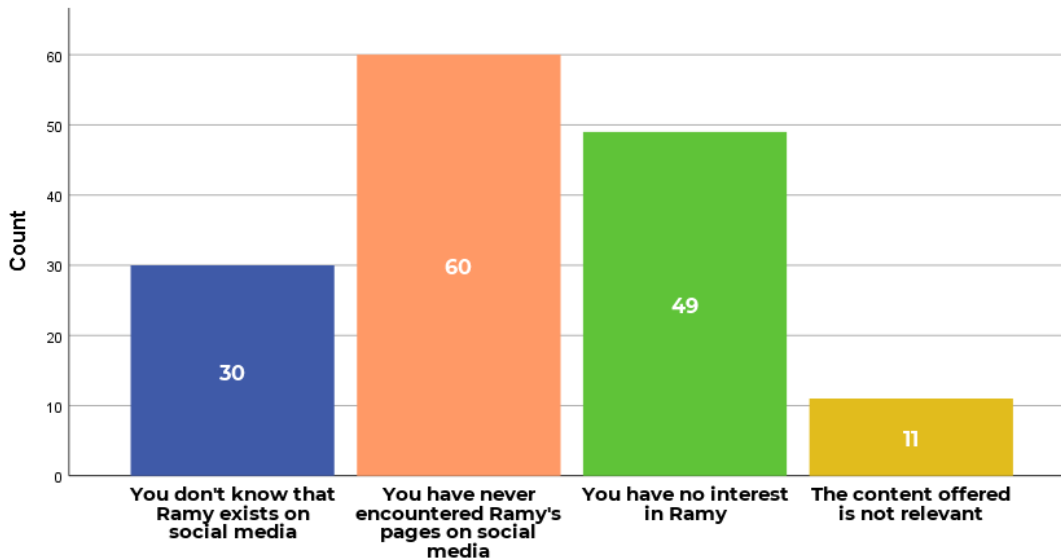
**Question 19:** What are the reasons why you don't follow Ramy on social media?

**Table III.20:** The distribution of the sample according to the reasons of not following Ramy on social media

	Count	Percent
You have never encountered the Ramy's pages on social media	60	40%
The content offered is not relevant	11	7.3%
You have no interest in Ramy	49	32.7%
You don't know that Ramy exists on social media	30	20%
<b>Total</b>	<b>150</b>	<b>100%</b>

Source: Developed by us using SPSS

**Figure III.32:** The distribution of the sample according to the reasons of not following Ramy on social media



Source: Developed by us using SPSS

**Comment:** We understand from this question that the 115 people from our sample that do not follow Ramy on its social media because (40%) of them never encountered Ramy pages on social media, (32.7%) of them have no interest in Ramy, (20%) don not that the company is present on social media. Finally, (7.3%) find the content of Ramy not interesting and irrelevant.

This shows a need to prioritize building brand awareness through targeted outreach and creative content that captures attention and compels potential followers to connect.

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**Question 20:** Do you have any comments to add?

**Comment:** We grouped the comments and suggestions we had into the following categories:

- Nothing.
- Your brand is incredible, I wish you good luck.
- I love Ramy.
- Bottle caps are too tight.
- The juice is very sweet.

### 2- Cross-sorting analysis:

#### ➤ Which social medias Ramy's ads are most noticed (Q4xQ14):

- **Q4:** Which social media do you use the most?
- **Q14:** Have you ever noticed one of their social media ads?

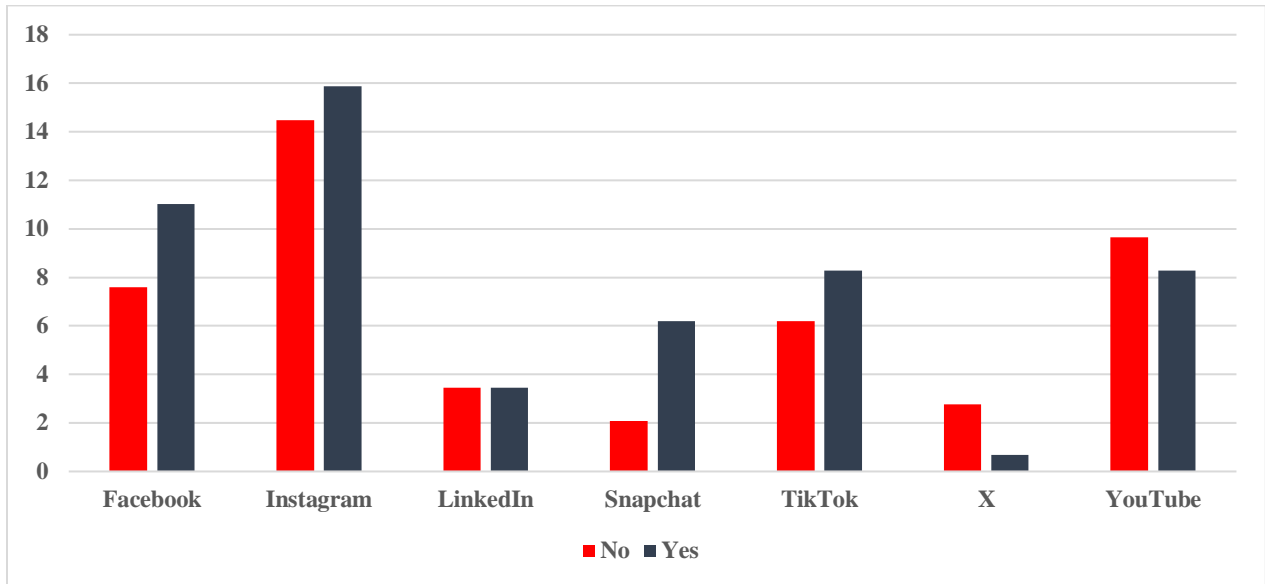
**Table III.21:** The distribution of the sample according to which social medias Ramy's ads are most noticed

		No	Yes	Total
<b>Facebook</b>	Count	11	16	27
	%	7.6%	11%	18.6%
<b>Instagram</b>	Count	21	23	44
	%	14.5%	15.9%	30.3%
<b>LinkedIn</b>	Count	5	5	10
	%	3.4%	3.4%	6.9%
<b>Snapchat</b>	Count	3	9	12
	%	2.1%	6.2%	8.3%
<b>TikTok</b>	Count	9	12	21
	%	6.2%	8.3%	14.5%
<b>X</b>	Count	4	1	5
	%	2.8%	0.7%	3.4%
<b>YouTube</b>	Count	14	12	26
	%	9.7%	8.3%	17.9%
<b>Total</b>	Count	67	78	145
	%	46.2%	53.8%	100%

**Source:** Developed by us using SPSS

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

**Figure III.33:** The distribution of the sample according to which social medias Ramy's ads are most noticed



**Source:** Developed by us using SPSS

**Comment:** It is clear that Instagram is the most successful platform for Ramy's ads, with nearly (16%) of the sample have a very high chance of running into Ramy ad. Facebook also with (11%) of the respondents. Although this is not as high as Instagram, it still represents a significant portion of the target audience. YouTube and TikTok also show high numbers (8.3%) for both, but this is a negative point for Ramy in YouTube, as Ramy runs their ads there, unlike on TikTok.

Overall, the data shows that Ramy should focus on continuing to leverage Instagram and explore expanding to Facebook for social media advertising. They may also want to consider investing in ad campaigns on YouTube and TikTok, but should first research these platforms to ensure their ad creative resonates with the audience.

### **Calculating Chi-square and testing the hypothesis:**

**H0:** There is no relation between the sample's favorite social media platform and if they noticed Ramy's social media ads.

**H1:** There is a significant relation between the sample's favorite social media platform and if they noticed Ramy's social media ads.

Significance level = 0.05

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Table of observed values (O):

	No	Yes	Total
<b>Facebook</b>	11	16	27
<b>Instagram</b>	21	23	44
<b>LinkedIn</b>	5	5	10
<b>Snapchat</b>	3	9	12
<b>TikTok</b>	9	12	21
<b>X</b>	4	1	5
<b>YouTube</b>	14	12	26
<b>Total</b>	<b>67</b>	<b>78</b>	<b>145</b>

Source: Developed by us using EXCEL

Table of expected values (E):

	No	Yes	Total
<b>Facebook</b>	12.4759	14.5241	<b>27</b>
<b>Instagram</b>	20.331	23.669	<b>44</b>
<b>LinkedIn</b>	4.62069	5.37931	<b>10</b>
<b>Snapchat</b>	5.54483	6.45517	<b>12</b>
<b>TikTok</b>	9.70345	11.2966	<b>21</b>
<b>X</b>	2.31034	2.68966	<b>5</b>
<b>YouTube</b>	12.0138	13.9862	<b>26</b>
<b>Total</b>	<b>67</b>	<b>78</b>	<b>145</b>

Source: Developed by us using EXCEL

Calculation of Chi-square:  $X^2 = (O-E)^2/E$

	No	Yes	Total
<b>Facebook</b>	0.17459	0.14997	0.32456
<b>Instagram</b>	0.02201	0.01891	0.04092
<b>LinkedIn</b>	0.03114	0.02675	0.05788
<b>Snapchat</b>	1.16796	1.00325	2.17121
<b>TikTok</b>	0.051	0.0438	0.0948
<b>X</b>	1.23572	1.06145	2.29717
<b>YouTube</b>	0.32837	0.28206	0.61044
<b>Total</b>	3.01079	2.58619	<b>5.59698</b>

Source: Developed by us using EXCEL

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

$X^2$  (Chi-square) = 5.59698

DF (Degrees of freedom) = (7-1) x (2-1) = 6

P-value = **0.46981**

**Decision:** Since P-value = 0.46981 > 0.05, H0 must be accepted at level of significance 0.05, the suspicion of there is no relation between the sample's favorite social media platform and if they noticed Ramy's social media ads is confirmed.

➤ **Whether users perceive ads as more effective when delivered at specific times and their favorite time to use social media (Q8xQ14C):**

- **Q8:** At what time of day do you most often check social media?
- **Q14C:** They should be at specific times to maximize their effectiveness

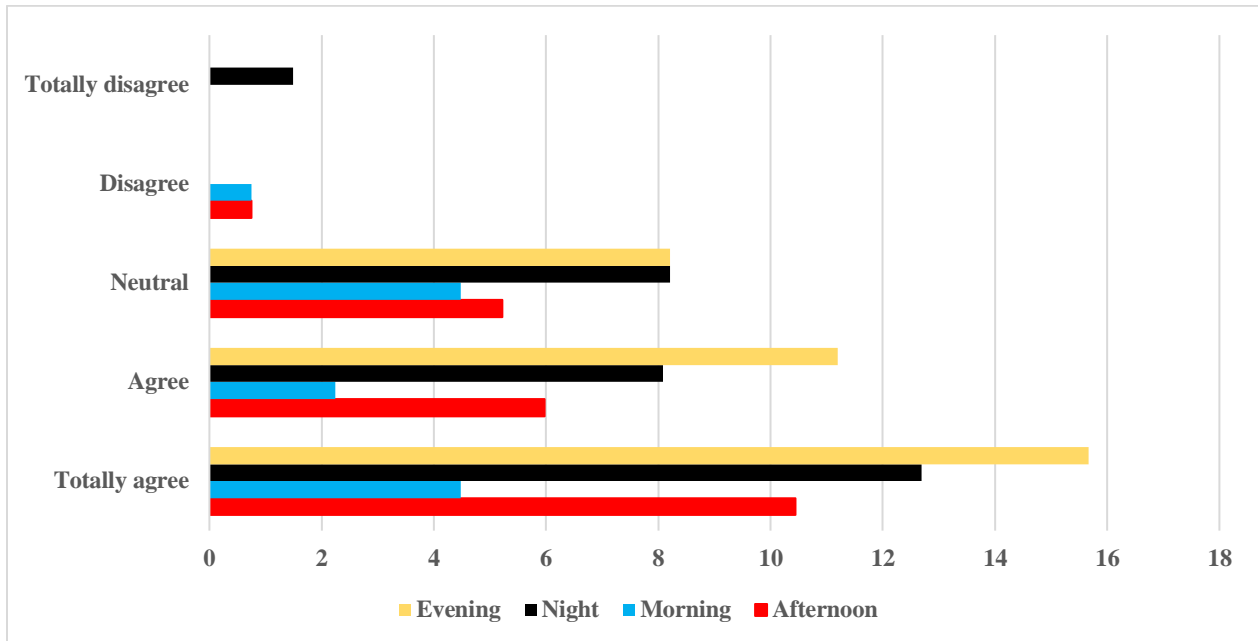
**Table III.22:** The distribution of the sample according to Whether users perceive ads as more effective when delivered at specific times and their favorite time to use social media

		Totally agree	Agree	Neutral	Disagree	Totally disagree	Total
<b>Afternoon</b>	Count	14	8	7	1	0	<b>30</b>
	%	10.4%	6%	5.2%	0.7%	0%	<b>22.4%</b>
<b>Morning</b>	Count	6	3	6	1	0	<b>16</b>
	%	4.5%	2.2%	4.5%	0%	0%	<b>11.9%</b>
<b>Night</b>	Count	17	11	11	2	2	<b>43</b>
	%	12.7%	8.1%	8.2%	0%	1.5%	<b>30.5%</b>
<b>Evening</b>	Count	21	15	11	0	0	<b>47</b>
	%	15.7%	11.2%	8.2%	0.0%	0.0%	<b>35.1%</b>
<b>Total</b>	Count	<b>58</b>	<b>37</b>	<b>35</b>	<b>2</b>	<b>2</b>	<b>134</b>
	%	<b>43.3%</b>	<b>27.5%</b>	<b>26.1%</b>	<b>1.5%</b>	<b>1.5</b>	<b>100</b>

Source: Developed by us using SPSS

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

**Figure III.34:** The distribution of the sample according to Whether users perceive ads as more effective when delivered at specific times and their favorite time to use social media



**Source:** Developed by us using SPSS

**Comment:** It is evident that the evening is the most popular time for social media usage, with (35.1%) of users engaging during this period. This is followed by night at (30.5%) and afternoon at (22.4%). A significant (71%) of respondents agreed or strongly agreed that advertisements are more effective at specific times of the day. Given that (27%) of these users are active in the evening and (21%) at night.

Overall, the data shows that Ramy could improve the effectiveness of their social media ads by scheduling them to run during evenings and nights, which are the most popular times for social media use.

### **Calculating Chi-square and testing the hypothesis:**

**H0:** There is no relation between the time where sample most often check social media and the level of agreement of disagreement with Ramy social media ads should be at specific times to maximize their effectiveness.

**H1:** There is a relation between the time where sample most often check social media and the level of agreement of disagreement with Ramy social media ads should be at specific times to maximize their effectiveness.

Significance level = 0.05

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

Table of observed values (O):

	Totally agree	Agree	Neutral	Disagree	Totally disagree	Total
Afternoon	14	8	7	1	0	<b>30</b>
Morning	6	3	6	1	0	<b>16</b>
Night	17	11	11	0	2	<b>41</b>
Evening	21	15	11	0	0	<b>47</b>
Total	<b>58</b>	<b>37</b>	<b>35</b>	<b>2</b>	<b>2</b>	<b>134</b>

Source: Developed by us using EXCEL

Table of expected values (E):

	Totally agree	Agree	Neutral	Disagree	Totally disagree	Total
Afternoon	12.9851	8.28358	7.83582	0.44776	0.44776	<b>30</b>
Morning	6.92537	4.41791	4.1791	0.23881	0.23881	<b>16</b>
Night	17.7463	11.3209	10.709	0.61194	0.61194	<b>41</b>
Evening	20.3433	12.9776	12.2761	0.70149	0.70149	<b>47</b>
Total	<b>58</b>	<b>37</b>	<b>35</b>	<b>2</b>	<b>2</b>	<b>134</b>

Source: Developed by us using EXCEL

Calculation of Chi-square:  $X^2 = (O-E)^2/E$

	Totally agree	Agree	Neutral	Disagree	Totally disagree	Total
Afternoon	0.07933	0.00971	0.08915	0.68109	0.44776	1.30705
Morning	0.12365	0.45507	0.79339	2.42631	0.23881	4.03722
Night	0.03138	0.0091	0.00791	0.61194	3.14853	3.80885
Evening	0.0212	0.31516	0.13265	0.70149	0.70149	1.872
Total	0.25556	0.78904	1.02311	4.42083	4.53659	<b>11.0251</b>

Source: Developed by us using EXCEL

$X^2$  (Chi-square) = 11.0251

DF (Degrees of freedom) = (4-1) x (5-1) = 12

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

P-value = **0.52677**

**Decision:** Since P-value = 0.52677 > 0.05, H0 must be accepted at level of significance 0.05, the suspicion of there is no relation between the time where sample most often check social media and the level of agreement of disagreement with Ramy social media ads should be at specific times to maximize their effectiveness is confirmed.

➤ **The preferred types of calls to action which perceived as more engaging. (Q8xQ14D):**

- **Q9:** What types of calls to action are you most likely to follow on social media?
- **Q14D:** They are more engaging when they use calls to action

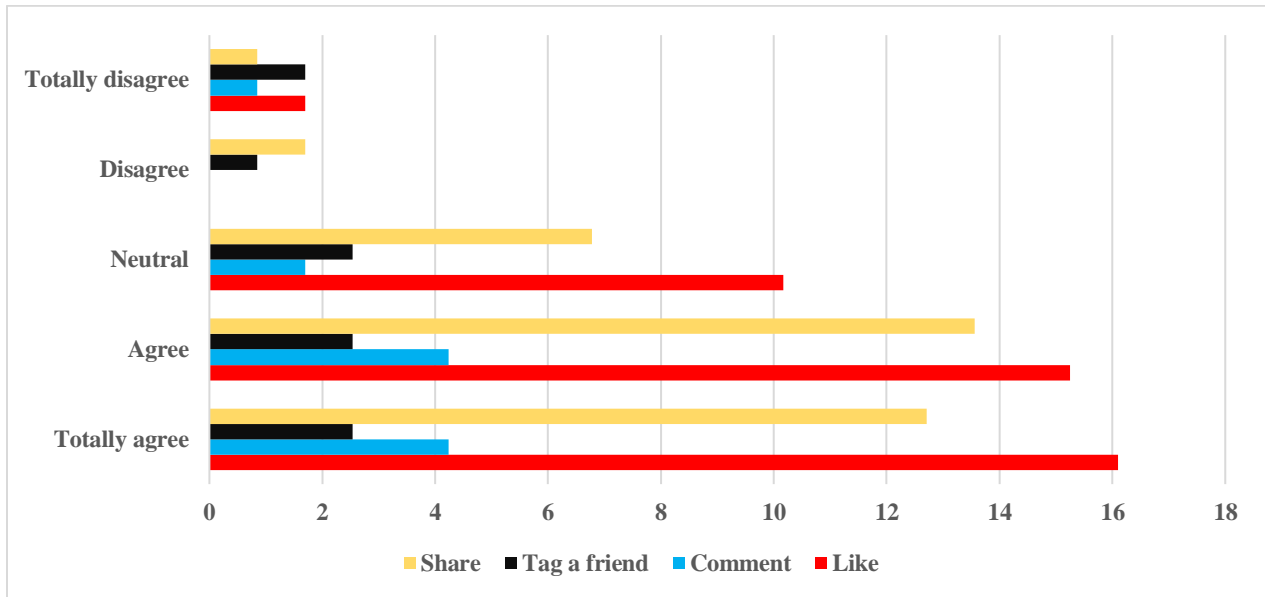
**Table III.23:** The distribution of the sample according to the types of calls to action which perceived as more engaging.

		Totally agree	Agree	Neutral	Disagree	Totally disagree	Total
<b>Like</b>	Count	19	18	12	0	2	<b>51</b>
	%	16.1%	15.3%	10.2%	0%	1.7%	<b>43.2%</b>
<b>Comment</b>	Count	5	5	2	0	1	<b>13</b>
	%	4.2%	4.2%	1.7%	0%	0.8%	<b>11%</b>
<b>Tag a friend</b>	Count	3	3	3	1	2	<b>12</b>
	%	2.5%	2.5%	2.5%	0.8%	1.7%	<b>10.2%</b>
<b>Share</b>	Count	15	16	8	2	1	<b>42</b>
	%	12.7%	13.6%	6.8%	1.7%	0.8%	<b>35.6%</b>
<b>Total</b>	Count	<b>42</b>	<b>42</b>	<b>25</b>	<b>3</b>	<b>6</b>	<b>118</b>
	%	<b>35.6%</b>	<b>35.6%</b>	<b>21.2%</b>	<b>2.5%</b>	<b>5.1%</b>	<b>100%</b>

Source: Developed by us using SPSS

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

**Figure III.35:** The distribution of the sample according to the types of calls to action which perceived as more engaging.



**Source:** Developed by us using SPSS

**Comment:** The data shows that "Like" is the most popular call-to-action (CTA), with (43.2%) of the sample favoring it. Additionally, over (72%) of this group agreed or strongly agreed that using a CTA in ads is more effective. "Share" is the second most popular CTA, chosen by (35.6%) of the sample, with (73%) agreeing or strongly agreeing that ads are more effective at specific times. Fewer people chose "Comment" and "Tag a friend," at (11%) and (10.2%) respectively, but the majority still agreed or strongly agreed with the overall effectiveness of these CTAs.

Overall, the data shows that "Like" and "Share" are the most effective CTA to use in social media advertising.

### **Calculating Chi-square and testing the hypothesis:**

**H0:** There is no relation between the sample's favorite CTA and the level of agreement of disagreement with Ramy social media ads should contain CTAs.

**H1:** There is a relation between the sample's favorite CTA and the level of agreement of disagreement with Ramy social media ads should contain CTAs.

Significance level = 0.05

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

Table of observed values (O):

	Totally agree	Agree	Neutral	Disagree	Totally disagree	Total
<b>Like</b>	19	18	12	0	2	<b>51</b>
<b>Comment</b>	5	5	2	0	1	<b>13</b>
<b>Tag a friend</b>	3	3	3	1	2	<b>12</b>
<b>Share</b>	15	16	8	2	1	<b>42</b>
<b>Total</b>	<b>42</b>	<b>42</b>	<b>25</b>	<b>3</b>	<b>6</b>	<b>118</b>

Source: Developed by us using EXCEL

Table of expected values (E):

	Totally agree	Agree	Neutral	Disagree	Totally disagree	Total
<b>Like</b>	18.1525	18.1525	10.8051	1.29661	2.59322	<b>51</b>
<b>Comment</b>	4.62712	4.62712	2.75424	0.33051	0.66102	<b>13</b>
<b>Tag a friend</b>	4.27119	4.27119	2.54237	0.30508	0.61017	<b>12</b>
<b>Share</b>	14.9492	14.9492	8.89831	1.0678	2.13559	<b>42</b>
<b>Total</b>	<b>42</b>	<b>42</b>	<b>25</b>	<b>3</b>	<b>6</b>	<b>118</b>

Source: Developed by us using EXCEL

Calculation of Chi-square:  $X^2 = (O-E)^2/E$

	Totally agree	Agree	Neutral	Disagree	Totally disagree	Total
<b>Like</b>	0.03956	0.00128	0.13214	1.29661	0.1357	1.6053
<b>Comment</b>	0.03005	0.03005	0.20654	0.33051	0.17384	0.77099
<b>Tag a friend</b>	0.37833	0.37833	0.08237	1.58286	3.16573	5.58762
<b>Share</b>	0.00017	0.07387	0.09069	0.81383	0.60385	1.5824
<b>Total</b>	<b>0.44812</b>	<b>0.48353</b>	<b>0.51175</b>	<b>4.02381</b>	<b>4.07911</b>	<b>9.54632</b>

Source: Developed by us using EXCEL

$X^2$  (Chi-square) = 9.54632

DF (Degrees of freedom) = (4-1) x (5-1) = 12

P-value = **0.65569**

## **CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market**

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**Decision:** Since  $P\text{-value} = 0.65569 > 0.05$ ,  $H_0$  must be accepted at level of significance 0.05, the suspicion of There is no relation between the sample's favorite CTA and the level of agreement of disagreement with Ramy social media ads should contain CTAs is confirmed.

### **III- Interpretation of results and recommendations:**

#### **1- Summary of the results:**

##### **Among 131 people Interviewed:**

- A majority are in the 20-35 years age range, predominantly students.
- Instagram, Facebook, and YouTube are the most used platforms, with Instagram being the most popular.
- Most respondents use social media several times a day, spending between 1-3 hours daily.
- The primary reason for using social media is to chat with friends and meet new people.
- Social media is mostly checked in the evening and at night.
- Respondents are most likely to engage with "Like" and "Share" CTA posts.
- Most respondents see posting at the right time is considered effective for social media ads, **which supports the confirmation of our hypothesis H2.**
- Brand awareness for Ramy is high, but only a small percentage discovered it through social media.
- A significant portion noticed Ramy's social media ads.

##### **Among 68 (54.4%) people that noticed Ramy social media ads:**

- Most never noticed that Ramy social media ads run at specific times, which confirms that Ramy is not effectively following that strategy.
- Many respondents are encouraged by Ramy's ads to purchase products, showing success in conversion.
- Many aren't encouraged by Ramy social media ads to "to like, comment or share with their friends or family", **which rejects our hypothesis H1.**
- Many respondents agree that Ramy's social media ads should be scheduled at specific times to maximize effectiveness, **which supports the confirmation of our hypothesis H2.**
- There is agreement among respondents that Ramy's social media ads are more engaging when they include calls to action, **which supports the confirmation of our hypothesis H3.**
- A large majority of respondents do not follow Ramy on social media, indicating low interest in brand engagement on these platforms.

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

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### 2- Validation of the hypotheses:

Taking into consideration the summary of the results of the quantitative survey and Ramy's data:

Hypotheses	Results	Validation
Hypothesis 1: Ramy's social media campaigns generate a high level of engagement.	Based on the data of Ramy social media ads and the answers of the questionnaire, we conclude that Ramy social media campaigns doesn't generate a high level of engagement	<i>Rejected</i>
Hypothesis 2: Customers engage more with social media campaigns when they are posted at optimal times (for example: evenings, weekends) compared to off-peak times.	Based on the answers of the questionnaire, we conclude customers are more likely to engage with social media campaigns when they are posted at optimal times.	<i>Accepted</i>
Hypothesis 3: Customers engage more with social media campaigns that have clear calls-to-action (For example: "Like," "Share," "Comment", "Tag a Friend") compared to those without.	Based on the answers of the questionnaire, we conclude customers are more likely to engage with social media campaigns that have clear calls-to-action.	<i>Accepted</i>

### 3- Suggestions and recommendations:

After analyzing the results of our study, we were able to share these modest suggestions and recommendations to Ramy:

- **Optimize posting times:** Scheduling social media campaigns during peak engagement times to reach the most people. To let the audience know that the posting is happening when they are most active. According to our cross-sorting analysis, the best times for engagement are “evening” and “night”. Therefore, Ramy should focus on posting during these times.
- **Implement CTAs:** Ensuring that every social media campaign includes the following calls to action (CTAs): “Like”, “Share”, “Comment”, or “Tag a Friend”. Making it clear to the customers that they can easily interact with the content and encourage

## CHAPTER THREE: The impact of social media advertising campaigns on the customer engagement in the Algerian market

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them to take actions that support the marketing objectives. Cross-sorting analysis reveals that the most favored CTAs among the sample are “Like” and “Share”. Therefore, Ramy's social media campaigns should prioritize these actions.

- **Enhance engagement with analytics tools:** Ramy currently doesn't use professional measurement and analysis tools for their social media campaigns. They should start using these tools, and consider third-party websites that specialize in social media analytics, to improve their engagement and effectiveness.
- **Improve content quality:** Investing in the production of better-quality product photos or the creation of 3D digital product models to diversify perspectives and enrich visual content. This could capture the audience attention, and fosters greater engagement by providing visually appealing and immersive experiences for customers.
- **Exploration of new platforms:** Evaluating the potential benefits of expanding to other social medias to reach a wider audience and stand out from the competition. Currently, Ramy is focused only on Facebook, this could be a huge threat knowing that all their competitors and expanding in the other social medias. To stay competitive, Ramy should consider platforms like TikTok, YouTube, and Instagram, especially given their popularity among teenagers according to cross-sorting analysis.

# CONCLUSION

## CONCLUSION

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### General conclusion:

In an era where digital transformation reshapes how brands communicate and engage with consumers, social media has emerged as a pivotal tool for marketing. This thesis explored the impact of social media advertising on customer engagement in the Algerian market, with a particular focus on Ramy, a leading brand in the agri-food industry.

Our research led to several critical insights regarding the hypotheses we set out to test.

**Hypothesis 1:** Referring to the quantitative study and our data, it showed that Ramy's social media campaigns do not generate a high level of engagement, leading to the rejection of our first hypothesis. Despite Ramy's strong brand recognition, the engagement metrics indicated that their social media content does not sufficiently captivate their audience.

This suggests a need for Ramy to reassess and enhance their content strategy to boost interaction and participation from users through leveraging professional analytics tools, which can provide detailed insights into engagement metrics, audience demographics, and content effectiveness. These tools will help track real-time engagement, understand audience behavior, optimize posting times, and measure campaign success.

Enhancing content quality is also crucial. Investing in professional photography and videography, creating 3D digital product models, and diversifying content types can make Ramy's social media presence more captivating.

Additionally, expanding to new platforms like TikTok, YouTube, and Instagram can help reach a broader audience. Each platform's unique features, such as TikTok's short-form videos and YouTube's longer tutorials, offer different ways to engage with users, especially younger demographics.

By improving engagement through analytics, high-quality content, and new platforms, Ramy can significantly enhance their social media presence and customer engagement.

**Hypothesis 2:** was supported by our findings. The data demonstrated that customers are more likely to engage with social media campaigns when they are posted at optimal times, such as evenings and weekends. This indicates that timing is a crucial factor in maximizing the reach and impact of social media advertisements.

By scheduling posts during peak activity periods, Ramy can significantly increase engagement rates.

**Hypothesis 3:** which posited that customers engage more with social media campaigns that include a CTA, was also validated. The research confirmed that CTAs such as "Like," "Share," significantly enhance customer engagement with social media content.

In conclusion, while Ramy has a strong brand presence, there is significant room for improvement in their social media strategy to boost customer engagement. By adopting the recommended

## CONCLUSION

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strategies, Ramy can improve its engagement and solidify its connection with the Algerian consumer base. This study not only sheds light on the current landscape but also provides a roadmap for future digital marketing endeavors in Algeria's evolving market.

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# **APPENDICES**

## **List of appendices**

Appendix N °01: Section 01 of the questionnaire

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## Appendix N °01: Section 01 of the questionnaire



### **A study on the impact of social media advertising campaigns on the customer engagement in the Algerian market**

As part of the preparation of an end-of-cycle thesis with a view to obtaining a Master's degree in Commercial Sciences, Marketing option at HEC Alger, relating to "The impact of social media advertising campaigns on the customer engagement in the Algerian market".

We kindly ask you to take a few minutes of your time to answer this questionnaire. The data collected is confidential and anonymous and will only be used as part of an academic dissertation.

We thank you in advance for your valuable collaboration in carrying out this study.

#### **1- You are: \***

- Male
- Female

**2- Your age group: \***

- Under 20 yo
- Between 20 and 35 yo
- Between 36 and 50 yo
- 51 yo and over

**3- Your socio-professional category: \***

- Student
- Employee
- Entrepreneur / Trader
- Freelancer / Liberal profession
- Unemployed
- Retired
- Housewife
- Autre : \_\_\_\_\_

## Appendix N °02: Section 02 of the questionnaire

### 4- Which social media do you use the most? (Many possible responses) \*

- Facebook
- Instagram
- TikTok
- X (Ex Twitter)
- Snapchat
- YouTube
- LinkedIn
- Autre : \_\_\_\_\_

### 5- How long do you use each platform? (Only one answer per line) \*

	Serval times a day	Once a day	Once a week	Once a month	Never
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instagram	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Snapchat	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
X (Ex Twitter)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
TikTok	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**6- How many hours do you spend per day on social media? \***

- Less than an hour
- Between 1 hour and 3 hours
- Between 3 hour and 6 hours
- Between 6 hour and 9 hours
- More than 9 hours

**7- What are the reasons for your use of these social medias? (Many \* possible responses)**

- Entertainment
- Chat with friends and meet new people
- Work, find clients or service providers
- Find out about the news
- Learn about brands
- Buy products
- Be part of communities and groups
- Autre : \_\_\_\_\_

**8- At what time of day do you most often check social media? (Many \* possible responses)**

- Morning
- Afternoon
- Evening
- Night

**9- What types of calls to action are you most likely to follow on social media? (Many possible responses)** \*

- Like
- Comment
- Share
- Tag a friend

**10- How do you find ads on social media? (Many possible responses)** \*

- Source of information
- Influencer in your purchasing decisions
- Motivation to encourage you to purchase a product or service
- Revealing trends or new products
- Disruptors of the user experience
- Autre : \_\_\_\_\_

**11- What do you think makes social media ads so effective? (Many possible responses)** \*

- Post at the right time
- Choosing the right platform
- Utiliser un design et un contenu attrayants
- Know exactly your target audience
- Send a clear and memorable message
- Autre : \_\_\_\_\_

**12- Do you know Ramy? \***

- Yes
- No

## Appendix N °03: Section 03 of the questionnaire

### 13- How did you know Ramy? \*

- Word of ear (From other people)
- Places of sale
- Media advertising outside social media
- Social media
- Autre : \_\_\_\_\_

### 14- Have you ever noticed one of their social media ads? \*

- Yes
- No

## Appendix N °04: Section 04 of the questionnaire

**15- Do you think their ads are: (Only one answer per line) \***

	Totally agree	Agree	Neutral	Disagree	Totally disagree
Credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Entertaining	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Convincing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Annoying	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**16- Have you noticed that Ramy's social media ads are more frequent \* at specific times of the day?**

- Yes
- No

**19- Do you follow Ramy on social media? \***

- Yes
- No

**17- Please indicate below your level of agreement or disagreement with the themes associated with Ramy's ads on social media: (Only one response per line) \***

	Totally agree	Agree	Neutral	Disagree	Totally disagree
They encourage you to like, comment or share with your friends or family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They encourage you to buy their products	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They should be at specific times to maximize their effectiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
They are more engaging when they use calls to action	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**18- Do you follow Ramy on social media? \***

- Yes
- No

## Appendix N °05: Section 05 of the questionnaire

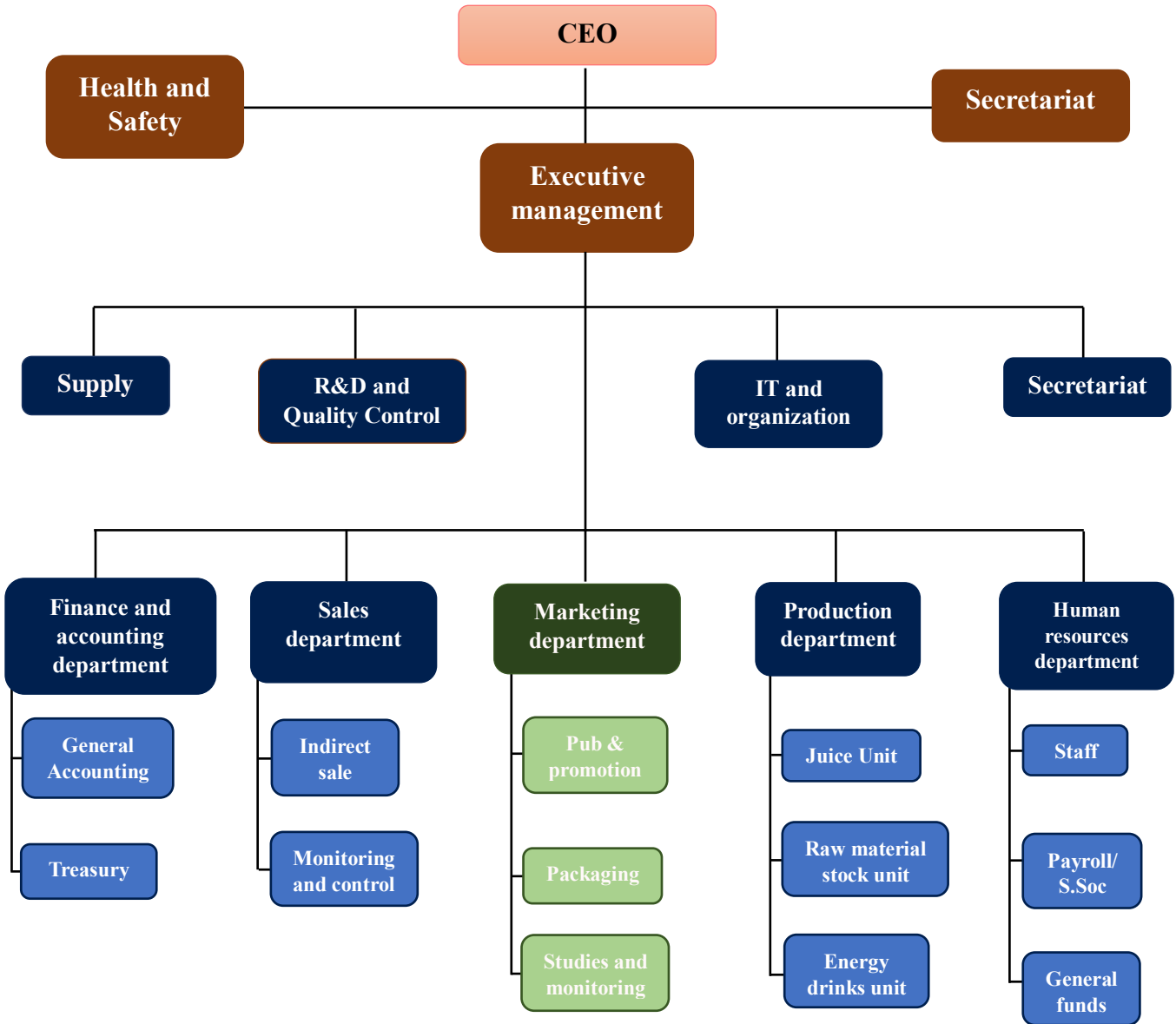
**19- What are the reasons why you don't follow Ramy on social media? (Many possible responses)** \*

- You have never encountered the company's pages on social media
- The content offered is not relevant
- You have no interest in the company
- You don't know the company exists on social media
- Autre : \_\_\_\_\_

**20- Do you have any comments to add?**

Votre réponse \_\_\_\_\_

## Appendix N °06 : Ramy's organisation chart



# Appendix N °07: Ramy's website



## Appendix N °08: Ramy's Facebook most reached post (without boost)



Ramy Food

April 20, 2023 · 🌐

...

#بيان\_وتوضيح #رامي #شربات #عيدالفطر #عيدمبارك.

### بيان و توضيح

بعدما تداولت بعض وسائل التواصل الاجتماعي مقطع فيديو مضلل يتعمد الإساءة إلى العلامة التجارية رامي من خلال نشره لقارورات رامي شاريات، وإيهام الناس بأنها معبأة بالماء بدلا من تعبئتها بالشاريات، في إساءة واضحة ومغرضة ومتعمدة أيضا من طرف مجهولين.

وإننا إذ نستنكر هذا العمل اللاأخلاقي وغير المسؤول من طرف هؤلاء، نؤكد لجميع زبائننا ولكل المتعاملين معنا، أن هذا الأمر لا أساس له من الصحة، ولم تتلقى مصالحنا أي شكوى من هذا النوع وأنه وبعد التحريات التي قمنا بها تبين أن الفيديو الذي تم نشره كان من طرف أناس همهم الوحيد هو زعزعة الثقة بين العلامة التجارية رامي التي ارتبطت اسمها بالجودة والمستهلك الجزائري الذي عرفنا عنه وقائه الخالص وثقته الكبيرة في منتجات العلامة التجارية رامي.

من أجل ذلك كان لزاما علينا أن نوضح هذا الأمر لزبائننا الكرام، ونحن الذين جعلناكم في مقدمة أولوياتنا، وإرضاءكم هدفنا، من خلال الحرص على جودة منتجاتنا، والمحافظة على العلامة التجارية رامي. في الأخير نؤكد أننا سندافع وبشكل قوي عن سمعة منتجاتنا بكل الوسائل المتاحة واتخاذ جميع الإجراءات التي يخولها القانون، كما لا يفوتنا ان نشكر جميع من ساهم معنا في الرد على هذه الإساءات وساندنا من أجل الوقوف في وجه أعداء النجاح.

تقبل الله منا ومنكم صالح الأعمال  
عيد مبارك وكل عام وأنتم بخير

## Appendix N °09: Ramy's Facebook most reached post (with boost)



Ramy Food

September 24, 2023 · 🌐

...

كي نكون انا وصاحبي نلعبوا يارتية فوت، الحماس يكون فالقمة 🎮، واكبيد كانيطة رامى هي اللي تواتي هاد الجوّ 🍹.

#ramy #ramy\_food #رامى\_فود #رامى #ramyfood



## Appendix N °10: The post sparked the most interactions (without boost)

 **Ramy Food**  
April 23, 2023 · 🌐

يا إيلون، مالتيه وبركاك مالطية 😊

#ramy\_food #ramy #رامي #twitter

---



 **Ramy Food**  
@RamyFood

Hey @elonmusk, with or without your blue tick, our people know we're the real deal! 😊

4:11 PM · Apr 23, 2023

32 Retweets 9 Quote Tweets 348 Likes

 **Ramy Malt** @RamyMalt · Apr 23

B 5\$ wlh ma ndirha... b 6\$ wlh ma ndirha... w b 8\$ wlh ma ndirha..

23 43 127

 **Ramy Milk** @RamyMilk · Apr 23

Déja hna les algériens ta3 Facebook w Insta berk.. 😊

1 30 314

## Appendix N °11: The post sparked the most interactions (with boost)



Ramy Food

August 7, 2023 · 🌐



رحبوا بالمنتج الجديد في عائلة رامى المتنوعة 🥰👏، اكتشفوا معنا مشروب "قرين انرجي" بمستخلص الزنجبيل 🌿 رانا نستناوكم تذوقوه وتمدولنا راىكم 😊

#ramy #ramy\_food #رامى\_فود #رامى #ramyfood #green\_energy



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