

**T.C.
ISTANBUL GEDİK UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**THE COMPARISON OF DIGITAL MARKETING STRATEGIES USED BY
TURKISH AND LOCAL BUSINESSES IN THE IRAQI APPAREL MARKET**

MASTER'S THESIS

Fadiyya Noori Hasan ALJUMAILI

Business Administration Department

Business Administration Master in English Program

FEBRUARY 2022

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**Fadiyya Noori Hasan ALJUMAILI
(191285027)**

Thesis Advisor: Asst. Prof. Dr. Metin TOPTAŞ

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T.C.
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LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ MÜDÜRLÜĞÜ

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- 1) Tez Danışmanı:** Assist. Prof .Dr. Metin TOPTAŞ
- 2) Jüri Üyesi:** Prof. Dr. Üyesi Ahmet ERKASAP
- 3) Jüri Üyesi:** Prof. Dr. Üyesi Sulhi ESKI
- 4) Jüri Üyesi:** Prof. Dr. Enver Alper GUVEL
- 5) Jüri Üyesi:** Prof. Dr. Üyesi Erdem BAGCI

DECLARATION

I, Fadiyya Noori Hasan ALJUMAILI, as a result of this declare that this thesis titled “The Comparison Of Digital Marketing Strategies Used By Turkish And Local Businesses In The Iraqi Apparel Market” is original work I did for the award of the master's degree in the faculty of Business Management. I also declare that this thesis or any part of it has not been submitted and presented for any other degree or research paper in any other university or institution. (16/02/2022)

Fadiyya Noori Hasan ALJUMAILI



PREFACE

First, I would like to thank almighty God for guiding me through all my way. And then I would like to forward my heartfelt thanks and appreciation for my advisor Assist. Prof. Dr. Metin TOPTAŞ for his suggestion, assistance, and invaluable advice. My great thanks and special gratitude are also addressed to the comparison of digital marketing strategies used by Turkish and local businesses in the Iraqi apparel market for their kind cooperation and providing me their precious time and valuable information about their company`s experience during the analysis.

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Fadiyya Noori Hasan ALJUMAILI

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THE COMPARISON OF DIGITAL MARKETING STRATEGIES USED BY TURKISH AND LOCAL BUSINESSES IN THE MIDDLE EAST APPAREL MARKET

ABSTRACT

This thesis discusses the use of digital marketing in the Iraqi and Turkish apparel market. The study has reflected upon what digital marketing is and how the Turkish and Iraqi apparel market has been using it as their marketing strategies. It further compares the two to analyze which has been more successful in doing so and which region been using it the most. The main problem that most businesses suffer from is their extensive marketing costs as they're unable to use their channels the right way. Which is why this thesis scrutinizes the different channels, appeals and tactics of digital marketing and how they're of use to businesses. This study is critical because it will provide businesses an in-depth view of digital marketing specially in the Turkish and Iraqi apparel market, as it will give them a closer look at the different approaches of this marketing strategy. For this research, both qualitative and quantitative research methods were used. Using both methods will provide reliable and valid responses from the responses of the census gathered. Quantitative research is based on the quantity of several people surveyed, and thus the numbers of measurements come first. A qualitative approach results in a thorough look at the statistics, which includes gathering different point of views and reasons from surveying the sample. Understanding the demands, wants, and usage of digital marketing in the Turkish and Iraqi clothing markets was made easier because of the qualitative method. For the quantitative approach, the main statistical tools used were SPSS, the sample population of 40 valid participants were chosen out of which 20 were local and 20 were Turkish. This made it much easier to categorize the findings and, as a result, it was much easier to make assumptions about the hypothesis. This effect will be discussed in the results chapter. Moving forward, the findings of this study are term to challenge the effects of the use of digital marketing in the Iraqi and Turkish apparel market. The results of this study indicate that many businesses in the Iraqi and Turkish apparel market do in fact use this marketing strategy to benefit their businesses and reduce their costs. The analysis will be discussed in the research section. Furthermore, the results have indicated significant implications in the research part to prove the hypotheses.

Keywords: *Analysis, digital marketing, clothing markets, Iraqi and Turkish*

ORTADOĐU KONFEKSİYON PAZARINDA TÜRK VE YEREL İŞLETMELERİN KULLANDIĐI DİJİTAL PAZARLAMA STRATEJİLERİNİN KARŞILAŞTIRILMASI

ÖZET

Bu tez, Irak ve Türkiye hazır giyim pazarında dijital pazarlamanın kullanımını tartışmaktadır. Çalışma bir bütün olarak dijital pazarlamanın ne olduğunu ve Türkiye ve Irak hazır giyim pazarının bunu pazarlama stratejileri olarak nasıl kullandığını yansıttı. Hangisinin daha başarılı olduğunu ve hangi bölgenin onu en çok kullandığını analiz etmek için ikisini de karşılaştırır. Çoğu işletmenin muzdarip olduğu temel sorun, kanallarını doğru şekilde kullanamadıkları için yüksek pazarlama maliyetleridir. Bu nedenle bu tez, dijital pazarlamanın farklı kanallarını, çekiciliğini ve taktiklerini ve bunların işletmelere nasıl fayda sağladığını incelemektedir. Bu çalışma, işletmelere bu pazarlama stratejisinin farklı yaklaşımlarına daha yakından bakmalarını sağlayacağından, özellikle Türkiye ve Irak hazır giyim pazarında dijital pazarlamaya derinlemesine bir bakış açısı sunacağı için önemlidir. Bu araştırma için hem nitel hem de nicel araştırma yöntemleri kullanılmıştır. Her iki yöntemin de kullanılması, toplanan sayım yanıtlarından güvenilir ve geçerli yanıtlar sağlayacaktır. Nicel araştırma, anket yapılan kişilerin sayısına dayanır ve bu nedenle ölçümlerin sayısı önce gelir. Nitel bir yaklaşım, örneklemin incelenmesinden farklı bakış açıları ve nedenler toplamayı içeren istatistiklere kapsamlı bir bakışla sonuçlanır. Nitel yöntem sayesinde Türkiye ve Irak giyim pazarlarında dijital pazarlamanın taleplerini, isteklerini ve kullanımını anlamak kolaylaştı. Nicel yaklaşım için kullanılan temel istatistiksel araçlar SPSS olup, örneklem evreni 20'si yerel, 20'si Türk olmak üzere 40 geçerli katılımcı seçilmiştir. Bu, bulguları sınıflandırmayı çok daha kolay hale getirdi ve sonuç olarak hipotez hakkında varsayımlarda bulunmak çok daha kolaydı. Bu etki sonuçlar bölümünde tartışılacaktır (bölüm 4). bu çalışmanın bulguları, Irak ve Türkiye hazır giyim pazarında dijital pazarlama kullanımının etkilerine meydan okumaktır. Bu çalışmanın sonuçları, Irak ve Türkiye hazır giyim pazarındaki birçok işletmenin aslında bu pazarlama stratejisini işletmelerine fayda sağlamak ve maliyetlerini azaltmak için kullandığını göstermektedir. Analiz, araştırma bölümünde tartışılacaktır. Ayrıca, sonuçlar hipotezleri kanıtlamak için araştırma bölümünde önemli çıkarımlar göstermiştir.

Anahtar Kelimeler: *Analiz, dijital pazarlama, giyim pazarları, Irak ve Türkiye*

1. INTRODUCTION

The way marketing is executed has changed over the course of digital marketing. It has brought about many benefits and has made it easier for companies to convey the message behind their products and services in a much simpler way.

Setting marketing objectives based on market data and target audiences, selecting digital marketing channels and platforms, deciding channel-specific delivery strategies, and creating macro marketing KPIs to monitor the effectiveness of the digital marketing plan are all part of a digital marketing strategy (Li, 2021). An excellent marketing plan can assist you in making the best decisions for your company's development. A strategy process model provides a framework that outlines a logical sequence to guarantee that all critical activities of strategy formulation and execution are included.

The internet and online shopping, in and of themselves, have opened up new horizons and areas of marketing, as well as evolved techniques and diverse forms of it. This is where digital marketing expanded to include not only television and radio, but also the internet, which is now brimming with innovative and practical advertising platforms.

E-commerce, electronic commerce, and, more recently, social media and mobile advertising have all had a huge impact on people's lives. Social networking and mobile marketing; (Wymbbs, 2001) are two types of digital marketing that have shaped the consistency, tempo, form, and course of life. They have changed people's lives by replacing snail mail and landlines with a range of wireless contact options.

This study will help us understand the importance of digital marketing and the strategies used to implement it. Apart from that, we will also discuss where in Iraq these marketing strategies are used and how it goes about. It will also manage to identify the types of digital marketing strategies and how they are implemented to achieve marketing success to gain the favorable outcome of the organization as a whole.

Retailers face the greatest challenge because, unlike technological and engineering firms, they do not create something new; instead, they sell goods (especially in situations where the company only deals with online sales). Manufacturers face a similar challenge; they must find a way to add value to their goods while ensuring not only its consistency but also its uniqueness. This is why, in some form or another, all companies must comply with digital marketing.

In the case of this study, qualitative approaches will be used; both techniques will complement each other and give us with quality content. In order to gain qualitative research, an open-ended questionnaire will also be made and conducted to get insight on the importance of digital marketing strategies.

1.1 Background of the Study

Companies have developed their businesses on the conventional brick-and-mortar channel for decades. With the advent of the Internet and the increasing prevalence of online shopping, e-commerce has seen exponential growth, encapsulating the emerging click-and-mortar or purely online market model. Companies have worked to adapt best digital marketing tactics to gain a comparative edge over their competitors as the industry shifts away from brick-and-mortar to e-commerce. According to researchers, the future of digital marketing would be heavily reliant on tracking consumers' locations. This is due to the fact that consumers have been more mobile and social in recent years (ibid). (Wymbs, 2001) emphasizes the core team's progress in mobile marketing in the future. Customer relationship management, customer trust, and consumer satisfaction are all examples of how social media can be used in the corporate world (Chong, 2016). Company leaders' practical use of different internet resources contributes to new markets (Kate, 2016). Consumers use the Internet to research goods and services before making purchases (Smith, 2017). With the exposure and platforms of web commerce and social media, business owners use the Internet as a networking platform for financial growth and to help in promoting collaboration.

1.2 Problem Statement

Any business owners from the Iraqi apparel market are having trouble implementing social media networking campaigns for advertising, staff recruiting, and connectivity in order to boost sales (Schaupp & Belanger, 2014). The general business issue was that small retail business owners were having trouble using internet marketing to improve consumer communication and boost derivative revenue. The particular concern was that certain small retail business owners lacked plans for using online marketing to boost derivative revenue. Understanding diverse cultures and the level of intercultural contact will determine whether a foreign marketing campaign succeeds or fails.

1.3 Aim of Thesis

This study aims to explore the types of digital marketing strategies and how they are carried out in Iraqi companies and then a further comparison will be done to compare the different types of strategies each company uses to give the audience a better understanding of this specific topic.

1.4 Structure of the Thesis

This thesis is one of three chapters that will serve as a writing audit for certain authors that have lately explored the influence of digital marketing strategies and human resource management on Iraqi companies.

Introduction deals with Generalities about the research.

Literature review defines the literature review from multiple authors about the relevant

research topic and the emergence of the online store in term of e-commerce platform.

Methodology gives the empirical theoretical study and the conceptual model of the study.

Data analysis highlights the methodology of the research

Conclusion and discussion incurs the data interpretation part which gives us the finding of the relevant

2. LITERATURE REVIEW

2.1 Digital Marketing

It's hard to view a world without the internet nowadays. The internet connects billions of individuals globally. The internet has become a crucial aspect of our daily life, from looking for information to buying for food or banking. In the age of COVID-19, when thousands of people are coming online for leisure and more, total internet hits have increased by at least 60% throughout this outbreak time. Nearly 4.57 billion people were active internet users as of April 2020. That equates to 59 percent of the world's population. With more than half of the world's consumers moving online, any business owner should either think of doing digital marketing or improve their techniques of doing so (OECD, 2020).

So, what is digital marketing? Digital marketing is all about utilizing data to achieve marketing goals. It is the art of using consumer information to develop internet marketing tactics aimed at specific groups of customers. To assist their clients in connecting with existing and future consumers, digital marketers use digital channels such as search engines, social media, emails, and websites. They then collect data from various digital platforms (such as examining the amount of Instagram impressions or likes) and Google Analytics to build their marketing approach (marketing evolution , 2021).

The benefit of using data to sell online is that it helps businesses to make informed marketing decisions. Knowing who to target and where to sell online enables digital marketers to estimate budget expenditure for a certain set of Return On Investment (ROI) objectives. Common KPIs for digital marketers include improving brand recognition, lead generation, and conversions across various digital marketing channels, whether it's inbound marketing or digital marketing for clients (Nadaraja, 2013).

The internet is currently being utilized at a never-before-seen rate, and COVID-19 is seen to be hastening enterprise digital transformation. According to Forbes, 70% of

businesses currently have a digital transformation plan in place or are developing one. It has also been discovered that firms that are tech-enabled are more resilient than those that are not. This is due to the ability of digitalized organizations to adapt quickly to unforeseen changes in client behavior (Crawford, 2021).

Companies that use digital solutions can instantly answer consumers' questions online, reorganize their budget expenditure, or change the target demographic of their advertisements. Growth strategies can also be maintained since these organizations may shift efforts from offline to online rather than completely stop investing. In the future, digital marketing is going to be a significant component of every company's commercial plan (Stephen, 2016). It is also obvious that digital marketing is critical for any organization to be adaptive to changing market conditions. Firms that are unable to adapt digitally are likely to fall behind.



Figure 2.1: the social media and internet tree

To maintain a competitive edge and improve revenue and communication, small retail business executives must prepare to meet client needs while also using creative technological techniques (Cheng & Liu, 2017). Directly and indirectly, the retail business is the largest private employment in the United States, contributing an estimated \$3.53 trillion to the country's gross domestic product each year (National Retail Federation, 2018).

If you have a website that sells items or services, it may help you drive traffic to your site, and before you know it, you're getting leads and earning purchases. Increasing traffic to your website is critical, but your website must also look distinct, be well-structured, have good content, and be search engine optimized. This will set you apart from your rivals. Those new visitors, on the other hand, will aid in word-of-mouth communication by informing others about your one-of-a-kind and content-rich website.

The internet marketplace is becoming increasingly crowded on a daily basis. As a result, some huge corporations have hired online marketing gurus to conduct an excellent job of promoting their web firms. Small and medium-sized businesses are seeking for cost-effective solutions. Of course, if a firm does not have the funds to engage a service provider and is eager to learn as much as they can about internet marketing, they may perform an excellent job of advertising their website.

Online marketing allows firms to achieve economic value through engagement with stakeholders, consumers, and staff (Purkayastha & Sharma, 2016). To reduce the likelihood of failure, develop their organization, and become more successful, small retail business executives must include Internet marketing methods into their company strategy.

Online marketing, according to Elley and Tilley (2009), is an online communication activity that may take many forms and involve a variety of online strategies such as Search Engine Marketing, online partnerships, social media, online advertising, and email marketing. These internet marketing strategies have evolved into essential communication tools for a company's marketing department to promote its websites, services, and goods in the online world.

There are numerous additional names used as synonyms to represent comparable topics in the world of Internet Marketing. E-commerce, for example, is the notion of sales and purchases taking place via the internet or via electronic methods (Abhijit Chaudhury, 2002). It indicates that the word E-commerce refers to the transactional technological aspects of a firm, whereas internet marketing refers to all managerial and technical efforts that lead to a transaction. Internet marketing primarily relies on a firm's or sponsor's paid, public, and non-personal representation or broadcast of a message to existing or prospective future customers (Dreze X. & Husserr, 2003).

2.2 Why Is Having A Strategy Important?

To achieve any objective, having a strategy is just as crucial as having a plan. It totally optimizes workflow implementation, allowing for high efficacy while looking over various regions to analyze data analytics and act on them as needed. This allows for continual development in different digital marketing methods such as search marketing (SEO/SEM), conversion rate optimization (website user experience),

email marketing, and social media marketing to help your business achieve its goals of obtaining new consumers and deepening connections with existing ones.

A competitive and sustainable content marketing plan is also required for businesses to reach and convert more customers by using the power of online content and merging multiple digital marketing channels with conventional media. As organizations continue to embrace digital transformation in their core operations and new channels of consumer contact, having a strong digital marketing strategy is critical to their success.

Many service organizations around the world provide multiple services to their consumers. Companies recognize gaps that must be filled in order to meet the needs of customers, and they work to close these gaps by providing customers with a variety of services. They discover weaknesses in the market segment that are developing, ignored, or poorly supplied by rivals, and then choose a strategy based on the marketing mix. Any firm that wants to be successful must focus its efforts on the most promising possibilities for increasing sales and gaining a long-term competitive edge. This is especially true with service businesses. As a result, marketing strategy is a long-term reaction to changing circumstances that necessitates basic judgments about how to match resources to those circumstances.

Marketing strategy, according to Philip Kotler et al (1999), is the marketing strategy by which a business unit intends to attain its marketing goals. It is a company's (or any organization's) attempt to distinguish itself apart from its rivals by using its respective corporate strengths to better meet consumer demands in a particular context.

Companies who need to compete start thinking about “a global market” instead of a national market. Strategic management is becoming an increasingly essential tool to follow worldwide trends and position a firm for long-term competitive advantage as more sectors become globalized. (2005, Wheelen & Hunger) Change has grown so rapid all across the world that it has become a multifaceted notion. The time of change in which we live in an interactive and fast-paced political, social, cultural, and economic environment has resulted in the emergence of new processes such as rapid start, quick decision making, and management with greater dynamism and flexibility structure.

The notion of 'strategy' in management, which entails anticipating the future via prudential, long-term planning, is beginning to be explored more frequently in corporate management literature. Businesses have begun a systematic preparation for the future as a result of adopting management practices with strategies (Akçakaya, 2003). This circumstance opens the way for the strategy idea to gain importance across the world, particularly among multinational companies.

According to Ab Hamid (2008), the internet provides many opportunities for businesses and can be a useful platform for marketing activities such as spreading information, attracting new customers, retaining existing customers, and even improving customer relationships through online customer relationship management.

Being a recognizable component of social media communication is considerably more difficult than it appears at first. It isn't inexpensive either. With 1.200 million users in 2013, Facebook is the most popular social network, and the number is continuously growing (Lee, 2018). Companies aim to engage as many consumers as possible by distributing their content across several platforms and expanding their social media presence. As a result, there is an increasing amount of clutter in which marketing messages are lost. Facebook currently has a solution in the form of sponsored advertising and post promotion, but many businesses do not have the financial resources to pay for such services.

2.3 The Foundation for Digital Marketing and the Most Critical Objectives

Companies may be successful, according to Charlesworth (2018), if they establish three major digital marketing objectives:

- (1) branding
- (2) income creation
- (3) customer service

Omobono (2018) looked at the most significant marketing goals, and the aim of increasing brand recognition came in second (after developing customer relationships), with the highest index among the seven tasks identified for 2019. A company's online presence complements and enhances its branding efforts, and it is a key component of its entire branding strategy. In order to provide a compelling message to the customer, a brand must be well positioned.

Precise distinction through the marketing mix leads to customer brand integrity and confidence. The presence of an online presence boosts consumer assistance and improves the customer experience. It also serves as a revenue-generating acquisition channel by generating direct sales or leads (Kotler et al., 2017).

Customer prioritizing may lead to lucrative sales, and in addition to CRM, statistical and data-mining tools, Mahadevan and Kettinger (2011) recommend a service-oriented approach that uses client service employees to leverage dynamic customer connections. Marketing teams should include employees with a diverse skill set, including marketing expertise, analytics experience, lead generation, and high-quality digital service delivery (Omobono, 2018).

2.4 Metrics for Digital Marketing

The term marketing ROI is defined by Kotler & Armstrong (2017) as "the net return from a marketing investment divided by the marketing investment's costs," however the authors acknowledge that there is no standard definition. It should track the revenues created by marketing efforts, but measuring results, whether for present or future performance, can be challenging. Engagement and brand-building impact, for example, are extremely difficult to quantify.

Brand awareness, sales, and market share are common marketing performance indicators that are frequently tracked on marketing dashboards. Customer-centric marketing effect measurements, such as customer engagement or customer equity, might also be included.

Rust, Lemon, and Zeithaml (2004) proposed a marketing ROI model that may also be used to digital marketing.

2.4.1 Appropriate application of digital marketing tactics, as well as their impact

The most effective use of internet marketing tactics should result in consumers who are both loyal and lucrative.

Customer loyalty is described as a person's willingness to promote a product or service. According to Kotler, Kartajaya, and Setiawan (2017), the customer's journey to a state of loyalty and advocacy is divided into two phases: pre-connection and connectivity. Customers travel through the stages of brand awareness (their own

attitude toward a brand), attitude change, and action throughout the main phase. The initial brand's attractiveness is already impacted by the surrounding neighborhood as soon as the second phase begins.

Customer behavior shifts throughout five stages (the five A's: aware, appeal, ask, act, advocate), allowing for many touch points and resulting in five important impressions. Customers first

- (1) learn about something
- (2) enjoy it
- (3) are convinced
- (4) decide to buy
- (5) and finally promote or suggest brands.

The entire procedure is not easy to follow. The strength or weakness of a brand's appeal is determined by how devoted consumers interact with one another and therefore form an ask-and-advocate connection.

2.5 SWOT Analysis

The SWOT analysis is one of the most often used techniques for determining an organization's strategic direction. Strengths, Weaknesses, Opportunities, and Threats are the abbreviations used. The goal of this technique is to conduct an internal audit of a company's or institution's capabilities, followed by an environmental scan to gain information and identify appropriate opportunities and risks (Coman & Ronen, 2009).

A SWOT analysis may be used to identify and analyse the Strengths and Weaknesses of a project, company, or institution, as well as the Opportunities and Threats, as the name suggests. Through observations and analysis of these observations, knowledge regarding opportunities and dangers is obtained from the external world (Schall, 2014).

The fundamental aim of a SWOT analysis is to maximize the potential of your strengths and opportunities while limiting the impact of your weaknesses and threats (Schall, 2014).



Figure 2.2: SWOT Analysis

2.5.1 Strengths

Internal capabilities, such as know-how, motivation, technical skills, and business skills, are defined as strengths. Internal strengths are required to capitalize on potentials and opportunities, or they can be a factor in avoiding threats and potential difficulties (Schall, 2014). Strengths are institutional qualities that are of more importance than specific program, offices, or persons, particularly in the field of research and in communication with universities. If significant programs or offices were eliminated, or great persons departed the institution, these variables would endure (University of Arkansas at Little Rock, 2006).

2.5.2 Weaknesses

Weaknesses are designated as internal assets that reduce the variables that contribute to a project's, organization's, or institution's competitive position. Weaknesses obstruct the effective use of current and future market possibilities. Limited know-how, insufficient skills and procedures, inaccurate information about opportunities, differences between management and planning culture, and limited experience are all examples of weaknesses (Schall, 2014, p. 5). If state financing, or funding in general, is not equal or balanced in contrast to other institutions' funding levels, it might be a problem. Another flaw in colleges is how appealing it is for freshmen to enroll, for example, there is a limited supply of scholarships or financial assistance, there is a limited supply of housing, and so on (University of Arkansas at Little Rock, 2006, pp. 84-85).

2.5.3 Opportunities

Project, organization, or institution opportunities are available in areas where they have a competitive edge over other player. For the performance and interests of their firm, the management, or individuals in charge of a project must learn to use the available elements, such as opportunities and to some extent potentials. The capacity to capitalize on these possibilities is determined by internal company variables, while they are determined by external circumstances.

External conditions, which are either dependent on a specific chance or may be altered by the firm, are examples of opportunities. Trends, attitudes, and methods are other factors that determine opportunities (Schall, 2014,). For colleges, location might be viewed as a significant advantage. Population, government (including large federal presence), medicine and health care, money and business, transportation, communication, and cultural organizations are all factors that impact the location (University of Arkansas at Little Rock, 2006).

2.5.4 Threats

Threats are external variables that have an impact on the business, and not just in a negative way.

Threats may also be a problem for the business, necessitating some sort of practical business practices, such as modifying project, organization, or institution processes or methods (Schall, 2014).

2.5.5 Purpose of This method

The SWOT analysis has been developed as a simple, effective tool to analyses the insight and outlook of a project, organization, or institution and to build the framework for analyzing strengths, weaknesses, opportunities, and threats of a project, organization, or institution as part of the strategic marketing planning process (Schall, 2014). In addition to assisting in the development of strategic marketing plans, the SWOT analysis assists the organization in identifying the institution's key capabilities (Ayub, Razzaq, Aslam, & Iftexhar, 2013,).

The SWOT analysis isn't the first or last stage in the strategic marketing planning process, and it's based on a thorough understanding of the present environment and trends, as well as internal resources. Furthermore, because it is nearly difficult to

identify all elements present in the environment in general, those that are significant must be identified first. In a commercial setting, for example, these components would be separated by a market study, and the identification would typically be based on prior experience.

The business activities' direction relates to a more or less specific description of target market groups and areas, such as customer needs to be satisfied, and so on. Aside from market and customer elements, distinctive competency to be created, social and environmental standards to be followed, and/or other components, according to the priorities of management and owners, you may find the business philosophy in the company-mission statement in certain businesses (Schall, 2014). The management of a project, organization, or institution will identify sectors where talents and resources are strong and the potential to capitalize on opportunities is greatest with the use of a successful SWOT analysis (Simoneaux & Stroud, 2001, p. 78).

This approach has a number of benefits as well as drawbacks that must be understood. Each technique has its own set of restrictions, and it is critical for the operator to be aware of these limits ahead of time.

2.5.6 Benefits of SWOT analysis

The following are some of the benefits of a SWOT analysis (Schall,2014, p. 4):

1. In reality, the technique is only an analytical instrument for internal and external auditing.
2. The approach aids in the organizing of fundamental data about projects, organizations, and institutions.
3. The technique makes it simpler for diverse working areas inside a company to share a shared knowledge of the true situation, as well as between companies and their clients, suppliers, peer groups, shareholders, or management.
4. The approach allows you to justify strategic choices.
5. The approach is a very objective and successful methodology to determine a company's or organization's capability, which is required to survive challenges and seize opportunities.

6. In a conference involving participants from many places and organizations, the technique is used.
7. Participants in the community or a community-based organization who are underpaid and whose membership is based on residency can employ the approach.
8. The approach is used in an organization where the participants are employees, such as a non-governmental organization, a government department, or a commercial business.

2.5.7 Limitations of SWOT analysis

The SWOT analysis has its own set of limitations. The following recital (Schall, 2014, p. 4) provides an overview:

1. The approach is frequently summed up as a sloppy, unstructured, highly broad, hurriedly conducted study that yields unverified, ambiguous, and inconsistent elements. SWOT analysis is often referred to as a subjective analysis.
2. The absence of communication, debate, and verification of all external and internal elements is frequently associated with the method's procedure.
3. In relation to the preceding argument, SWOT results are a less trustworthy input than they are capable of becoming in the strategy development process.
4. The findings of the approach will be used in the strategy generation process on occasion. If the persons engaged are aware of this, the quality of their inputs is likely to suffer and be lower than it would otherwise be.
5. The technique might be to blame for what is seen as an over-formalization of the strategy-making process.
6. A basic approach like SWOT cannot provide the essential precision of strategic analysis.
7. Alternative strategy choices are rarely derived from SWOT components.

2.6 Digital marketing channels

Your digital marketing strategy should be a continuous, dynamic approach that keeps up with shifting trends while driving consistent new visitors to your website. A solid digital marketing strategy includes the best methods and tools listed below.



Figure 2.3: Digital marketing channels

2.6.1 Social media

While social media is still one of the finest methods to stay in touch with friends and family, it is also one of the most important methods of internet marketing for your company. Your company profiles on Facebook, Twitter, and LinkedIn should assist generate visitors to your website. You encourage people to connect with your posts and learn more about your services by making clever, interesting posts that help enlighten users about what you do. Conduct research to learn about the most effective sorts of interactive posts and how to sell your business to a social media audience on each platform.

Social-networking sites have had a considerable influence on ways of social communication due to their popularity (Hollenbeck, 2012). The number of individuals utilizing social networking sites is quickly rising; at the time of writing, over 2.62 billion people were using social networking sites (Statistica, 2019). According to some academics, such as Kaplan, these social-networking sites have altered the social life of many people, particularly the younger generation of internet users (Kaplan & Haenlein, 2010). Recognizing the enormous potential of these networking sites, many businesses are using them to promote their brands and expand their client base (Muniz, 2007).

2.6.2 Social media platforms

Facebook

With over 1.2 billion registered members, Facebook is the largest social networking site. Businesses can use the following solution (Boundless Marketing, n.d.):

- Facebook page - sharing information in the form of links, images, videos, and polls is possible.
- Paid content promotion
- Paid Facebook advertisements
- Organize events based on geolocation and directly engage with customers

Likes, Posts, Shares, Engagement, and Reach are all important metrics to track.

LinkedIn

With 250 million users, LinkedIn is the world's largest professional network. Individuals may be recognized as their workers or just follow the company's updates. Businesses have their own pages, and individuals can be identified as their employees or simply follow the company's updates. It is utilized for company marketing and recruiting via a professional website. (Boundless Marketing, n.d.)

Followers, Group members, Discussions, Recommendations (for people), and Skill Endorsements are the key KPIs (for individuals)

Google+

Google owns the second biggest social networking platform and identification service. Nowadays, it's used for:

- Search engine optimization
- Distributing content
- Hangouts is a video conference chat that is frequently used for webinars.
- Promotion of the event

Circle members/followers, mentions, and +1 are the most important metrics.

Twitter

Microblogging is a social media network that ranks third in the world in terms of internet users (Boundless Marketing, n.d.). With social media, consumers now have a new role to play. Instead of merely consuming, customers are becoming "content creators" and, as a result, functional consumers. Blogs, microblogging apps (such as Twitter), social networking sites (such as Facebook), podcasts, and video and photo sharing sites are examples of social media applications or technologies that allow this (such as YouTube and Flickr). Given this fact, organizations, particularly marketers, would benefit from incorporating social media into their marketing and marketing strategy.

Companies use it to:

- Exchange information about their offerings
- Assemble market intelligence in real time
- Cultivate connections with customers and influencers

Followers, mentions, retweets, reach, number of lists, and postings are all important indicators.

Other

A list of more than 200 social networking websites can be found on Wikipedia. Here are a few others that have recently become popular (Boundless Marketing, n.d.):

- Pinterest - Online pinboard for organizing and sharing pictures
- Reddit, Digg, StumbleUpon - Bookmarking and Tagging
- YouTube, Vimeo, Daily Motion - Online video sharing
- Instagram, Vine - photo and short video sharing
- SoundCloud is a music sharing platform.
- TikTok
- Snapchat

2.6.3 Search engine optimization

Search Engine Optimization (SEO) is the practice of using keywords and other methods to assist internet folks find your website via organic searches. When someone puts in a search term related to your company, you want it to appear on the top or second pages of the search results page. As a result, SEO is required to locate a company's landing page.

SEO is the foundation of internet marketing, and the goal is to have a high ranking when a buyer searches for a certain service or product term. SEO can help you get more visitors. It can boost a company's revenue in this way. (2017, Zhang & Cabage)

Effective SEO methods need examining the most-searched keywords for your industry and incorporating them into your online content. Your website must also be SEO-friendly in order to attract the most visitors and generate the most revenue.

SEO is now viewed as a long-term investment. It's nearly hard to achieve decent results with a brand-new website. In order to rank higher, there are a few important aspects that must be completed now and in the future: First and foremost, a webpage need high-quality content. Second, it necessitates an excellent user experience. A user-friendly and informative website is required. Finally, it requires a strong social media presence. (Alexa, 2016)

According to Crestodina (2015), using the appropriate keywords and creating excellent content is still the most essential element in ranking higher and faster. Most business owners are searching for ways to reduce corners by hiring a third party to boost their rankings. If this approach is discovered, there is a chance that the webpage may be penalized by search engines.

2.6.4 Search engine marketing

SEM (Search Engine Marketing) is another important sort of digital marketing. Whereas SEO increases organic Internet traffic, SEM uses paid digital advertisements to reach specified audiences. When customers search for the services your company provides, their searches are directed to your adverts on search engine results pages. The location and frequency with which the adverts show is determined by the ad and the payment structure you select for each search engine. Ads are very customized, including the demographics you select to narrow down your target

audience. However, it is all too simple to spend marketing expenditures on ineffective SEM methods.

According to Wu et al. (2005), searches are becoming increasingly significant, with search engines accounting for more than half of all visits. For these reasons, search engines serve as a key link between businesses that wish to be found on the internet and their intended customers. “Online information search is a ubiquitous and vitally essential activity in ecommerce,” according to Gefen and Straub (2000, quoted in Dou, 2010). According to Skiera et al., (2010), the most common internet advertising approach among advertisers is Search Engine Marketing. According to Dou (2010), search engines can help e-commerce firms establish brand positioning in the virtual market.

According to Gruhl (2005), online information searching is an important part of the online buying process, and the most often used information access method for online purchasers is online searching. When compared to other prominent engines such as Bing and Yahoo!, Google is the most popular search engine among consumers in Western nations. (Skiera et al., 2010)

2.6.5 Pay-per-click

Pay-Per-Click (PPC) advertising works in tandem with your SEM strategy to increase visitors to your website. “A firm pays for text advertisements to be displayed on the search engine results pages when a certain key word is input by the search users,” according to Chaffey (2009). PPC allows you to select precise keywords or search phrases that will trigger the placement of your ad on a search results page. However, you will only be charged if the user clicks on your ad.

It may be an effective strategy for attracting more quality leads to your website. When a person clicks on your ad, it means that something in your ad enticed them to learn more about what you can do to help them. Effective PPC techniques complement your SEO and SEM initiatives to boost paid visitors and produce more sales.

Companies may choose which keywords or phrases their ads will display for, and they will be paid for each click search engine users make on the ads. “Google's pay per click (PPC) AdWords model consists of allowing businesses to choose keywords and create adverts that relate to their site and bid (against competitors) how much per

click their business is willing to spend in order to generate traffic direct to their site,” according to Grzywaczewski et al., (2010).

2.6.6 Content

Another must-have for any digital marketing approach is content marketing. If you've ever wondered why there are so many blogs on the internet, it's because content marketing works. If you are not a writer or do not want to create your blog entries, there are several ways to produce blog material for your website. However, failing to maintain a blog might result in a loss of key visitors and prospective money. Business blog material may help you establish yourself as an authority in your field. The majority of web searches direct consumers to blog material. Search engines seek to give the greatest possible experience for users. When a person looks for a solution to a topic, search engines like to provide connections to well-crafted blogs that employ solid SEO technique. Use blogs and other forms of digital content to help potential clients locate your website and increase business.

‘Content marketing is a strategic marketing approach focused on generating and delivering valuable, relevant, and consistent content to attract and keep a clearly defined audience — and, eventually, to generate lucrative consumer action,’ according to the Content Marketing Institute.

To put it another way, content marketing is a sort of digital marketing channel that businesses utilize to develop strong relationships with their target consumers by delivering high-quality, relevant material. According to neilpatel.com, 60 percent of marketers publish at least one piece of content every day, 57 percent of marketers say custom content is their top goal in 2014, and content marketing costs 62 percent less than traditional marketing while generating three times as many leads.

2.6.7 Business-owned websites

Increase traffic to your website by utilizing SEO, SEM, social media, and quality blog material.

If your marketing methods are effective, you don't want to lose new clients who visit your website but can't locate what they're looking for. Make sure your website is a welcoming and user-friendly landing location for visitors. Viewers should be able to

easily browse through the material that brought them to your site, discover more about you, and discover how to contact you.

“Online PR boils down to two key things: raising the online profile of your business, products, and services by contributing positively to the online community; and managing your reputation by monitoring, assessing, responding to, and influencing online conversations about you,” according to Ryan and Jones (2009). Online PR efforts, according to Chaffey (2009), include blogs, RSS, podcasts, link building, social networks, and online communities.

2.6.8 Emails

Good email techniques are vastly different from the majority of the trash that ends up in your spam email inbox. Effective email marketing offers clients and potential consumers with material that keeps them informed without eliciting a “unsubscribe” response.

Include animations, useful information, and unique offers in your email content. Make your emails short and to the point, and keep your material relevant to your business.

Email marketing, according to Stokes (2011), is one of the oldest and most prominent types of direct marketing, in which commercial and promotional communications are delivered to new and existing consumers via electronic means. According to research, there are almost 4 billion email users worldwide, with 500 million more expected in the next three years (Vujasin, 2020).

Promotional emails and retention-based emails are the two primary forms of commercial emails. Promotional emails are more direct and seek to entice recipients to take action right away. Retention-based emails (also known as newsletters) on the other hand, are more focused on giving useful information with the objective of establishing long-term connections with users.

There are transactional emails, catalogues, notifications, invites, and communicational messages in addition to promotional and retention-based emails.

There are several benefits to using email marketing in a company's digital marketing strategy. To begin with, businesses may divide their customers into distinct groups and offer tailored content and communications based on their preferences.

2.7 Advantages of Digital Marketing Strategy

With the popularity of digital marketing on the increase, many firms are researching how social media may help them sell their products and services to new and existing clients, according to Watson et al. (2002), quoted by Sheth and Sharma (2005). Social networking platforms such as Facebook and Twitter have changed the way some firms see advertising. Some companies lead users to their social media pages more than they do to their own websites. There are certain advantages to marketing using social media, but there are also some disadvantages (Watson et al. 2002; Sheth & Sharma 2005). The benefits include:

- **Global reach** - for a minimal investment, a website helps you to locate new markets and trade abroad. Unlike watching TV or listening to the radio, as noted by Steuer (1992) and referenced by Ronald P. Hill and Nora Moran (2011), the interaction of new media allows consumers to become more than passive recipients of stimulus. The "degree to which users participate in altering the shape and content of a mediated environment in real time" is a wide definition of interactivity (Steuer, 1992). Increased degrees of interaction have been shown to contribute to higher levels of participation (Bucy, 2003), as well as more positive opinions regarding websites (Kalyanaraman & Sundar, 2003; Hill & Moran, 2011). (Fogg, 2003; Hill & Moran, 2011)
- **Lower cost** - A well-planned and well-targeted digital marketing campaign may reach the correct clients for a fraction of the cost than traditional marketing strategies. According to Weinberg (2009), the primary benefit of social media marketing is cost-effectiveness. When compared to other forms of marketing, social media marketing has very low price hurdles. The majority of social networking platforms allow you to establish a profile and submit content for free. Unlike traditional marketing efforts, which may cost millions of dollars, many social media platforms are free to use, even for businesses. Businesses with a modest marketing budget may operate extremely successful social media marketing campaigns.

Time is the most expensive aspect of digital marketing. Implementing plans and generating outcomes from such tactics might take time. The end result, on the other hand, is definitely worth your time.

- **Results that can be tracked and measured** - monitoring your internet marketing with web analytics and other online metric tools makes it easy to determine how effective your campaign has been. You may get precise information on how people interact with your website or respond to your advertising. A tracking mechanism is in place for each sort of marketing. You'll be able to track the success of your initiatives across the board, from social media to search engine optimization (SEO). Google Analytics, for example, may be used to track your SEO performance.

With each campaign, you may measure a variety of data. Impressions, clicks, comments, shares, conversions, and other metrics are included. It makes everything simple. Keeping track of your outcomes allows you to enhance your marketing. You can discover what is and isn't working for your company. You'll gain insight into your campaign and learn how to make it better.

It's preferable to find out how your campaign is doing while it's still going than after it's finished. This enables you to save money by optimizing your campaigns while they are still running.

- **Personalization** - If your client database is linked to your website, you may greet visitors with targeted offers whenever they come. The more they buy from you, the more you'll be able to develop your consumer profile and sell to them. To offer a personal connection, some sites' advertising will also emphasize which country singers your friends enjoy. Marketers may efficiently contact the people who are most interested in what they have to offer via "smart" marketing and advertising. Furthermore, social networking allows for word-of-mouth promotion of items that goes beyond what advertising alone can achieve (Hill, Provost & Volinsky, 2006).

- **Openness** - By participating in social media and properly controlling it, you may generate customer loyalty and establish a reputation for being simple to connect with. Another critical aspect of social media marketing is customer service (Helmsley, 2000). Sometimes website designers are unable to avoid a certain level of complexity in a website's architecture. As a result, a smart customer service system is required. Links to Frequently Asked Questions (FAQs) and online representatives are helpful in guiding clients through the choosing or purchasing process. A marketer should provide more than simply online support. In many circumstances, clients find

it more convenient to phone a firm. As a result, clients should be given a toll-free phone number (Gommans et al., 2001).

- **Social currency** - digital marketing enables you to construct engaging campaigns via the use of content marketing methods. This material (pictures, movies, and articles) has the potential to generate social value by being transferred from user to user and spreading virally. But why should businesses be concerned about social currency? According to the research, individuals are 90 percent more inclined to trust and buy from a business suggested by a friend, and word of mouth marketing impressions result in 5x more sales than sponsored media impressions.

2.8 Limitations of Digital Marketing Strategy

The internet environment generates not only opportunities, but also problems and obstacles for the process of social media marketing. The web's openness makes online information available to all audiences and emphasizes the importance of consistency in the strategy, design, execution, and management of online marketing communication (Hart et al., 2000). The limitations include:

- **Time intensive** - As the name indicates, social media is interactive, and good two-way interactions need time and effort. The nature of marketing shifts in social networks, with an emphasis on building long-term connections that can lead to greater sales. Someone must be in charge of monitoring each network, responding to comments, answering queries, and posting product information that customers find useful (Barefoot & Szabo, 2010). Businesses who do not have a solution to handle these social networks will struggle to compete. The first and most crucial prior consideration is that social media marketing necessitates a large time investment (Barefoot & Szabo, 2010).
- **Trademark and copyright issues** - It is critical for businesses to safeguard their own trademarks and copyrights while utilizing social media to promote their brands and goods, according to Steinman and Hawkins (2010). Brands and other intellectual property of a firm are frequently as valuable as the products or services that they provide. The ability of social media to permit casual and unplanned communication, sometimes in real time, may help businesses promote their brands

and disseminate intellectual information, but it may also encourage third-party abuse of a business's trademarks and copyrights (Steinman & Hawkins, 2010).

Furthermore, corporations should establish terms and conditions for their own social media channels, including rules defining how to use the company's or third-party intellectual property responsibly. Marketers running specific sorts of social media marketing initiatives, notably promotions and user-generated content campaigns, should have policies in place that contain explicit restrictions on trademark and copyright infringement and impersonation (Steinman & Hawkins, 2010).

- **Trust, privacy and security issues** - Using social media to advertise one's business, products, or services can raise concerns about trust, privacy, and data security. Companies must be aware of these problems and take necessary steps to reduce their exposure to liability linked to personal data collection, use, and maintenance. Trust, namely the distinct characteristics of transactional security and privacy (Hoffmann et al., 1999), is crucial in establishing client loyalty to social media marketers. Companies that manage their own blogs or other social media platforms should also maintain thorough policies that reveal the company's data collecting, usage, and storage methods, as well as any third-party obligations for privacy and data security (Steinman & Hawkins, 2010).

Fear of online credit card theft is one of the primary reasons customers have not done more extensive online shopping, according to research by Ratnasingham (1998). (Ratnasingham, 1998). Furthermore, privacy problems have resulted in a public relations disaster for several big social media marketing campaigns, resulting in significant brand damage (Advertising Age, 2000).

- **Negative feedback** - In some ways, social media converts consumers into marketers and advertisers, and consumers can create positive or negative pressure for the company, its products, and services, depending on how the company is presented online as well as the quality of products and services presented to the customer (Roberts & Kraynak 2008). Negative post reactions are one feature of social networking that is extremely detrimental to marketing initiatives. Unhappy consumers or industry competitors can upload insulting or insulting images, posts, or videos, and marketers have little control over these events (Cheung, Lee, & Thadani 2009). Negative or other non-constructive comments, on the other hand, cannot be

disregarded. Social networks must be handled efficiently enough to respond to and neutralize negative messages instantly, which requires more time (HennigThureau et al. 2004).

- **User generated content (UGC)** - On the Internet, new modes of content creation, communication, and collaboration have emerged. User-generated content (UGC) is frequently included into marketing plans using social networking sites or other forms of social media (Filho & Tan 2009). UGC, for instance, allows Internet users to leave comments in a variety of formats, including photographs, videos, podcasts, reviews, essays, and blogs (Filho & Tan 2009).

Furthermore, user-generated material has a high level of trust in the eyes of customers, especially if it was made by someone, such as a tweet between friends. Soliciting user-generated material as part of a marketing plan carries the possibility of legal responsibility for content provided by individuals taking part in the campaign. Marketers may, however, take efforts to reduce the legal risks connected with marketing initiatives that use social media to disseminate user-generated material (Gommans et al. 2001).

2.9 Analysis of Benefits and Limitations

According to Gurau (2008), the internet marketing environment presents both possibilities and problems to social media marketing practitioners. Audiences grow increasingly fragmented and proactive, but the corporation has the option of combining numerous modalities and categories of information in a complicated message. Social media also enables businesses to gather, register, analyze, and use client data and comments to better target online audiences and personalize their messaging (Gurau, 2008).

Indeed, the unique properties of the Internet and social media apps make integrated online marketing both unavoidable and efficient for an online strategy. Cost-related considerations, social contacts, interactivity, focused market prospects, and customer service are ideal characteristics for firms to adopt a proactive-reactive mindset and thrive in social media marketing. On the other hand, the disadvantages of social media marketing include time commitment, trademark and copyright difficulties,

trust, privacy and security concerns, and unfavorable consumer feedback (Gurau, 2008).

According to, these features may be merged by designing and implementing a specific model of integrated social media marketing. The message transmitted online should be instilled with the organization's fundamental corporate values first, then tailored to the organization's online strategy and tactics, and ultimately personalized for a specific mix of targeted audience and online medium. The peculiarities of social media marketing must be considered while selecting an effective communication mix (Gurau, 2008).

2.10 Consumer Intention to Use Digital Marketing

Multiple variables impact the intention to utilize mobile advertising, according to Bauer, Reichard, and Barnes (2005). First and foremost, the general attitude toward mobile advertising is critical. Furthermore, the perceived usefulness of the information provided by mobile advertising is critical. Finally, they stress the significance of customers' risk assumptions and privacy concerns being minimized.

The first element that may affect the inclination to utilize mobile marketing is the consumer's attitude about it. This is one of the key elements in determining the desire to employ mobile marketing, according to Bauer, et al. (2005). People that have a good attitude toward mobile marketing, according to them, engage in information seeking activity and are more likely to use mobile services/marketing.

The second element frequently discussed in mobile marketing literature is information influence (Altuna & Konuk, 2009; Tsang, Ho, & Liang, 2004). The information sent by a mobile application to a customer, as well as the user's perception of that information, is a factor that can impact a consumer's view and attitude toward mobile marketing and its apps. In the realm of marketing research, this concept has been used to analyze the overall opinion of mobile marketing at various points in the past. The construct of information influence, for example, has been supported by a number of studies, including Altuna & Konuk (2009) and Tsang et al (2004).

There are risks associated with using mobile services and marketing, just as there are risks associated with using any marketing approach. One of these elements is

customer risk beliefs (Malhotra, Kim, & Agarwal, 2004b); Jarvenpaa, Tractinsky, & Saarinen developed a construct to quantify this (1999).

2.11 Advantages Digital Marketing Brings to Customers

Digital marketing has transformed clients' buying habits as a result of rapid technology advancements. It has provided customers with a number of benefits, as listed below:

1. Keep up to date with new products and services- Consumers may remain up to speed on corporate information via digital marketing technology. Many consumers may now access the internet from anywhere at any time, and businesses are constantly updating information about their products and services.
2. Increased Participation- Consumers can interact with the company's different operations through digital marketing. Consumers may go to the company's website to learn more about the products or services, make online purchases, and leave comments.
3. Clear Descriptions of Products or Services- Consumers obtain clear information about items or services through digital marketing. There is a small possibility that information obtained from a salesperson at a retail business may be misinterpreted. The Internet, on the other hand, provides complete product information on which buyers may base their purchasing decisions.
4. Easy to Compare to Others- Because many firms are attempting to advertise their products or services through digital marketing, it is becoming the largest benefit to the consumer in terms of allowing customers to compare products or services from other suppliers in a cost-effective and time-efficient manner. Customers do not need to go to a variety of different retail establishments to learn about the items or services.
5. Distribute Product or Service Content- Digital marketing allows visitors to share the product or service's content with others. One may quickly share and get information on the features of a product or service to others via digital media.

6. Pricing that is obvious- The company displays product or service pricing using digital marketing channels, making prices highly plain and transparent for customers. Customers benefit from being informed instantly by simply looking at any one form of digital marketing. Companies may change prices or offer special offers on their products or services on a regular basis, and customers benefit from being informed instantly by simply looking at any one form of digital marketing.
7. Allows for immediate purchase- Customers that use conventional marketing first see the commercial before going to a local business to buy the items or services. Customers may acquire items or services immediately using digital marketing.

2.12 Digital Marketing Strategies in the Turkish Apparel Market

The use of the internet and computers by Turkish small enterprises is comparable to that of the Turkish population. According to the Turkish Statistics Institute, 95.4 percent of small firms with 10 to 49 employees utilize computers and the internet. As a result, small companies in Turkey enjoy a conducive climate for digital marketing and e-commerce. In 2017, 44.5 percent of Turkish small companies used social media. According to the Turkish Statistics Institute, social media usage has increased by 8% during 2016. (Institute, 2022)

With a rate of 96 percent, Turkish small companies who use social media favor social media networks over other channels, implying that practically all small companies utilize social media. Between 2016 and 2017, the use of multimedia content sharing platforms by Turkish small enterprises fell sharply from 42.6 percent to 32 percent. When it comes to online sales, Turkish small companies appear to be underutilized when compared to the use of social media or the internet, which has a rate of 10.1 percent. (Institute, 2022)

The apparel sector's performance is reinforced by process, manufacturing, and organizational innovations, but the most essential is marketing innovation, the success of which boosts the countries and world economy. Some of the Turkish businesses that are in the apparel sectors are Mavi Jeans. Mavi creates various, up-to-date starter initiatives and efficient promotional campaigns in order to develop a

brand that not only inspires but also receives inspiration from young people. In this way, it strengthens its customer relationships. This campaign and initiative are as follows: Mavi has long given on-line sales just to international consumers, but now, with the m@vistore, Mavi also serves Turkey, altering its consumers' buying habits. Mavi pioneered the internet selling of blue jeans, and 150 goods are now available at m@vistore, which can be accessed at www.mavi.com. (Mavi, n.d.)

Another Turkish company in the apparel sector is Koton. Because of globalization, the world is changing at a rapid pace, necessitating enterprises to adapt more quickly. The phrase "quick fashion," which has recently emerged in the garment sector, has produced a new point of view in the marketing system. Koton is constantly improving consumer satisfaction, advertising campaigns, and distribution networks, and is attempting to establish a global footprint in the fast fashion industry.

IT aids in the efficient and effective transmission of information inside the company. According to (Hamel, 1990), it is the velocity with which information is transmitted inside a business that leads to innovation and competitive advantage, not the degree of knowledge it contains.

The textile and garment sectors in Turkey have not yet used information technology as a strategic tool at this level of complexity, according to (Management, 2020). This is due to the sector's small to medium-sized businesses and a general lack of knowledge and respect for strategic management and marketing. The condition of the telecommunications infrastructure, as well as the expenses associated with it, further complicates the situation. Turkey's telecommunications infrastructure has not progressed to the point where it can support quick and sophisticated information exchanges, and the cost of using it has remained high.

Also, in terms of online promotion and the Internet, technological improvements for every brand in Turkey are insufficient and fall short of the leaders in international markets, since competition in this area is rapidly rising. In order to enhance and raise awareness globally, it is critical to keep a continual eye on a brand's online performance.

2.13 Digital Marketing Strategies in the Iraqi Apparel Industry

Following the worldwide success of Lebanese designers like as Rabih Kayrouz and Elie Saab, emerging designers from the Gulf Cooperation Council (GCC) nations are making their mark; Kuwait's Yousef Aljasmi and Bahrain's Hala Kaiksow are names with rising worldwide recognition, and others are riding on their tailcoats.

One of the Iraqi apparel companies is Souq. In 2017, 8.4 million goods were sold across 31 different categories, including fashion, cosmetics, childcare, and technology. Last year, it had over 45 million monthly visits, making it the most popular e-commerce website in the Arab world. Souq ships to a variety of nations, including Saudi Arabia, Kuwait, Egypt, and what they call "international nations" including Bahrain, Oman, and Qatar. They have offices in Saudi Arabia, the United Arab Emirates, and Egypt. Amazon is reaping the advantages of this deal, since Souq produced \$500 million in yearly revenue (IstiZada, 2020).

Another one is noon. This e-commerce site aspires to be the Iraqi go-to site for e-commerce. Because investors see a lot of promise in this industry, investments have crossed the billion-dollar threshold. They ultimately launched in the fall of 2017, just a few months after Amazon announced their official entry into the industry. (IstiZada, 2020)

According to a poll, 94% of in-house marketers in Iraq feel that social media influencer marketing plays a significant part in their companies' success. With such a large potential for international expansion and company growth in terms of Iraq consumer spending, companies and marketers must employ digital tactics that are distinct from those used in America and Europe (IstiZada, 2020).

Consumer tastes vary widely across Iraq, and online dialogues and consumer behavior varies significantly across the UAE, Saudi Arabia, Lebanon, Qatar, and other countries. They do, however, have a limited set of instruments for reliably measuring variations in online behavior. You'll be better equipped to use a social listening tool to monitor the conversations they're having on social media platforms and give you an insight into how to better use social media to market to them once you have a better understanding of the different audience groups that are talking about your brand within Iraq.

2.14 Comparison between the Turkish and Iraqi Apparel Market in Terms of Digital Marketing

When it comes to digital marketing strategies, both the markets use similar strategies as it's generic. Mavi Jeans is active on Instagram, Facebook, Twitter, Friend Feed, YouTube, Flickr, and Foursquare. This extensive use of media, as well as its successful campaigns, distinguishes Mavi Jeans as a brand with a distinct perspective. As a result, Mavi Jeans is a great example of a company that uses social media efficiently across all platforms. As does noon, they use their social media such as twitter, Instagram and Facebook to increase awareness and advertise themselves. In some cases, noon also places ads on YouTube which is not seen by most of the Turkish apparel companies but is seen by most Iraqi apparel companies.

If followers want to purchase anything from the collection, they can easily reach Mavi Jean's online purchasing page by clicking here. All these encounters contribute to the brand's friendliness and trustworthiness. Furthermore, all those shares and comments appear on other people's profiles, increasing brand exposure. This is done by many Iraqi companies as well. Online comments on posts increase awareness and is a good way to influence more people to buy products and visit the websites.

Most of the companies have online websites that are easily accessible which makes it easier for customers to purchase what they want and enjoyable too. Sometime websites are hard to access or have a glitch which is seen as irritable and if bad word of mouth or negative comments are given, the website will have less visitors. But luckily, both the Turkish and Iraqi apparel market have companies that have easily accessible websites.

2.15 Digital Marketing Tactics

The tactics portion of your digital marketing plan will outline how you'll put your strategy into action, as well as the channels and technologies you'll employ. It specifies what you aim to accomplish with each technique and how it connects to your overall goals.

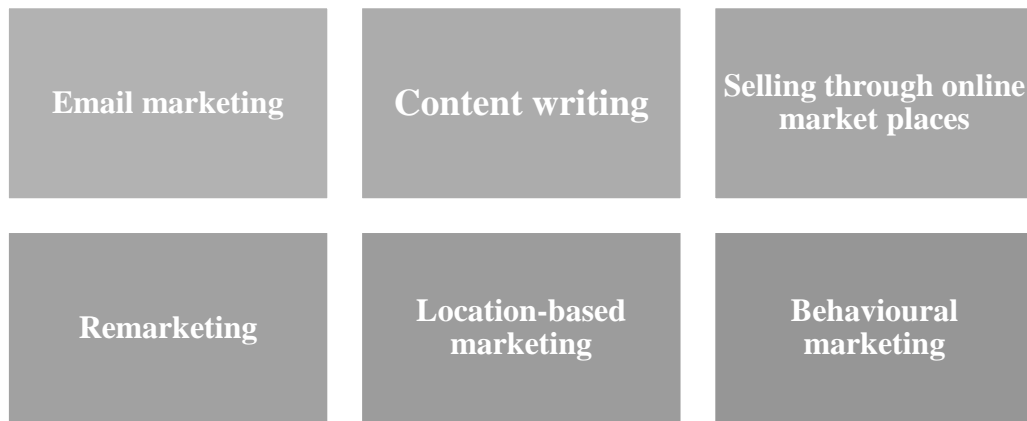


Figure 2.4: Digital marketing tactics

2.15.1 Email marketing

Email marketing is a low-cost and successful technique to reach out to your consumers and persuade them to buy your products or services. By segmenting your marketing list and personalizing your messages depending on client preferences, you can deliver relevant communications to your consumers through email marketing. Email marketing also allows you to respond to client activities in real time, such as when a consumer leaves a negative review. Email marketing also allows you to respond to client activities in real time, for example, if a client abandons a transaction in the middle of it, you may email them to give an incentive to finish it. (DMA, 2019)

To determine how effectively your email marketing initiatives are functioning, you may monitor and analyze them. This information can assist you in identifying modifications that may be made to increase the efficacy of your program. This information can assist you in determining how to boost the efficiency of your email marketing communications.

2.15.2 Content writing

To lure your audience in, you need to create relevant, useful, and interesting content. Unlike traditional advertising, the material you publish will not immediately persuade your target audience to purchase your goods or services. It's all about cultivating a relationship with your prospective clients. Content marketing that works may help you grow your marketing lists and raise brand recognition. It can assist you in growing your online following and learning more about the demands of your

customers. It works in tandem with your other marketing strategies. It should, in the end, result in sales.

As a result, marketing expenditures are shifting dramatically, with firms shifting their focus from advertising to content initiatives. Rather of simply pushing marketing messages, the tendency is to provide high-quality content for customers. This material is then disseminated on owned media platforms, including both completely owned (e.g., websites, blogs) and controlled social media outlets.

Blog posts, podcasts, videos, micro-video (e.g. Vine, Instagram), images, infographics, case studies, e-books, presentation slides, webinars, and white papers are all examples of material that are commonly used in content strategy.

The aims of motivating customers for a specific brand and disseminating brand messaging "through a fluid mix of sponsored, owned, earned, and shared channels" are also mentioned by (Amstrong, 2017). According to (al. W. e., 2017), it has an impact on both low- and high-level accounts as sales leads. It complements the existing sales team and aids in the generation of fresh sales leads.

2.15.3 Selling through online marketplaces

A website or app where you may sell things for a charge or commission is known as an online marketplace. You're in charge of listing your items and shipping them to the consumer after they've made a purchase. Your transactions will be processed by the marketplace provider. It will also take a cut of any sales made through its site.

Once formed, the firm becomes a global marketplace for the purchase and sale of a practically limitless range of products and services (Keegan & Green, 2016). Companies should be conscious, however, that they must move away from the interfacing role of the online brochure and instead utilize the website as a crucial source of consumer information and service (al. P. e., 2018).

2.15.4 Remarketing

Another important part of digital marketing is pursuing prospects with marketing content again if they did not reply to your website's banner advertisements the first time. This is accomplished by using cookies to monitor these visitors and producing fresh adverts on similar websites. To further target your prospects, you may also publish fresh adverts on your website. The data you get from your website's visitors

is quite useful. Finally, remarketing aids in brand recognition and conversions by allowing you to stay more connected with prospects. You can also win consumers from your rivals, which can help you recoup whatever money you spent on new marketing. (Amstrong, 2017)

Remarketing is a great strategy for increasing revenue and shortening the customer journey. Because the advertising are targeted directly to consumers who have already expressed interest in the organization and its products or services, cost savings are also feasible; consequently, the remarketing adverts are displayed to the proper audience.

Remarketing can also help you increase your Return on Investment (ROI) and conversion rates. MBA School (School, 2018). Remarketing is an important component of a business's digital marketing strategy. According to (Smith, 2017), just two percent of visitors who visit a website for the first time convert. The decision not to utilize remarketing in a digital marketing strategy is analogous to seeing a potential customer but not attempting to sell but instead waiting to see whether that prospect makes a purchase.

2.15.5 Location-based marketing

Organizations may target customers at a granular, individual level with online or offline communications based on their actual location using location-based marketing. Marketing teams may use location data to target customers based on factors such as proximity to a business, upcoming events in their area, and more. From discovery and purchase to engagement and retention, location-based marketing has been demonstrated to be beneficial. When done correctly, location-based marketing allows businesses to target particular client categories with personalized offers, while also enhancing the customer experience for a generation that values quick gratification. (Amstrong, 2017)

Advertising by presenting customers with a valuable offer, like as a discount or a free gift, may improve the customer's experience with LBS while also increasing the likelihood of success ((Gotlieb & Sarel & Lavidge & Steiner, 1961)). It is quick and relevant to their area, thus it is likely to satisfy their requirements at that time and location ((Carroll, 2005)).

While businesses may regard it as a useful service, consumers may perceive it as undesired or invasive, and may even feel as if the company is violating their privacy or personal space ((Watson, 2013)).

2.15.6 Behavioral marketing

The technique of targeting leads or customers based on particular activities they perform on a website, rather than merely the pages they visit, is known as behavioral marketing. Then, using behavioral segmentation, marketers may target individual customers based on their activities. Behavioral marketing employs information such as browsing and search history, IP addresses, and cookies to create a comprehensive profile of the user, and then tailors marketing messages appropriately. Offers get increasingly focused and precise when the client visits websites, browses items, or lingers on certain coupons. The more data an ad network has, the better they can develop a behavioral segmentation for an ad so that it reaches the appropriate individuals at the appropriate time. (Amstrong, 2017)

Consider Facebook, where users post a wide range of information on a daily basis, including not just their likes and hobbies, but also information about their friends. That information is utilized to generate an online peer pressure of sorts, “XX likes this,” for example—rather than connecting customers to advertising in their areas of interest.

Behavioral marketing is commonly used to target advertising to people who are viewing YouTube videos. When displaying the "correct" ad for a consumer's interests and location, the consumer's previous likes, IP location, and even comments are considered. (Boundless Marketing, n.d.)

2.16 Message Appeals in Digital Marketing

It's critical to understand your audience—and what inspires them—no matter what product or service you're selling. The seven psychological appeals listed below are the most popular psychological methods used by marketers to attract and persuade their target audiences to buy (Clow and Baack, 2017).

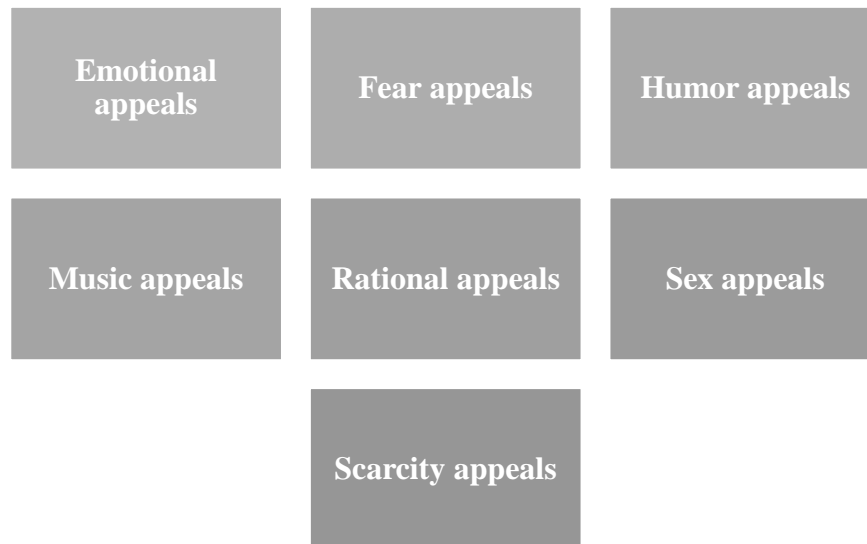


Figure 2.5: The message appeals in digital marketing

2.16.1 Emotional appeals

Emotional appeals are used to get people to link your brand with good sentiments. Trust, pleasure, love, loyalty, and happiness are common themes in these appeals, which you may emphasize with the use of compelling music and images.

The Personal Appeal may be used in a number of situations and for a wide range of products, services, and ideas. The Personal Appeal is a fantastic choice to utilize if what you want to sell is highly prone to touching emotions. If you're promoting a non-profit organization seeking funds for a humanitarian relief operation, for example, you may utilize the Personal Appeal to elicit feelings of grief and empathy, prompting people to feel awful for those who are suffering and want to assist.

The term "Personal Appeal" or "Emotional appeal" refers to a wide variety of other emotions that a marketer may use to convince his or her target audience. Aside from fear and comedy, some of the most prevalent emotions used by advertisers include melancholy, pity, rage, enthusiasm, and joy.

2.16.2 Fear appeals

When a product or service is needed to assist lessen risk in someone's life, such as the risk of financial failure, poor health conditions, the security of losing a house, or even political decisions, fear can appeal to individuals. The emotion of dread can be useful if it isn't too excessive or severe, as this might negatively impact your brand. As a result, vigilance is advised.

The fear appeal is becoming more common, and it may be utilized for a number of reasons, especially if there are repercussions for not acquiring a product. For example, if you sell fire extinguishers and your marketing approach is to illustrate how having an extinguisher may save your family members' lives in the event of a fire, you're playing on people's fears that if they don't buy a fire extinguisher, they'll endanger their loved ones' lives. It's important to remember that appealing to people's anxieties has ethical implications; it's not always in a company's best advantage to make customers afraid of something that poses little or no risk.

2.16.3 Humor appeals

Advertising frequently use humor. Appealing to people's sense of humor may help establish brands - even overnight. The issue with comedy, on the other hand, is to maintain the brand in the joke so that your audience links the joke with your company. Frequently, the humor is remembered above the goods! When done well, making an audience laugh may result in massive sales.

When the product, service, or idea you're advertising isn't highly controversial and your goal is to build goodwill for your organization, the comedy appeal is extremely effective. When utilizing comedy, though, be careful not to alienate the individuals you're attempting to reach. People respond to various forms of comedy in different ways. Recognize what will genuinely be humorous (you don't want to attempt and fail to be funny) and what your target audience could find insulting. The broader your target audience, the more widely you want to appeal with your comedy. The more specific your target demographic, the more specialized comedy and even inside jokes you may use.

2.16.4 Music appeals

Music, like comedy, is a terrific method for companies to stand out and persuade people to remember their products. Furthermore, if someone hears a pleasant melody in an advertisement, it might evoke favorable memories, which can help them feel good about the product being promoted. Also, don't overlook the possibility of licensing some classic tracks from the past.

Music appeal may be utilized to promote almost any product or service. When you want to make your product or service look vibrant or exciting, and you want to use a

jingle or song that will make your audience feel joyful and optimistic, the Music Appeal is very beneficial. Consider one of the iconic songs used by the food company Chili's to promote its baby back ribs. Take note of how the jingle is catchy and energetic, and how the music is the focal point of the appeal.

2.16.5 Rational appeals

While certain items can effectively persuade people through emotional appeals, others require a more reasoned approach, particularly if the ad is printed. Rational appeals, which are frequently seen in commercials for drugs, cookware, and cleaning goods, employ reasoning, facts, and statistics to persuade customers to buy things.

By appealing to their sense of reason or logic, the Rational Appeal persuades audiences to buy something or do something. In other words, the Rational Appeal successfully makes something look clear or make sense in such a way that it can't be disputed. For example, if you're promoting a vehicle with technical characteristics, you know would appeal to your target audience (such as a better sound system, better gas efficiency, or a higher safety rating), you may utilize the logical appeal to get your target audience to nod and say, "yeah, that makes great sense." "I'd like that."

2.16.6 Sex appeals

In advertisements for a variety of items, sex and romantic appeals are common. Although history has proved that sex sells—or at the very least attracts attention—sexual appeals have been utilized so frequently that they may not have the impact that marketers hope. The Romance Appeal is similar to the Sex Appeal in nature, it focuses on relationships between two people (rather than physical or sexual characteristics), implying that purchasing or using a product or service will, even if only in a minor way, improve the romance and relationship of the couple depicted.

If the product or service you're selling has a direct link with perceived beauty or appealing traits, the Romance Appeal is highly powerful (like intelligence, aptitude, kindness, health). If your product has the potential to make someone like someone else more if they use it, someone they may be romantically interested in, then the Romance Appeal may be a powerful tool.

2.16.7 Scarcity appeals

Scarcity appeals play on people's fear of losing out, making them an effective technique to persuade them to buy a deal or a limited-edition goods. Make sure that scarcity relates to what you're offering, though: if you promote a limited-time offer, clients will notice if it lasts longer than stated, and they may lose faith in your company's promotions. Make certain that a "sale" is indeed a "sale."

When you have a product or a deal that will only last a short time or that you have a limited quantity of, the Scarcity Appeal is extremely powerful. When items are time-sensitive and may sell out (such as tickets or limited-edition products), or when you want people to feel like they'll lose out in some manner if they don't hurry, the scarcity appeal is an effective advertising tactic.

Finally, certain appeals will only work for specific items, so keep in mind what your brand stands for and whether the tactic suits your company's personality.

2.17 Effective Digital Marketing Strategy Mixes In the Apparel Market

The global marketplace is undergoing significant changes, and industry participants are finding that their marketing strategies are becoming outmoded. Hundreds of salespeople are on the market now, all promoting identical things, and buyers are constantly travelling from store to store, negotiating. Prices gradually decline, a move made by business owners intending to maintain a long-term connection with their customers. People's discretionary money has increased, and the media has influenced their lifestyle. Even though customers are spending more, globalization and fierce competition are making it harder for marketers to keep or expand their wallet share.

Customers are fast becoming resistant to corporations' marketing efforts, and profits are being squeezed by demanding customers. The emphasis is shifting away from mass advertising and toward the creation of new trends. The clothing industry is a cutthroat business. Because the garment and fashion industries are so fragmented, a clothing company must set itself apart from its competitors immediately away.

Borden (1964) proposed that the marketing mix idea would be a valuable tool for gaining a better understanding of what marketing is and how its operations are interconnected. Early study into the marketing mix concentrated on the idea as a set

of regulations and procedures, while a more current understanding of the marketing mix emphasizes its usage as a strategic tool for firms to achieve their marketing goals (Kotler, 2003).

The medium has various pros and cons depending on their company, and many businesses are still struggling to discover the best method to use it. The ordinary business owner or marketer is unaware of the dangers and problems involved. Because the industry is still so new, it is impossible to assess the credentials of social media "experts" who offer their services online. According to Foux (2006), buyers consider social media as a more trustworthy source of information about products and services than communication created by businesses and communicated via traditional aspects of the promotion mix.

According to Singh (2012), firms seek competitive advantage and synergy through a well-coordinated marketing mix programmed. As a result, marketing strategy is defined as a blueprint for how a firm allocates its resources and interacts with its surrounds in order to accomplish a corporate ambition and obtain a competitive edge over its competitors (Makasi & Govender, 2017; Makasi & Govender 2015; Menon et al. 2015).

The components of the marketing mix are price, promotion, product and place.



Figure 2.6: The components of the marketing mix are price, promotion, product and place

2.17.1 Price

When it comes to clothing, especially in the fashion industry, pricing isn't as important as it once was. Gone are the days when businesses competed just on pricing. Today, the focus is on service, but in the future, it will change to personality. Design innovation is no longer a competitive advantage. Within three weeks, new

sketches are converted into clothing and made available on store shelves. The product development time has been cut from 16 months to 20 days because to new throwaway fashion.

However, an attractive pricing mix will not be enough to compensate for the other factors (Deshpande, 2018; Hill 2013). To achieve the organization's aims, textile product pricing must be consistent as well as linked with the other marketing mix parts (Makasi & Govender, 2017; Singh, 2012). As a result, proper textile pricing cannot be achieved without the help of other marketing mix tactics. Pricing is the most flexible marketing mix technique, notwithstanding the combination of precondition and importance (Al Badi, 2018; Smith 2012). As a result, appropriate pricing strategy remains a difficulty for most marketers today. The relative importance and complexity of the pricing strategy varies greatly depending on the product and market area.

As most organizations grow and engage in price on a regular basis, they get more familiar with the process, making pricing easier (Arab 2018; Kotler & Armstrong, 2012). As a result, in addition to physical, mechanical, and chemical characteristics, textile firms must examine all of the components. Pricing literature again recommends that firms evaluate customer elasticity and competitive prices before determining prices in order to maximize profit (Hill, 2013).

2.17.2 Promotion

Integrated marketing communication is an important component of the marketing mix. This is especially true in the garment sector, where communication is a vital tool for making an impact on customers. For an item of clothing to be accepted by the general public, it must first be adopted by a group that is respected in society. Celebrities are the most powerful persons in the world when it comes to influencing public opinion. CPR (Consumer Personal Reference) marketing is a type of marketing in which a consumer promotes a brand by purchasing it and spreading the word through word of mouth.

Marketers have the option of choosing from or an assortment of promotion mix strategies, which entails the explicit combination of advertising, public relations, personal selling, sales promotion, and direct marketing tools that the company uses

to convincingly communicate consumer value and build consumer relationships (Kotler & Armstrong, 2012; Belch & Kotler, 2012).

According to Kotler and Armstrong (2012), the design of a product, its pricing, the form and color of its packaging, and the locations where it is sold all convey to buyers in some way. Given that the promotion plan is the company's primary communication activity, the whole marketing mix must be synchronized in order to obtain a competitive edge in the market and stay relevant. According to research, promotion mix has influenced brand switching, purchase volume, and stockpiling (Rahmani et al. 2015).

As a result, the strategies used to deal with these issues determine the function that each type of promotion plays in a given situation.

However, if greater results are desired, a combination of two or more promotional methods is more successful than a single mix (Kumar et al. 2018).

2.17.3 Product

Intangible aspects such as brand name and customer service are included in the definition of product. It was formerly thought that a good product will sell itself. There is no such thing as a terrible product in today's competitive industry. As a result, producers must concentrate on developing a product or service that meets the needs of customers. Functionality, quality, appearance, brand service, support, and warranty must all be stated as product features.

Products are only important to an organization's existence and growth if they continue to provide the solutions and advantages that customers want (Arab, 2018; Owomoyela et al. 2013; Salgado-Beltrán et al. 2012). As CIM (2009) points out, there is no use in producing a product that no one wants to buy; yet, some businesses decide what to create first and then hope to find a market for it afterwards.

In contrast, a successful firm will figure out what customers want or need before producing the right product with the right quality to meet those needs. As a result, Singh (2012) concludes that product mix defines market requirements that may be met by various goods. The product mix of a company, when properly linked to market strategies, eventually dominates the overall strategy as well as the corporate spirit.

2.17.4 Place

Because the garment sector is mostly focused on perception, in addition to price and quality, the location of distribution must be considered when building a proper marketing mix. Store designs must be used to create an exquisite ambience that reflects current trends while accentuating a brand image. The focus must also be retained on the distribution procedures and partners, without which even exceptional results will be impossible. Focus must also be maintained on distribution procedures and partners, as even exceptional items will fail if they are not. Changing locations has sparked major corporate revolutions. It's important to think about things like location, logistics, channel motivation, service levels, and channel members.

A product is offered to the consumer through the direct channel from the producer. (Kareh, 2018; Behram, 2014; Huang & Sarigöllü, 2012; Khazaei & Baloe, 2011). Direct distribution of products can take two forms: through the company's own sales branches and staffs, and through autonomous brokers who work in line with the company's instructions. The indirect distribution channel, on the other hand, includes brokers; as a result, the production business sells its products to wholesalers, who then sell them to retailers, before reaching the ultimate customer. However, because each intermediary will receive a share of the earnings, this might drive up the price of the items (Nagle & Muller 2018; Hill 2013; Smith 2012).

As a result, the marketing mix aspects of 'Place' (distribution) include choices and activities related to the flow of items from the maker to the customer (Kumar & Bansal, 2013; Kotler & Armstrong, 2012). When compared to other marketing mix techniques such as product, pricing, and promotion, the locus of 'Place' is unique since its absence cannot ensure production.

3. METHODOLOGY

This section of the research paper will contain more detailed formulations of the research problem. All of the various research methods, including the questionnaire, will be covered. There will also be a presentation of the research procedure, data collecting, and analysis. This chapter will also go through the justifications for using this approach, sample selection, data collection tools, and the study's contextual limits. This chapter also goes through the procedures that were utilized to examine the data. Finally, the ethical considerations that were addressed during the process are addressed.

3.1 Aims

The aim of this study is to compare the digital marketing strategies and the digital content used by the local and Turkish businesses in the Iraqi apparel market

3.2 Significance of the Thesis

Technology advancements provide small business executives with the chance to assess data and apply the knowledge to increase efficiency (Keegan & Rowley, 2017). According to Dolan, Conduit, Fahy, and Goodman (2017), Internet marketing has grown in content and transformed the way people and organizations connect. To fully grasp and comprehend the potential benefits of internet marketing, small retail business owners must ensure that their operations are in sync with technology changes. Failure to grasp the potential benefits of Internet marketing may result in lost productivity, income, and communication (Cheng & Liu, 2017).

Therefore, in this study, the role of these digital marketing strategies will be talked about and evaluated in relation to Iraqi companies that have been implementing these strategies and how they deal with business pressure and success in regards to this.

3.3 Limitations of the Thesis

Many other resource choices may have been used to interpret the chosen study topic. Given that the research was conducted using an academic methodology with limited resources and a restricted budget, various concessions had to be made in order to continue with the research and achieve the best findings. The study was done in numerous cities with varying social, educational, and demographic levels from one place to the next.

3.4 Research Methods

Both quantitative and qualitative methodologies were incorporated in the study methodology. Using both methodologies presented this study with the vital information, as well as reliable and accurate replies from the population. Quantitative research is focused on the amount of a certain number of individuals questioned, therefore your measurement figures come first, Statistical data are studied and investigated for descriptive statistics. quantitative research such as percentages and distribution of the population .A qualitative method yields a more in-depth look at your statistics, including gaining thoughts and reasoning from those you interview or question. The qualitative technique is used by researchers to investigate a phenomenon and to comprehend the views of the participants (Yin, 2014) In the case of this study, both methodologies complement each other and offer us with useful information. The qualitative technique aided in understanding the impact of perceived channel utility of an online business from the customer's point of view. This study explores the difference between digital marketing strategies between Turkish apparel market and the Iraqi apparel market. So, a relationship needs to be established between the strategies used and the outcome of the businesses' performance.



Figure 3.1: The process of this research

Descriptive data analysis: It aims to summarize a sample available to the researcher so that it also shows that it was not developed on probability theory. It provides simple summaries of the sample and also of the observations made on them; such observations are usually quantitative or visual such as graphics and laboratories. This type of analysis is in itself sufficient for a particular study. (Holme, I. M. och Solvang, B. K.1991)

3.5 Data Collection

The electronic questionnaire approach (e-mails and WhatsApp) employing the Google form and offline questionnaire using paper forms were determined to be the most appropriate ways of getting data from participants. Surveys, according to Rossi et al. (2013), are a significant and well acknowledged method among social science researchers for gathering and analyzing data from specific individuals. According to Leary (2011), there are unique advantages to using questionnaires in surveys over interviews. Personal interviews, according to Leary (2011), are more expensive and time demanding than surveys. As a result, internet surveys using questionnaires are efficient and, for the most part, cost effective.

In the questionnaire that I have made, it mainly focuses on the use of digital marketing done by businesses. We all know what digital marketing is based on the

information in the previous chapters and we know what the benefits and the limitations are. However, it is very subjective as it works differently for every business. Which is why this research is conducted, to see how this strategy is implemented by different business and how it impacts them.

To begin with, my questionnaire is a mix of open-ended and close-ended questions to gather qualitative and quantitative data. But I mainly want to focus on the qualitative information which is why I have included more open-ended questions. The first few questions focus on the position of the participants in the business i.e., their career to ensure that they're aware of the strategies their business implements and whether they implement the digital marketing strategy. They also included questions that ask the market that their products are catered in.

Then, the questions followed those focus on gathering qualitative data to see how digital marketing is implemented in their business and also understand whether this specific strategy benefits their business in terms of profitability and increase in sales. Following that, I added questions to gain a more subjective opinion on the importance of digital marketing and a list of other benefits from digital marketing.

Lastly, the final questions focus on what platforms are used by the businesses to promote their products and the reasons behind it. Apart from that, the questions focus on how frequent ads are placed by their business

The method of collecting, measuring, and evaluating correct insights for study using established approved procedures is characterized as data gathering. Based on the facts gathered, a researcher might assess their hypothesis. In most situations, regardless of the subject of study, collection of data is the first and most significant stage. Depending on the information requested, the methodology to data collection differs for different topics of research. The collecting of data is critical in statistical analysis. There are several techniques for gathering information in research, all of which fall into two categories: primary and secondary data (Douglas, 2015). I have contacted the ministry of trade in Iraq and requested a list of the businesses that are available for an interview, and out of 590 companies I chose 40 in total, 20 Iraqi and 20 Turkish businesses to include in the study, contacted the managers and asked them for a meeting if possible and if not we would do the interview through a phone call, they were informed that the interview would be recorded and they had to sign a consent form before the interview to be conducted. I gathered information

from multiple Iraqi based apparel traders and some Turkish based traders that were located in Iraq and Turkey.

The questions included in the interview were inspired and cited from the following:

“Maya Demishkevich (2015). Small business use of internet marketing : Findings from case studies. Walden University : Doctoral Dissertation”

“Taiminen H.M, & Karjaluoto, H. (2015) The usage of digital marketing channels in SMEs. Journal of small business and Enterprise Development, 22(4), PP, 633-651.”

“Clow, K.E, &D. Baack(2017). Integrated Advertising, Promotion, and Marketing communications. Harlow : Pearson Education”

3.6 Population and Sample

The researcher chooses simple random sampling since it is the most appropriate form of sampling process for increasing the probability of the population having equivalent chances of being picked (Investopedia, 2020). Therefore, I have contacted the ministry of trade in Iraq and requested a list of the businesses that are available for an interview, and out of 590 companies I was able to get response 40 in total, 20 Iraqi and 20 Turkish businesses to include in the study for this research, our sample will target the businesses in the apparel industry to gain insight on digital marketing as a strategy. The aim of this research is to gather information on what businesses understand from digital marketing, how they apply it and whether it's a good strategy. All of this will be done through a survey to gather the information. Non-probability sampling was the method we utilized to acquire data. Non-probability samples are frequently employed in exploratory research or to collect qualitative data, I have contacted 40 enterprises in total, 20 of them are local Iraqi based businesses and 20 of Turkish origin but are exporting to Iraq. In total I have done 40 interviews, of them 25 interviews were conducted face to face and 15 were conducted on the phone

3.7 Type of Study and Research Questions

The type of study that I have conducted is descriptive. A descriptive research plan can study one or more variables using a range of research methodologies. Unlike experimental research, the researcher does not influence or change the variables; instead, they are observed and measured. Descriptive study tries to characterize a

population, circumstance, or phenomena in a methodical and precise manner, The research questions of the study are as follow:

- What are the most preferred communication channels (such as search engines, websites, social media, email and mobile apps) in digital marketing by Turkish and local apparel enterprises in the Iraqi market?
- What are the most popular digital marketing tactics (such as paid search, SEO, Content marketing, social media marketing, email marketing and mobile marketing by Turkish and local apparel enterprises in the Iraqi market?
- What are the most used appeals in the message content (such as emotional appeals led by sex, fear and humor; or rational appeals) in digital marketing by Turkish and local apparel enterprises in the Iraqi market?
- What do Turkish and local apparel enterprises in the Iraqi market think the most effective digital marketing strategy mix in terms of communication channels, digital marketing tactics and message appeal is?

4. DATA ANALYSIS

4.1 Descriptive statistics

This chapter discusses the statistical approaches that were adopted and followed to analyze the study's data, including correlation and regression analysis.

4.1.1 Analysis of personal information

As previously stated, the questionnaire contains both open-ended and closed-ended questions. The beginning section of the questionnaire is composed up of personal questions to understand more about the participants who are taking the survey, while the rest of it focuses on their opinions and experiences with digital marketing. Furthermore, the initial section includes 8 questions geared at our participants, which they must complete before we can turn this information into precise facts about our study.

4.1.2 Gender

Question 1 asked participants their gender. According to men account for 75% (n=30) of our participants, while females account for 25% (n=10). Figure 4.1 displays the gender results.

Table 4.1: The gender of the participants (question 1)

Gender	Frequency	Valid percent
Male	30	75%
Female	10	25%
Total	40	100%

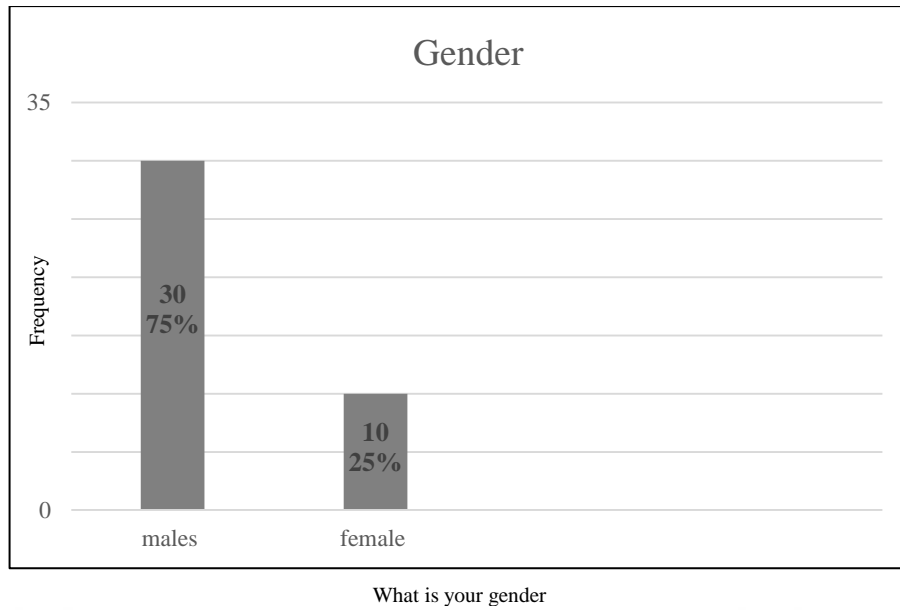


Figure 4.1: Ratio between males and female participants

4.1.3 Age

Question 2 asked participants what their age was. the age categories of our research participants, with those age 26 years old accounting for the biggest percentage 40% (n=16), followed by those age 25 years old accounting for 35% (n=14). Figure 4.2 illustrates the age-related outcome.

Table 4.2: The age of the participants (question 2)

Age	Frequency	Percent
25	14	35%
26	16	40%
27	1	2.5%
28	1	2.5%
29	1	2.5%
30	2	5%
31	1	2.5%
33	1	2.5%
35	3	7.5%
Total	40	100%

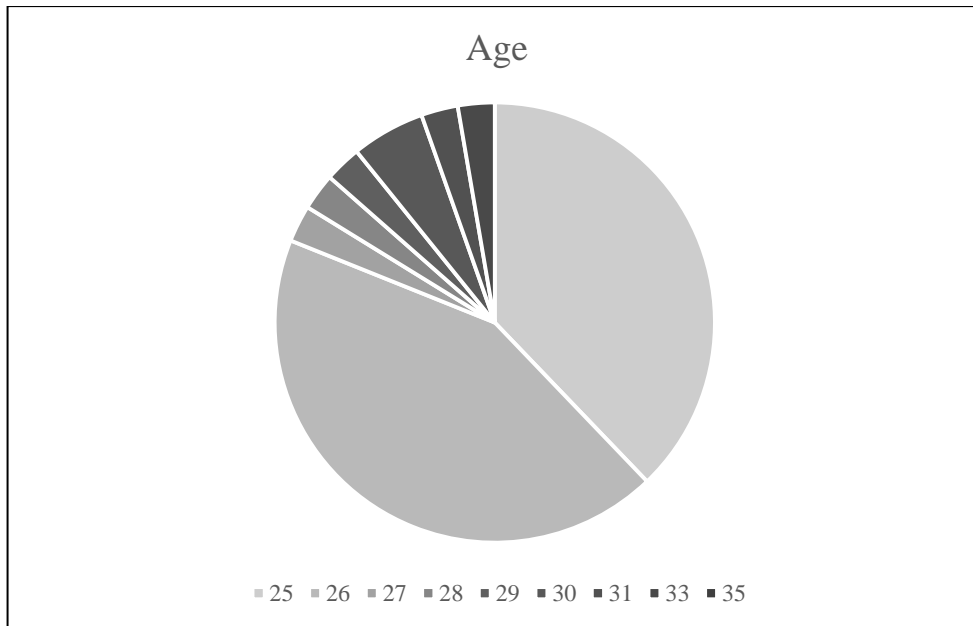


Figure 4.2: Proportional distribution of participants' ages

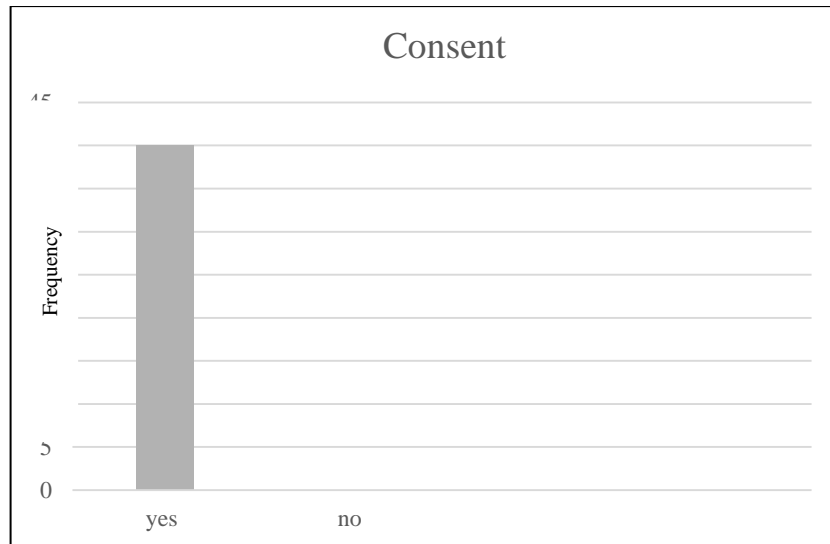
The different ages of the participants that took part in the questionnaire. As seen, 14 of them were the age of 25. Then it shows that 16 of them were the age of 26 which was 40% of our participants. The rest of the participants were 1 of each of the age 27, 28, 29, 30, 31, 33 and 35. This shows that we had a wide range of participants showing that there could be reliability in our results.

4.1.4 Consent

The consent categories of our research participants. As shown, all 40 participants have in fact given their consent to participate in your research study and fill out the questionnaire.

Table 4.3: The response of consent

Consent	Frequency	Percent
Yes	40	100%
No	0	0%
Total	40	100%



Do you give consent?

Figure 4.3: Proportional distribution of responses to the consent response

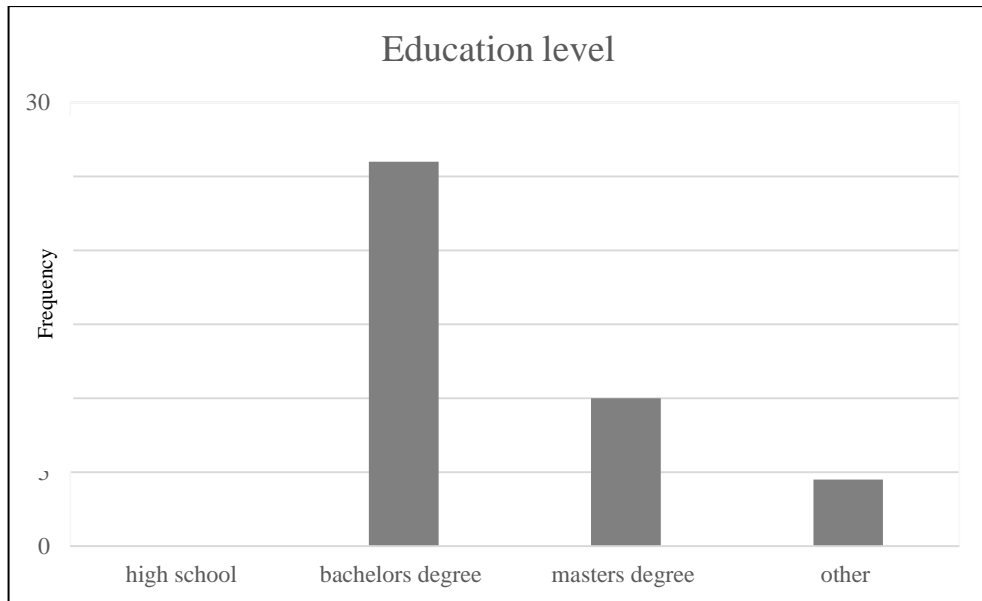
The people who gave their consent to participate in the questionnaire. It shows that 100% of them said yes which is 40 out of 40 people.

4.1.4.1 Education level

Question 3 asked participants what their educational level was. The educational level of our research participants is shown in Table 4.4 Because the majority of the participants are pursuing a master's degree, it is indicated that individuals with a bachelor's degree make up the largest sample of our study, with a proportion of 65 percent (n=26). The educational level of our study's sample is depicted in Figure 4.2.

Table 4.4: The educational level (question 3)

Education level	Frequency	Percent
High school	0	0%
Bachelors' degree	26	65%
Masters' degree	10	25%
Other	4	10%



What's your education level?

Figure 4.4: Proportional distribution by education level

Shows the education level of the participants that took part in the questionnaire. It shows that 65% of them which is 26 of the participants held a bachelor's degree. Following that, it shows that 10 of the participants (25%) held a master's degree. While the rest of the 4 participants chose the option 'other'.

4.1.4.2 Years the business have been linked to textile industry

Question 4 asked participants how long their business was linked to the textile industry for. The biggest proportion for the sample of our study whose enterprises have been tied to the textile industry for 8 years is 67.5 percent (n=27), as shown in

Table 4.5: Figure 4.5 shows how long each company has been involved in the textile industry

Years the company has worked with the textile industry	Frequency	Percent
1-5 years	2	5%
6-7 years	3	7.5%
8 years	27	67.5
9-11 years	7	17.5%
More than 11 years	1	2.5%
Total	40	100%



Figure 4.5: The years the company has been linked to the textile industry (question 4)

Shows the number of years that their business was linked to the textile industry. To begin with, 2 of the participants said 1-5 years. Following that, 3 participants out of the 40 said 6-7 years. Then, the majority (27 participants) said 8 years which shows that they have had experience in this industry. After that, 7 participants chose 9-11 years. And finally, 1 participant chose 11 years. Seeing from that, the participants had experience in the industry that we are targeting resulting in higher validity and reliability from the results.

4.1.4.3 Position in the business

Question 5 asked participants what their role in the business was. It demonstrates that associate marketing managers represent for 30% (n=12) of our participants, whereas business owners represent for 20 percent (n=8). Table 4.7 depicts the outcomes of our participants' positions in enterprises.

Table 4.6: The position in the business (question 5)

Position	Frequency	Percent
Associate marketing manager	12	30%
Business owner	8	20%
General manager	5	12.5%
HR worker	4	10%
Sales and marketing assistant	11	27.5%
Total	40	100%

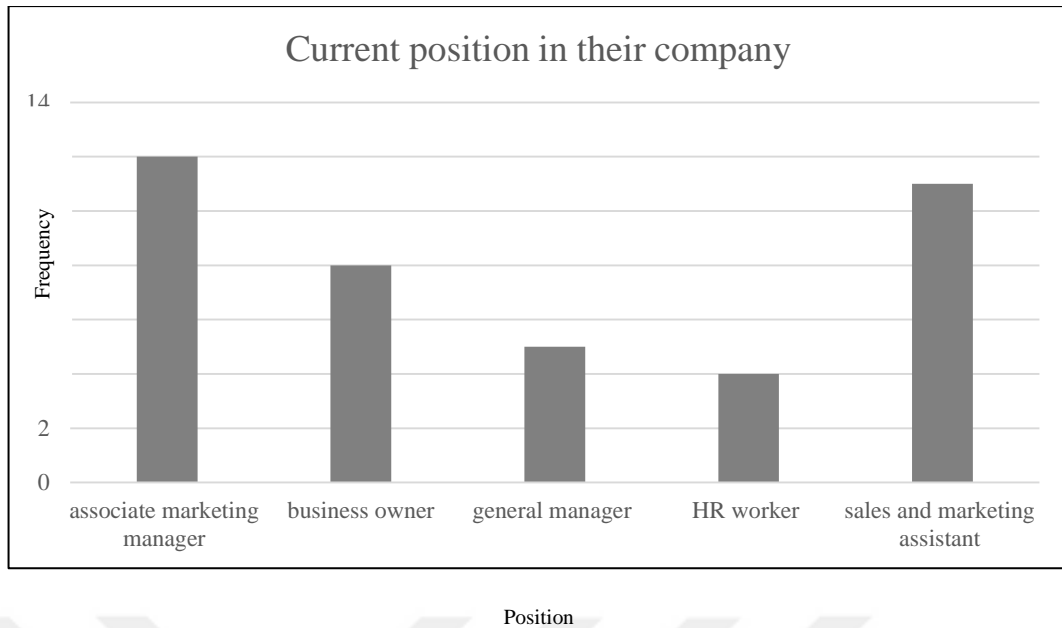


Figure 4.6: Distribution to current positions in their companies

The position of the participants in the business. To start off, 12 participants out of 40 said that they were associate marketing manager. Following that, 8 participants were the owners of the business that contribute to the textile industry. Then, 5 of the participants were the general manager. The minority were hr workers (4 participants), although they don't have a link to marketing, their input still gives us an idea of the way the company they work in performs. Finally, 11 participants were the sales and marketing assistant. This shows us that most of our participants were in the marketing department, this means that the results of our research will be reliable.

4.1.4.4 Do you export?

Question 6 asked participants whether they export or not. 87.5 percent (n=35) of our research participants' businesses export their products, whereas 12.5 percent (n=5) do not. The outcomes of organizations who export their products are shown in Figure 4.5.

Table 4.7: Tells us whether they export (question 6)

Export?	Frequency	Percent
Yes	35	87.5%
No	5	12.5%
Total	40	100%

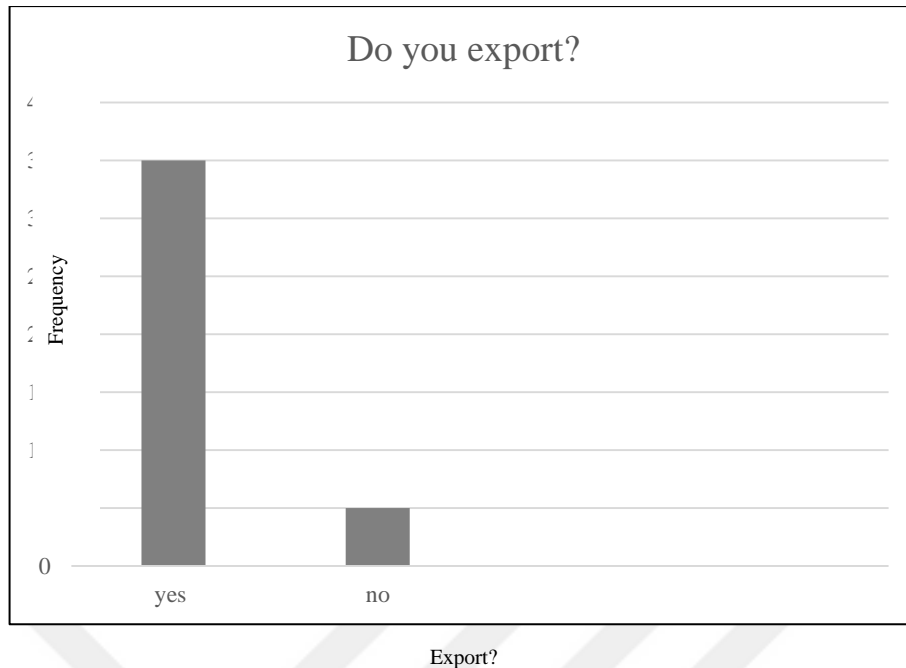


Figure 4.7: Distribution of the answers given to the question "Do you export?"

The company exports their products or not. As seen in the table and chart, 35 participants chose that the companies they're a part of do in fact export whereas 5 participants said that they don't.

4.1.4.5 Marketing budget

Question 14 asked the participants what their businesses' marketing budget was. 30 percent (n=12) of our participants' businesses had a marketing budget of \$5000, as reported by our survey participants. Figure 4.6 depicts the outcomes of our participants' businesses marketing budget.

Table 4.8: The marketing budget (question 14)

Marketing budget	Frequency	Percent
\$0-\$4000	7	17.5%
\$5000	12	30%
\$6000-\$10,100	10	25%
\$11,000-\$18,000	6	15%
More than \$18,000	5	12.5%
Total	40	100%

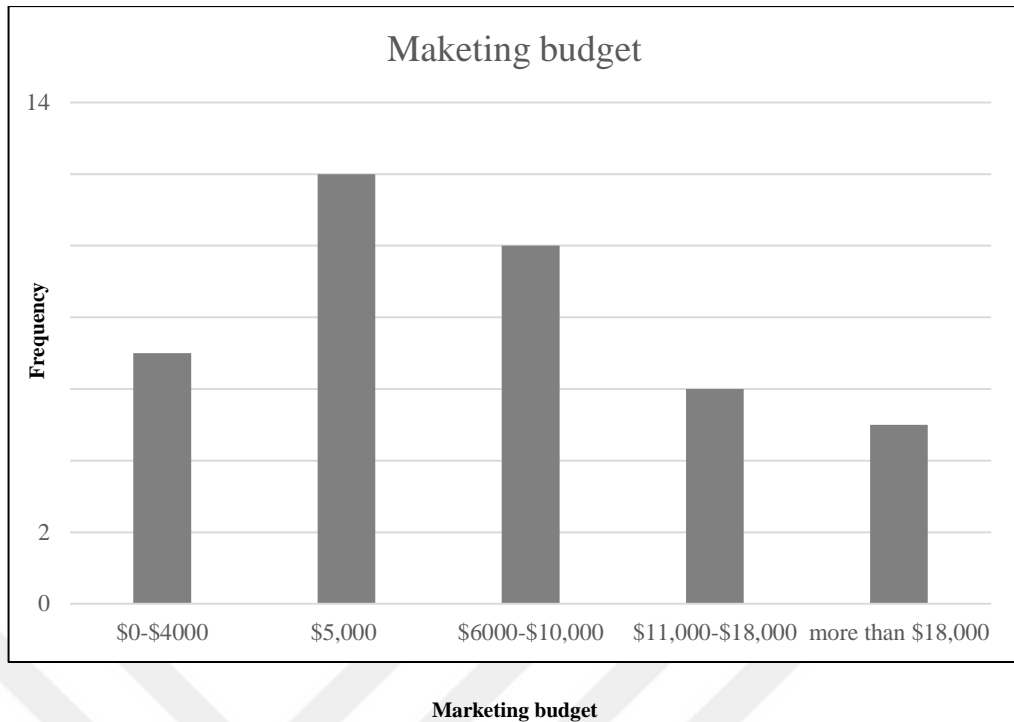


Figure 4.8: Proportional distribution of marketing budget

The marketing budget that their companies. Firstly, 7 participants chose that \$0-\$4000 is their marketing budget. Then, 12 participants chose that their companies have a budget of \$5000. Following that, 10 participants chose \$6000-\$10,000 of the budget towards marketing. After that, it is seen that 6 participants chose \$11,000-\$18,000. Finally, 5 participants said that more than \$18,000 is their marketing budget. By looking at the results, we can clearly see that the companies focus their budget towards marketing as it is in fact an important part of running a business.

Origin of business

That 50 percent of our participants (n=20) work for firms that sell garments from a Turkish company, as reported by our survey participants. The results regarding the origin of their companies are shown in Figure 4.7.

Table 4.9: The origin of the business

Origin of business	Frequency	Percent
Turkish company	20	50%
Iraqi company	20	50%
Total	40	100%

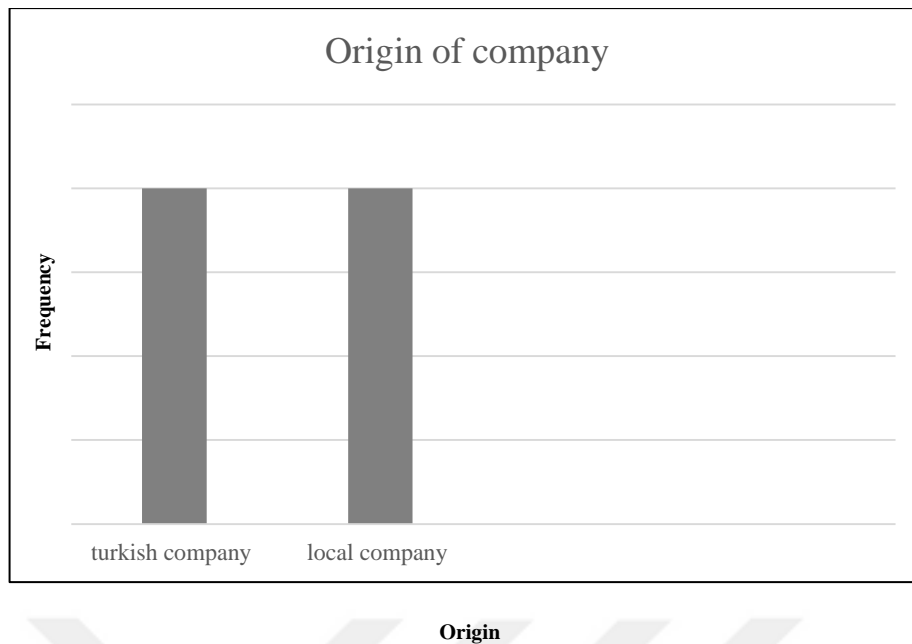


Figure 4.9: Proportional distribution of company origins

The origin of the participants' companies that took part in our questionnaire. It is seen that 50% of them were a part of turkish company (20 participants) and 50% were local company (20 participants).

4.1.4.6 Marketing budget to digital marketing

Question 15 asked participants how much of their marketing budget went towards digital marketing. 25 percent of our participants (n=10) business' marketing department gives 40% of their marketing budget to digital marketing, as reported by our survey participants. The results regarding the origin of their companies are shown in Figure 4.10.

Table 4.10: The budget allocated to digital marketing (question 15)

Marketing budget to digital marketing	Frequency	Percent
10%	7	17.5%
20%-30%	5	12.5%
40%	10	25%
50%-70%	15	37.5%
80%	3	7.5%
More than 90%	0	0%
Total	40	100%

25 percent of our participants (n=10) business' marketing department gives 40% of their marketing budget to digital marketing, as reported by our survey participants.

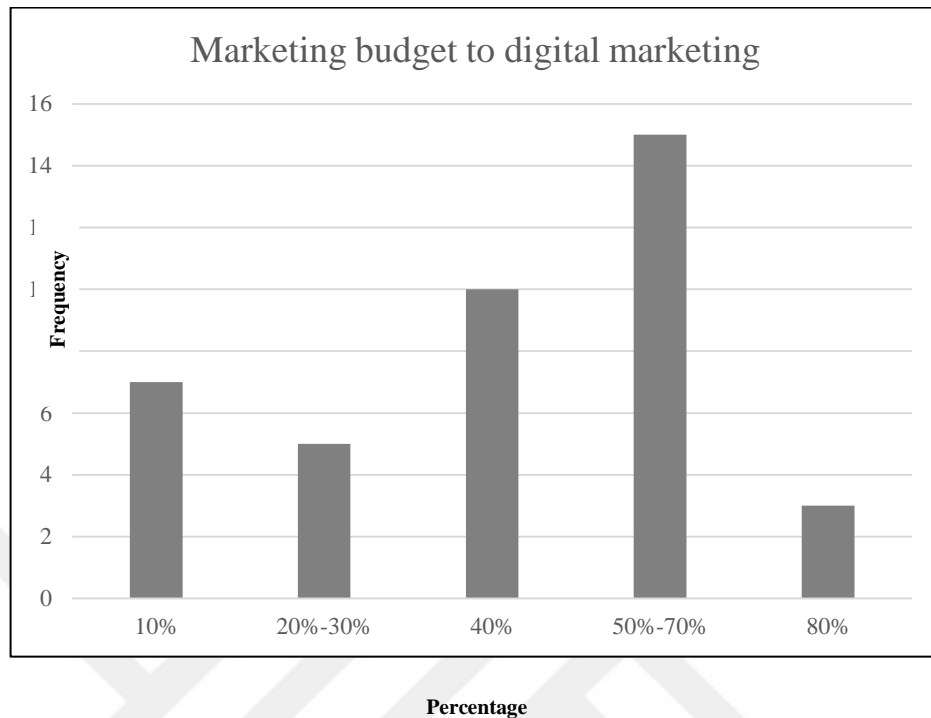


Figure 4.10: Proportional distribution of the budget allocated to digital marketing

The results regarding the origin of their companies are shown in Figure 4.10 shows the marketing budget that their companies contribute towards digital marketing. Firstly, 7 participants chose that 10% of their marketing budget to digital marketing. Then, 5 participants chose that their companies contribute 20%-30%. Following that, 10 participants chose 40% of the budget towards digital marketing. After that, it is seen that 15 participants chose 50%-70%. Finally, 3 participants said that more than 80% of their marketing budget goes towards digital marketing. By looking at the results, we can clearly see that the companies do in fact use digital marketing as a strategy and contribute a large share of their marketing budget to digital marketing.

4.1.4.7 Digital marketing channels preferred

Question 12 asked participants what digital marketing channels their business preferred. The mean, median, and standard deviation values for the participants' answers to digital marketing channels are shown in Table 4.12.

By Turkish companies

Table 4.11: Digital marketing channels of Turkish companies (question 12)

Digital marketing channels your business prefers	Valid	Mean	Median	Standard deviation
Company website	20	0.2	4	2.45
E-commerce website	20	0.138	2.25	1.7
Web advertising with display ads	20	0.138	2.25	1.7
Mobile apps	20	0.2375	4	2.95
Search engines with paid search (paid SEO)	20	0.1875	3.5	2.3
Social media networks	20	0.5	10	6.15
Email newsletters	20	0.1125	2.5	1.385

By Iraqi companies

Table 4.12: The channels preferred by Iraqi companies (question 12)

Digital marketing channels your business prefers	Valid	Mean	Median	Standard deviation
Company website	20	0.2	4	2.45
E-commerce website	20	0.1375	2.25	1.7
Web advertising with display ads	20	0.1375	2.25	1.7
Mobile apps	20	0.2375	5.5	2.95
Search engines with paid search (paid SEO)	20	0.2375	4	2.3
Social media networks	20	0.5	10	6.15
Email newsletters	20	0.1125	2	1.385

The highest standard deviation is for the digital marketing channel social media which is preferred by our participants' businesses (SD=12.3 and mean=1). As seen, all the respondents have chosen this digital marketing channel as its mean is 1 and media is 20, this is proven as the total number of participants are 40. Following that, the next most favored digital marketing channel is mobile apps (SD=5.9 and mean=0.475). By looking at the median (9.5) of this channel, it shows that 19 participants chose this option. After that comes, company websites (SD=4.9 and mean=0.4). The median of this channel is 8 which shows that 16 participants chose this channel of digital marketing. The next marketing channel favored by our participants is search engines with paid search (SD=4.6 and mean 0.375) with the median of 7.5 which proves to show that 15 participants preferred this marketing channel. Then 2 channels have an equal preference which are e-commerce websites

and web advertising with display ads (SD=3.4 and mean=0.275). both also have a median 5.5 which calculates to 11 participants choosing this marketing channel. Finally, the least preferred digital marketing channel is email newsletters (SD=2.77 and mean=0.225) showing that 9 participants chose this option as the median is 4.5.

4.1.4.8 Digital marketing channels preferred

Question 13 we asked the participants what digital marketing channels their country preferred. The mean, median, and standard deviation values for the respondents' favored digital marketing channels by country in our survey.

By Turkish companies

Table 4.13: Channels preferred by Turkey (question 13)

Digital marketing channels preferred by the country	Valid	Mean	Median	Standard deviation
Company website	20	0.1375	2.5	1.7
E-commerce website	20	0.2	4	2.45
Web advertising with display ads	20	0.1875	4	2.3
Mobile apps	20	0.1375	3	1.7
Search engines with paid search (paid SEO)	20	0.2375	4.5	2.95
Social media	20	0.5	10	6.15
Email newsletter	20	0.1125	2.5	1.385

By Iraqi companies

Table 4.14: Channels preferred by Iraq (question 13)

Digital marketing channels preferred by the country	Valid	Mean	Median	Standard deviation
Company website	20	0.1375	2.5	1.7
E-commerce website	20	0.2	4	2.45
Web advertising with display ads	20	0.1875	3.5	2.3
Mobile apps	20	0.1375	2.5	1.7
Search engines with paid search (paid SEO)	20	0.2375	5	2.95
Social media	20	0.5	10	6.15
Email newsletter	20	0.1125	3	1.385

Shows that the digital marketing channel social media, which is chosen by our participants' firms (SD=12.3 and mean=1), has the biggest standard deviation

(SD=12.3 and mean=1). As can be seen, every responder picked this digital marketing channel, with a mean of 1 and a median of 20, as indicated by the total number of participants of 40. Web search engines with paid search are the second most popular digital marketing channel (SD=5.9 and mean=0.475). Looking at the median (9.5) of this channel, we can see that 19 people selected this choice. The next category is e-commerce websites (SD=4.9, mean=0.4). The median for this channel is 8, indicating that 16 people preferred this digital marketing channel. The next most popular marketing channel among our participants is web advertising with display advertisements (SD=4.6 and mean 0.375), with a median of 7.5, indicating that 15 people preferred it. Then there are two channels that are equally popular: company websites and mobile apps (SD=3.4 and mean=0.275). Both had a median of 5.5, indicating that 11 people choose this marketing channel. Finally, email newsletters are the least chosen digital marketing channel (SD=2.77 and mean=0.225), with 9 individuals choosing this choice as the median is 4.5.

4.1.4.9 Digital marketing tactics preferred

Question 16 We asked the participants what digital marketing tactics their business preferred. It provides the mean, median, and standard deviation values for the respondents' businesses preferred tactics in our survey.

By Turkish companies

Table 4.15: Tactics preferred by Turkish companies (question 16)

Tactics preferred by business	Valid	Mean	Median	Standard deviation
Interactive marketing	20	0.225	4.5	2.25
Content and native marketing	20	0.1625	3	2
Location based advertising	20	0.175	3.5	2.155
Remarketing	20	0.1875	3.5	2.3
Behavioral marketing	20	0.125	2.5	1.55
Blogs and newsletters	20	0.5	10	6.15
Email marketing	20	0.125	2.5	1.55

Iraqi companies

Table 4.16: Tactics used by Iraqi companies (question 16)

Tactics preferred by business	Valid	Mean	Median	Standard deviation
Interactive marketing	20	0.225	4.5	2.25
Content and native marketing	20	0.1625	3.5	2
Location based advertising	20	0.175	3.5	2.155
Remarketing	20	0.1875	4	2.3
Behavioral marketing	20	0.125	2.5	1.55
Blogs and newsletters	20	0.5	10	6.15
Email marketing	20	0.125	2.5	1.55

The most preferred tactic by the participants' businesses is blogs and newsletters (SD=12.3 and mean=1). By looking at the median which is 20 it proves to show that all 40 participants chose that option. Then, the second most preferred tactic is interactive marketing (SD=5.5 and mean=0.45) with a median of 9 showing that 18 participants chose this option. Following that comes remarketing (SD=4.6 and mean=0.375) with 15 participants preferring this option as the median is 7.5. After that is location-based marketing (SD=4.31 and mean=0.35) with the median 7 showing that 14 participants chose this option as a preferred tactic by their business. The next category is content and native marketing (SD=4 and mean=0.325). Its median is 6.5 which that 13 participants chose this tactic. Finally, the least favored tactics are behavioral marketing and email marketing (SD=3.1 and mean=0.25) showing that only 10 participants chose these options as the median is 5.

4.1.4.10 Digital Marketing tactics preferred in Iraqi apparel market

Question 17 asked the participants what digital marketing tactics their country preferred. We asked our participants that "which digital marketing tactics are the most preferred ones in the Iraqi apparel market?". The responses provide the mean, median, and standard deviation values for the most favored digital marketing tactics in the Iraqi apparel market by Turkish and Iraqi companies. Here 2 tables show the results from the Turkish participants vs the Iraqi participants.

Turkish companies

Table 4.17: Tactics preferred by Turkey (question 17)

Tactics preferred by country	Valid	Missing	Mean	Median	Standard deviation
Interactive marketing	20	0	0.125	2.5	1.55
Content and native marketing	20	0	0.175	3.5	2.3
Location based advertising	20	0	0.1625	3	2
Remarketing	20	0	0.225	4.5	2.75
Behavioral marketing	20	0	0.175	3.5	2.155
Blogs and newsletters	20	0	0.5	10	6.15
Email marketing	20	0	0.125	2.5	1.55

Iraqi companies

Table 4.18: Tactics preferred by Iraq (question 17)

Tactics preferred by country	Valid	Mean	Median	Standard deviation
Interactive marketing	20	0.125	2.5	1.55
Content and native marketing	20	0.175	4	2.3
Location based advertising	20	0.1625	3.5	2
Remarketing	20	0.225	4.5	2.75
Behavioral marketing	20	0.175	3.5	2.155
Blogs and newsletters	20	0.5	10	6.15
Email marketing	20	0.125	2.5	1.55

Blogs and newsletters are the most preferred tactic by the participants' country, (SD=12.3 and mean=1). When we look at the median, which is 20, we can see that all 40 people picked that choice. The second most popular tactic is remarketing (SD=5.5, mean=0.45), which obtained a median of 9 votes from 18 participants. The next choice is content and native marketing (SD=4.6 and mean=0.375), with 15 people selecting this option as the median is 7.5. The next choice is behavioral marketing (SD=4.31 and mean=0.35), with the median 7 indicating that 14 individuals picked this as their favorite technique per country. The following category (SD=4 and mean=0.325) is location-based marketing. Its median is 6.5, indicating that 13 people picked this tactic. Finally, interactive marketing and email marketing are the least popular methods (SD=3.1 and mean=0.25), indicating that only 10 participants picked these as the median is 5.

4.1.4.11 Appeals preferred

Question 18 asked participants what appeals their business preferred. It provides the mean, median, and standard deviation values for the respondents' favored appeals by their business in our survey.

Turkish companies

Table 4.19: Appeals preferred by Turkish companies (question 18)

Appeals preferred by business	Valid	Mean	Median	Standard deviation
Fear appeals	20	0.1625	3	2
Humor appeals	20	0.175	3.5	2.15
Sex appeals	20	0.3125	6.5	3.85
Music appeals	20	0.1625	3.5	2
Rational appeals	20	0.225	4.5	2.25
Emotional appeals	20	0.2375	5.5	2.95
Scarcity appeals	20	0.2125	4.5	2.6

Iraqi companies

Table 4.20: Appeals preferred by Iraqi companies (question 18)

Appeals preferred by business	Valid	Mean	Median	Standard deviation
Fear appeals	20	0.1625	3.5	2
Humor appeals	20	0.175	3.5	2.15
Sex appeals	20	0.3125	6	3.85
Music appeals	20	0.1625	3	2
Rational appeals	20	0.225	4.5	2.25
Emotional appeals	20	0.2375	4	2.95
Scarcity appeals	20	0.2125	4	2.6

By analyzing, it is clear that the most chosen appeal is sex appeal (SD=7.7 and mean=0.625) showing that 24 participants chose this appeal as the most preferred by their business as the median is 12.5. Then is emotional appeal (SD=5.9 and mean=0.475) as the second most preferred appeal by the participants' business. Its median is 9.5 which indicated that 19 participants voted this option. Following that, the most preferred appeal is rational appeal (SD=5.5 and mean=0.45) with a median of 9 showing that 18 participants chose this option. After that is scarcity appeal (SD=5.2 and mean=0.425) with a median of 8.5 indicating that 17 participants chose

this option. The next is humor appeals (SD=4.3 and mean=0.35) with 14 participants choosing this appeal as the median is 7. Finally, the 2 least voted appeals are fear appeals and music appeals (SD=4 and mean=0.325) showing that only 13 participants voted this appeal as the median is 13.

4.1.4.12 Appeals preferred

Question 19 asked participants what appeals their country preferred. It provides the mean, median, and standard deviation values for the respondents' favored appeals by their country in our survey.

Turkish companies

Table 4.21: Appeals preferred by Turkey (question 19)

Appeals preferred by country	Valid	Mean	Median	Standard deviation
Fear appeals	20	0.1625	3.5	2
Humor appeals	20	0.225	4.5	2.75
Sex appeals	20	0.2375	5	2.95
Music appeals	20	0.2125	4.5	2.6
Rational appeals	20	0.3125	6.5	3.85
Emotional appeals	20	0.1625	3.5	2
Scarcity appeals	20	0.175	3.5	2.15

Iraqi companies

Table 4.22: Appeals preferred by Iraq (question 19)

Appeals preferred by country	Valid	Mean	Median	Standard deviation
Fear appeals	20	0.1625	3	2
Humor appeals	20	0.225	4.5	2.75
Sex appeals	20	0.2375	4.5	2.95
Music appeals	20	0.2125	4	2.6
Rational appeals	20	0.3125	6	3.85
Emotional appeals	20	0.1625	3	2
Scarcity appeals	20	0.175	3.5	2.15

Illustrates that the most popular appeal is rational appeal (SD=7.7 and mean=0.625), indicating that 24 participants identified this appeal as the most desired by their company, with a median of 12.5. The second most popular attraction among the participants' businesses is sex appeal (SD=5.9 and mean=0.475). Its median score is

9.5, indicating that 19 people voted for this choice. After that, the most popular appeal is humor (SD=5.5, mean=0.45), with a median of 9 indicating that 18 people picked this choice. Music appeal is next (SD=5.2, mean=0.425), with a median of 8.5, suggesting that 17 people picked this choice. The next strategy is scarcity appeals (SD=4.3, mean=0.35), which was chosen by 14 participants as the median is 7. Finally, fear and emotional appeals obtained the least responses (SD=4 and mean=0.325), indicating that only 13 people voted for this appeal, given the fact that the median was 13.

4.1.4.13 Thoughts on future of digital marketing

Question 7 asks participants their thoughts on digital marketing. It provides the mean, median, and standard deviation values for the respondents' thoughts on future of digital marketing.

Turkish companies

Table 4.23: Asks the Turkish company's thoughts on the future of digital marketing (question 7)

Thoughts on future of digital marketing	Valid	Mean	Median	Standard deviation
Is bright as it can have indefinite reach with minimal costs	20	0.1125	2	1.4
The world is adapting with new strategies that are completely online that's why it has a bright future	20	0.075	1.5	0.9
More people are now on socials so there is more reach hence it has a bright future	20	0.125	2.5	1.55
No future as there is a lot of competition so difficult to reach message	20	0.0625	1	0.75
Good future as there is less costs involved and higher profits	20	0.1	2	1.25
It's just a fad	20	0.025	0.5	0.3

Iraqi companies

Table 4.24: The Iraqi company's thoughts on the future of digital marketing (question 7)

Thoughts on future of digital marketing	Valid	Mean	Median	Standard deviation
Is bright as it can have indefinite reach with minimal costs	20	0.1125	2.5	1.4
The world is adapting with new strategies that are completely online that's why it has a bright future	20	0.075	1.5	0.9
More people are now on socials so there is more reach hence it has a bright future	20	0.125	2.5	1.55
No future as there is a lot of competition so difficult to reach message	20	0.0625	1.5	0.75
Good future as there is less costs involved and higher profits	20	0.1	2	1.25
It's just a fad	20	0.025	0.5	0.3

These were statistically analyzed by sorting out all the responses and pairing them to similar answers but in different words, the most said answer was that many people use socials and therefore has a bright future with the highest SD of 3.1 (mean=0.25). 10 participants said this as the median is 5. The next most said response was that there can be indefinite reach with minimal costs with a SD of 2.8 (0.225) and 9 participants said this as the median is 4.5. Then is that it has good future as there is less costs and higher profits (SD2.5 and mean=0.2). 8 participants' response was this as the median is 4. After that, the response was that the world is adapting new strategies that are online with a SD of 1.8 and mean of 0.15. 6 participants said this as the median is 3. The 2 least said responses are negative towards the future of digital marketing. The first has a SD of 1.5 and it states that there isn't much of a future as there is a lot of competition (mean=0.125) with 5 participants saying this as the median is 2.5. The last one says that it is in fact just a fad (SD=0.6 and mean=0.05). 2 participants out of a 40 said this as the median is 1.

4.1.4.14 The staff handling digital marketing and the responsibilities

We asked the participants in question 8 "who handles your digital marketing and what are their responsibilities?" the mean, median, and standard deviation values for the who is handling digital marketing and their responsibilities in the participants businesses.

Turkish companies

Table 4.25: Who handles the digital marketing in Turkish companies (question 8)

Who is handling	Valid	Mean	Median	Standard deviation
Team of digital marketing	20	0.375	7.5	4.6
Marketing manager	20	0.1	2	1.25
Head of marketing	0	0.025	0.5	0.3

Table 4.26: What their responsibilities are (question 8)

Responsibilities	Valid	Mean	Median	Standard deviation
To increase sales	20	0.1875	4.5	2.3
To minimize costs as much as they can	20	0.1875	3	2.3

Iraqi companies

Table 4.27: Who is handling digital marketing in Iraqi companies (question 8)

Who is handling	Valid	Mean	Median	Standard deviation
Team of digital marketing	20	0.375	7.5	4.6
Marketing manager	20	0.1	2	1.25
Head of marketing	0	0.025	0.5	0.3

Table 4.28: What their responsibilities are (question 8)

Responsibilities	Valid	Mean	Median	Standard deviation
To increase sales	20	0.1875	3	2.3
To minimize costs as much as they can	20	0.1875	4.5	2.3
To make sure that the right channels are being used and that there is response from the customer	20	0.125	2.5	1.55

This next question was divided into 2 parts. The first part being who is handling digital marketing in the participants' businesses. The highest standard deviation (9.2) was for the response "team of digital marketing" with a mean of 0.75 and 15 median showing that 30 participants said this. After that the most used response was marketing manager (SD=2.5 and mean=0.2) with a median of 4 showings that 8

participants said this. Finally, the least said answer was head of marketing with only 2 people saying it as the median was 1 and the (SD=0.6 and mean=0.05).

The next part of the question asks the responsibilities of the people who handle digital marketing. The 2 most said answers with the SD of 4.6 were “to increase sales” and “to minimize costs as much as they can” with a mean of 0.375 and median 7.5 showing that 15 participants gave that response. The next and final response is “to make sure that the right channels are being used and that there is response from the customer” with a SD of 3.1 and mean of 0.25. 10 participants gave this response as the median was 5.

4.1.4.15 How digital marketing evolved over time

Question 9 asks the participants how their digital marketing strategy evolved overtime. The mean, median, and standard deviation values for how the participants businesses’ digital marketing strategy evolved over time.

Turkish companies

Table 4.29: How Turkish company’s strategy evolved over time (question 9)

How has the strategy evolved overtime	Valid	Mean	Median	Standard deviation
2-3 years depending on environmental changes	20	0.125	2.5	1.55
Is still evolving as there is ongoing change regarding online opportunities	20	0.15	3	1.85
Just started with it and still experimenting	20	0.1	2	1.25
4-5 years because there has been so many changes in the strategies and channels that are the best option	20	0.075	1.5	0.9
Went from minimum marketing budget to half or more than half	20	0.05	1	0.6

Iraqi companies

Table 4.30: The Iraqi company's strategy evolved over time (question 9)

How has the strategy evolved overtime	Valid	Mean	Median	Standard deviation
2-3 years depending on environmental changes	20	0.125	2.5	1.55
Is still evolving as there is ongoing change regarding online opportunities	20	0.15	3	1.85
Just started with it and still experimenting	20	0.1	2	1.25
4-5 years because there has been so many changes in the strategies and channels that are the best option	20	0.075	1.5	0.9
Went from minimum marketing budget to half or more than half	20	0.05	1	0.6

Contains the analysis of the participants responses on how their strategy has evolved overtime. The most given response was “it is still evolving as there is ongoing change” with the sd of 3.7 and mean of 0.3. 12 participants gave this response as the median is 6. The next most said response was “2-3 years due to the environmental changes” (sd=3.1 and mean=0.3) with 10 participants giving this response as the median is 5. Then the third most given response was “just started with it and still experimenting” (sd=2.5 and mean=0.2). 8 participants answered the question with this response as the median was 4. The second last response was “4-5 years as there have been many changes in the strategies and channels” with a standard deviation of 1.8 and mean 0.15 with 6 participants giving this response as the median is 3. The final response that was given with the least standard deviation (1.2) was “went from a minimum budget to almost half” and a mean of 0.1 with 4 participants as the median is 2.

4.1.4.16 Challenges faced

Question 10 asks the participants what challenges their company faced when implementing their digital marketing strategy. It provides the mean, median, and standard deviation values for challenges faced by digital marketing.

Turkish companies

Table 4.31: The challenges faced by the Turkish companies (question 10)

Challenges faced	Valid	Mean	Median	Standard deviation
Implementation	20	0.15	3	1.85
Finding the right team	20	0.1625	3	2
Breakthrough in marketing	20	0.075	1.5	0.9
Marketing research for creation of strategies	20	0.1	2	1.25

Iraqi companies

Table 4.32: The challenges faced by Iraqi companies (question 10)

Challenges faced	Valid	Mean	Median	Standard deviation
Implementation	20	0.15	3	1.85
Finding the right team	20	0.1625	3.5	2
Breakthrough in marketing	20	0.075	1.5	0.9
Marketing research for creation of strategies	20	0.1	2	1.25

The most given response was finding the right channel as the standard deviation was 4 and mean 0.325. 13 participants gave this response as the median is 6.5. The next response was implementation (sd=3.7 and mean=0.3). 12 participants gave this response as the median was 6. Then, the response that was “marketing research for creation of strategies” had a standard deviation of 2.5 and mean of 0.2 and 8 participants gave this response as the median was 4. The final and the least given response with a standard deviation of 1.8 was “breakthrough in marketing.” It also has a mean of 0.15 and median of 3 showing that 6 participants gave this response.

4.1.4.17 Role in marketing communication mix

Question 11 asks the participants the role of digital marketing in the marketing communication mix. It provides the mean, median, and standard deviation values for what the role of digital marketing is in marketing communication mix.

Turkish companies

Table 4.33: The results of the role in the communication mix for Turkish companies (question 11)

Role in marketing communication mix	Valid	Mean	Median	Standard deviation
Easy to communicate products with customers	20	0.25	5	3.25
Brings about a large platform	20	0.125	2.5	1.55
Makes it easier for product packaging	20	0.075	1.5	0.9
Enables direct contact with customers	20	0.5	0.5	0.6

Iraqi companies

Table 4.34: The results of the role in the communication mix for Iraqi companies (question 11)

Role in marketing communication mix	Valid	Mean	Median	Standard deviation
Easy to communicate products with customers	20	0.25	5	3.25
Brings about a large platform	20	0.125	2.5	1.55
Makes it easier for product packaging	20	0.075	1.5	0.9
Enables direct contact with customers	20	0.5	0.5	0.6

The most given response was “easy to communicate products with customers” as the standard deviation is 6.1 and mean is 0.5. 20 participants gave this response as the median is 10. The next most said response is “brings about a larger platform” with a standard deviation of 3.1 and mean 0.25 and 10 participants gave this response as the median is 5. Then is that it makes it easier for product packaging as the standard deviation is 1.8 and mean 0.15. 6 participants answered with this as the median is 3. The final answer with the least standard deviation (1.2) is that it enables direct contact with customers. It has a mean of 0.1 and median of 2 that that 4 participants gave this answer.

4.1.4.18 Outcomes from digital marketing

Question 20 asks the participants what the outcomes were. It provides the mean, median, and standard deviation values for the outcomes that they had from digital marketing.

Turkish companies

Table 4.35: The outcomes of digital marketing for Turkish companies (question 20)

Outcomes	Valid	Mean	Median	Standard deviation
Global reach in less time	20	0.2375	4	2.95
Lesser costs	20	0.275	5.5	3.4
Increase in sales	20	0.25	5	3.05
Increase in profit	20	0.15	3	1.85
Brand credibility	20	0.1625	3	2
Customer loyalty because more communication	20	0.125	2.5	1.55
Targeted the right audience	20	0.1875	3	2.3
More return on investment	20	0.1375	2	1.7

Iraqi companies

Table 4.36 The outcomes doe Iraqi companies (question 20)

Outcomes	Valid	Mean	Median	Standard deviation
Global reach in less time	20	0.2375	4.5	2.95
Lesser costs	20	0.275	5.5	3.4
Increase in sales	20	0.25	5	3.05
Increase in profit	20	0.15	3	1.85
Brand credibility	20	0.1625	3.5	2
Customer loyalty because more communication	20	0.125	2.5	1.55
Targeted the right audience	20	0.1875	4.5	2.3
More return on investment	20	0.1375	2.5	1.7

The highest given response was lesser costs as the standard deviation is 6.8 and mean 0.55. 22 participants gave this response amongst others as the median was 11. The next highest standard deviation is 6.1 and its for the response that is increase in sales. Mean is 0.5 and median is 10 showing that 20 participants gave this response. Following that is, “global reach in less time” as the standard deviation in 5.9 with a mean of 0.475 and 19 participants gave this response as the median is 9.5. Then is

targeted the right audience as the standard deviation is 4.6. The mean is 0.375 and median is 7.5 which that 15 participants gave that response as their top 3. Brand credibility is next as the standard deviation is 4 and mean is 0.325. 13 participants gave this response as the median is 6.5. The sixth response was increase in profit (sd=3.7 and mean=0.3), adding onto that, 12 participants gave this response as the median is 6. The second least standard deviation is 3.4 for more return on investment and the mean is 0.275 with 11 participants (median=5.5). Finally, “customer loyalty because more communication” (sd=3.1 and mean=0.25) with median of 5 (10 participants).

4.1.4.19 What does digital marketing impact?

Question 21 asks the participants how digital marketing impacts their business. It provides the mean, median, and standard deviation values for the impacts of digital marketing.

Turkish companies

Table 4.37: Results for what digital marketing impacts in Turkish companies (question 21)

It impacts on	Valid	Mean	Median	Standard deviation
Awareness	20	0.25	5	3.05
Lesser costs	20	0.3	6.5	4
Increase in sales	20	0.2125	4	2.6
Reputation	20	0.225	4.5	2.75
Trust	20	0.175	3.5	2.15
Customer loyalty	20	0.2	4	2.45
Helps stand out	20	0.1875	4	2.3

Iraqi companies

Table 4.38: The impact of digital marketing for Iraqi companies (question 21)

It impacts on	Valid	Mean	Median	Standard deviation
Awareness	20	0.25	5	3.05
Lesser costs	20	0.3	6.5	4
Increase in sales	20	0.2125	4.5	2.6
Reputation	20	0.225	4.5	2.75
Trust	20	0.175	3.5	2.15
Customer loyalty	20	0.2	4	2.45
Helps stand out	20	0.1875	3.5	2.3

The highest provided response was lower costs, as shown in Table 23, with a standard deviation of 8 and a mean of 0.6. This response was given by 26 people, with the median being 13. The next biggest standard deviation is 6.1, which is for the awareness response. The median is 10 and the mean is 0.5, indicating that 20 people responded in this way. Then there's "reputation," which has a standard deviation of 5.5, a mean of 0.45, and a median of 9 showing 18 people. Then, because the standard deviation is 5.2, the next top response is increase in sales. The median is 8.5 and the mean is 0.425, indicating that 17 people chose that response as their top three. The next statistic is customer loyalty, which has a standard deviation of 4.9 and a mean of 0.4. This response was given by 16 people, using a median of 8. The sixth option was "helps stand out" (SD=4.6, mean=0.375), with 15 people giving this answer, as the median is 7.5. Finally, with a median of 7, "trust" (SD=4.3 and mean=0.35) (14 participants).

4.1.4.20 What are you satisfied with?

Question 22 asks the participants what they were satisfied with from their digital marketing strategy. It provides the mean, median, and standard deviation values what the respondents are satisfied with from digital marketing.

Turkish companies

Table 4.39: What Turkish companies are satisfied with (question 22)

Satisfied with	Valid	Mean	Median	Standard deviation
Global reach	20	0.5	5	3.05
Lesser costs	20	0.6	6.5	4
Increase in sales	20	0.375	4.5	2.3
Awareness	20	0.45	4.5	2.75
More loyalty	20	0.425	4.5	2.6
Credibility	20	0.35	3.5	2.15
Targeted the right audience	20	0.4	4	2.45

Iraqi companies

Table 4.40: What Iraqi companies are satisfied with (question 22)

Satisfied with	Valid	Mean	Median	Standard deviation
Global reach	20	0.5	5	3.05
Lesser costs	20	0.6	6.5	4
Increase in sales	20	0.375	3	2.3
Awareness	20	0.45	4.5	2.75
More loyalty	20	0.425	4	2.6
Credibility	20	0.35	3.5	2.15
Targeted the right audience	20	0.4	4	2.45

The highest provided response was lower costs, as shown in Table 4.24, with a standard deviation of 8 and a mean of 0.6. This response was given by 26 people, with the median being 13. The next biggest standard deviation is 6.1, which is for the global reach response. The median is 10 and the mean is 0.5, indicating that 20 people responded in this way. Then there's "awareness," which has a standard deviation of 5.5, a mean of 0.45, and a median of 9 showing 18 people. Then, because the standard deviation is 5.2, the next top response is more loyalty. The median is 8.5 and the mean is 0.425, indicating that 17 people chose that response as their top three. The next statistic is "targeted the right audience," which has a standard deviation of 4.9 and a mean of 0.4. This response was given by 16 people, using a median of 8. The sixth option was "increase in sales" (SD=4.6, mean=0.375), with 15 people giving this answer, as the median is 7.5. Finally, with a median of 7, "credibility" (SD=4.3 and mean=0.35) (14 participants).

4.1.4.21 Problems faced

Question 23 asks the participants what problems they faced. It provides the mean, median, and standard deviation values for the problems faced by the respondents with digital marketing.

Turkish companies

Table 4.41: The problems faced by Turkish companies (question 23)

Problems	Valid	Mean	Median	Standard deviation
Dependability on technology	20	0.3125	6.5	3.85
Security issues	20	0.2625	5.5	3.25
Maintenance costs	20	0.2375	5.5	2.95
Dealing with many markets	20	0.2	4	2.45
Many legal and policy issues	20	0.225	4.5	2.75
Higher price competition	20	0.1875	4.5	2.3
Privacy issues	20	0.1625	3.5	2

Iraqi companies

Table 4.42: The problems faced by Iraqi companies (question 23)

Problems	Valid	Mean	Median	Standard deviation
Dependability on technology	20	0.3125	6	3.85
Security issues	20	0.2625	5	3.25
Maintenance costs	20	0.2375	4	2.95
Dealing with many markets	20	0.2	4	2.45
Many legal and policy issues	20	0.225	4.5	2.75
Higher price competition	20	0.1875	4	2.3
Privacy issues	20	0.1625	3	2

Shows that the major response was reliance on technology, with a standard deviation of 7.7 and a mean of 0.625. This response came from a total of 25 participants, with a median of 12.5. The response to security concerns has the next highest standard deviation of 6.5. The median is 10.5 and the mean is 0.525, meaning that 21 individuals gave this response. Then there's "maintenance costs," which shows 19 individuals and has a standard deviation of 5.9, a mean of 0.475, and a median of 9.5. The next most popular response, considering the standard deviation is 5.5, is "many legal and policy issues." the mean is 0.45 and median is 9, meaning that 18

individuals picked that solution as one of their top three. The next statistic has a standard deviation of 4.9 and a mean of 0.4 and is called "dealing with multiple markets." this response came from 16 individuals, with a median of 8. The sixth selection was "higher price competition" (sd=4.6, mean=0.375), which was chosen by 15 persons as the median is 7.5. Finally, "privacy issues" (sd=4 and mean=0.325) received a median score of 6.5. (13 participants).

4.1.4.22 Ideal digital marketing strategy in terms of communication channels, digital marketing tactics and message appeals

Question 24 asks the participants what their ideal digital marketing mix consisted of. It provides the mean, median, and standard deviation for the ideal digital marketing strategies in terms of communication channels, tactics and message appeals as per the country's apparel market.

Turkish companies

Table 4.43: The ideal channels for Turkish companies (question 24)

Communication channels	Valid	Missing	Mean	Median	Standard deviation
Serve every customer on time	20	0	0.15	3	1.85
Response to queries through social media	20	0	0.3125	6,6.5	3.85

Table 4.44: The ideal tactics for Turkish companies (question 24)

Tactics	Valid	Mean	Median	Standard deviation
Increase in sales	20	0.25	5	3.05
Location based marketing	20	0.0625	1,1.5	0.75
Interactive marketing	20	0.075	1.5	0.9
Behavioral targeting	20	0.0375	1,0.5	0.45
Email marketing	20	0.0125	0.5	0.15

Table 4.45: The ideal appeals for Turkish companies (question 24)

Message appeals	Valid	Mean	Median	Standard deviation
Music appeals	20	0.1375	2,2.5	1.7
Humor appeals	20	0.125	2.5	1.55
Sex appeals	20	0.05	1	0.6
Rational appeals	20	0.1875	3,4.5	2.3

Iraqi companies**Table 4.46:** The ideal channels by Iraqi companies (question 24)

Communication channels	Valid	Mean	Median	Standard deviation
Serve every customer on time	20	0.15	3	1.85
Response to queries through social media	20	0.3125	6,6.5	3.85
Use public relations to send an elaborated message	20	0.0375	1,0.5	0.45

Table 4.47: The ideal tactics by Iraqi companies (question 24)

Tactics	Valid	Mean	Median	Standard deviation
Increase in sales	20	0.25	5	3.05
Location based marketing	20	0.0625	1,1.5	0.75
Interactive marketing	20	0.075	1.5	0.9
Behavioral targeting	20	0.0375	1,0.5	0.45
Email marketing	20	0.0125	0.5	0.15

Table 4.48: The ideal appeals by Iraqi companies (question 24)

Message appeals	Valid	Mean	Median	Standard deviation
Music appeals	20	0.1375	2,2.5	1.7
Humor appeals	20	0.125	2.5	1.55
Sex appeals	20	0.05	1	0.6
Rational appeals	20	0.1875	3,4.5	2.3

This question is divided in three parts. To begin with the first part, the highest standard deviation (7.7) is for “respond to every query through social media”. The mean is 0.625 and median is 12.5 showing that 25 participants gave this response as the communication channel their country should implement in their digital marketing strategy. The second highest standard deviation (3.7) is for “serve every customer on

time”. The mean is 0.3 and median is 6 showing that 12 participants gave this response. The least standard deviation (0.9) is for “use public relations to give an elaborated message to audience” with a mean of 0.075 and median of 1.5 (3 participants).

The second part of the question focuses on the tactics. The most given response was increase in sales (SD=6.1 and mean=0.5). the median for this is 10 which means that 20 participants gave this response. Then is, interactive marketing (SD=1.8 and mean=0.15) with a median of 3 (6 participants). After that, is location-based marketing (SD=1.5 and mean=0.125) with a median of 2.5 meaning that 5 participants gave this response. The second last answer is behavioral targeting (SD=0.9 and mean=0.075) with a median of 1.5 (3 participants)/ finally the least given response by 1 participant (median=1) was email marketing as the standard deviation is 0.3 and mean is 0.025.

The last part of the question focuses on message appeals that the country should use for their digital marketing strategy. The most given response was rational appeal as the standard deviation is 4.6 and mean is 0.375. median is 7.5 which shows that 15 participants gave this response. The next is music appeals (SD=3.4 and mean=0.275) with a median of 5.5 (11 participants). Then is humor appeals as the standard deviation is 3.1 (mean=0.25) and median is 5 which means that 10 participants gave this response. Finally, with the least standard deviation (1.2) is sex appeals. The mean is 0.1 and median is 2 (4 participants).

4.2 Comparison of Turkish and Iraqi Strategies

Here is a comparison between the different tactics and channels that are used by Turkish and Iraqi apparel companies.

Table 4. 49: Comparison of tactics and channels used by Turkish and Iraqi ready-made clothing companies

Turkish company	Iraqi company
Uses social media as digital marketing channel as well as blogs and newsletters a lot with campaigns.	Uses social media as digital marketing channel along with blogs to promote their products.
Most apparel companies have their own websites to showcase their products and make shopping easy and their products accessible to all.	Clothing companies have their own websites where they exhibit their items, make buying easy, and make their products available to everybody.
Companies use their websites as a way to promote as well by allowing comments so that other customers can see them and their brand gets exposure.	Companies use their websites to promote themselves as well, by enabling consumers to leave comments so that other customers may see them and their brand is exposed.
Influencers are used to promote their products on social media to bring about more exposure.	Influencers are put in place to promote companies on social media in order to gain greater publicity.
Most used marketing appeal was rational appeal chosen by the participants.	Most used marketing appeal was sex appeal chosen by the participants.

5. CONCLUSION AND DISCUSSION

5.1 Conclusion

This thesis discussed the use of digital marketing in the Turkish and Iraqi apparel industry. We did extensive research that helped us dive into the importance of digital marketing, what it is and how it's used by companies to gain the numerous benefits that it offers. Apart from that, we discovered and discussed the channels, tactics, and message appeals that a company can use to get the most effect digital marketing strategy and compared the strategies that have been used by the Turkish and Iraqi apparel market. We saw that many companies do in fact use digital marketing as the trends have now evolved and many customers use online platforms to discover new products/ companies that offer the products they're in need of. We conducted a questionnaire to help us get a better understanding of the audience that we were targeting to get our research results, which are the Turkish and Iraqi apparel companies. Our participants included 20 from local companies and 20 from Turkish companies. With the use of qualitative and quantitative research, we found out the preferred digital marketing channels, tactics, and message appeals of both the company and the country their business is originated from. In conclusion, we did in fact prove our hypotheses to be correct and this will help our future researchers when wanting to conduct research on this topic.

Our research findings showed that;

1. Companies who use digital marketing believe and have experienced that the benefits surplus the costs which proves our hypothesis. This is seen as most people said that lesser costs were a result of using digital marketing.
2. The most used message appeals by the businesses were definitely sex appeals and for the country it was rational appeals.
3. The best and most preferred tactics that the business and the country use are blogs and newsletters as the many people are now online and they find blogs

the best option to gain more insight on the product/ service offered by a business.

4. The most preferred digital marketing channel that is preferred by both businesses and the country is social media as the world is now evolving and there is indefinite reach on socials which makes it easier and less costly to get the message out there.
5. Then, we found out that Turkish companies use more digital marketing strategies by looking at our results of the questionnaire. They prefer rational appeals, social media and blogs and newsletters in terms of appeals, channels and tactics they use for digital marketing.

5.2 Discussion

In terms of the study sample's personal information, it is discovered that the bulk of the participants are men, with a ratio of 75 percent for males and 25% for females. Furthermore, the individuals who are 26 years old make up the greatest percentage of our sample (40%) followed by those who are 25 years old. This is due to the fact that our target sample consists of businessmen or employees in the apparel industry. The results of our survey revealed that 67 percent of people's enterprises have been tied to the apparel industry for at least eight years. Following that, associate marketing managers make up 30% of our participants, followed by business owners at 20%. This does provide us with more insight about their marketing strategies, particularly their digital marketing techniques. The results of the open-ended questions have been discussed further in this study in section 5.4.

5.2.1 Limitation to the study

I think that one of the main limitation to the study is the number of companies that are included in the study, because it would give us much more in-depth information about the marketing strategies for the local and Turkish companies if we maybe tripled or quadrupled the sample size

5.2.2 Recommendations for businesses

It's clear that businesses see the Internet as a battleground for reaching out to new audiences in terms of geography, demographics, and ideology. Customers' decision-

making is complicated by a rising number of organizations, evolving tools and tactics, as well as new technology. Users study more about offers and pricing, register in various social media channels, talk with one another, and watch videos to get the most out of the finest. Some of them are conducting business by assisting others in learning all the finer points of online buying and searching. Recommendations are to:

1. To present the company's point of view- All the material on the website or on social media platforms is about guitar pedals and amplifiers, but there is little or no information about the firm. From the perspective of the consumer, this might suggest one of two things: either the firm is unconcerned about its own image and does not consider this information to be crucial to know, or it is hiding something from them.
2. To take use of the opportunities- Even though the average age of a company's clients is 30-45 years old, businesses should be prepared for innovations, inventiveness, and open-mindedness. This strategy will be beneficial. The use of digital marketing methods to boost an organization's earnings, the business should be informed of new social media platforms and digital marketing technologies.
3. Be aware of everything they can incorporate in their digital marketing strategy- Because corporate sites and certain other social media platforms do not show at the top of organic results, more aggressive SEO implementation is suggested.
4. Another idea is to take use of the benefits of content marketing. It is time consuming to deal with material, but the return on investment is not equal to the resources used.

5.2.3 Recommendations for future researchers

The interpretative and exploratory character of this study opens up a lot of possibilities for future research on digital marketing and its advantages. As a result, future research and studies in the sector may alter our findings and examine the issues that arise during the execution of a digital marketing plan. It can also employ the same research questions as this study's research questions and construct other research procedures. Future studies and research on the same issue may compare their findings to those of the current study. Furthermore, the existing outcomes may

be extended using the lessons learnt. In addition, the results of the online survey may be compared to those acquired through face-to-face interviews.



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APPENDIX

Appendix -1: Interview Questions in English

Semi-Structured Interview Questions

Personal information:

1. What is your gender? Male Female
2. What is your age?
3. What is your education level? Master's or Doctorate Bachelor's
 High school other
4. How many years has your business been working in/linked with the textile industry?
5. What is your current role and position in the business?
6. Do you export?
 - a) Yes
 - b) No

General questions related to digital marketing:

7. What do you think about the future of digital marketing? Is it the future of marketing communications or just a fad?
8. Who is handling your digital marketing? What are the responsibilities of the person in charge of your digital marketing?
9. How did your digital marketing strategy evolve over time?
10. What challenges did you have when creating and implementing your digital marketing strategy?
11. How do you describe the role of digital marketing in your marketing communication mix?

12. As you know, digital marketing communication channels include websites, e-mail, mobile, and search engines. Which digital marketing channels do your business prefer the most? Please, specify the first three.

- company website ____
- e-commerce websites ____
- affiliate websites ____
- web advertising with display ads ____
- mobile apps ____
- search engines with paid search (Paid SEO) ____
- search engines with organic search (Organic SEO) ____
- search engines with search ads (SEA) ____
- social media networks ____
- independent blogs ____
- company-related blogs ____
- e-mail newsletters ____

13. Which digital marketing channels are the most preferred ones in Iraqi apparel market? Please, specify the first three.

14. What is your marketing budget?

15. What percent of your total marketing budget do you allocate to digital marketing?

16. Which digital marketing tactics do your business prefer the most? Please, specify the first three.

- interactive marketing ____
- content and native marketing ____
- location-based advertising ____
- remarketing (retargeting) ____
- behavioral targeting ____
- blogs and newsletters ____
- e-mail marketing ____

17. Which digital marketing tactics are the most preferred ones in Iraqi apparel market? Please, specify the first three.

18. As you know, advertisements use several **appeals** in their message content, such as emotional appeals led by fear, sex, humor, or rational appeals led by price and product specifications. Which appeals does your business prefer most in the digital advertising content? Please, specify the first three.

- fear appeals ____
- humor appeals ____
- sex appeals ____
- music appeals ____
- rational appeals ____
- emotional appeals ____
- scarcity appeals ____

19. Which message appeals are the most preferred ones in Iraqi apparel market? Please specify the first three.

20. "As you know, in return for pursuing a digital marketing strategy incurring many efforts and expenses, any business may expect several marketing outcomes. Which marketing outcomes do you expect with your digital marketing efforts (or strategy) to get? Please, specify the first three."

21. On which marketing outcomes does your digital marketing efforts (or strategy) have the biggest impact?

22. What are the three specific things you are most satisfied with your digital marketing efforts (or strategy)?

23. What are the three specific things you are most unsatisfied with your digital marketing efforts (or strategy)?

24. As you consider Iraqi market, can you describe the ideal digital marketing strategy in terms of communication channels, digital marketing tactics and message appeals?

Appendix 2: Consent form in English

Consent Form

You are invited to take part in a research study of strategies that small businesses in Iraq use to promote internet marketing. The researcher is inviting small business owners of the Iraqi apparel market that use internet marketing to be in my study. This form is part of a process that's called "informed consent" that allows you to understand my study before deciding whether to take part.

This study is being conducted by Fadiyya Noori Hasan Aljumaili who is a İstanbul Gedik University

Background Information

The purpose of this study is to explore how businesses in the Iraqi apparel market use online marketing strategies.

Procedure:

If you agree to be in my study, you will be asked to:

- Meet in your place of business where you will be asked to have a one-on-one interview regarding the strategies you use for digital marketing for your business. The interview will be for about 20-40 minutes.
- Share your employees' personal and professional marketing experience related to digital marketing. No personally identifiable information will be required.
- Share creative ideas tailoring to digital marketing such as way of advertising, social media posts and email templates.
- The interview will not involve questions about confidential information about you or your business and will also not include questions about your trade secrets or any other personal information.
- The interview will be audio recorded.
- Review my internet interpretations for accuracy and make yourself available via email or phone to answer potential follow up questions that may be necessary to complete the research.

Here are some sample questions:

- How did your digital marketing strategy evolve overtime?
- What is your budget for digital marketing?
- On which marketing outcomes does your digital marketing efforts (or strategy) have the biggest impact?

Voluntary nature of the study:

The study that I'm conducting is voluntary and has no penalty. Your decision of whether you want to be part of my study will be respected by everyone. If you choose to join my study now, you will have free will to change your mind later.

Risks and benefits of being in my study

Being in this type of study will result in minor discomforts that occur in your everyday life like for instance sitting in one place for a while that may cause you to be tired. However, being in my study will not in anyway pose a risk to your safety and well-being.

As a participant in my study, you will receive a copy of my research, when completed. The report may include information that you can put in your business to enhance your digital marketing strategies.

Payment

The participants in my study will not be rewarded for participating in my study.

Privacy

All information will be kept confidential. The researcher will not use an of your personal information for outsider sources or purposes. Apart from that, the researcher will not use your name or anything that could identify as you in the study reports. All data will be secured by the researcher in a password-protected Dropbox folder. Data will be kept for at least 5 years, as required by the university.

Contact and questions

You may ask any questions you have now. Or you can contact us on (insert number) or via email (insert email). You can discuss any personal or private questions you have regarding the interview.

The researcher will give you a copy of this form to keep.

Statement of consent

I have read the above information and I feel like I understand the study well enough to make a decision about my involvement. By signing below, I understand that I agree to the terms described above.

Only include the signature section below if using paper consent forms.

- Printed name of participant _____
- Date of consent _____
- Participant's signature _____
- Researchers signature _____



Appendix 3: Interview Questions in Arabic

اسئلة المقابلة

المعلومات الشخصية

- 1- ما هو جنسك ؟ انثى ذكر
- 2- ما هو عمرك ؟
- 3- هل توافق على المقابلة ؟ نعم لا
- 4- ما هو مستوى تعليمك ماجستير او دكتوراه خريج جامعة اعداية اخرى
- 5- كم عدد السنوات دخول مشروعك في مجال الألبسة
- 6- ما هو مركزك في الوظيفة؟

7- هل تقوم بالتصدير ؟ نعم لا

لا

إذا نعم, كم سنة؟

اسئلة عامة على مجال التسويق الالكتروني

من أي بلد بدأت

2- ما هو رأيك على التسويق الالكتروني؟ هل تظن انه مستقبل التسويق لمجال عملك؟

- من يقوم بالتسويق الالكتروني في شركتك؟ ما هي مسؤوليات الشخص الذي يقوم بالتسويق الالكتروني في شركتك؟

- كيف تطورت استراتيجيات التسويق الالكتروني في شركتك على مرور السنوات؟

- ما هي المصاعب التي واجهتك عندما بدأت باستخدام التسويق الالكتروني؟

- كيف تصف دور التسويق الالكتروني في مزيج اتصالاتك التسويقية؟

7- كما تعلم، قنوات الاتصال للتسويق الالكتروني تتضمن الصفحات الالكترونية، البريد الالكتروني، الهاتف

الجوال، ومحركات البحث. ما هي قنوات التواصل التي تفضلها شركتك؟ رجا ء عين اول ثلاث أجوبة.

الموقع الالكتروني للشركة

- مواقع الإعلانات

- إعلانات الويب التي تحتوي صور

- برامج الهاتف الجوال

- حركات البحث ذات الدفع

- مواقع التواصل الاجتماعي

- جرائد البريد الالكتروني

8- ما هي قنوات التسويق الالكتروني المفضلة في بلدك لتسويق الملابس؟ رجا ء عين اول ثلاث

- الموقع الالكتروني للشركة

- مواقع الإعلانات

- إعلانات الويب التي تحتوي صور

- برامج الهاتف الجوال

- محركات البحث ذات الدفع

- مواقع التواصل الاجتماعي

	- جرائد البريد الالكتروني
	-9 ما هي ميزانية التسويق في شركتك؟

10- ما نسبة ميزانية التسويق الالكتروني من ميزانية التسويق الكاملة؟

11- ما هي الاستراتيجيات التسويق الالكتروني التي تفضلها شركتك؟ رجاءا عين اول ثلاث

- لتسويق التفاعلي

- المحتوى والتسويق المحلي

- إعادة الاستهداف

- ما هي استراتيجيات التسويق الالكتروني المفضلة في بلدك لمجال الألبسة؟ رجاءا عين اول ثلاث لتسويق

التفاعلي

-المحتوى والتسويق المحلي

-إعادة الاستهداف

-لاستهداف السلوكي

-المقالات والنشرات الإخبارية

-التسويق عبر البريد الالكتروني

- كما تعلم، الإعلانات تستخدم عدة مناشدات منها العاطفة منها الخوف، الفكاهة او مناشدات المنطقية منها 13

مناشدات الخوف السعر ومواصفات السلعة. ما هي المناشدات التي تفضلها شركتك في الإعلانات الرقمية

-مناشدات الفكاهة

-مناشدات الجنس

-مناشدات الموسيقى

- مناشدات المنطق

-مناشدات العاطفة

- مناشدات الهزل

كما تعلم، التسويق الالكتروني يحتاج الى كثير من الجهود والمصاريف للحصول على نتائج، ما هي النتائج 14

التي تتوقعها حسب الجهود التي تفضلها شركتك في التسويق الالكتروني؟

- الحصول على زبائن جديدين
- زبائن محتملين
- تحسين التجربة للزبائن
- تحسين الاستجابة للزبائن
- تهديف أحسن للإعلانات
- بناء ولاء للشركة
- تحسين صورة الشركة
- زيادة عدد الزوار لصفحة الشركة الالكترونية
- تقليل المصاريف
- زيادة سرعة تسليم السلع

15- على أي نتائج تجد ان عملك في التسويق الالكتروني (او استراتيجيتك) يؤثر أكثر؟

16- ما هي أكثر ثلاث أشياء تجدها مرضية في استراتيجيتك للتسويق الالكتروني؟-

17 - ما هي أكثر ثلاث أشياء تجدها غير مرضية في استراتيجيتك للتسويق

الالكتروني؟

-عندما ترى مجال الملابس في بلدك، هل تستطيع ان تصف افضل نوع التسويق الالكتروني من حيث 18 القنوات والنوات



Appendix 4: Consent form in Arabic

الموافقة

ندعوكم للمشاركة في دراسة استراتيجية للتسويق الرقمي المستخدمة في الشركات التركية وشركات الالبسة المحلية في الشرق الأوسط هذه الدراسة تدعو رؤساء هذه الشركات والمدراء الذين يستخدمون التسويق الرقمي في شركاتهم هذا الاستمارة جزء من عملية يسمى "موافقة مسبقة" لأعلامك بالدراسة قبل ان تقرر على الموافقة بالدخول بهذه الدراسة. دراستي تهدف لكشف الإستراتيجيات المستخدمة في شركات الألبسة في الشرق الأوسط وكيفية الاستفادة من هذه الاستراتيجيات.

أجريت هذه الدراسة من قبل فادية نوري حسن الجميلي التي تدرس الماجستير من جامعة جيدك إسطنبول

❖ معلومات أساسية

هدف هذه الدراسة لاستطلاع كيفية الاعمال في الشرق الأوسط تستخدم الاستراتيجيات التسويقية على الانترنت

❖ الإجراءات

إذا وافقت على ان تكون جزء من دراستي :

- سوف اسالك عدة اسئلة حول الاستراتيجيات التي تستخدمها في التسويق الرقمي في مكان عملك عن طريق زيارة او مكالمة هاتفية والمقابلة سوف تأخذ من 20 دقيقة الى 40 دقيقة.

- تشارك خبرات موظفيك العملية والشخصية في مجال التسويق الالكتروني. لن اطلب أي معلومات تعريفية حول موظفيك .

- تشارك بأفكار جديدة حول التسويق الإلكتروني مثل منشورات على مواقع التواصل الاجتماعية او رسائل بريدية.

- المقابلة لن تتضمن أي اسئلة حول المعلومات الخاصة عنك او عن شركتك ولن تتضمن اسئلة حول اسرار عملك .

- المقابلة سوف تسجل صوتياً .

- ان توافق على اسئلة إضافية حول الدراسة عن طريق البريد الالكتروني او مكالمة هاتفية لإكمال البحث.

هذه امثلة عن الاسئلة التي سأسألها:

- كيف تطورت استراتيجيات التسويق الالكتروني الخاصة بشركتك مع الوقت.

- كم خصصت ميزانية للتسويق الالكتروني.

- أي من الاستراتيجيات للتسويق الالكتروني يكون لها التأثير الأكبر على عملك.

❖ الطبيعة الطوعية للدراسة

الدراسة التي اجريها هي تطوعية ولا يوجد فيها مكاسب. خيارك سواء كان ان توافق او لا على الدراسة سيحترم من قبل الجميع. إذا قررت ان تتطوع للدخول في هذا الدراسة يمكنك تغيير رأيك لاحقاً.

❖ أخطار وفوائد التواجد في دراستي

وجودك في دراستي لن يسبب باي مخاطر لحياتك او عافيتك لكن يمكن ان يسبب ازعاج طفيف لحياتك اليومية بسبب جلوسك في مكان معين لفترة طويلة.

كمشارك في دراستي سوف تحصل على نسخة من دراستي عندما تكتمل. الدراسة ممكن انت تحتوي على معلومات قيمة حول التسويق الالكتروني ويحتمل ان تكون ذات فائدة لقسم التسويق الالكتروني في شركتك.

❖ المكافئة

لن يكون هنالك أي دفع مالية للمشاركة في هذه الدراسة

❖ الخصوصية

كل المعلومات التي سوف تشاركها سوف تبقى سرية. لن أقوم باستخدام المعلومات التي ستوفرها خارجياً. لن أقوم باستخدام اسمك او أي معلومات قد تسبب بكشف هويتك في الدراسة. كل المعلومات سوف تكون في ملف محمي برمز دخول والمعلومات ستحفظ ل(5 سنين) على الأقل تلييناً لطلب الجامعة.

❖ التواصل والاسئلة

إذا كان لديك أي سؤال يمكنك ان تسئله عن طريق الرقم الهاتفي او عن طريق البريد الالكتروني حيث يمكنك ان تسأل اي سؤال خاص او شخصي حول المقابلة

❖ بيان الموافقة

لقد قرأت المعلومات السابقة في استبيان الموافقة وفهمتها بدرجة كافية لاتخاذ قرار حول المشاركة في هذه الدراسة عن طريق التوقيع المدون اسفل. انا افهم وأوافق على الشروط الموجودة في بيان الموافقة وانا موافق عليها

أسم المشترك

تاريخ الموافقة

توقيع المشترك

توقيع الباحث

RESUME

EDUCATION AND QUALIFICATIONS:

- Master's degree in business management / Marketing 2020
- Bachelor in business management / Marketing Department 1997-1998
- Course in International Accounting Standards at Baghdad University/ collage of business management
- Course in Analysis of Corporate Costs (Ministry of Industry and Minerals / Training / Kurdistan Region)
- Course on the best ways to manage the sales team (Nestlé/ Jordan)
- Course in the preparation of the annual budget (Ministry of Industry and Minerals)
- Course in the preparation of costs and cash expenditures Ministry of Industry and Minerals
- A course in preparing the final accounting (Ministry of Planning)
- Participation in the symposium of Arab accountants and auditors
- Supervision of Master students at the Institute of Finance for Master Studies at the University of Baghdad
- Made a study on the impact of plastic pipes on human health in the Institute of Finance for Master Studies under the supervision of the Ministry of Industry and Minerals and the Research and Development Department

WORK EXPERIENCE:

- Director of Marketing Department, Ministry of Industry and Minerals of Iraq. 2016-2018
- Head of Costs Section, Financial Accounts Section, Ministry of Industry and Minerals of Iraq. 2008-2016
- Supervisor of the sales at Al Maha trading company Ltd. 2006
- Accountant in Finance Department of Ministry of Industry and Minerals of Iraq. 2004-2005
- Worked in the Fund Division in the Finance Section of Ministry of Industry and Minerals of Iraq. 2003-2004
- Worked in the Sales Division of Ministry of Industry and Minerals of Iraq. 2002-2003