

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



**DIGITAL MARKETING SUCCESS FOR MEDIUM-SIZED BUSINESSES A
QUALITATIVE STUDY**

MASTER'S THESIS

Rami Abduhamza Abdullah ABDULLAH

Business Administration Department

Business Administration Master in English Program

SEPTEMBER 2022

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



**DIGITAL MARKETING SUCCESS FOR MEDIUM-SIZED BUSINESSES A
QUALITATIVE STUDY**

MASTER'S THESIS

**Rami Abduhamza Abdullah ABDULLAH
(191285019)**

**Business Administration Department
Business Administration Master in English Program**

Thesis Advisor: Asst. Prof. Dr. Metin TOPTAŞ

SEPTEMBER 2022



T.C.
İSTANBUL GEDİK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ MÜDÜRLÜĞÜ

Yüksek Lisans Tez Onay Belgesi

Enstitümüz, Business Management Department İngilizce Tezli Yüksek Lisans Programı (201285019) numaralı öğrencisi Rami Abduhamza Abdullah ABDULLAH'un "Digital Marketing Success for Medium-Sized Businesses A Qualitative Study " adlı tez çalışması Enstitümüz Yönetim Kurulunun 02.09.2022 tarihinde oluşturulan jüri tarafından *Oy Birliği* ile Yüksek Lisans tezi olarak *Kabul* edilmiştir.

Tez Savunma Tarihi: 02/09/2022

- 1) Tez Danışmanı:** Dr. Öğr Üyesi Metin TOPTAŞ
- 2) Jüri Üyesi:** Doç. Dr. Erdem BAĞCI
- 3) Jüri Üyesi:** Dr. Öğr Üyesi Ahmet ERKASAP

DECLARATION

I'm Rami ABDULLAH, as a result of this declare that this thesis titled "Digital Marketing Success for Medium-sized Businesses" an original work I completed for the business management faculty's master's degree award. I hereby also affirm that neither this thesis nor any portion of it has ever been submitted to or presented for credit toward any other degree or research project at any other college or university.
(02/09/2022)

Rami Abdullah

DEDICATION

Glory be to God, the Creator of everything, for He has given us His knowledge and taught the human what he does not know. I dedicate my thesis to my father and mother who were my source of inspiration. Thank you. Also, I do not forget my love, my friends, and my son, whom I strive to be proud of. Finally, a special thanks to the people and government of Turkey for hosting me in their country and for the hospitality that I consider my second country. I hope that God will protect them and make this country safe.

PREFACE

Success begins with a step, and the step begins with science and knowledge to reach the ultimate truth. The best person is one who learns and benefits people with knowledge. Special thanks to Dr. Metin Toptaş for his guidance and standing by my side to help me complete this letter, and all that I learned from Dr. Metin Toptaş is invaluable. Also, my thanks and appreciation to Gedik University from the professors and staff who gave me this opportunity to fulfill my dream. To help my country, Iraq, within the framework of developing and building the Iraqi market, especially since my country is going through difficult circumstances. And to be part of my loyalty to my country in its construction and reconstruction, Iraq has taught the world to read and write since history.

September

Ramı ABDULLAH

TABLE OF CONTENTS

	<u>Page</u>
PREFACE	v
TABLE OF CONTENTS	vi
ABBREVIATIONS	viii
LIST OF TABLES	ix
LIST OF FIGURE	xi
ABSTRACT	xii
ÖZET	xiii
1. INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of Research Problem	2
1.3 Objective of the Study	3
1.4 Scope of the Study.....	3
1.5 Significance of the Study.....	3
2. LITERATURE REVIEW	4
2.1 Digital Marketing Concepts.....	11
2.1.1 The impact of digital marketing on medium-sized businesses	13
2.1.2 The strategies of digital marketing	17
2.1.2.1 Search engine optimization (SEO).....	17
2.1.2.2 Search engine marketing (SEM).....	18
2.1.2.3 Social media marketing	19
2.1.2.4 Content marketing	20
2.1.2.5 E- mail marketing.....	21
2.1.2.6 Affiliate marketing	22
2.1.2.7 Mobile marketing	23
2.1.2.8 Video content marketing	24
2.1.2.9 Influencer marketing	24
2.1.3 Digital marketing platforms	25
2.1.3.1 Social media marketing for platforms	25
2.2 The Concept of Medium Enterprises.....	28
2.2.1 Medium enterprises in Iraq	28
2.2.1.1 Identification medium-sized enterprises In Iraq	31
2.2.2 Challenges of medium enterprises	31
2.2.2.1 Financial deficits	31
2.2.2.2 Managers who aren't qualified	32
2.2.2.3 Globalization and foreign direct investment (FDI) issues.....	33
3. METHODOLOGY	34
3.1 Overview of the Study.....	34
3.2 Research Type.....	34
3.3 Data Sources	35
3.4 Data Collection Methods	35
3.5 Measures	36

3.6 Data Analysis Technique	37
3.7 Interviews	38
3.8 Results	76
4. CONCLUSION AND DISCUSSION	94
4.1 Conclusion	94
4.2 Discussion.....	97
4.3 Research Limitations	98
4.4 Recommendations for Further Research	98
REFERENCES	100
APPENDICES.....	105
RESUME.....	111

ABBREVIATONS

AD	: Advertisement
E-Mail	: Electronic Mail
E-Devices	: Electronic Devices
KPI's	: Key Performance Indicators
MO	: Marketing Optimization
PPC	: Pay Per Click
PR	: Public Relations
SEM	: Search Engine Marketing
SEO	: Search Engine Optimization
SMS	: Short Messaging Service
SMO	: Social Media Optimization

LIST OF TABLES

	<u>Page</u>
Table 3.1: Participant A details the use of the marketing channel mix in the company	39
Table 3.2: Participant A details the use of the marketing tools in the company	40
Table 3.3: Participant B details the use of the marketing channel mix in the company	41
Table 3.4: Participant B details the use of the marketing Tools in the company	42
Table 3.5: Participant C details the use of the marketing channel mix in the company	43
Table 3.6: Participant C details the use of the marketing Tools in the company	44
Table 3.7: Participant D details the use of the marketing channel mix in the company	45
Table 3.8: Participant D details the use of the marketing tools in the company	46
Table 3.9: Participant E details the use of the marketing channel mix in the company	47
Table 3.10: Participant E details the use of the marketing Tools in the company	47
Table 3.11: Participant F details the use of the marketing channel mix in the company	49
Table 3.12: Participant F details the use of the marketing Tools in the company	49
Table 3.13: Participant G details the use of the marketing channel mix in the company	51
Table 3.14: Participant G details the use of the marketing Tools in the company	51
Table 3.15: Participant H details the use of the marketing channel mix in the company	53
Table 3.16: Participant H details the use of the marketing Tools in the company	53
Table 3.17: Participant I details the use of the marketing channel mix in the company	55
Table 3.18: Participant I details the use of the marketing Tools in the company	55
Table 3.19: Participant J details the use of the marketing channel mix in the company	57
Table 3.20: Participant J details the use of the marketing Tools in the company	57
Table 3.21: Participant K details the use of the marketing channel mix in the company	58
Table 3.22: Participant K details the use of the marketing Tools in the company	59
Table 3.23: Participant L details the use of the marketing channel mix in the company	60
Table 3.24: Participant L details the use of the marketing Tools in the company	61
Table 3.25: Participant M details the use of the marketing channel mix in the company	62
Table 3.26: Participant M details the use of the marketing Tools in the company ...	63
Table 3.27: Participant N details the use of the marketing channel mix in the company	64

Table 3.28: Participant N details the use of the marketing tools in the company	64
Table 3.29: Participant O details the use of the marketing channel mix in the company	66
Table 3.30: Participant O details the use of the marketing Tools in the company	66
Table 3.31: Participant P details the use of the marketing channel mix in the company	68
Table 3.32: Participant P details the use of the marketing tools in the company	68
Table 3.33: Participant Q details the use of the marketing channel mix in the company	70
Table 3.34: Participant Q details the use of the marketing tools in the company	70
Table 3.35: Participant R details the use of the marketing channel mix in the company	72
Table 3.36: Participant R details the use of the marketing tools in the company	72
Table 3.37: Participant S details the use of the marketing channel mix in the company	74
Table 3.38: Participant S details the use of the marketing tools in the company	74
Table 3.39: Participant T details the use of the marketing channel mix in the company	75
Table 3.40: Participant T details the use of the marketing tools in the company	76
Table 3.41: Frequencies of gender.....	76
Table 3.42: Frequencies of age.....	77
Table 3.43: Frequencies of education level.....	78
Table 3.44: Frequencies of years has your business been working	79
Table 3.45: Frequencies of position in the business	80
Table 3.46: Frequencies of business export	81
Table 3.47: Frequencies of decision-making process	81
Table 3.48: Frequencies of describe your marketing.....	83
Table 3.49: Frequencies of online marketing strategy evolve over time	84
Table 3.50: Frequencies of budget allocated to online marketing.....	85
Table 3.51: Frequencies of marketing budget	86
Table 3.52: Frequencies of handling online marketing	87
Table 3.53: Frequencies of operational routine to online marketing.....	88
Table 3.54: Frequencies of challenges	89
Table 3.55: Frequency of following the digital marketing strategy the three determinants of satisfaction	90
Table 3.56: Frequency of digital marketing strategy the three determinants of dissatisfaction.....	92
Table 3.57: Frequencies of online marketing efforts	93

LIST OF FIGURE

	<u>Page</u>
Figure 3.1: The graph shows that the percentage of females is higher than that of males	77
Figure 3.2: The graph shows that the highest ages start at age (51) and at recurrence (3), and the lowest ages (26) with repetition (1).	78
Figure 3.3: The graph shows that the percentage bachelors is higher than that of master.....	78
Figure 3.4: The graph shows that the percentage of Highest years at 15year Then follows the least years when 9,8,7,4,3.	80
Figure 3.5: The graph shows that the percentage Director of Marketing is higher than that of sales manager, and social media	80
Figure 3.6: The graph shows that the percentage the decision-Marketing is higher than that of the platform that contains	82
Figure 3.7: The graph shows that the percentage the Describe the marketing mix related to the location, type of product, and price is higher than that of As I mentioned the place, the price and the promotion process will be consistent with the type of product.....	83
Figure 3.8: The graph shows that the percentage the between 60% -70%is higher than that of the rest of the percentages	85
Figure 3.9: The graph shows that the percentage the between 30.00-40.00-50.00 thousand dollars annually is higher than that of the rest of the percentages of marketing budget.....	86
Figure 3.10: The graph shows that the percentage the we have a cadre of employees is higher than that of special department in the company from content makers, graphics designers and private companies do the content-making process and monitor the results after we plan for them.....	88
Figure 3.11: The graph shows that the percentage the generate leads is higher than that increase sales to existing customers, enhance customer services, enhance customer services and enhance brand image.....	91
Figure 3.12: The graph shows that the percentage the increase traffic for company's web site is higher than that better targeting of messages, and build awareness	92
Figure 3.13: The graph shows that the percentage the enhance brand image is higher from enhance customer services	93

DIGITAL MARKETING SUCCESS FOR MEDIUM-SIZED BUSINESSES A QUALITATIVE STUDY

ABSTRACT

Purpose- This study seeks to investigate the process of creation and execution of digital marketing strategies in medium-sized businesses. and understand the factors might affect the digital marketing success or failure in medium-sized businesses.

Design/methodology/approach- The sample was used from 20 medium-sized companies in Iraq that use digital marketing. These samples were selected by e-mail correspondence in the consent form for the interview. Those involved in the interview were managers and officials of marketing and digital marketing in the company. They were interviewed in their offices. The interview took an average of half an hour. They were asked 17 questions, including the concept of decision-making in creating and implementing digital marketing strategies.

Findings- The overall results show that the digital strategies used in digital marketing contribute significantly to the process of growth of medium-sized companies in Iraq, especially improving the brand image and enhancing customer service.

Research limitations - Due to the limited time, sampling from 20 business constitutes the major limitation of the study.

Research implications - The implications of the study are twofold. First, the findings provide support to the extant digital marketing and SMEs literature. Second, the findings may lead SMEs in Iraq regarding the most successful digital marketing practices.

Originality/value - The research question, which studies the digital marketing success for medium-sized businesses had not been studied in the Iraq context, makes a remarkable contribution in term of novelty and relevance.

Keywords: *Digital Marketing, Strategies, Medium sized businesses, Iraq*

ORTA ÖLÇEKLİ İŞLETMELERDE BAŞARILI DİJİTAL PAZARLAMA NİTEL BİR ARAŞTIRMA

ÖZET

Amaç- Bu çalışma, orta ölçekli işletmelerde dijital pazarlama stratejilerinin oluşturulma ve uygulanma sürecini incelemeyi amaçlamaktadır. ve orta ölçekli işletmelerde dijital pazarlama başarısını veya başarısızlığını etkileyebilecek faktörleri anlayın.

Tasarım/metodoloji/yaklaşım- Örneklem Irak'ta dijital pazarlama kullanan 20 orta ölçekli şirketten alınmıştır. Bu örnekler, görüşme için onam formunda e-posta yazışmaları yoluyla seçilmiştir. Görüşmeye katılanlar, şirketteki pazarlama ve dijital pazarlama yöneticileri ve yetkilileriydi. Ofislerinde mülakata alındılar. Görüşme ortalama yarım saat sürmüştür. Dijital pazarlama stratejileri oluşturma ve uygulamada karar verme kavramı da dahil olmak üzere 18 soru soruldu.

Bulgular-Çalışma, Genel sonuçlar, dijital pazarlamada kullanılan dijital stratejilerin, Irak'taki orta ölçekli şirketlerin büyüme sürecine, özellikle de marka imajını iyileştirmeye ve düşündükleri müşteri hizmetlerini geliştirmeye önemli ölçüde katkıda bulunduğunu göstermektedir.

Araştırma Sınırlılıkları - Zaman kısıtlılığı nedeniyle 20 işletmeden örneklem alınması çalışmanın sınırlılığını oluşturmaktadır.

Araştırma sonuçları - Çalışmanın sonuçları iki yönlüdür. İlk olarak, bulgular mevcut dijital pazarlama ve KOBİ literatürüne destek sağlamaktadır. İkincisi, bulgular Irak'taki KOBİ'leri en başarılı dijital pazarlama uygulamaları konusunda yönlendirebilir.

Özgünlük/değer - Irak bağlamında incelenmemiş orta ölçekli işletmeler için dijital pazarlama başarısını inceleyen araştırma sorusu, yenilik ve uygunluk açısından dikkate değer bir katkı sağlıyor.

Anahtar Kelimeler: *Dijital Pazarlama , Stratejiler, Orta ölçekli işletmeler, Irak*

1. INTRODUCTION

"If you can't find a firm on Google, it doesn't exist," is a well-known example of consumer behaviour today. It should go without saying that using digital platforms is critical for companies, and mid-sized businesses must follow suit if they want to stay competitive and thrive. However, it appears that many mid-sized businesses are not taking advantage of these new digital tools to their full potential (Gilmore et al, 2007).

Companies compete with one another to use digital marketing to sell various items using technology, particularly the Internet, which offers access to clients via text messaging, SMS, or e-mail (Ahmed, et al, 2019).

In light of recent technological advancements, a medium-sized business must employ a successful digital marketing strategy that includes tactics such as Search Engine Optimization (SEO), Pay-Per-Click (PPC) Marketing, Webinar Production, Content Marketing (Blogging & Article Writing), Downloadable Content Offerings (eBooks, Whitepapers, Webinars), Email Marketing, Social Media Marketing, and Video Marketing.

The study's focus is on the process of developing and implementing digital marketing strategies in medium-sized businesses, as well as determining the elements that influence the success or failure of digital marketing in particular.

1.1 Background of the Study

According to Axel Schelling and co-authors' study (2014) SMEs need greater training on how to use online marketing. Around 10,000 businesses will be invited to participate in the survey. Finding showed the due to a lack of resources, small and medium-sized businesses (SMEs) confront some of the most difficult challenges in promoting themselves online.

Maya Demishkevich, (2015) The letter addressed the importance of Internet marketing in meeting changing customer expectations and maintaining corporate

rivalry. Small business entrepreneurs use techniques for promoting their products or services through web marketing. The goal of this multiple case study was to learn how five Maryland small company owners established and implemented an internet marketing plan. Participants were assigned to their jobs as the primary decision-maker for their companies; they also had to use internet marketing, represent different industries, and have fewer than 20 employees to be eligible. The information was gathered through semi-structured interviews with small business owners, firsthand observations of organizations' online marketing procedures and technologies, and evaluations of their use of various online marketing platforms. The data analysis technique was based on resource-dependent theoretical ideas, investigations of contradictory interpretations identified during the literature research, and cross-case symmetries. Unstructured planning, limited knowledge, and experience in internet marketing, utilization of internet marketing channels and tools, lack of a structured approach to internet marketing management and poor measurement of internet marketing efforts were among the five main themes. Small business owners can build and implement successful internet marketing strategies by engaging in internet marketing strategy planning, getting specialized knowledge in internet marketing, monitoring marketing performance, and growing internal marketing resources through outsourcing.

1.2 Statement of Research Problem

Digital marketing is a whole new way of thinking about marketing, not just traditional marketing with a digital twist. It has its own set of traits and dynamics that must be studied in order to choose efficient marketing approaches and plans. Digital channels can be categorized in a number of ways. One way to categorize the channels is to look at them from the perspective of who controls the communications (the firm or the target audience) and whether the communication is one-way or two-way. Medium-sized enterprises appear to be falling behind on digital advances, owing to a lack of understanding of digital marketing. The majority of the medium-sized businesses analyzed do not fully realize the possibilities of new digital tools and so do not fully benefit from them.

1.3 Objective of the Study

The topic of the study centers on the process of creating and implementing digital marketing strategies in medium-sized companies as well as to understand the factors that may affect the success or failure of digital marketing in point. This study is also aiming to develop a complete understanding of the factors that affect the success or failure of digital marketing strategies in medium-sized companies, particularly the ones in Iraq.

The objective of this study follows:

- 1) To investigate the process of creation and execution of digital marketing strategies in medium-sized businesses.
- 2) To understand the factors might affect the digital marketing success or failure in medium-sized

1.4 Scope of the Study

A group of medium-sized companies in Iraq were selected for the current study in 2021, and these companies that located in the Iraq, were using where some companies apply the use of digital marketing in their sales, and marketing communication.

1.5 Significance of the Study

This study seeks to make several contributions from a theoretical perspective, this study aims to contribute to the debate about the effectiveness of digital marketing strategies and the digital tools used in digital channels. Secondly, in terms of practice, this study seeks to propose an optimal digital marketing strategy and the use of digital marketing tools in marketing channels, which will significantly contribute to the marketing and financial performance of medium-sized companies (marketing managers, those in charge of managing social media channels) as well as who they are interested in digital marketing studies for SMEs.

2. LITERATURE REVIEW

The studies that dealt with the success of digital marketing for medium-sized companies are few, and in particular, in this study, some previous studies that dealt with topics similar to this study have been benefited, where it is possible to benefit from some of the ideas presented and to complete others, the most important of which are:

1- Maya Demishkevich, (2015) The letter addressed the importance of Internet marketing in meeting changing customer expectations and maintaining corporate rivalry. Small business entrepreneurs ve techniques for promoting their products or services through web marketing. The goal of this multiple case study was to learn how five Maryland small company owners established and implemented an internet marketing plan. Participants were assigned to their jobs as the primary decision-maker for their companies; they also had to use internet marketing, represent different industries, and have fewer than 20 employees to be eligible.

The information was gathered through semi-structured interviews with small business owners, firsthand observations of organizations' online marketing procedures and technologies, and evaluations of their use of various online marketing platforms. The data analysis technique was based on resource-dependent theoretical ideas, investigations of contradictory interpretations identified during the literature research, and cross-case symmetries.

Unstructured planning, limited knowledge, and experience in internet marketing, utilization of internet marketing channels and tools, lack of a structured approach to internet marketing management and poor measurement of internet marketing efforts were among the five main themes.

Small business owners can build and implement successful internet marketing strategies by engaging in internet marketing strategy planning, getting specialized knowledge in internet marketing, monitoring marketing performance, and growing internal marketing resources through outsourcing.

These findings have the potential to affect good social change by assisting small firms in developing more effective and efficient marketing methods, which can lead to improved financial performance, higher survival rates, and a healthier economic system.

Because some consumers are looking for information and making online purchases, organizations that opt not to employ internet marketing risk losing their competitive advantage, according to the report. Small business owners frequently face obstacles when it comes to using web marketing to promote their products or services.

Some small business owners are unaware of how to establish and implement an online marketing strategy, which is a specific difficulty. The goal of this multi-case qualitative study was to find out how small business owners plan and execute their online marketing strategy.

The target audience in Maryland, United States, consisted of small business owners with a maximum of 20 employees. In semi-structured interviews, five small business owners from five different enterprises that use online marketing participated. A positive social change has the ability to lower the chances of small businesses failing by effectively marketing their products and services on the Internet.

Because the purpose of the study was to get an in-depth understanding of the process small business owners utilize to build and implement an Internet marketing plan, the qualitative research approach was acceptable. The qualitative technique was used in this study to characterize small company owners' experiences with online marketing, gather ideas, identify interests, and assess the efficacy of activities in real-world settings.

The quantitative approach was not the most effective strategy to address the study's research challenge. Quantitative research produces numerical data and is useful for testing existing hypotheses and generalizing findings over a wide range of areas.

Because the use of Internet marketing in small businesses is a relatively new phenomenon, the qualitative method has allowed researchers to investigate the phenomenon rather than identifying small company owners' experiences or investigating the links between specific variables. Mixed methods research including both qualitative and quantitative approaches was not chosen due to a lack of time and resources.

Phenomenology (a), case study (b), ethnography (c), narrative (d), and grounded theory (e) are the five basic methodologies used in qualitative research. A multiple case study design seemed appropriate given the nature of the problem. Researchers can address how and what inquiries, as well as compare and contrast situations, using the multiple case study method.

The case study design in this thesis allows for a thorough knowledge of the processes and decisions that small business owners make while developing and implementing an Internet marketing plan. The assumptions presented by the researcher are the notions that the researcher believes are valid. Several assumptions were used in the research.

The first assumption was that during the interviews, participants gave serious, thorough, and honest feedback. Small company owners had more freedom to react thanks to open-ended questions and active listening approaches, which helped reduce worries about the integrity of the interviewee's answers. The second assumption was that small firm owners regard themselves as organizational resources in charge of resource acquisition and allocation.

The survey was restricted to small businesses with fewer than 20 employees. These tiny firms were all based in Maryland and represented a wide range of sectors. According to US Department of Commerce data from 2012, 86 percent of American businesses employ fewer than 20 people.

Small business owners' online marketing experience was another element that restricted the study. Although the level of knowledge and resources given to online marketing strategy varied, all survey participants used the Internet to sell their products or services. Qualitative research was the best technique to get a deep insight of small business owners' decision-making processes and the processes employed for online marketing tactics. Researchers can use qualitative research methodologies to gain a better knowledge of experiences, processes, problems, and occurrences.

Furthermore, qualitative research is necessary for comprehending both difficult themes and novel phenomena. Because the purpose was to get a comprehensive understanding of a contemporary issue, the qualitative research method was appropriate for community study.

The qualitative method is appropriate for understanding business operations in SMEs, according to the researchers, because it helps explain phenomena rather than anticipate or measure them. To collect information from a deliberate sample of five small company owners in the Maryland area, the researcher employed a qualitative method and conducted a multiple case study. The case study was used for this study because it allowed for a more in-depth examination of several people's processes, activities, and occurrences.

Furthermore, qualitative research is necessary for comprehending both difficult themes and novel phenomena. Because the purpose was to get a comprehensive understanding of a contemporary issue, the qualitative research method was appropriate for community study. The qualitative method is appropriate for understanding business operations in SMEs, according to the researchers, because it helps explain phenomena rather than anticipate or measure them. To collect information from a deliberate sample of five small company owners in the Maryland area, the researcher employed a qualitative method and conducted a multiple case study. The case study was used for this study because it allowed for a more in-depth examination of several people's processes, activities, and occurrences.

A variable that comprises two or more cases of the same phenomena is known as a multiple case study.

The instance demonstrated how small business owners may use the Internet to market their businesses. By analysing the online marketing techniques of five different organizations, I was able to identify both complimentary and opposing parts of the phenomena. The goal of the thesis was to gain a deeper understanding of business procedures rather than cultural values, hence ethnography did not help the study achieve its goal. The use of narrative research to convey the experience or lives of one or more people in chronological sequence is appropriate. Narrative research, on the other hand, focuses on presenting a tale rather than acquiring a thorough grasp of the situation, and hence was not fit for this study.

As I previously stated, the scope of this multiple case study includes five small enterprises with fewer than 20 employees in the Maryland area. Findings from two or more cases are more substantial and reliable than findings from a single case. The number of instances recommended in the literature varies, but an appropriate number appears to be between two and four as a minimum and 10, 12, or 15 as a maxima.

2-Hassan Oladimeji Is-haq,(2019) The impact of digital marketing adoption on enhancing sales of small and medium-sized firms in Nigeria was investigated in this study.

Primary data was collected from randomly selected SME respondents using a standardized questionnaire. The investigation's primary data was collected via a standardized questionnaire. The data contained information on entrepreneur and business characteristics, as well as advice on how to enhance SMEs' sales through digital marketing. A total of 387 people from registered SMEs in Lagos State, Nigeria, were chosen at random. Data was collected between March and July of this year. The data was analysed using percentages, frequency counts, and multiple regressions. The statistical programme for the social sciences (SPSS) version 25 was used as a statistical tool.

The outcomes of the study show that adopting digital marketing tactics such as emails, online marketing, pay-per-click, and online advertising to enhance SMEs' sales can be extremely beneficial. However, the data suggest that in order to maintain sales optimization in the industry, SMEs need use more than one digital technology in their marketing efforts.

According to the conclusions of the study, digital marketing has a positive impact on engine sales of small and medium sized businesses in Nigeria. According to the report, email, online networks, online marketing, pay-per-click, and internet ads are all viable digital marketing options for SMBs.

Meanwhile, the impact of digital marketing choices like emails, search engine optimization, and pay-per-click on increasing sales is more positive.

In Nigeria, small and medium businesses confront finance issues as well as a lack of digital marketing expertise. Small and medium-sized enterprises in Nigeria need more education on how to use internet marketing. To increase sales of SME products, all major stakeholders should use more than one of the digital technologies as part of their marketing strategies.

In order to build regulations that will assure SMEs' long-term success, the influence of digital marketing at all levels of sales must also be analysed. In his investigation, the researcher used terms like promotion, online marketing, selling, smaller companies, medium enterprise, and SMEs.

3- Axel Schelling (2014) The goal of this study is to look at how small and medium-sized businesses in Finland sell their services and products using digital media. It looks at how different marketing methods are used and how resources are used in relation to firms' size, annual sales, and other key factors.

Because small and medium-sized businesses face some of the most severe obstacles in representing themselves online due to a lack of resources, the purpose of this research is to find out which types of businesses are the most affected. It's also about looking for places where you can make improvements.

The study's goal is to look at the problems that small and medium-sized enterprises have the most trouble with. The findings are designed to offer non-professionals with an insight of the present situation in Finland and also to help company owners to interact with them.

Many entrepreneurs are unaware of the purpose of various online strategies, the language and terminology used, the possibilities and limitations, and are unable to define themselves, their goals, or what they require, despite the fact that there are numerous companies and agencies that provide advertising and marketing services.

Organizations can compare various sales channels to online marketing strategies when analysing the data to see how and if internet marketing can be used to acquire necessary product offerings. It would be fascinating to investigate the relationship between digital marketing and sales strategies and the growth and revenue of a company.

By integrating these factors, the study sought information on what online activities are being used and how they affect different business sectors such as service-based or production-based businesses (sales, marketing, firm size, and revenue).

However, only two types of clients were examined in this study: business-to-business (B2B) and business-to-consumer (B2C) (B2C). The public sector has been deleted because most B2B firms also serve the public sector, such as government institutions or municipalities.

According to Finnish law, businesses who only sell services to the public organizations have a specific sales technique and typically have a service contract with the authority they serve. As a result, this choice is unrelated to our research. In

his study, he used a vocabulary that included Internet Technology, Web Marketing, Digital Marketing, Social Media network Marketing, and E - mail marketing.

In this study, tools that help entrepreneurs promote their firms were used. An invitation to take part in the study, that will include a questionnaire, will be sent to around 10,000 businesses. Simultaneously, social media channels such as Twitter, LinkedIn, and Facebook have been used to entice entrepreneurs to participate.

The researcher looked at various stakeholders and separated the data into categories like firm size, annual revenue, and marketing channel. Because quantitative data is collected in a variety of scales, it helps to generalize incoming data and allows for a more systematic approach to data comparison. Of course, because the survey should not be too long, the number of options accessible will be limited, but quantitative research can help reveal significant concerns by focusing on the most common topics.

To collect as many responses as possible, the researcher created a questionnaire that is not overly complicated or long, making the response simple and quick. The engagement was low-key with a focus on straightforward concerns that provided a clear picture and structure. The survey is a simple four-part web form with four to six queries in each section.

It will take no more than 5 minutes to get an answer. Participants were guided through the online survey using a free Google Forms application, with the results recorded in a real-time spreadsheet. The questionnaire was split into two parts. The raw data can then be processed in a variety of tools, including Microsoft Excel and SPSS for analysis.

Companies received an email invitation to participate in order to contact them. The comment was made anonymously. A data stamp is included in the information, but no IP addresses are included. The option to receive survey results was also included in the invitation. The results will be emailed to the respondent separately.

The study was based on a questionnaire sent to small and medium-sized business owners in Finland. The firms that will be invited are determined by the registry. All firms are limited corporations that are established in the Finnish Design and Trademark Office and the Tax Government's joint information system.

There was a request to complete a questionnaire that was emailed to around 10,000 entrepreneurs. Google Forms was used to collect the responses. Where the participant must merely select the correct response from a list of possibilities. This is done to make filling out the form as simple and quick as possible.

The findings shed light on the types of businesses that fail to implement digital marketing strategies. It is proposed that the research be continued, with a focus on why these companies are having difficulty developing an online strategy that spans platforms. The insights also allow businesses improve their view of the issues and develop cost-effective solutions.

The goal of the study is to assist entrepreneurs in grasping the foundations and developing their customized plan to enhance their company and products over time using a long-term internet marketing strategy.

The research also illustrates what the digital media mix may look like in the future, as well as how it will impact business. Depending on his field of business, an entrepreneur might evaluate popular methods and construct a vision of the company's capabilities. When it comes to businesses that are geographically concentrated on only one region, there are some that are not designed to sell goods or services and for which a digital marketing strategy is irrelevant. Most service and manufacturing businesses, on the other hand, must compete to stay afloat.

2.1 Digital Marketing Concepts

Traditional marketing, its tools, and methods were first projected onto the Internet as digital marketing. On the other hand, the characteristics of the internet era and its application in marketing have prompted the development of new channels, formats, and languages, resulting in tools and tactics that would be unthinkable offline. Online marketing has evolved into a unique phenomenon that mixes personalization with broad distribution to fulfil marketing objectives, rather than being a subset of traditional marketing.

We can now think about marketing on the Internet in new ways as a result of digitalization and the proliferation of gadgets, stretching the limits of a new idea of online marketing that is user-centered, more observable, pervasive, and dynamic (Otero and Rolán, 2016, p.39).

Most businesses have developed a web presence in the twenty-first century. E-mail was widely used, and technology enabled users to manage it relatively effortlessly. For a long time, databases were managed using customer relationship management (CRM) systems. Some corporations used a similar strategy to press advertising by displaying banners on websites. Forward-thinking businesses were developing their search engine strategies and collaborating with affiliates. All of this was internet marketing, and it was only a matter of time until online marketing companies and professionals appeared (Kotler, et al., 2017, p.32).

"Digital marketing" and "internet marketing" are commonly used interchangeably. Digital marketing is the process of increasing brand awareness, service, or product through the use of the internet. Simply said, online marketing varies from traditional marketing in that it makes use of internet platforms and tools to track the efficacy of marketing campaigns in real time, helping businesses and organisations to better understand what works and what doesn't.

A company's webpage, which serves as the hub for all of the company's online activities, is the most common sort of digital marketing. To attract quality traffic to a website or boost repeat visitors and purchases, smart marketers incorporate email marketing, internet marketing (SEO), pay-per-click (PPC) promotion, and social media into their strategy.

According to Sayed, it's also called as "content marketing," "internet branding," or "internet marketing" (2018). In recent years, the term "digital marketing" has featured prominently, particularly in some countries.

Although internet marketing is still commonly utilised in the Us and Italy, digital marketing has gained popularity in the United Kingdom and around the world, especially since 2013 (Sayed, 2018, pp.21-23).

Digital marketing is described as a set of profile methods that embrace all digital media available to advertise a product or service or to build a digital brand, given the importance of early and rapid interaction development (Kiang, et al., 2000, pp. 383-393).

From an economic standpoint, digital marketing began with websites to subsequently demonstrate its viability by sending traffic to the advertising business, bidding sites (such as eBay), According to Mark Sceats, digital marketing is achievable by

integrating social Media as a labor and presentation medium. Personality, secrecy, customer service, society, security, and sales promotion are some of the unique features incorporated in seven job functions that give digital marketing its distinctiveness (Kalyanam and McIntyre, 2002, pp. 487-499).

Digital marketing has brought about and will continue to bring about enormous changes not only in company but also in customer behaviour. In order to function, this type of marketing must give a one-of-a-kind platform for firms to detect and analyze client needs, as well as provide options for them depending on location and time. It also saves money by minimizing unnecessary operations.

The use of digital media to reach out to potential customers in order to advertise products or services. The purpose is to promote brands through digital and online media. In addition to digital advertising, digital marketing encompasses channels that do not necessitate the usage of the internet. This category includes smart phones (including SMS and MMS), digital marketing, direct marketing, search engine marketing, and any other kind of digital media.

"Digital is not merely another marketing platform," according to the majority of professionals. It demands both a new marketing approach and a new knowledge of customer behavior.

2.1.1 The impact of digital marketing on medium-sized businesses

Consumers are less likely to consume a service if it is not widely advertised on social media networks. Medium-sized businesses must use digital platforms and technology to stay competitive, succeed, and thrive. The majority of mid-market companies have yet to fully embrace these new digital technologies. Digital marketing is described as the use of the internet and related digital tools to achieve marketing goals and boost advertising campaigns such as supply chain, consumer connections, and high - quality services (Beck and Kunt, 2006, p.183).

As a result, digital marketing refers to the need for digital equipment (computers) such as tablet devices, smartphones, and other mobile devices to engage with customers. As a result, digital marketing strategies have been successful in displacing traditional marketing techniques and therefore broadening marketing mix options. The internet has been compared to the motor and the aeroplane in based on its ability to influence future commercial and economic development due to its high levels of

interconnectedness. Because of the mobility provided by technology, digital marketing has become increasingly important across the board (Lu and Beamish, 2001, p.184).

Internet marketing methods are important that they enable firms to listen to and respond to their consumers' feedback. Users of social media are some of the most powerful influencers.

Information technology has already covered marketing channels. Digital marketing is the use of social networking sites in the marketing process (such as email marketing, online advertising, search engine optimization, social media, pay-per-click, and viral marketing) Email is one of the many digital marketing tools at marketers' disposal. Through this channel, businesses may meet the expectations of their customers. Mobile marketing is another type of digital marketing that uses the wireless medium to provide customers with real-time and exact location information as well as important information about their products, services, and other offerings.

With the emergence of more channels of promotion, mobile marketing allows for an improvement in the transaction level between customers and their mobile phones. SEO is a method of assisting businesses in gaining a high ranking in search engines. Advertising on the internet and through search engines is known as online advertising. It is included in emails and other forms of communication with the goal of increasing customer awareness. The goal of advertising is to bring in new clients to the brand. Advertising is a means of attracting new customers and prospects for a firm. The term "viral marketing" refers to a combination of different marketing techniques (Moore and Manring, 2009).

Digital marketing is critical for medium-sized enterprises in this digital age. The study assesses the value of digital marketing in medium-sized firms. How digital marketing influences medium-sized firms' online business performance and after-sales service. Marketers must understand how consumers utilize the internet and leverage digital media to obtain knowledge about decision-making processes.

It is currently impossible to compete and build a medium-sized firm without digital marketing. To help mid-sized firms grow, the Digital Marketing Model creates digital strategies and implements new and robust digital marketing tactics.

This study provides a comprehensive picture of the digital marketing issues affecting Iraq's medium-sized businesses. The study also looks at how digital marketing affects mid-sized businesses in terms of business performance, online sales, and after-sales service (Ananda, et al., 2017, pp. 468- 498).

The use of technology in marketing initiatives is referred to as "digital marketing." A business uses the Internet, mobile phones, display advertising, and other electronic means to market products, services, data, and concepts. SMBs may utilize digital marketing to attract new customers and interact more effectively with existing ones.

According to studies, SMEs confront a variety of challenges in order to flourish, including a lack of potential clients, a poor Google ranking, and a lack of awareness of their product and brand in society. These problems can be solved with a well-optimized website, sufficient traffic, SEO, and social media. Medium-Sized Enterprises are impacted by some digital marketing elements.

Many researchers have investigated these aspects, and some of them have repeatedly surfaced. Consider online marketing, website traffic, search engine optimization, Google Ad Words, pay-per-click ads, mobile marketing, and email marketing (Jelfs, Thomson, 2016, pp.4-7).

Digital marketing tools increase website traffic, quality leads, and brand awareness, all of which help business performance. Website customization improves the customer's online experience.

The use of mixed technology sourcing for website personalization improves a company's sales success. MEs spend a lot of time and money trying to increase the conversion rate, or the proportion of site visitors who buy anything. For MEs, improving the conversion rate is a critical aspect.

Growing a firm is considered as a way to improve business performance measures. Improved sales and business turnover, increased market share, and strong customer loyalty are among factors that are considered when evaluating a company's performance. The contentment of business owners with profit, business turnover, return stage, and business development is obvious when looking at average enterprises (Prathivi, 2020, pp.86-94).

Digital marketing, which involves the use of email for commercial reasons, social media as a product presentation, online coupons, chat platforms, and digital

advertising, has helped medium enterprises succeed. SMEs' business performance has also improved as a result of their utilization of digital marketing skills and internet usage habits.

For medium-sized organisations, digital marketing, online frequency, and digital marketing technologies all have a favorable correlation with business performance. Digital marketing helps medium-sized firms grow their consumer base and communicate with them more effectively. Medium-sized enterprises may use digital marketing to locate new markets, boost advertising and marketing efforts, and quickly leverage social media to their advantage (Nuseir, 2018, pp.1-13).

Medium-sized organisations can use digital marketing and social media to reach new target groups, improve performance and efficiency, and boost growth and competitiveness. Medium-sized businesses faced marketing hurdles in order to improve their business success, particularly in the digital sphere. The difficulties stem mostly from a lack of digital marketing skills, as evidenced by lower website rankings and poor visibility on popular social media sites (Phiri, 2020).

Digital marketing offers the possibility to lower advertising costs, boost visibility, strengthen customer relationships, improve market sensing, and improve corporate performance. Digital marketing is important since it boosts sales, brings you closer to your clients, extends your brand online, and has a large reach - all at a low cost. Medium-sized businesses can achieve remarkable business results with e - mail marketing, search engine marketing, web marketing, and content marketing (Omondi , 2017, pp. 57-63).

The digitalization of a corporation is reflected in online sales, which are sales of goods or services over the Internet. Electronically, online sales connect businesses and consumers. According to studies, online purchasing and Internet usage can be used to promote a business. Online distribution channels increase total sales and profit for businesses (Grzybowski et al. 2017, pp.30-62).

When it comes to regular businesses, the worldwide market accounts for the majority of their internet sales. Because today's consumers prefer to purchase online, medium-sized enterprises reported that online sales helped them increase earnings. Customers who are looking for a certain item or service see online businesses as a viable option. Understanding a customer's profile, behaviour, and search history can help you retain

them by customizing targeted messaging and online offerings to meet their specific demands.

To promote sales, online sales expand the reach of advertising and selling small and medium-sized footwear products. Online sales make it easier for businesses to compete. Online retailers have a better track record of driving visitors to their sites. In the past, worries about prices and the strategic importance of online sales caused medium-sized businesses to participate in online sales only seldom, lagging behind larger businesses. Medium-sized enterprises are aware of changes in the business environment, and they are devising methods to overcome obstacles and take advantage of online sales prospects. Medium-sized firms can reach out to potential clients directly through online sales.

2.1.2 The strategies of digital marketing

There are nine different types of digital marketing (Minculete and Olar, 2018).

These are, in particular:

1. Search Engine Optimization (SEO)
2. Search Engine Marketing (SEM)
3. Use of Social Media for Marketing
4. Content Marketing
5. Email Marketing
6. Affiliate Marketing
7. Mobile Marketing
8. Video Content Marketing
9. Influencer Marketing

2.1.2.1 Search engine optimization (SEO)

Search Engine Optimization (SEO) is a long-term approach that aims to improve a website's rating on search results pages and, as a result, increase traffic. Although the outcome of optimization cannot be guaranteed, using the correct combination of off-page and on-page optimization strategies is critical.

The information gathered is indexed and saved in a database. The software that runs the search engine handles all of these tasks (crawler, spider, bot). Special programs known as spiders or bots are used by search engines. These programs use the Web's hyperlink structure to move around.

They (Spiders / Crawlers) visit web pages on a regular basis and record changes that have occurred since the previous visit. The data collected by the linked programs is kept in a huge data store. The search engine's index is the name for this database. The operation that is carried out is known as "indexing." Once customers submit an inquiry for information or data, the query is submitted to the web search engine, and the findings are presented to the users query (Jansen, et al .2012, pp. 1426–1441).

People all across the world use the internet to deal with different situations and learn new things. They accomplish this mostly through search engines. When anyone inputs keywords into a search engine like Google, a selection of web sites that match their search parameters is displayed.

To get their website to appear in these results, businesses utilize SEO. stands for "search engine optimization It is one of the most efficient kinds of digital marketing since it can bring in a steady stream of customers who are interested in learning more about a company's products or services.

Search engine optimization (SEO) is the practice of organizing Business website and content such that Businesses pages appear at the top of search results for relevant search queries. There are numerous pages that are all attempting to offer results for the same queries (keywords). To pick which pages to display where, Google must compare all of these pages. Businesses can increase their page rankings by using SEO. They can accomplish so by properly planning and optimizing content in accordance with Google's requirements (Aston, 2011, pp. 24-25).

2.1.2.2 Search engine marketing (SEM)

Reaching the final of the natural Google ranking may not be the only tool for marketing using a search engine. Advertisements on search engine results pages can also be purchased for a fee. This sort of digital marketing is known as search engine marketing.

The technique of using search engines to sell your business is known as search engine marketing, and it occupies a large portion of many companies' digital marketing budgets (SEM).

SEM is comparable to SEO in that it promotes your company using the same platform, but there is a significant distinction between the two. SEM is distinct from SEO in that it focuses on paid advertising (Blankson, 2008, p.17).

These ad spots are quite useful because they frequently show before the organic (non-paid) listings at the top of the results page. Pay-per-click (PPC) advertising is one of the most frequent types of SEM. Businesses compete against one another in this advertising approach to have their adverts appear for certain keywords. The firm pays the advertising platform (Google) for each visitor who clicks on an ad. When done effectively, SEM campaigns may be a great method to build marketing strategy to attract new customers. SEM marketing relies heavily on PPC advertising efforts.

In this type of advertising, an ad auction is employed. Businesses place bids based on where a press on their ad is worth to them. Only when someone clicks on the ad are they charged.

The ad auction takes place in real time whenever someone searches for a term. The winner of the ad auction is determined by a number of variables, including the company's business maximum bid and the quality score of the Ad.

2.1.2.3 Social media marketing

Social media is used by people of all ages and demographics to engage with someone and knowledge of new products. Businesses can take use of social media platforms' active participation to reach out to their target market. Businesses use social media platforms to connect with their customers and find new ones through social media marketing, which includes both free and paid methods. Organic SMM requires actively posting content and engaging with the community to build a following. Paid social media marketing comprises the use of various forms of advertising to attract visitors to a business's website and then convert them into customers (Chaffey, et al., 2006, p.349).

Businesses can decide which platforms their target audience uses by first being informed of the number of subscribers for various social media sites. Different types of users choose various systems. The Internet, for example, is more popular among

women with high salaries, whereas Facebook has a gender and age demography that is more balanced. After determining which channels their target audience will utilize, businesses may begin developing a social media strategy and providing content. The content for each channel should be adapted to that channel. Because it will resonate better with that specific target, it will become more effective.

The goal of social media marketing (SMM) does not always have to be to boost revenue. Businesses, on the other hand, use new ways to engage their audience and boost brand awareness. For a more sales-driven strategy, businesses can offer sponsored ads on social networking sites. The majority of social media marketing strategies, like SEM campaigns, take a pay-per-click (PPC) approach.

There are far more ad formats to choose from in SEM advertising than there are in social media advertising. On social media, businesses can use video ads, photo ads, gallery ads, articles, and more.

2.1.2.4 Content marketing

Content marketing is the jack-knife of online marketing. Almost all other forms of digital marketing, such as SEO, social media, and email, rely on content. Content is the method by which businesses provide value to their customers. Businesses can utilize it to build their relationships with prospects and differentiate themselves from the competition.

Material marketing is a sort of digital marketing in which a company generates and distributes valuable content to its target audience in order to build a relationship and drive prospects along the sales funnel. Blog entries, listless, videos, social network postings, downloadable resources, and other types of content are all examples of content (Charlesworth, 2014, p.51) .

Content marketing is an important aspect of any digital marketing plan because traditional forms of advertising become less efficient with some consumers. For years, many consumers have been assaulted with commercials and are no really fascinated to hear commercial messages from businesses. This challenge is solved by content marketing, which allows businesses to reach customers in a creative manner.

The major goal of content marketing is to deliver actual value to a company's audience while also keeping them engaged with the company. Businesses, like other sorts of digital marketing, must first define their strategy before developing content.

Their goal will eventually define the best type of content to produce and how businesses should promote it. The goal of a company's content marketing plan could be to raise brand awareness by gaining more social followers, or to educate their audience about a topic that is relevant to them.

2.1.2.5 E- mail marketing

E-mail marketing is an internet marketing technique that entails sending advertisements or business information to customers via email. It is really a marketing strategy for gaining new clients or keeping existing ones loyal to a business. E-mail and the Internet have been closely intertwined since the inception of the World Wide Web. In 1969, the Internet (then known as Arpanet) was founded, and two years later, the first e-mail was sent (1971). The use of "@" in the registered user, as well as the fields "To," "Subject," and "Message," were all present in the first e-mail, and they have all stayed unmodified to this day (Kaplan, Haenlein, 2010, p.55-68).

E-mail has proven to be one of the most flexible Web strategy, both in terms of content and scope and impact, in such a volatile environment. As a result, e-mail marketing has emerged as one of the most crucial components of a brand marketing.

E-mail has surpassed social media as the most popular Online business. In 2015, the world's e-mail users totaled 4.353 billion, with 205 billion emails sent. This number includes both legitimate and spam e-mails. The purpose and content of a newsletter will determine its level of complexity; it can be simple, with plain text as the major feature, or it can be filled with graphics, graphs, adverts, and/or hyperlinks. Despite the fact that e-mail marketing objectives are various and varied, they can all be grouped into four primary goals:

- Increasing the number of people who visit our website, whether it's the home page or a specific section.
- promoting a one-of-a-kind action, such as new services, special discounts, specials, app downloads, etc. When the goal is to increase traffic or promote a Web-based special campaign, specific websites are regularly established. Such pages are referred to as landing pages.
- E-mail marketing saves money by streamlining order administration and providing customers with information on the status of their orders at a lower

cost than other channels of communication, and also delivering client service services at a lower cost.

- **Brand recognition and image:** e-mail marketing, like other types of online campaigns, is designed to increase brand recognition and image among customers. Although the ubiquitous usage of e-mail in today's society makes it a necessary component of any digital marketing strategy, there are other strong arguments to do so.

This is widespread software that has an immediate impact on everyone and is employed on a variety of gadgets and screens (desktop, laptop, mobile telephones, tablets, etc.). The strategy is both direct and scalable, allowing it to reach out to people in a targeted and scaled manner. Because an e-mail can be sent to a private address or thousands, whereas substance can be targeted at a variety of audiences, this is the case (Berthon, et al , 2012, pp.29-33).

2.1.2.6 Affiliate marketing

Having others promote your items for you is among the most successful ways to market your company's products. This is what affiliate marketing is all about. By establishing an affiliate programme, businesses may use the efforts of others to reach new communities and extend their customer base. Affiliate marketing is a sort of digital marketing in which third parties promote the products of another company in exchange for a cut of any sales revenue they generate.

These affiliates promote the business by sharing unique promotional links. Whenever somebody buys the product after following the link, the affiliate is rewarded for the transaction. They are then paid the commission that was agreed upon in their affiliate agreement.

To engage in affiliate programs, a company must first establish an affiliate programme. The programme lays out the rules for affiliates to follow as well as the specifics of how much money they can make.

Affiliates must also be able to monitor and manage their accounts through a user interface created by the company. A company can either host their affiliate programme in-house or hire an affiliate network to do so for them. Shareasale, Awin, and CJ Affiliate are some of the most popular affiliate networks.

Using an affiliate network to run an affiliate programme relieves the business of some of the administrative responsibilities that come with operating an affiliate programme. From the standpoint of the affiliate, networks provide the benefit of centralized management. Affiliates can frequently join many programmes inside the same network and manage them all from one account.

After joining a programme, affiliates are given unique affiliate links. These links can be used to keep track of how much traffic an affiliate brings to a firm's site.

These links are often placed across the affiliate's marketing channels, such as a blog or social media profile. Most affiliate networks forbid affiliates from using their links in keyword-targeted marketing campaigns. Visitors will visit the affiliate's website and click the affiliate links over time. When a visitor completes a transaction after following the link, the affiliate receives a commission. Commissions are either as a percentage of the order value or as a flat dollar sum. Commissions vary dramatically based on the programme and the sort of product sold.

2.1.2.7 Mobile marketing

The majority of today's internet traffic is generated by mobile devices. As a result, businesses have had to alter their online presence to include phone users as a priority. Mobile advertising is one way for firms to maximise their marketing efforts for mobile device consumers. Mobile advertising is a sort of digital marketing that targets mobile device users. SMS messages, push notifications, in-app advertising, and other types of communication can all be used. Search ads, show ads, and social media site ads are all examples of more traditional digital marketing.

Mobile marketing is a fast-paced area of digital marketing. The way it operates is highly dependent on how the company uses it. Let's take a look at some of the most frequent ways organizations use mobile marketing:

- **Marketing based on location**

Businesses can use the Google Advertisements local ad extension to target consumers in a specified geographical area with mobile ads. If you own a restaurant, for instance, and want to target words like "nearby restaurant," you may use the extension to show your business's exact position underneath the ad for anyone looking on a mobile device who are nearby.

- **SMS advertising**

SMS marketing, like email marketing, requires anyone to sign up for your marketing list by providing their contact information. You can send a variety of promotional messages to people who have been subscribed to your mailing list. SMS marketing attracts a lot of attention. Because text message notifications are more obvious than email notifications, this is the case.

- **Advertisements in games and apps**

Companies can work with entertainment and app makers to promote their products through mobile apps. Pop-ups, advertisements, full-screen graphics, and even ads embedded right into the content are all examples of advertisements.

2.1.2.8 Video content marketing

Videos are a lot of fun to watch and a great way to promote a business. Businesses can incorporate them into their websites, make them available like an online Videos offering, or use them to give existing advertisements a new lease on life. The use of videos to advertise a company and its products to its target market is known as video marketing. Video content can be utilised for a variety of objectives, including promotion, new customer education, and brand engagement.

Like every other means of online marketing, video marketing begins with a method. Businesses must first decide what they want to accomplish with their films. Businesses should think about how Businesses 'll employ video at various stages of their marketing funnel.

2.1.2.9 Influencer marketing

Celebrities and well-known people have long been utilized by businesses to promote their products. With the digital revolution, a new type of endorsement has emerged: influencer marketing. Affiliate marketing is a type of digital marketing in which firms get endorsements or recommendations from influential people to promote their service or product.

An influencer does not have to be a celebrity; all they need is some authority in their field and the capacity to influence others' judgments. Because influencers usually have enormous social followings, they may get their campaigns next to a large

number of people. Many individuals look up to influencers and may rush to buy something if they see someone they admire associated with it.

Finding influencers to support your business is the first step in influencer marketing. There are a variety of techniques that a company might use. Businesses can begin by selecting a social media platform on which they wish to expand their presence and begin looking for relevant influencers with a large following .

2.1.3 Digital marketing platforms

In modern marketing, technology is utilised to examine the final show of a marketing campaign and to help guide future planning and decisions. The easiest way to understand an online marketing infrastructure is to break it down into its two components: digital marketing and digital business platforms.

Platforms are instruments that enable multiple business or technology capabilities in the history of current business, according to Gartner. Platforms enable several actions across these requirements, whereas tools focus on specialised capabilities inside a particular business requirement, such as a single tool for scheduling social media updates.

A online marketing system is a software solution that enables you to carry out a number of online marketing operations. According to Gartner, a platform can't guarantee to handle every facet of digital marketing, but it can include things like media buying, performance evaluation and enhancement, and reputation surveillance. Other marketing efforts, such as SEO and social media, may be excluded.

2.1.3.1 Social media marketing for platforms

Instagram, Facebook, LinkedIn, and Snap chat are among the most popular social media platforms among today's customers. This is why it's so important for brands to have many accounts. Marketers can use social media platforms to communicate with their customers in a variety of ways. For starters, marketing teams can use these sales promotion techniques paid commercials and branded links.

Each system has a capability that allows business designers to develop sponsored advertisements and classify users so that the ads appear in the feeds of the people who want to see them. While each platform is different, the majority of them allow

marketers to target advertising based on location, job title, interests, age, and other criteria.

Social networking is also a great way to engage with customers and organically market products or resources to your followers. People that follow your brand on social media are more likely to have purchased anything from you before. Maintaining brand engagement and developing great experiences and client loyalty can be as simple as interacting with them on social media or replying to customer service-related questions.

Digital marketing platforms combine numerous services into a single solution, allowing marketing teams to see their campaigns in a more integrated and holistic light. Consider the following benefits of partnering with the correct marketing attribution software supplier when choosing a digital marketing platform:

a. Track and Allocate Spend

Many businesses are stumped as to which outlets provide the most revenue and, as a result, which channels they ought prioritize. The ever-increasing number of digital channels they must be present on exacerbates the challenge. With this in mind, marketing teams should use a platform that incorporates advanced attribution modelling. This will give them insight on ad spending and success rates across a variety of digital platforms, as well as real advice for ad spend optimization.

b. Choosing the Right Ads to Increase Conversions

You can acquire a better grasp of what type of content resonates with your customers across platforms with the correct digital marketing platform. Marketers may then determine which voice and creative components get the greatest engagement. These platforms can also help marketers create more detailed user profiles that will help them determine when and on what device to serve ads to their target audience.

c. Link Qualitative and Quantitative Data.

When it comes to media management, brand tracking among platforms, new advertising strategies, and media buys, the best online marketing platform will help you make smarter business decisions. Helping marketers comprehend both direct response and more qualitative activities like brand building is an important part of this. Digital marketing systems can assist in developing the KPIs required to evaluate these, as well as giving data on how their value has changed over time.

Measurement Platform for Digital Marketing

A online marketing measuring platform is required to determine what is and isn't working in a campaign. There are a few points to consider when determining which measuring platform is the best fit for your needs:

- **Clean Data:** The marketing strategy must be based on current and reliable information. Organizations who do not prioritize quality of the data and do not follow strict data performance standards will not make good software partners. This is certainly relevant if you rely on these efforts to promote your company's own data with information from other sources.
- **Relationships With Outsiders**

When allocating media spend and budget, it's critical to examine your third-party software provider's ties; they may have connectors with other tools or data sources that might add more context to your media plan.

If you're using a digital marketing platform to create a media plan, these relationships can be used to present a more complete picture of the customer. Your organization can use subscription data to learn more about who has seen your offline ads if a platform has relationships with television networks or periodicals, for example.

Digital marketing platforms are important resources for firms that want to be available along a number of methods and guarantee that their presence adds value. Platform, which delivers a comprehensive view of a campaign's success at every touch point, to monitor and optimize marketing performance, sales, and engagement.

2.2 The Concept of Medium Enterprises

In most economies, especially in the developing countries, small and medium enterprises (SMEs) play a significant role. Small and medium-sized enterprises (SMEs) make up the vast majority of businesses globally and are critical contributors to employment creation and global economic development. They account for around 90% of enterprises and more than half of all jobs in the globe. In emerging economies, formal SMEs account for up to 40% of national income (GDP).

Small business classifications vary by country and are typically based on the number of employees, annual turnover, or the value of an enterprise's assets. Micro enterprises are typically described as businesses with less than ten employees, small businesses with ten to 100 employees, and medium-sized businesses with 100 to 250 employees. This encompasses all forms of businesses, regardless of their legal structure (for example, family businesses, sole proprietor ships, or cooperatives) or whether they are official or informal (Decker, et al., 2006, pp.169-174).

For small and medium businesses, there is no commonly agreed definition. Current criteria have been revised, and they are always being evaluated. Even among international organisations that meet as members of the same governments, there is no unanimity or proclivity towards approximation in terms of definitions. The definition of small and medium firms is important for analysing economic performance within a country, across sectors, and between states for statistics purposes.

The necessity of SME definition for policymakers stems from the need to determine the types of businesses and their relationships to employment, GDP, and other macro-economic in order to guide initiatives, strategies, strategic planning, and support programmes for small and medium businesses (Loecher, 2000, pp.261-264).

2.2.1 Medium enterprises in Iraq

In many countries around the world, small and medium companies have traditionally been the key to resolving the unemployment problem and growth standstill. SMEs account for two-thirds of all jobs in the globe. Countries who had been through wars, for example, began promoting the SMEs community as a major determinant in

overcoming mass unemployment and battling poverty right from the outset of the rebuilding phase of their nation's industrial field.

In many countries around the world, small and medium companies have traditionally been the key to resolving the unemployment problem and growth standstill. SMEs account for two-thirds of all jobs in the globe. Countries who had been through wars, for example, began promoting the SMEs community as a major determinant in overcoming mass unemployment and battling poverty right from the outset of the rebuilding phase of their nation's industrial field (Aremu and Adeyemi, 2011, pp. 200-206).

According to Lee (2016), SMEs provide over 88 percent of all job opportunities in South Korea. The development of SMEs entrepreneurs in the Iraq has no precedent, and it represents a completely new strategy by policymakers to overcoming the country's economic challenges. Iraq became insolvent as a result of the reduction in oil prices on the international oil market, as well as costs related with the civil war insurgency, and had to borrow money from international organizations to satisfy its obligations to public servants (Lee, 2016, p. 579).

SMEs are said to play a key part in a country's economic development in a variety of ways. By implementing appropriate policies, SMEs can help to enhance macroeconomic variables such as job creation, growth, and income production, all of which serve to relieve poverty. According to (Hussain and Wang, 2007), the impact of SMEs on the economic growth of nations might vary due to potential constraints such as financial shortages, a lack of adequate human resource management, and technology disadvantages that SMEs face in most developing countries (Hussain and Wang, 2007).

In Nigeria, (Aremu and Adeyemi, 2011) investigated the importance of SMEs as a survival strategy for job creation. Despite the fact that SMEs are the driving force behind job and income creation, the failure of SMEs to contribute productively to the solution of unemployment is primarily due to financial obstacles and policy inconsistencies as part of the overall government intervention failure, according to the study.

The Iraqi countries have adopted market economy principles in the hopes of quantitatively enhancing growth in the region, overcoming mass unemployment, and, as a result, reducing spatial poverty in rural areas.

However, a lack of proper economic financial and accounting support for the business community has discouraged the private sector from implementing planned investments and thus from successfully contributing to policymakers' specific economic goals. The loss of oil income has caused Iraq's central government to substantially cut public investment and partially freeze public sector salaries and pay (Mwangi and Ngugi, 2014, pp. 417- 438).

Unemployment is on the rise. The decline in living standards and widespread poverty, as well as widespread dissatisfaction among the majority of society, compelled the Iraqi government to adopt a new economic strategy based on a free market orientation and full utilization of the entrepreneurial potential that could be a major factor in development and employment in the country.

Policymakers in Iraq's government have introduced in good faith Investment Law No. (4) of 2006 to boost SMEs in the sphere of entrepreneurship. The Investment Law was enacted with the firm view that small and medium-sized businesses (SMEs) should be given the opportunity to play a vital role in reviving the economy, as they have always been a more effective employer of the jobless than huge corporations.

This new policy appears to be an attempt to replicate successful SMEs models used by industrialized countries in the past, such as those done by Germany and South Korea. Iraq was particularly supportive of it. Despite the “moderate” economic successes of small firms, reports among SMEs and top entrepreneurs in the Iraq indicate that SMEs created relatively more jobs and financial assets than their large entrepreneurs counterparts throughout the time series from 2006 to 2015. Their effectiveness is well valued among small and medium-sized firms in the region, and industry analysts estimate that their contribution to growth and jobs is still “beautiful” (De Kok, et al., 2013, pp. 60-65).

In order to accomplish growth and battle widespread unemployment in the population, Iraq policymakers should adopt more complex policies to strengthen the SME sector for quick expansion and improved productivity SMEs in Iraq.

2.2.1.1 Identification medium-sized enterprises In Iraq

Countries differ in the concept of standards for measuring medium-sized companies, and from one sector to another within the same country.

The World Bank considers the criteria for measuring companies (SMEs) on the number of employees, which they consider an initial criterion, as less than 50 and more than 10 are considered small companies, while more than 50 employees and less than 250 are medium-sized companies, and some of them consider the company's capital as a criterion for measuring the size of the company, as it is considered from (10 to 43 million dollars are SMEs (Abu Ghazaleh and Talal, 2010, p.5).

Therefore, Iraq relied on international standards and considered that medium-sized companies in Iraq are the ones that have more than 50 employees and less than 250 employees.

2.2.2 Challenges of medium enterprises

There are major obstacles faced by small and medium-sized companies, which are as follows:

2.2.2.1 Financial deficits

In both the Republic of Iraq, financial shortfalls are uncommon, and there is no history of policymakers providing financial assistance to SMEs. The recent attempt by policymakers in Iraq as a whole is to pursue a pro-SMEs policy that began only after the sharp drop in oil revenue on the international market, resulting in a reduction in public investment and frustration among government officials who are unable to pay full wages and salaries to government workers. High unemployment and the cost of a never-ending fight against foreign terrorists forced the government to take the path of the new era, which is to devote all of its focus to promoting the private sector. The ways of financing projected investment are currently one of the primary difficulties facing the SMEs community in Iraq.

The investors are unable to meet the bank's requirement that they provide proof of ownership of tangible assets such as real estate or land for security purposes in the event of failure. Banks frequently demand higher interest rates ranging from ten to fifteen percent (Al-Nahass, 2008). Furthermore, the destabilization of the Iraqi

currency's exchange rate causes the banking sector to offer all of its clients only short-term loans, which is limited to one year for private banks and three years for government banks.

Since 2010, the central constitution of the Republic of Iraq has made a concerted effort to encourage SMEs by enabling lending with lower interest rates and a guarantee of loan repayment by the Treasury in the event that the SMEs community defaults on payments. Iraq's government increased the interest rate on loans to newly founded SMEs to 6% (Becker, etal., 2008, p.153).

2.2.2.2 Managers who aren't qualified

Human resource managers' training adds significantly to enhancing employee skills and performance, which are seen as critical to entrepreneurship's success and competitiveness in any market. In this setting, the role of the human resource manager in Middle Eastern countries is limited because the term "human resource management" has yet to gain traction (and is still in its infancy). Human resources has long been a “neglected function in the private sector” in these countries (Osei, 2007).

In this framework, SMEs in the Iraq are similarly underdeveloped due to a number of challenges, including a lack of suitably qualified and trained employees who could contribute productively to the management of a business organization and marketing sites, as well as in a financial reporting department to develop business plans such as financial statements.

As a requirement for banks to process loan applications SMEs are unable to provide external training courses for their employees to improve their skills and talents due to a lack of appropriate liquidity. Furthermore, the government has established a clear policy for providing vocational training for young managers. Furthermore, there is no opportunity for novice managers to be trained by industry chambers. The performance of SMEs may be enhanced if the government executed an intervention plan aimed at improving the quality of employment, such as increasing work productivity, generating additional revenue, reducing poverty, and empowering women economically (Beck and Cull, 2014).

2.2.2.3 Globalization and foreign direct investment (FDI) issues

Globalization's impact on macroeconomic indicators such as employment and investment growth, particularly in emerging nations, has yet to be fully examined. Globalization, on the other hand, can be seen as a way of life for virtually all segments of the production sphere in economies all over the world, and it can be a profitable opportunity for foreign markets if firms are capable of foregoing the internalization of competition that comes with the globalization process. In Iraq, the job market has not been fully examined, and the reduction in oil prices on the international market has discouraged foreign affiliates from entering and investing in the Iraq market (Vinesh, 2014, p.2).

3. METHODOLOGY

The purpose of this section is to explain how the research was planned and conducted throughout the research period. The methodology was chosen based on the objectives of the research, the available research capabilities.

The methodology section consists of three main parts. The first part focuses on research design. The second part discusses methods for collecting qualitative data. The final section present results.

3.1 Overview of the Study

The research question was `to discuss the process of creation and implementation of digital marketing strategies in medium sized companies and understanding the factors that may affect the success or failure of digital marketing in medium sized companies?`

To answer this research question a multiple case study design conducted with medium-sized companies that were engaged in digital marketing. To collect data the researcher applied semi-structured interviews. The sample included 20 medium-sized Iraqi businesses. The data analyzed using qualitative methods such as content analysis. Descriptive statistics were also used to explore the characteristics of the sample cases.

3.2 Research Type

This research is based on the qualitative method. The qualitative research method was thought to be suitable for this study since the main purpose was to earn an in-depth understanding of the process medium businesses utilized to develop and implement an digital marketing strategy. The purpose of qualitative method in this research was to describe the experiences of medium businesses with digital marketing in order to gain insights, identify concerns, and evaluate effectiveness of

the digital marketing practices in real world environment (Thomas & Magilvy, 2011).

There are five main approaches for conducting a qualitative research method: a) phenomenology, b) case study, c) ethnography, d) narrative, and e) grounded theory .

Based on the nature of our research problem, a multiple case study approach was chosen as the data analysis technique. Because the multiple case study designs let researchers to interact face-to-face with the participants, and to have opportunity to ask additional questions and make further clarifications. The multiple case study designs also help researchers to explore differences and similarities between cases (Yin, 2014).

3.3 Data Sources

The population of the study covers medium-sized companies in Iraq that engaged in digital marketing.

Primary data was collected from via in-depth interviews and questionnaires. That is, participants wear asked both open-ended and close -ended questions to understand "how can they develop and implement a successful digital marketing strategy?"

Also, secondary data obtained from previous studies that dealt with similar topics to this study will be used to help drawing conclusions.

3.4 Data Collection Methods

The data sampling method was convenience sampling among the non-probability sampling methods.

This sample size was 20 medium-sized Iraqi companies that engaged in digital marketing activity.

The survey applied face-to-face, and answers were recorded in audio format during interviews. An average interview lasted approximately 20 minutes.

Before conducting the interviews with the participants in this study, the consent of the participants was obtained through the document of the terms and conditions presented by the researcher for those companies, and the interview date was set according to each company in their offices..

Interviews conducted between Jan-Feb, 2022.

3.5 Measures

The survey included open-ended and close-ended questions. These questions were based on previous studies (Demishkevich,2015). The question and answer options as follows:

1. What is your gender?
2. What is your age?
3. What is your education level?
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. Does your business export?
7. What method of decision-making do you use to develop and carry out your online marketing strategy?
8. Describe the marketing mix you use? How does online marketing fit into your marketing mix?
9. How did your online marketing strategy evolve over time?
10. What percent of your total marketing budget do you allocate to online marketing?
11. What is your marketing budget?
12. Who is handling your online marketing? What are the responsibilities of the person in charge of your online marketing?
13. What is your on-going operational routine as it relates to online marketing?
14. What challenges did you have when creating and implementing your online marketing strategy?
15. As you know, in return for pursuing a digital marketing strategy incurring many efforts and expenses, any business may expect several marketing

outcomes. What are the three specific outcomes you are most satisfied in your online marketing efforts? Please, specify the first three.

- a. increase sales to existing customers ____
- b. recruit new customers ____
- c. generate leads (potential customers) ____
- d. enhance customer services ____
- e. enhance dialogue with customers ____
- f. better targeting of messages ____
- g. build awareness ____
- h. develop loyalty ____
- i. enhance brand image ____
- j. gather customer intelligence ____
- k. increase traffic for company's web site ____
- l. improve search rankings ____
- m. cost saving ____
- n. increase the speed of communication ____

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

17. What are the three specific things you are most unsatisfied with your online marketing efforts?

3.6 Data Analysis Technique

To prepare the data for analyses, firstly the researcher transcribed the audio files into text, which were recorded during the interviews with 20 business cases.

To analyze the data extracted, the researcher used mainly content analysis technique. The interpretation of the content analyses results were based on basic statistics, previous research results, and reasoning of the researcher.

In addition to content analysis, descriptive statistics were also used to reveal the characteristics of the sample cases.

3.7 Interviews

In this section, the answers from participants are presented.

All participants in the study were: Smart Light Company, EarthLink, Asiacell, Al-Khamayel, Sinbad, Alpha, Al-Medina Air, Al-Watani Mobile Phones, Oudi, Basket, Tel Baghdad, Rich Company, Delta, Zain Iraq, Swigmaster, Shwbeini, Tamata, Korek, Miswak, Tefal.

I used pseudonyms instead of the study participants' real names to preserve their confidentiality, that is, Company "A", Company "B", Company "C", Company "D", Company "E", Company "F", Company "G", Company "H", Company "I", Company "J", Company "K", Company "L" Company "M", Company "N", Company "O" Company "P", Company "Q" Company "R" Company "S" and Company "T".

PARTICIPANT 1 – Company A

The first study participant was the digital marketing officer of Company A, The were females at the age of 27, with a bachelor's level of education, and that the experience and advantage in the field of shopping is 3 years, and he has no experience in the field of foreign export.

Marketing budget. Company A total yearly marketing budget was \$20000

Approximately 35% her budget for displaying includes money for online advertising. Expenditures over and above costs go to traditional media.

Internet marketing strategy of Company A . Internet marketing strategy revolved around .In the beginning, it is necessary to know the place where the product is requested by searching for vocabulary and words related to the company's product, using search engine optimization.

Internet marketing strategy evolved over time Company A The strategy evolved with the development of the work, where in the beginning our campaigns were limited to Facebook, then we took other platforms in addition to Facebook, such as Instagram, TikTok and Snapchat.

Internet Marketing Responsible Company A I am the one in charge of marketing via the Internet, and my responsibility is to follow the process of publishing the

content, following up on customers and their reactions and communicating with them, as well as I am the one who creates the content.

Challenges encountered when creating and implementing an online marketing strategy Company A. The most challenges we face is the payment method, because in Iraq there is no payment method and the society does not understand the electronic payment process, so we sell the product and get money on delivery. It may happen when the product arrives. The customer is not present or has changed his mind, which suppresses the loss of transportation.

Specific results you are satisfied with your efforts through digital Marketing strategy Company A. Increase sales to existing customers, Recruit new customers, awareness building.

The marketing outcomes that your digital marketing efforts (or strategy) have Company A. Enhance brand image.

The three specific things you are not satisfied with in digital marketing strategy Company A. Increase the speed of communication, cost savings, Increase traffic to your company's website.

Channel mix. Details of Company A's digital marketing channel mix. Across social media, A's marketing strategy used social media and email marketing to improve branding and company A also used SEO strategy to improve his website.

Table 3.1: Participant A details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	NO
Social Media Marketing		
Facebook	In-house	Yes
YouTube	In-house	Yes
Telegram	In-house	NO
Instagram	In-house	Yes
TikTok	In-house	NO
Snapchat	In-house	Yes

Internet Marketing Tools Details of Company A's Internet marketing tools, and uses the EspoCRM tool to save its customers' information and send its newsletters and new offers. It also uses Mailchimp for its email marketing.

Table 3.2: Participant A details the use of the marketing tools in the company

Tools Used	In-house/Outsourced
EspoCRM	In-house
Mailchimp	In-house
Website	In-house

Internet marketing performance. Company A was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Firebase, Facebook insights and YouTube Studio.

PARTICIPANT 2 – Company B.

The second study participant was marketing manager were male at age 38, MBA with education, 10 years' experience and advantage in shopping and no experience in field of foreign export.

Marketing budget . Company B total annual marketing budget is \$120000 Nearly 60% of Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy company B We closely follow every development in the social media platforms or the marketing channel, so we are certainly developing with it. Wherever the audience goes, we go with it.

Internet marketing strategy evolved over time Company B .The decision is made and implemented. At first, we use digital marketing tools that provide us with information about social media platforms, where the three most powerful platforms are determined. Each platform we deal with is in harmony with the advertising campaign. For example, I want to increase potential customers. I will use social media platforms as well. I want people to know my brand and my presence as a competitor. Strong in offers, use the YouTube platform.

Internet Marketing Responsible Company B .We have a cadre specialized in the content industry as well as designers and we have an integrated visual identity that is accompanied with advertisements. The responsibility of these people is to create content that is pre-programmed in the pre-prepared marketing plan, as well as providing me with the results of the advertising campaigns to monitor the results and take some decisions.

Challenges encountered when creating and implementing an online marketing strategy Company B. There are some challenges, including the customer's lack of sufficient awareness of payment processes. The customer is not fully educated about the payment process, although we have ideal methods for the payment process, and this issue is due to the lack of the spread of electronic payment culture in Iraq, as there are no banks that deal with Visa Cards or Master Cards.

Specific results you are satisfied with your efforts through digital Marketing strategy Company B. Enhance customer services, develop loyalty, enhance brand image.

The marketing outcomes that your digital marketing efforts (or strategy) have Company B. Enhance brand image.

The three specific things you are not satisfied with in digital marketing strategy Company B. Better targeting of messages, increase traffic for company's web site, cost saving.

Channel mix Details about the internet marketing channel mix for Company B. Company used several strategies to acquire new customers, including social media marketing using social media platforms (Facebook, YouTube, Instagram) as well as using Mailchimp for email marketing and also using email marketing Text messages to promote their services, and also uses search engine optimization to improve his website.

Table 3.3: Participant B details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Mobile marketing		
SMS	In-house	Yes
WhatsApp	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
YouTube	In-house	Yes
Telegram	In-house	NO
Instagram	In-house	Yes

Internet Marketing Tools details of Company A's Internet marketing tools, and uses the Hoot Suite tool to save its customers' information and send its newsletters and new offers. It also uses Mailchimp for its email marketing.

Table 3.4: Participant B details the use of the marketing Tools in the company

Tools Used	In-house/Outsourced
EspoCRM	In-house
Mailchimp	In-house
Website	In-house
Hoot Suite	In-house

Internet marketing performance. Company B was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Facebook insights and YouTube Studio.

PARTICIPANT 3 – Company C

The third study participant was the marketing manager of company C, the were males at the age of 40, MBA with education level of education, and that the experience and advantage in the field of shopping is 18 years, and he has no experience in the field of foreign export.

Marketing budget. Company C. Total yearly marketing budget was \$250000 Approximately 70% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company C. Making and implementing the decision requires a study with the market data. We search for the problem and develop solutions to it and alternatives to it. We implement and monitor, for example, when our company is issued to 4G and with its strong competition with other telecommunications companies. In light of strong competition, we made more than content, whether it was posts, videos or text. Or targeting messages, we worked hard to provide the best content and the best service. Indeed, the great marketing campaign that we launched succeeded. When building the strategy, we made every platform and every marketing channel have a strategy for the emergence of ads.

Internet marketing strategy evolved over time company C. It has evolved with the development of technology. Previously, we relied on traditional marketing, and today

we use technology from websites, social media, and other marketing channels such as applications on mobile phones.

Internet Marketing Responsible Company C We have private companies that take care of this matter in the manufacture of content. As for the control and management of sites, we have special departments who take care of this matter.

Challenges encountered when creating and implementing an online marketing strategy Company C. The challenges we face are how to be competitive to develop and improve search engines as well as build customer awareness using existing applications.

Specific results you are satisfied with your efforts through digital Marketing strategy Company C. Generate leads , enhance customer services , build awareness.

The marketing outcomes that your digital marketing efforts (or strategy) have Company C. Enhance brand image.

The three specific things you are not satisfied with in digital marketing strategy Company C. better targeting of messages, cost savings, Increase traffic to your company's website.

Channel mix Details of Company B's online marketing channel mix. It used the mobile marketing strategy through its own application on Android and iPhone systems, to market its products, as well as used social media marketing using social media platforms (Facebook, YouTube and Instagram) as well as used for email marketing and also uses search engine optimization to improve his website.

Table 3.5: Participant C details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Mobile marketing		
SMS	In-house	Yes
WhatsApp	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
YouTube	In-house	Yes
Instagram	In-house	Yes
Linkedin	In-house	Yes

Internet Marketing Tools details of Company C's Internet marketing tools, and uses the HootSuite to save its customers' information and send out new newsletters and offers. They also use Mailchimp for email marketing.

Table 3.6: Participant C details the use of the marketing Tools in the company

Tools Used	In-house/Outsourced
CRM	In-house
Mailchimp	In-house
Website	In-house
Hoot Suite	In-house

Internet marketing performance. Company C was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Firebase and YouTube Studio.

PARTICIPANT 4 – Company D

The study participant is Company D, the company's marketing manager, the male was 36 years old, with a bachelor's degree of education, experience and advantage in shopping is 20 years, a job position as a sales manager and not working in the export business.

Marketing budget. Total yearly marketing budget was \$40000 Approximately 80% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company D with regard to the marketing mix, we are sure that we make it commensurate with digital marketing in terms of the place in which we publish our marketing campaign, as well as the right price and the right time.

Internet marketing strategy evolved over time Company D Strategic development depends on the development of marketing platforms and channels.

Internet Marketing Responsible Company D We have a cadre of employees who are in charge of the marketing process, from an employee who follows up the marketing campaigns and another employee who communicates with customers and designers, as well as I am the one who creates the content.

Challenges encountered when creating and implementing an online marketing strategy Company D Of course, there are many challenges, but the biggest challenge is the process of paying when shopping, as the customer cannot pay the price, not when the product reaches him, and the reason is that we do not have payment methods in Iraq through Visa or MasterCard, and the reason for banks and their high cost.

Specific results you are satisfied with your efforts through digital Marketing strategy Company D. Increase sales to existing customers, Improve brand image, improve search rankings.

The marketing outcomes that your digital marketing efforts (or strategy) have Company D. Enhance brand image.

The three specific things you are not satisfied with in digital marketing strategy Company C. Generate leads, develop loyalty , increase traffic for company’s web site.

Channel mix Details of company D Internet marketing channel mix. via social media, Company D attempted to generate leads through the use of PPC, Mobile Marketing Using WhatsApp and email marketing, Company D also used SEO to improve his website.

Table 3.7: Participant D details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
PPC	In-house	Yes
SEO	In-house	Yes
Email Marketing	In-house	Yes
Mobile marketing		
WhatsApp	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
YouTube	In-house	Yes
Instagram	In-house	Yes

Internet Marketing Tools details of Company D's Internet marketing tools, and uses the HootSuite to save its customers' information and send out new newsletters and offers. They also use Rare.io for email marketing.

Table 3.8: Participant D details the use of the marketing tools in the company

Tools Used	In-house/Outsourced
HootSuite	In-house
Rare.io	In-house

Internet marketing performance. Company D was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics and YouTube Studio.

PARTICIPANT 5 – Company E

The fifth study participant was E Company the marketing manager of Company, the were males at the age of 45, with a bachelor’s level of education, and that the experience and advantage in the field of shopping is 15years, Job position as Digital Marketing Manager and he has no experience in the field of foreign export.

Marketing budget. Company E total yearly marketing budget was \$30000 Approximately 40% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company E with regard to the marketing mix, we are sure that we make it commensurate with digital marketing in terms of the place in which we publish our marketing campaign, as well as the appropriate price and method of promotion.

Internet marketing strategy evolved over time Company E. Strategic development depends on the development of marketing platforms and channels.

Internet Marketing Responsible Company E We have a cadre of employees who are in charge of the marketing process, from an employee who follows up the marketing campaigns and another employee who communicates with customers and designers.

Challenges encountered when creating and implementing an online marketing strategy Company E. Of course, there are many challenges, but the biggest challenge is the process of paying when shopping, as the customer cannot pay the price, not when the product reaches him, and the reason is that we do not have payment methods in Iraq through Visa or MasterCard, and the reason for banks and their high cost.

Specific results you are satisfied with your efforts through digital Marketing strategy Company E. Generate leads, enhance customer services, better targeting of messages.

The marketing outcomes that your digital marketing efforts (or strategy) Company E. Enhance customer services.

The three specific things you are not satisfied with in digital marketing strategy Company E. develop loyalty, enhance brand image, improve search rankings.

Channel mix Details of company E Internet marketing channels mix. Through social media, try to improve customer service. The company used email marketing to continue increasing its web traffic. Company E has also used SEO to improve its website. It has also used social media platforms to reach out to its customers.

Table 3.9: Participant E details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing		
Klaviyo	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
TikTok	In-house	Yes
Telegram	In-house	Yes

Internet Marketing Tools details of Company D's Internet marketing tools, and uses the HootSuite to save its customers' information and send out new newsletters and offers. They also use Wpbeginner for email marketing.

Table 3.10: Participant E details the use of the marketing Tools in the company

Tools Used	In-house/Outsourced
Wpbeginner	In-house
HootSuite	In-house
Website	In-house

Internet marketing performance. Company E was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Firebase, Facebook insights and YouTube Studio.

PARTICIPANT 6 – Company F

The Sixth study participant was Company F the marketing manager of Company, the were males at the age of 38, with a bachelor's level of education, and that the experience and advantage in the field of shopping is 9years, Job position as marketing manager and he has no experience in the field of foreign export.

Marketing budget. Company F total yearly marketing budget was \$2000 Approximately 20% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company F describe the marketing mix related to the location, type of product, and price as well. We target the areas in which our product can be located. We increase the promotion of the marketing campaign in this place.

Internet marketing strategy evolved over time Company F the strategy evolved according to the development of the platforms, where the audience followed wherever it went. Previously, we used only Facebook, and now Instagram, WhatsApp, Snapchat.

Internet Marketing Responsible Company F The area of competence of the content industry from the design, as well as the content workshop and the second employee, social media pages.

Challenges encountered when creating and implementing an online marketing strategy Company F. Of course, there are many challenges, but the biggest challenge is the process of paying when shopping, as the customer cannot pay the price, not when the product reaches him, and the reason is that we do not have payment methods in Iraq through Visa or MasterCard, and the reason for banks and their high cost.

Specific results you are satisfied with your efforts through digital Marketing strategy Company F. Generate leads, enhance customer services, increase the speed of communication.

The marketing outcomes that your digital marketing efforts (or strategy) have Company F. Increase the speed of communication.

The three specific things you are not satisfied with in digital marketing strategy Company F. Increase sales to existing customers, better targeting of messages, build awareness.

Channel Mix Details of company F's internet marketing channel mix. Through social media, company F has tried to increase customer communication speed by PPC. Company F has also used SEO and SEM techniques to improve his website and email marketing as part of increasing her sales to existing customers.

Table 3.11: Participant F details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
SEM	In-house	Yes
Email Marketing		
klaviyo	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
YouTube	In-house	Yes
Snapchat	In-house	Yes

Internet Marketing Tools Details of Company F's Internet marketing tools, and uses the HootSuite to save its customers' information and send out new newsletters and offers. They also use Klaviyo for email marketing.

Table 3.12: Participant F details the use of the marketing Tools in the company

Tools Used	In-house/Outsourced
Customer Relationships Management	In-house
klaviyo	In-house
Website	In-house
Hootsuite	In-house

Internet marketing performance. Company F was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Firebase and YouTube Studio.

PARTICIPANT 7 – Company G

The seventh study participant was G Company the marketing manager of Company, the were male at the age of 45, with a bachelor's level of education, and that the experience and advantage in the field of shopping is 15 years, the position at work is a marketing manager in the digital market and he has no experience in the field of foreign export.

Marketing budget. Company G total yearly marketing budget was \$30000 Approximately 40% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy. Company G regard to the marketing mix, we are sure that we make it commensurate with digital marketing in terms of the place in which we publish our marketing campaign, as well as the appropriate price and method of promotion.

Internet marketing strategy evolved over time. Company G strategic development depends on the development of marketing platforms and channels.

Internet Marketing Responsible. Company G we have a cadre of employees who are in charge of the marketing process, from an employee who follows up the marketing campaigns and another employee who communicates with customers and designers, as well as I am the one who creates the content.

Challenges encountered when creating and implementing an online marketing strategy Company G. Of course, there are many challenges, but the biggest challenge is the process of paying when shopping, as the customer cannot pay the price, not when the product reaches him, and the reason is that we do not have payment methods in Iraq through Visa or MasterCard, and the reason for banks and their high cost.

Specific results you are satisfied with your efforts through digital Marketing strategy Company G. Generate leads, enhance customer services, better targeting of messages.

The marketing outcomes that your digital marketing efforts (or strategy) have Company G Enhance customer service.

The three specific things you are not satisfied with in digital marketing strategy Company G. Develop loyalty, improve search rankings, cost saving.

Channel Mix Details of company G Internet marketing channel mix. Through social media, G tried to reach new customers by promoting ads on social media platforms and used Email marketing to increase sales. It also uses mobile marketing through WhatsApp to communicate with its customers G also used SEO to improve his website.

Table 3.13: Participant G details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Mobile marketing		
WhatsApp	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
YouTube	In-house	Yes

Internet Marketing Tools Details of Company G's Internet marketing tools, and uses the HootSuite to save its customers' information and send out new newsletters and offers. They also use Klaviyo for email marketing.

Table 3.14: Participant G details the use of the marketing Tools in the company

Tools Used	In-house/Outsourced
HootSuite	In-house
Website	In-house
Klaviyo	In-house

Internet marketing performance. Company G was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Facebook insights and YouTube Studio.

PARTICIPANT 8– Company H

The eighth study participant was . Company H the marketing manager of Company, the were males at the age of 45, with Master of Business Administration level of education, and that the experience and advantage in the field of shopping is 20 years,

I work as a direct marketing manager and he has no experience in the field of foreign export.

Marketing budget. Company H total yearly marketing budget was \$250000. Approximately 60% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy. Company H yes, the marketing mix for a product depends on the type of product, the location of the product, and the method of promotion. Each product must take into account the method that suits it in marketing.

Internet marketing strategy evolved over time . Company H The strategy evolves as the audience evolves. Wherever the audience goes, you go with it, in other words, it develops tools and digital marketing channels.

Internet Marketing Responsible . Company H a special department in the company from content makers, graphics designers, photographers and producer, to be added to experienced employees to manage social media.

Challenges encountered when creating and implementing an online marketing strategy . Company H the challenges are not big, but there are some points that we can consider challenges. First, the electronic payment method, although we provide the method, but the lack of culture of the customer, so we resort to payment upon receipt. The other thing is we always strive to meet the customer as soon as possible. The delivery system between governorates may require time that we cannot determine exactly.

Specific results you are satisfied with your efforts through digital Marketing strategy Company H. Increase sales to existing customers, generate leads, enhance customer services.

The marketing outcomes that your digital marketing efforts (or strategy) have Company of Enhance customer service.

The three specific things you are not satisfied with in digital marketing strategy Company H. Enhance dialogue with customers, build awareness, Increase traffic to your company's website.

Channel Mix Details of company H internet marketing channel mix. Through social media, where he tried to reach new customers through content marketing and social

media marketing, he also used the email marketing strategy. Company H also used SEO to improve her website.

Table 3.15: Participant H details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing		
Klaviyo	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
YouTube	In-house	Yes
Linkedin	In-house	Yes

Internet Marketing Tools Details of Company H's Internet marketing tools, and uses the Hubspot CRM to save its customers' information and send out new newsletters and offers. They also use Klaviyo for email marketing and Autoresponder.

Table 3.16: Participant H details the use of the marketing Tools in the company

Tools Used	In-house/Outsourced
Hubspot	In-house
Klaviyo	In-house
Autoresponder	In-house

Internet marketing performance. Company H was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Firebase and YouTube Studio.

PARTICIPANT 9– Company I

The ninth participant in the study is the marketing manager of I Company, the male is 37 years old, and he holds a bachelor's degree from education, and that the experience and advantage in the field of shopping is 10 years, the job of a marketing manager and he does not work in the field of export.

Marketing budget. Company I total yearly marketing budget was \$400000 Approximately 80% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy. Company I describe the marketing mix related to the location, type of product, and price as well, as the areas in which our producers can have a presence are targeted, for example, now our product is present in only 5 governorates, and we seek to develop, expand and grow.

Internet marketing strategy evolved over time. Company I the strategy evolved according to the development of the platforms, where the audience followed wherever it went. Previously, we used only Facebook, and now Instagram, WhatsApp, Snap gate and others.

Internet Marketing Responsible Company I private companies do the content-making process and monitor the results after we put the marketing plan for them. I also analyze the results of the campaigns and take the appropriate decision.

Challenges encountered when creating and implementing an online marketing strategy. Company I of course, there are many challenges, but the biggest challenge is the process of paying when shopping, as the customer cannot pay the price, not when the product reaches him, and the reason is that we do not have payment methods in Iraq through Visa or MasterCard, and the reason for banks and their high cost.

Specific results you are satisfied with your efforts through digital Marketing strategy Company I .Generate leads, enhance customer services, build awareness.

The marketing outcomes that your digital marketing efforts (or strategy) have Company I Build awareness.

The three specific things you are not satisfied with in digital marketing strategy Company I , increase sales to existing customers, Increase traffic to your company's website, better targeting of messages.

Channel Mix Details of the first company I's online marketing channel mix. The company sought to build awareness through email marketing and used a content marketing strategy across social media platforms. The platforms were on the main platforms (Facebook, Instagram, WhatsApp, and YouTube) also used SEO to improve her website.

Table 3.17: Participant I details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Mobil Marketing		
WhatsApp	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
WhatsApp	In-house	Yes
YouTube	In-house	Yes

Internet Marketing Tools: Details of Company I's Internet marketing tools, and uses the Hubspot CRM to save its customers' information and send out new newsletters and offers. They also use Klaviyo for email marketing and Autoresponder.

Table 3.18: Participant I details the use of the marketing Tools in the company

Tools Used	In-house/Outsourced
Hubspot	In-house
Klaviyo	In-house
Autoresponder	In-house

Internet marketing performance. Company I was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics and YouTube Studio.

PARTICIPANT 10– Company J

The tenth study participant was Company J the marketing manager of Company J, the were males at the age of 34, with a bachelor’s level of education, and that the experience and advantage in the field of shopping is 5 years, Job position Marketing Manager and he has no experience in the field of foreign export.

Marketing budget. Company J total yearly marketing budget was \$50000 Approximately 70% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company J describe the marketing mix related to the place and type of product and price as well as targeting areas where producers can have high purchasing power that I pay more for.

Internet marketing strategy evolved over time Company J the strategy evolved according to the development of the platforms, where the audience followed wherever it went. Previously, we used only Facebook, and now Instagram, WhatsApp, Snap gate and others.

Internet Marketing Responsible Company J i have a staff specialized in digital marketing, designers, photographers and managers of social networking sites. As for the responsibilities of each person, his responsibilities and with regard to the person responsible for marketing through the Internet, monitor advertising and marketing campaigns, and provide me as a marketing manager to make decisions.

Challenges encountered when creating and implementing an online marketing strategy **Company J** Of course, there are many challenges, but the biggest challenge is the process of paying when shopping, as the customer cannot pay the price, not when the product reaches him, and the reason is that we do not have payment methods in Iraq through Visa or MasterCard, and the reason for banks and their high cost.

Specific results you are satisfied with your efforts through digital Marketing strategy **Company J**, Increase sales to existing customers, generate leads, enhance dialogue with customers.

The marketing outcomes that your digital marketing efforts (or strategy) have **Company J**, Increase sales to existing customers.

The three specific things you are not satisfied with in digital marketing strategy **Company J** , better targeting of messages, Improve your search rankings, increase traffic for company's web site.

Channel Mix Details of Company J's internet marketing channel mix via Email marketing strategy was used to increase sales to existing customers, and used Mobile marketing strategy, where it has its own application via the Android system and the IOS system to sell its products, as well as using text messages for its offers company J has also used basic SEO techniques to improve her website.

Table 3.19: Participant J details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Mobil Marketing		
SMS	In-house	Yes
Application	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
YouTube	In-house	Yes

Internet Marketing Tools: Details of Company I's Internet marketing tools, and uses the Hubspot CRM to save its customers' information and send out new newsletters and offers. They also use Klaviyo for email marketing.

Table 3.20: Participant J details the use of the marketing Tools in the company

Tools Used	In-house/Outsourced
Hubspot CRM	In-house
Klaviyo	In-house
Website	In-house

Internet marketing performance. Company J was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Firebase, Facebook insights and YouTube Studio.

PARTICIPANT 11– Company K

The eleventh study participant was Company K the Digital Marketing Officer of Company, the were males at the age of 26, with a bachelor's level of education, and that the experience and advantage in the field of shopping is 15 years, Job position social media officer and has no experience in the field of foreign export.

Marketing budget Company K total yearly marketing budget was \$1500 Approximately 20% of Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company K the process of the marketing mix that is in harmony with the strategy is built on the basis of choosing the places of promotion, as well as the promotion process, whether it is paid or not.

Internet marketing strategy evolved over time Company K It has developed with the development of technology in the past, it was limited to YouTube and Facebook, and now it has entered other platforms such as Instagram, Snap gate and others

Internet Marketing Responsible Company K I handle Internet marketing, I create content, create posters and offers and publish them.

Challenges encountered when creating and implementing an online marketing strategy Company K There are many challenges from us. The method of payment via the Internet does not exist in the culture of payment via the Internet. The other challenge is choosing keys and words in the search optimizer, where we suffer using this method, but we seek to develop it

Specific results you are satisfied with your efforts through digital Marketing strategy Company K Increase sales to existing customers, generate leads, Cost saving

The marketing outcomes that your digital marketing efforts (or strategy) have Company K Generate leads

The three specific things you are not satisfied with in digital marketing strategy Company K Increase connection speed, better targeting of messages, build awareness.

Channel Mix Details of Company K's Internet marketing channel mix. Through content marketing strategy was used to generate new customers, social media platforms were used by publishing sponsored ads, and email marketing strategy was also used. company k also used SEO to improve his website.

Table 3.21: Participant K details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
YouTube	In-house	Yes

Internet Marketing Tools: Details of Company K's Internet marketing tools, and uses the Hubspot CRM to save its customers' information and send out new newsletters and offers. They also use Klaviyo for email marketing.

Table 3.22: Participant K details the use of the marketing Tools in the company

Tools Used	In-house/Outsourced
Hubspot CRM	In-house
Klaviyo	In-house
Website	In-house

Internet marketing performance. Company K was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Firebase, and Facebook insights.

PARTICIPANT 12– Company L

The twelfth study participant was L Company the Digital Marketing Officer of Company L, the were females at the age of 29, with a bachelor’s level of education, and that the experience and advantage in the field of shopping is 4 years, Job position social media Officer and he has no experience in the field of foreign export.

Marketing budget. Company L total yearly marketing budget was \$4000 Approximately 40% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company L It is very important to know where I will sell the products of the place and the right price. I determine the places after using search engine optimization, which the audience searched for the same product and launched its marketing campaign.

Internet marketing strategy evolved over time Company L It has evolved with the evolution of the audience, any platforms that appear recently and have an audience that we go to.

Internet Marketing Responsible Company L I am the one in charge of marketing via the Internet, and my responsibility is to follow the process of publishing the content, following up on customers and their reactions and communicating with them, as well as I am the one who creates the content.

Challenges encountered when creating and implementing an online marketing strategy Company L The most challenges I face is the payment method, because in Iraq there is no payment method and the society does not understand the electronic payment process, so we sell the product and get money on delivery. It may happen when the product arrives. The customer is not present or has changed his mind, which prevents us from losing transportation.

Specific results you are satisfied with your efforts through digital Marketing strategy Company L Increase sales to existing customers, recruit new customers, better targeting of messages.

The marketing outcomes that your digital marketing efforts (or strategy) have Company L enhance brand image.

The three specific things you are not satisfied with in digital marketing strategy Company L Increase connection speed, cost savings, Increase traffic to your company's website.

Channel Mix Details of Company L's Internet marketing channel mix. Through content marketing strategy was used to build awareness , social media platforms were used by publishing sponsored ads, and email marketing strategy was also used. company L also used SEO to improve his website.

Table 3.23: Participant L details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
YouTube	In-house	Yes

Internet Marketing Tools Details of Company L's Internet marketing tools, and uses the CRM to save its customers' information and send out new newsletters and offers. They also use Klaviyo for email marketing.

Table 3.24: Participant L details the use of the marketing Tools in the company

Tools Used	In-house/Outsourced
CRM	In-house
Klaviyo	In-house
Website	In-house

Internet marketing performance. Company L was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Firebase, Facebook insights and YouTube Studio.

PARTICIPANT 13– Company M

The Thirteenth study participant was Company M the marketing manager of Company , the were males at the age of 40, with a bachelor’s level of education, and that the experience and advantage in the field of shopping is 13 years, Job position Marketing Manager and he has no experience in the field of foreign export.

Marketing budget. Company M total yearly marketing budget was \$180000 Approximately 60% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company M I mentioned the place, the price and the promotion process will be consistent with the type of product, so we target the marketing mix according to the type of requirements.

Internet marketing strategy evolved over time **Company M** We go with the audience, wherever they went. In the beginning, social media platforms and channels were few, and now they are expanding and will increase in the future. We are in line with the audience.

Internet Marketing Responsible Company M A private, advertised company is responsible for marketing via the Internet. It manufactures content from videos and posts and releases them according to the plan that I set that is consistent with a product.

Challenges encountered when creating and implementing an online marketing strategy Company M There are many challenges, including the payment process or the method of payment. There is no online payment in Iraq, and this is something that is considered a strong challenge. Also, the website. The Iraqi public has no

culture to access the website. It depends either on an application in the mobile or on the Facebook store.

Specific results you are satisfied with your efforts through digital Marketing strategy Company M Increase sales to existing customers, Loyalty development, enhance brand image .

The marketing outcomes that your digital marketing efforts (or strategy) have Company M enhance brand image.

The three specific things you are not satisfied with in digital marketing strategy Company M build awareness, better targeting of messages, increase traffic for company's web site.

Channel Mix Details of company M's online marketing channel mix. Via social media marketing strategy used to promote a brand. Used email marketing to increase her sales and it also uses mobile marketing through text messages and WhatsApp promote her new offers an also used SEO to improve their website.

Table 3.25: Participant M details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Mobile Marketing		
WhatsApp	In-house	Yes
SMS	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
YouTube	In-house	Yes
WhatsApp	In-house	Yes

Internet Marketing Tools: Details of Company L's Internet marketing tools, and uses the CRM to save its customers' information and send out new newsletters and offers. They also use Klaviyo for email marketing.

Table 3.26: Participant M details the use of the marketing Tools in the company

Tools Used	In-house/Outsourced
CRM	In-house
Klaviyo	In-house
Website	In-house

Internet marketing performance. Company M was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics and Firebase.

PARTICIPANT 14– Company N

The fourteenth study participant was N Company the marketing manager of Company N, the were males at the age of 40, with a bachelor’s level of education, and that the experience and advantage in the field of shopping is 18 years, Job position Marketing manager and he has no experience in the field of foreign export.

Marketing budget. Company N total yearly marketing budget was \$300000 Approximately 60% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company N We are present everywhere in all of Iraq for that place as part of the marketing mix. We are working on it to increase potential customers and new ones. As for the promotion, we have a plan in this work, and with regard to the product, we have many products. The way to display and target each product may differ..

Internet marketing strategy evolved over time Company N It has evolved with the development of technology. Previously, we relied on traditional marketing, and today we use technology from websites, social media, and other marketing channels such as applications on mobile phones.

Internet Marketing Responsible Company N We have private companies that take care of this matter in the manufacture of content. As for the control and management of sites, we have special departments who take care of this matter

Challenges encountered when creating and implementing an online marketing strategy Company N The challenges we face are how to compete to develop and improve search engines as well as build customer awareness using existing applications

Specific results you are satisfied with your efforts through digital Marketing strategy Company N increase sales to existing customers, recruit new customers, enhance brand image.

The marketing outcomes that your digital marketing efforts (or strategy) have Company N enhance brand image.

The three specific things you are not satisfied with in digital marketing strategy Company N better targeting of messages, cost savings, Increase traffic to your company's website.

Channel Mix Details of Company N's online marketing channel mix. Through multiple strategies have been used including used the mobile marketing strategy, with application on Android and IOS devices as part of selling her products. She also used SMS to promote her offers., use of social media marketing and email marketing. company N also used SEO to improve his website.

Table 3.27: Participant N details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Mobile Marketing		
SMS	In-house	Yes
Application	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
Linkedin	In-house	Yes

Internet Marketing Tools: Details of Company L's Internet marketing tools, and uses the HubspotCRM to save its customers' information and send out new newsletters and offers. They also use Aweber for email marketing.

Table 3.28: Participant N details the use of the marketing tools in the company

Tools Used	In-house/Outsourced
HubspotCRM	In-house
Aweber	In-house
Website	In-house

Internet marketing performance. Company N was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics and Facebook insights.

PARTICIPANT 15– Company O

The Fifteenth study participant was O Company the marketing manager of Company, the were males at the age of 34, with a bachelor’s level of education, and that the experience and advantage in the field of shopping is 5 years, Job position Marketing manager and he has no experience in the field of foreign export.

Marketing budget. Company O total yearly marketing budget was \$500000 Approximately 70% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company O Describe the marketing mix related to the place and type of product and price as well as targeting areas where our producers can have high purchasing power that I pay more for.

Internet marketing strategy evolved over time Company O The strategy evolved according to the development of the platforms, where the audience followed wherever it went. Previously, we used only Facebook, and now Instagram, WhatsApp, Snap gate and others.

Internet Marketing Responsible Company O I have a staff specialized in digital marketing, designers, photographers and managers of social networking sites. As for the responsibilities of each person, his responsibilities and with regard to the person responsible for marketing through the Internet, monitor advertising and marketing campaigns, and provide me as a marketing manager to make decisions.

Challenges encountered when creating and implementing an online marketing strategy Company O Of course, there are many challenges, but the biggest challenge is the process of paying when shopping, as the customer cannot pay the price, not when the product reaches him, and the reason is that we do not have payment methods in Iraq through Visa or MasterCard, and the reason for banks and their high cost.

Specific results you are satisfied with your efforts through digital Marketing strategy Company O Increase sales to existing customers, generate leads, enhance dialogue with customers.

The marketing outcomes that your digital marketing efforts (or strategy) have Company O of Increase sales to existing customers.

The three specific things you are not satisfied with in digital marketing strategy Company O Better targeting of messages, improve search rankings, Increase traffic to your company's website.

Channel Mix Details of Company O's online marketing channel mix. used the mobile marketing strategy, with application on Android and iPhone devices as part of selling her products. Also used SMS to promote her offers. used email marketing to increase sales to existing customers , social media platforms have used Facebook and Instagram as well as YouTube to promote their brand company O also used SEO to improve her website.

Table 3.29: Participant O details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Mobile Marketing	In-house	Yes
Application	In-house	Yes
SMS	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
YouTube	In-house	Yes

Internet Marketing Tools Details of Company O's Internet marketing tools, and uses the HubspotCRM to save its customers' information and send out new newsletters and offers. They also use Aweber for email marketing.

Table 3.30: Participant O details the use of the marketing Tools in the company

Tools Used	In-house/Outsourced
HubspotCRM	In-house
Aweber	In-house
Website	In-house

Internet marketing performance. Company O was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Firebase, Facebook insights and YouTube Studio.

PARTICIPANT 16– Company P

The sixteen study participant was Company P the marketing manager of Company, the were females at the age of 39, with a bachelor’s level of education, and that the experience and advantage in the field of shopping is 8 years, Job position: Digital Marketing Manager and he has no experience in the field of foreign export.

Marketing budget. Company P total yearly marketing budget was \$170000 Approximately 70% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company P The marketing mix is very important because building the strategy requires knowledge of the product, place, price, as well as the promotion process. All of these things we make fit with Internet marketing. We provide an application to sell many products in agreement with companies that have a big name in Iraq and the world, so we choose the right place and purchasing power and target customers who have knowledge of shopping

Internet marketing strategy evolved over time company P Of course, it has evolved with the development of platforms and marketing channels. Previously, we used our campaigns on YouTube and Facebook, and now there are many platforms, including Instagram, Snapchart, TikTok and others.

Internet Marketing Responsible Company P Internet marketing is handled by a private advertising company that manages platforms, applications and websites, as well as making ads. As a marketing manager, I monitor and analyze results and make the decisions we need.

Challenges encountered when creating and implementing an online marketing strategy Company P. Of course, there are many challenges, but the biggest challenge is the process of paying when shopping, as the customer cannot pay the price, not when the product reaches him, and the reason is that we do not have payment methods in Iraq through Visa or MasterCard, and the reason for banks and their high cost.

Specific results you are satisfied with your efforts through digital Marketing strategy Company P Increase sales to existing customers, generate leads, enhance brand image.

The marketing outcomes that your digital marketing efforts (or strategy) have Company P Generate leads.

The three specific things you are not satisfied with in digital marketing strategy Company P awareness building, Loyalty development, Increase traffic to your company's website.

Channel Mix Details of Company P's Internet marketing channel mix. Across social media, used lead generation strategies including content marketing, social media marketing, and email marketing company P also used SEO to improve her website.

Table 3.31: Participant P details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
YouTube	In-house	Yes
TikTok	In-house	Yes
Snapchat		

Internet Marketing Tools Details of Company P's Internet marketing tools, and uses the HubspotCRM to save its customers' information and send out new newsletters and offers. They also use Klaviyo for email marketing.

Table 3.32: Participant P details the use of the marketing tools in the company

Tools Used	In-house/Outsourced
HubspotCRM	In-house
Website	In-house
Klaviyo	In-house

Internet marketing performance. Company P was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics and YouTube Studio.

PARTICIPANT 17– Company Q

The seventeenth study participant was Company Q the marketing manager of Company Q, the were males at the age of 51, with a bachelor’s level of education, and that the experience and advantage in the field of shopping is 15 years, Job position Marketing manager and he has no experience in the field of foreign export.

Marketing budget Company Q total yearly marketing budget was \$150000 Approximately 80% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company Q the marketing mix is very important in choosing a marketing campaign and also differs in building a strategy in terms of the type of product, price and place of marketing for it. All of these will be taken into account and made commensurate with Internet marketing.

Internet marketing strategy evolved over time Company Q The strategy developed after several stages in terms of increasing the marketing platforms. We were previously limited to marketing through messages, and then came the social media platforms, and we keep pace with developments in the platforms.

Internet Marketing Responsible Company Q I have a cadre specialized in digital marketing, designers, photographers and managers of social networking sites. As for the responsibilities of each person, his responsibilities and with regard to the person responsible for marketing through the Internet, monitor advertising and marketing campaigns, and provide me as a marketing manager to make decisions.

Challenges encountered when creating and implementing an online marketing strategy Company Q. Of course, there are many challenges, but the biggest challenge is the process of paying when shopping, as the customer cannot pay the price, not when the product reaches him, and the reason is that we do not have payment methods in Iraq through Visa or MasterCard, and the reason for banks and their high cost.

Specific results you are satisfied with your efforts through digital Marketing strategy Company Q recruit new customers, generate leads, enhance brand image.

The marketing outcomes that your digital marketing efforts (or strategy) have Company Q enhance brand image.

The three specific things you are not satisfied with in digital marketing strategy
Company Q enhance dialogue with customers, build awareness, Increase traffic to your company's website.

Channel Mix Details of Company Q's online marketing channel mix. used the mobile marketing strategy, with application on Android and iPhone devices as part of selling her products. She also used SMS to promote her offers., used multiple brand promotion strategies including content marketing, social media marketing, and email marketing company Q also used SEO to improve her website.

Table 3.33: Participant Q details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Content Marketing	In-house	Yes
Mobile Marketing		
Application	In-house	Yes
SMS	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
YouTube	In-house	Yes

Internet Marketing Tools: Details of Company P's Internet marketing tools, and uses the HubspotCRM to save its customers' information and send out new newsletters and offers. They also use Aweber for email marketing.

Table 3.34: Participant Q details the use of the marketing tools in the company

Tools Used	In-house/Outsourced
HubspotCRM	In-house
Aweber	In-house
Website	In-house

Internet marketing performance. Company Q was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics and YouTube Studio.

PARTICIPANT 18– Company R

The eighteen-study participant was Company R the marketing manager of Company, the males at the age of 40, with a bachelor's level of education, and that the experience and advantage in the field of shopping is 4years, Job position Marketing manager and he has no experience in the field of foreign export.

Marketing budget. Company R total yearly marketing budget was \$350000 Approximately 70% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy company R Describe the marketing mix related to the place and type of product and price as well as targeting areas where our product can have a high purchasing power I pay more for the promotion.

Internet marketing strategy evolved over time Company R The strategy evolved according to the development of the platforms, where the audience followed wherever it went. Previously, we used only Facebook, and now Instagram, WhatsApp, Snapchat and others.

Internet Marketing Responsible Company R I have a staff specialized in digital marketing, designers, photographers and managers of social networking sites. As for the responsibilities of each person, his responsibilities and with regard to the person responsible for marketing through the Internet, monitor advertising and marketing campaigns, and provide me as a marketing manager to make decisions.

Challenges encountered when creating and implementing an online marketing strategy Company R. Sure, there are many challenges, but the challenge is in the process of optimizing search engines, where there is strong competition for keywords, which made us use (SEM) instead of (SEO), and this costs us a lot.

Specific results you are satisfied with your efforts through digital Marketing strategy Company R recruit new customers, generate leads, enhance brand image

The marketing outcomes that your digital marketing efforts (or strategy) have Company R enhance brand image.

The three specific things you are not satisfied with in digital marketing strategy Company R better targeting of messages, increase traffic for company's web site, improve search rankings.

Channel Mix Details of Company R's Internet marketing channel mix. used the mobile marketing strategy, with application on Android and iPhone devices as part of selling her products. also used SMS to promote her offers. Used multiple brand promotion strategies including content marketing, social media marketing used multiple platforms, including Facebook and Instagram, to increase leads , and email marketing. Company R also used SEO to improve her website

Table 3.35: Participant R details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Mobile Marketing		
SMS	In-house	Yes
Application	In-house	Yes
Content Marketing	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes

Internet Marketing Tools: Details of Company P's Internet marketing tools, and uses the HubspotCRM to save its customers' information and send out new newsletters and offers. They also use Aweber for email marketing.

Table 3.36: Participant R details the use of the marketing tools in the company

Tools Used	In-house/Outsourced
HubspotCRM	In-house
Aweber	In-house
Website	In-house

Internet marketing performance. Company R was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Firebase and Facebook insights.

PARTICIPANT 19– Company S

The nineteenth study participant was Company S the marketing manager of Company S, the were males at the age of 36, with a bachelor’s level of education, and that the experience and advantage in the field of shopping is 20 years, Job position sales manager and he has no experience in the field of foreign export.

Marketing budget. Company S total yearly marketing budget was \$40000. Approximately 80% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company S with regard to the marketing mix, we are sure that we make it commensurate with digital marketing in terms of the place in which we publish our marketing campaign, as well as the right price and the right time.

Internet marketing strategy evolved over time Company S Strategic development depends on the development of marketing platforms and channels.

Internet Marketing Responsible Company S We have a cadre of employees who are in charge of the marketing process, from an employee who follows up the marketing campaigns and another employee who communicates with customers and designers, as well as I am the one who creates the content.

Challenges encountered when creating and implementing an online marketing strategy Company S. Of course, there are many challenges, but the biggest challenge is the process of paying when shopping, as the customer cannot pay the price, not when the product reaches him, and the reason is that we do not have payment methods in Iraq through Visa or MasterCard, and the reason for banks and their high cost.

Specific results you are satisfied with your efforts through digital Marketing strategy Company S Increase sales to existing customers, enhance brand image, improve search rankings.

The marketing outcomes that your digital marketing efforts (or strategy) have Company S enhance brand image.

The three specific things you are not satisfied with in digital marketing strategy Company S generate leads, build awareness, develop loyalty.

Channel Mix Details of Company S's online marketing channel mix. Across social media, used multiple brand promotion strategies including content marketing, social media marketing, and email marketing. Company S also used SEO to improve her website.

Table 3.37: Participant S details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
YouTube	In-house	Yes
WhatsApp	In-house	Yes

Internet Marketing Tools Details of Company P's Internet marketing tools, and uses the CRM to save its customers' information and send out new newsletters and offers. They also use Klaviyo for email marketing.

Table 3.38: Participant S details the use of the marketing tools in the company

Tools Used	In-house/Outsourced
CRM	In-house
Klaviyo	In-house
Website	In-house

Internet marketing performance. Company S was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Firebase, Facebook insights and YouTube Studio.

PARTICIPANT 20– Company T

The twenty study participant was Company T the marketing manager of Company T the were male at the age of 33, with a bachelor’s level of education, and that the experience and advantage in the field of shopping is 7years, and Job position: Marketing Manager he has no experience in the field of foreign export.

Marketing budget. Company T total yearly marketing budget was \$75000 Approximately 60% Internet marketing receives the majority of its marketing budget. Traditional media receives the remaining funds.

Internet marketing strategy Company T With regard to the marketing mix, we are sure that we make it commensurate with digital marketing in terms of the place in which we publish our marketing campaign, as well as the right price and the right time.

Internet marketing strategy evolved over time Company T The strategy has evolved with the development of platforms before we were doing the marketing process through Facebook and YouTube and today, we have an application on smart phones.

Internet Marketing Responsible Company T We have a cadre of employees who are in charge of the marketing process, from an employee who follows up the marketing campaigns and another employee who communicates with customers and designers, as well as I am the one who creates the content.

Challenges encountered when creating and implementing an online marketing strategy Company T Of course, there are many challenges, but the biggest challenge is the process of paying when shopping, as the customer cannot pay the price, not when the product reaches him, and the reason is that we do not have payment methods in Iraq through Visa or MasterCard, and the reason for banks and their high cost.

Specific results you are satisfied with your efforts through digital Marketing strategy Company T generate leads, enhance customer services, develop loyalty.

The marketing outcomes that your digital marketing efforts (or strategy) have Company T Enhance customer service.

The three specific things you are not satisfied with in digital marketing strategy Company T better targeting of messages, Improve your search rankings , Increase traffic to your company's website.

Channel Mix Details of Company T's online marketing channel mix. Used multiple strategies to enhance customer service including content marketing, social media marketing, and email marketing. Company S has also used SEO to improve its website.

Table 3.39: Participant T details the use of the marketing channel mix in the company

Channels Used	In-house / Outsourced	Measuring Results
SEO	In-house	Yes
Email Marketing	In-house	Yes
Social Media Marketing		
Facebook	In-house	Yes
Instagram	In-house	Yes
YouTube	In-house	Yes

Internet Marketing Tools: Details of Company P's Internet marketing tools, and uses the HubspotCRM to save its customers' information and send out new newsletters and offers. They also use Klaviyo for email marketing.

Table 3.40: Participant T details the use of the marketing tools in the company

Tools Used	In-house/Outsourced
HubspotCRM	In-house
Klaviyo	In-house
Website	In-house

Internet marketing performance. Company T was used to measure its performance, monitor and analyze its advertising campaigns through Google Analytics, Facebook insights and YouTube Studio.

3.8 Results

In this section results of the demographic characteristics of the participants as well as planning and implementation processes of digital marketing strategies are presented.

What is your gender?

Out of table (41) the results show that the value the frequency of both males is (17) by a percentage (%85). and also, the frequency of females (3) by a percentage (%15). The number of females is less than the number of males.

Table 3.41: Frequencies of gender

Gender	Frequency	Percent %
Male	17	85.0
Female	3	15.0
Total	20	100.0

The visual presentation of gender distribution of the participants are presented in figure the following figure.

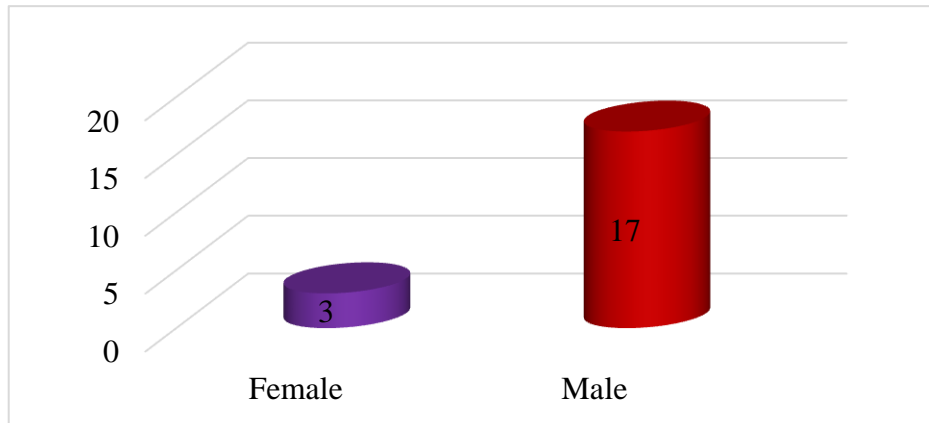


Figure 3.1: The graph shows that the percentage of females is higher than that of males

What is your age?

Out of table (42) the results show that the value the frequency of the 27 years old is (1) by a percentage (%5), the value the frequency of the 29 years old is (1) by a percentage (%5), the value the frequency of the 33 years old is (1) by a percentage (%5), the value the frequency of the 34 years old is (2) by a percentage (%10), the value the frequency of the 36 years old is (2) by a percentage (%10), the value the frequency of the 37 years old is (1) by a percentage (%5), the value the frequency of the 38 years old is (2) by a percentage (%10), the value the frequency of the 39 years old is (3) by a percentage (%15), the value the frequency of the 41 years old is (1) by a percentage (%5), the value the frequency of the 45 years old is (3) by a percentage (%15), and the value the frequency of the 51 years old is (1) by a percentage (%5).

Table 3.42: Frequencies of age

Age	Frequency	Percent
26.00	1	5.0
27.00	1	5.0
29.00	1	5.0
33.00	1	5.0
34.00	2	10.0
36.00	2	10.0
37.00	1	5.0
38.00	2	10.0
39.00	1	5.0
40.00	3	15.0
41.00	1	5.0
45.00	3	15.0
51.00	1	5.0
Total	20	100.0

The visual presentation of gender distribution of the participants are presented in figure the following figure.

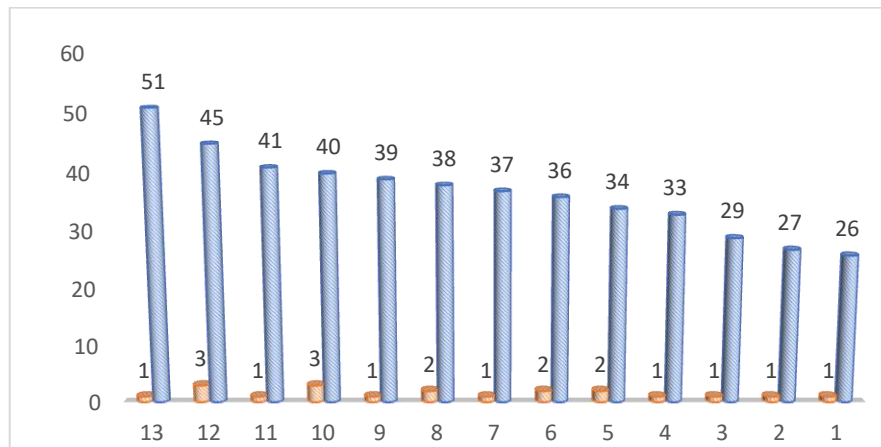


Figure 3.2: The graph shows that the highest ages start at age (51) and at recurrence (3), and the lowest ages (26) with repetition (1).

What is your education level?

Out of table (43) the results show that the value the frequency of both is bachelors (16) by a percentage (%80). also, the frequency of Master (4) by a percentage (%20).

Table 3.43: Frequencies of education level

Education level	Frequency	Percent %
Master's or Doctorate	4	20
Bachelor's	16	80
Total	20	100

The visual presentation of education level distribution of the participants are presented in figure the following figure.

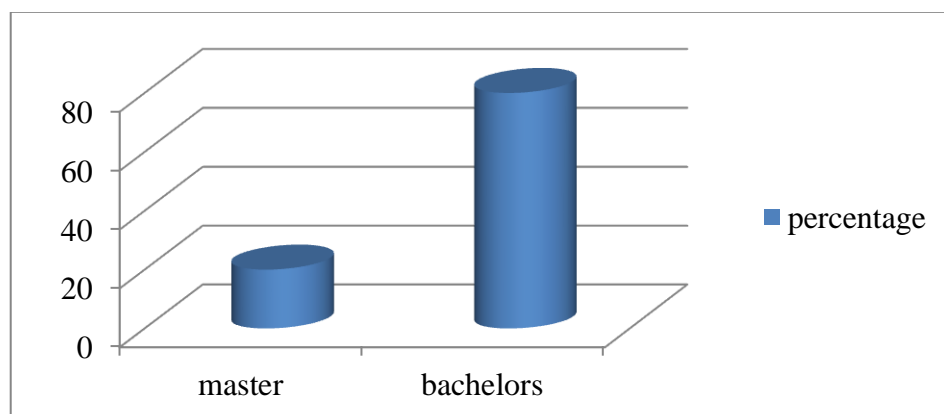


Figure 3.3: The graph shows that the percentage bachelors is higher than that of master

How many years has your business been working in/linked with the textile industry?

Out of table (44) the results show that the value the frequency of the 3 years is (1) by a percentage (%5)., the value the frequency of the 4 years is (1) by a percentage (%5), the value the frequency of the 5 years is (3) by a percentage (%15), the value the frequency of the 7years is (1) by a percentage (%5), the value the frequency of the 8 years is (1) by a percentage (%5), the value the frequency of the 9 years is (1) by a percentage (%5), the value the frequency of the 10 years is (2) by a percentage (%10), the value the frequency of the 13 years old is (1) by a percentage (%5), the value the frequency of the 15years is (4) by a percentage (%20) the value the frequency of the 18 years old is (2) by a percentage (%10),and the value the frequency of the 20 years old is (3) by a percentage (%15).

Table 3.44: Frequencies of years has your business been working

Working experience	Frequency	Percent
3 year	1	5.0
4 year	1	5.0
5 year	3	15.0
7 year	1	5.0
8 year	1	5.0
9 year	1	5.0
10 year	2	10.0
13 year	1	5.0
15 year	4	20.0
18 year	2	10.0
20 year	3	15.0
Total	20	100.0

The visual presentation of working experience distribution of the particioants are presented in figure the follwing figur.

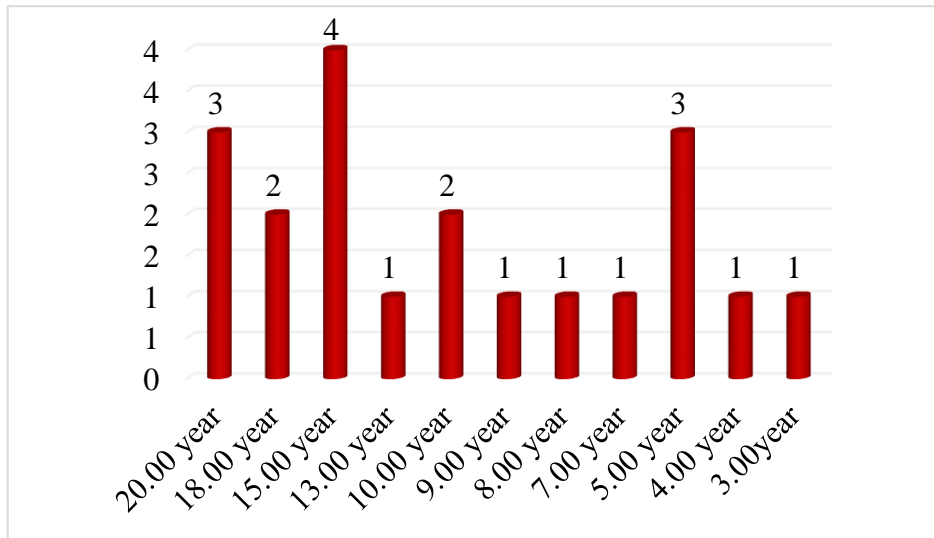


Figure 3.4: The graph shows that the percentage of Highest years at 15year Then follows the least years when 9,8,7,4,3.

What is your current role and position in the business?

Out of table (45) the results show that the value the frequency of the social media official is (3) by a percentage (%23). also, the value the frequency of the Director of Marketing is (17) by a percentage (%77).

Table 3.45: Frequencies of position in the business

Position	Frequency	Percent %
Social media official	3	23
Marketing Manager	17	77
Total	20	100

The visual presentation of position in the business distribution of the particioants are presented in figure the follwing figur.

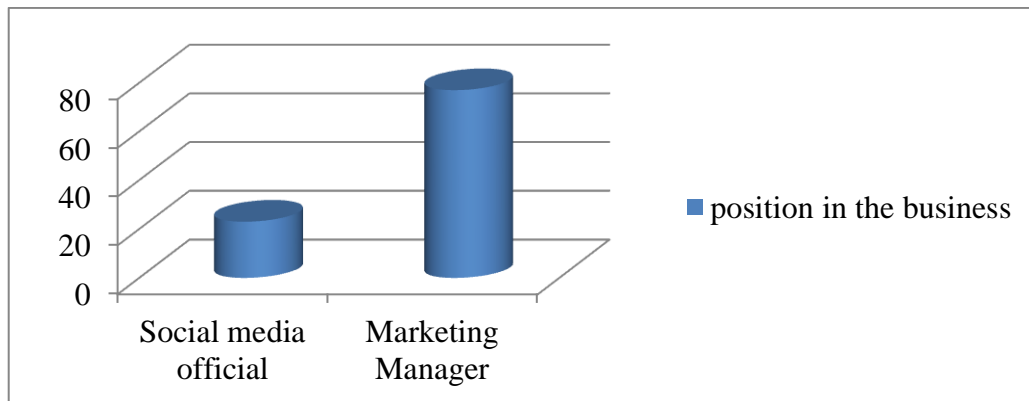


Figure 3.5: The graph shows that the percentage Director of Marketing is higher than that of sales manager, and social media

Does your business export?

Out of table (46) the results show that the value the frequency of No business export is (20) by a percentage (% 100).

Table 3.46: Frequencies of business export

Export	Frequency	Percent
NO	20	100.0

What decision-making process you follow to create and implement your online marketing strategy?

Out of table (47) the results show that the value the frequency of The platform that contains.is (1) by a percentage (%5).also, the frequency of the decision is made and implemented .is (1) by a percentage (%5).also, the frequency of Making and implementing.is (3) by a percentage (%15).also, the frequency of The decision-making process requires.is (5) by a percentage (%25).also, the frequency of The decision-making process requires.is (5) by a percentage (%25).also, the frequency of The Building the strategy.is (5) by a percentage (%25).also, the frequency of The First, before starting the decision-making.is (4) by a percentage (%20).and , the frequency of is We use social media platforms such as Instagram or Facebook (1) by a percentage (%5).

Table 3.47: Frequencies of decision-making process

Decision-Making Process	Frequency	Percent
The platform that contains an audience interested in my products and has more interaction and aspects	1	5.0
the decision is made and implemented in the beginning.	1	5.0
Making and implementing the decision requires a study with the market data.	3	15.0
The decision-making process requires a deep study, first of all, what is the problem	5	25.0
Building the strategy requires first of all knowledge of our brand, and most importantly	5	25.0
First, before starting the decision-making process, we must know who are interested in our products.	4	20.0
We use social media platforms such as Instagram or Facebook.	1	5.0
Total	20	100.0

The visual presentation of decision-making process distribution of the participants are presented in figure the following figur.

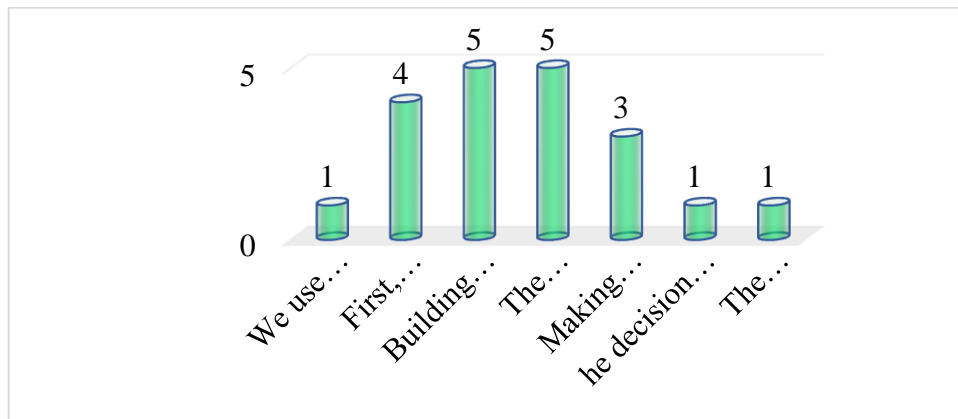


Figure 3.6: The graph shows that the percentage the decision-Marketing is higher than that of the platform that contains

How would you describe your marketing mix? How does online marketing fit into your marketing mix?

Out of table (48) the results show that the value the frequency of in the beginning, it is necessary to know the place where the product.is (1) by a percentage (%5).also, the value the frequency of This question is very important because building the strategy also includes harmony with the electronic mix.is (1) by a percentage (%5).also, the value the frequency of The decision-making process requires knowing what we want from our marketing campaign.is (1) by a percentage (%5).also, the value the frequency of With regard to the marketing mix.is (1) by a percentage (%5).also, the value the frequency of The Yes, the marketing mix for a product depends on the type of product.is (1) by a percentage (%5).also, the value the frequency of. Describe the marketing mix related to the location, type of product, and price is (5) by a percentage (%25). also, the value the frequency of the marketing mix is very important because building the strategy requires knowledge of the product, place, price, Is (3) by a percentage (%15). also, the value the frequency of with regard to the marketing mix.is (2) by a percentage (%10). also, the value the frequency of It is very important to know where I will sell the products of the place and the right price. is (1) by a percentage (%5). also, the value the frequency of as mentioned the place, the price and the promotion process will be consistent with the type of product is (1) by a percentage (%5).and the value the frequency We, as Zain,

are present everywhere in all of Iraq for that place as part of the marketing mix. is (1) by a percentage (%5).

Table 3.48: Frequencies of describe your marketing

Describe Marketing	Frequency	Percent
in the beginning, it is necessary to know the place where the product	1	5.0
This question is very important because building the strategy also includes harmony with the electronic mix	1	5.0
The decision-making process requires knowing what we want from our marketing campaign	1	5.0
With regard to the marketing mix	1	5.0
Yes, the marketing mix for a product depends on the type of product	1	5.0
Describe the marketing mix related to the location, type of product, and price	5	25.0
he marketing mix is very important because building the strategy requires knowledge of the product, place, price,	3	15.0
With regard to the marketing mix	2	10.0
It is very important to know where I will sell the products of the place and the right price.	1	5.0
As I mentioned the place, the price and the promotion process will be consistent with the type of product	1	5.0
We, as Zain, are present everywhere in all of Iraq for that place as part of the marketing mix.	1	5.0
Total	20	100.0

The visual presentation of decision-making process distribution of the particioants are presented in figure the follwing figur.

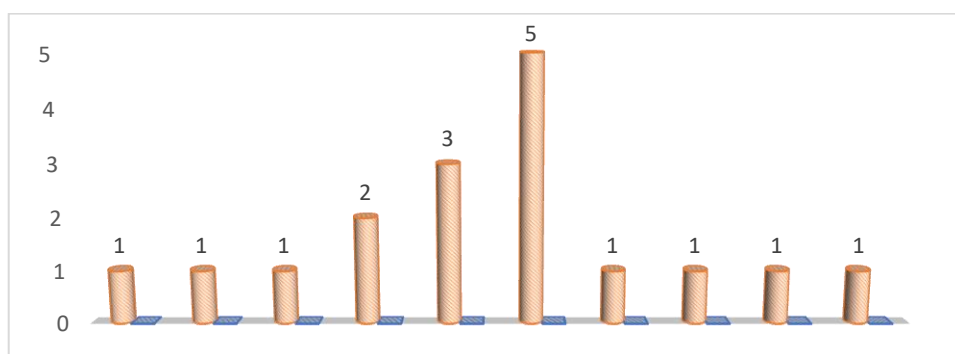


Figure 3.7: The graph shows that the percentage the Describe the marketing mix related to the location, type of product, and price is higher than that of As I mentioned the place, the price and the promotion process will be consistent with the type of product

How did your online marketing strategy evolve over time?

Out of table (49) the results show that the value the frequency of in the strategy evolved according to the development of the platforms is (16) by a percentage (%80). also, the value the frequency of We go with the audience, wherever they went is (1) by a percentage (%5). also, the value the frequency of course, it has evolved with the development of platforms and marketing channels is (1) by a percentage (%5). also, the value the frequency of Strategic development depends on the development of marketing platforms and channels is (1) by a percentage (%5). also, the value the frequency of It has developed with the development of technology in the past, it was limited to YouTube and Facebook is (1) by a percentage (%5).

Table 3.49: Frequencies of online marketing strategy evolve over time

Marketing strategy	Frequency	Percent	Valid Percent	Cumulative Percent
The strategy evolved according to the development of the platforms	16	80.0	80.0	80.0
We go with the audience, wherever they went	1	5.0	5.0	85.0
Of course, it has evolved with the development of platforms and marketing channels	1	5.0	5.0	90.0
Strategic development depends on the development of marketing platforms and channels	1	5.0	5.0	95.0
It has developed with the development of technology in the past, it was limited to YouTube and Facebook	1	5.0	5.0	100.0
Total	20	100.0	100.0	

What percent of your total budget do you allocate to online marketing?

Out of table (50) the results show that the value the frequency of 20% is (2) by a percentage (%10). also, the value the frequency of 35% is (1) by a percentage (%5). also, the value the frequency of 40% is (3) by a percentage (%15). also, the value the frequency of 60% is (5) by a percentage (%25). also, the value the frequency of 70% is (5) by a percentage (%25). And the value the frequency of 80% is (4) by a percentage (%20).

Table 3.50: Frequencies of budget allocated to online marketing

Budget allocated	Frequency	Percent
20%	2	10.0
35%	1	5.0
40%	3	15.0
60%	5	25.0
70%	5	25.0
80%	4	20.0
Total	20	100.0

The visual presentation of budget allocated distribution of the participants are presented in figure the following figure.

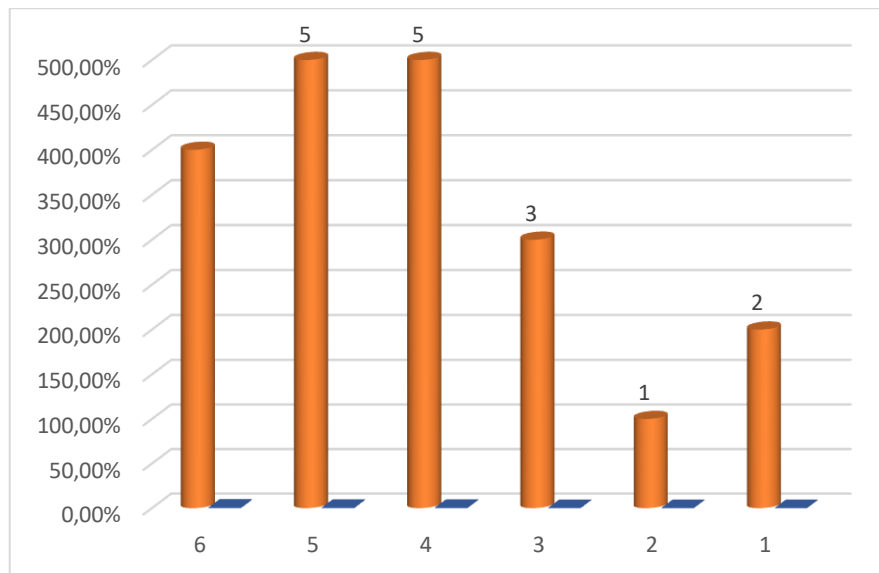


Figure 3.8: The graph shows that the percentage between 60%-70% is higher than that of the rest of the percentages

What is your marketing budget?

Out of table (51) the results show that the value the frequency of the higher than marketing budget between 30- 40-50- 250-thousand dollars annually is (2) by a percentage (%10).and the less than marketing budget between 75-120-175-350 thousand dollars annually is (1) by a percentage (%5).

Table 3.51: Frequencies of marketing budget

Marketing Budget	Frequency	Percent
30.00thousand dollars annually	2	10.0
40.00thousand dollars annually	2	10.0
50.00thousand dollars annually	2	10.0
75.00thousand dollars annually	1	5.0
120.00thousand dollars annually	1	5.0
150.00thousand dollars annually	1	5.0
170.00thousand dollars annually	1	5.0
180.00thousand dollars annually	1	5.0
250.00thousand dollars annually	2	10.0
300.00thousand dollars annually	1	5.0
350.00thousand dollars annually	1	5.0
400.00thousand dollars annually	1	5.0
1500 dollars annually	1	5.0
2000.00 dollars annually	2	10.0
3000 dollars annually	1	5.0
Total	20	100.0

The visual presentation of marketing budget distribution of the participants are presented in figure the following figur.

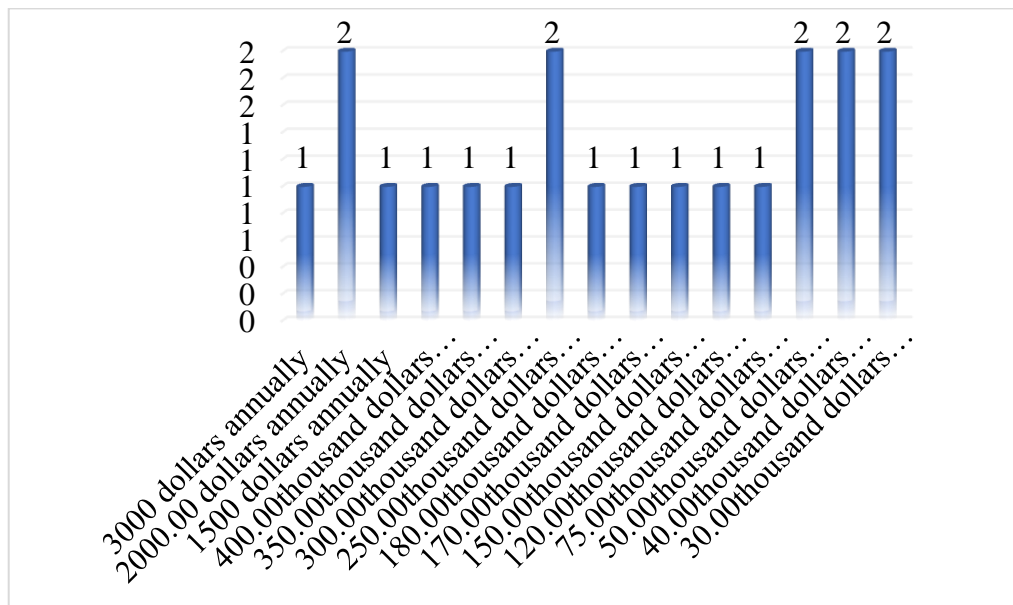


Figure 3.9: The graph shows that the percentage the between 30.00-40.00-50.00 thousand dollars annually is higher than that of the percentages of marketing budget

Who is handling your online marketing? What are the responsibilities of the person in charge of your online marketing?

Out of table (52) the results show that the value the frequency of in the is We have a cadre of employees (9) by a percentage (%54). also, the value the frequency of in the I have a cadre specialized in digital marketing, designers, photographers and managers of social networking sites is (3) by a percentage (%15). also, the value the frequency of in the special department in the company from content makers, graphics designers is (1) by a percentage (%5). also, the value the frequency of in the private, advertised company is responsible for marketing via the Internet. is (2) by a percentage (%5). also, the value the frequency of in the Private companies do the content-making process and monitor the results after we put the marketing plan for them.is (1) by a percentage (%5). also, the value the frequency of in the I am the one in charge of marketing via the Internet, is (4) by a percentage (%20).

Table 3.52: Frequencies of handling online marketing

Handling online marketing	Frequency	Percent
We have a staff of employees	9	45.0
I have a staff specialized in digital marketing, designers, photographers and managers of social networking sites	3	15.0
I am the one in charge of marketing via the Internet,	4	20.0
special department in the company from content makers, graphics designers	1	5.0
private, advertised company is responsible for marketing via the Internet.	2	10.0
Private companies do the content-making process and monitor the results after we put the marketing plan for them.	1	5.0
Total	20	100.0

The visual presentation of marketing handling online marketing of the particioants are presented in figure the follwing figur.

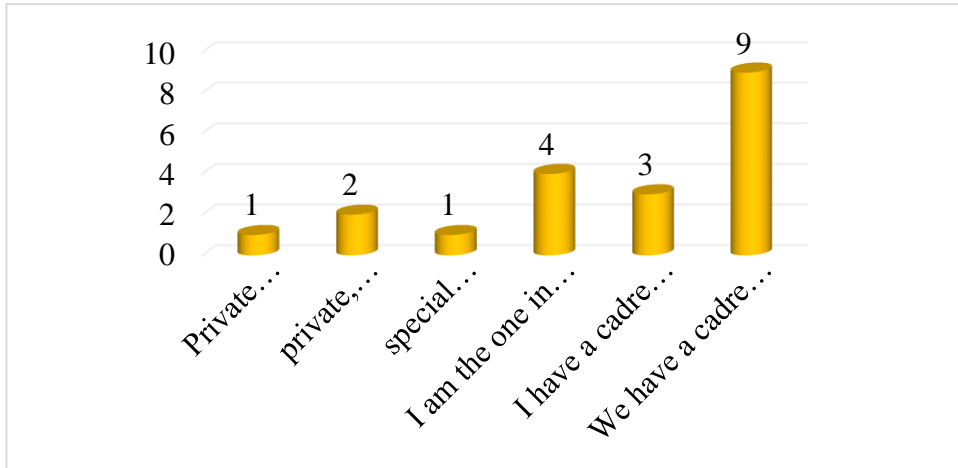


Figure 3.10: The graph shows that the percentage the we have a cadre of employees is higher than that of special department in the company from content makers, graphics designers and private companies do the content-making process and monitor the results after we plan for them

What is your on-going operational routine as it relates to online marketing?

Out of table (53) the results show that the value the frequency of in the is the usual routine is to monitor the results of advertising campaigns and work to develop them in the event of their success (13) by a percentage (%65). also, the value the frequency of the process of monitoring and analyzing the results of marketing campaigns is (3) by a percentage (%15). also, the value the frequency of We have a fixed monthly marketing plan that we implement daily according to the decree for it, (3) by a percentage (%15). also, the value the frequency of Monitoring campaigns as well as monitoring customer reactions and taking them to develop the company or product (1) by a percentage (%5).

Table 3.53: Frequencies of operational routine to online marketing

Routine to online marketing	Frequency	Percent
The usual routine is to monitor the results of advertising campaigns and work to develop them in the event of their success	13	65.0
The process of monitoring and analyzing the results of marketing campaigns	3	15.0
We have a fixed monthly marketing plan that we implement daily according to the decree for it,	3	15.0
Monitoring campaigns as well as monitoring customer reactions and taking them to develop the company or product	1	5.0
Total	20	100.0

What challenges did you have when creating and implementing your online marketing strategy?

Out of table (54) the results show that the value the frequency of course, there are many challenges, but the biggest challenge is the process of paying when shopping is (11) by a percentage (%55). also, value the frequency of There are many challenges, including the payment process or the method of payment (2) by a percentage (%10). also, value the frequency of the challenges is not big, but there are some points that we can consider challenges (3) by a percentage (%15). also, value the frequency of the most challenges I face is the payment method (3) by a percentage (%15). also, value the frequency of There are many challenges from us. The method of payment via the Internet does not exist in the culture of payment via the Internet (1) by a percentage (%5).

As you know, in return for pursuing a digital marketing strategy incurring many efforts and expenses, any business may expect several marketing outcomes. What are the three specific outcomes you are most satisfied in your online marketing efforts? Please, specify the first three.

Table 3.54: Frequencies of challenges

Challenges	Frequency	Percent
Of course, there are many challenges, but the biggest challenge is the process of paying when shopping	11	55.0
There are many challenges, including the payment process or the method of payment	2	10.0
The challenges are not big, but there are some points that we can consider challenges.	3	15.0
The most challenges I face is the payment method,	3	15.0
There are many challenges from us. The method of payment via the Internet does not exist in the culture of payment via the Internet	1	5.0
Total	20	100.0

What are the three specific outcomes you are most satisfied in your online marketing efforts?

Out of table (55) the results show that the value the frequency generate leads is (13) by a percentage (%21). also, value the frequency of increase sales to existing

customers (11) by a percentage (%18). also, value the frequency of enhance customer services (8) by a percentage (%14). also, value the frequency of enhance brand image (8) by a percentage (%14). also, value the frequency of recruit new customers (5) by a percentage (%8). also, value the frequency of better targeting of messages (3) by a percentage (%5). also, value the frequency of build awareness (3) by a percentage (%5). also, value the frequency of develop loyalty (3) by a percentage (%5). also, value the frequency of enhance dialogue with customers (2) by a percentage (%3). also, value the frequency of improve search rankings (2) by a percentage (%3). also, value the frequency of cost saving (1) by a percentage (%2). also, value the frequency of increase the speed of communication (1) by a percentage (%2). also, value the frequency of gather customer intelligence (0) by a percentage (%0). also, value the frequency of increase traffic for company's web site (0) by a percentage (%0).

Table 3.55: Frequency of following the digital marketing strategy the three determinants of satisfaction

Satisfaction of digital marketing strategy	Frequency	Percent %
Generate leads	13	21
Increase sales to existing customers	11	18
Enhance customer services	8	14
Enhance brand image	8	14
Recruit new customers	5	8
Better targeting of messages	3	5
Build awareness	3	5
Develop loyalty	3	5
Enhance dialogue with customers	2	3
Improve search rankings	2	3
Cost saving	1	2
Increase the speed of communication	1	2
Gather customer intelligence	0	0
Increase traffic for company's web site	0	0
Total	60	100

The visual presentation of marketing satisfaction of digital marketing strategy of the participants are presented in figure the following figure.

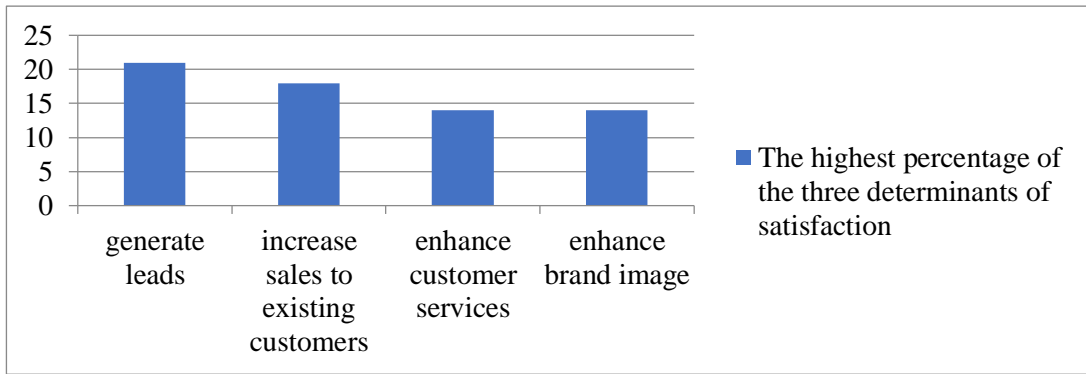


Figure 3.11: The graph shows that the percentage the generate leads is higher than that increase sales to existing customers, enhance customer services, enhance customer services and enhance brand image

What are the three specific things you are most unsatisfied with your online marketing efforts?

Out of table (55) the results show that the value the frequency increase traffic for company’s web site is (15) by a percentage (%25). Also, value the frequency of better targeting of messages (11) by a percentage (%19). Also, value the frequency of build awareness (8) by a percentage (%14). Also, value the frequency of improve search rankings (6) by a percentage (%10). Also, value the frequency of cost saving (5) by a percentage (%8). Also, value the frequency of develop loyalty (5) by a percentage (%8). Also, value the frequency of increase the speed of communication (3) by a percentage (%5). Also, value the frequency of increase sales to existing customers (2) by a percentage (%3). Also, value the frequency of generate leads (2) by a percentage (%3). Also, value the frequency of enhance dialogue with customers (2) by a percentage (%3). Also, value the frequency of enhance brand image (1) by a percentage (%2). Also, value the frequency of recruit new customers (0) by a percentage (%0). Also, value the frequency of enhance customer services (0) by a percentage (%0). Also, value the frequency of gather customer intelligence (0) by a percentage (%0).

Table 3.56: Frequency of digital marketing strategy the three determinants of dissatisfaction

Dissatisfaction of digital marketing strategy	Frequency	Percent %
Increase traffic for company's web site	15	25
Better targeting of messages	11	19
Build awareness	8	14
Improve search rankings	6	10
Cost saving	5	8
Develop loyalty	5	8
Increase the speed of communication	3	5
Increase sales to existing customers	2	3
Generate leads	2	3
Enhance dialogue with customers	2	3
Enhance brand image	1	2
Recruit new customers	0	0
Enhance customer services	0	0
Gather customer intelligence	0	0
Total	60	100

The visual presentation of marketing dissatisfaction of digital marketing strategy of the participants are presented in figure the following figure.

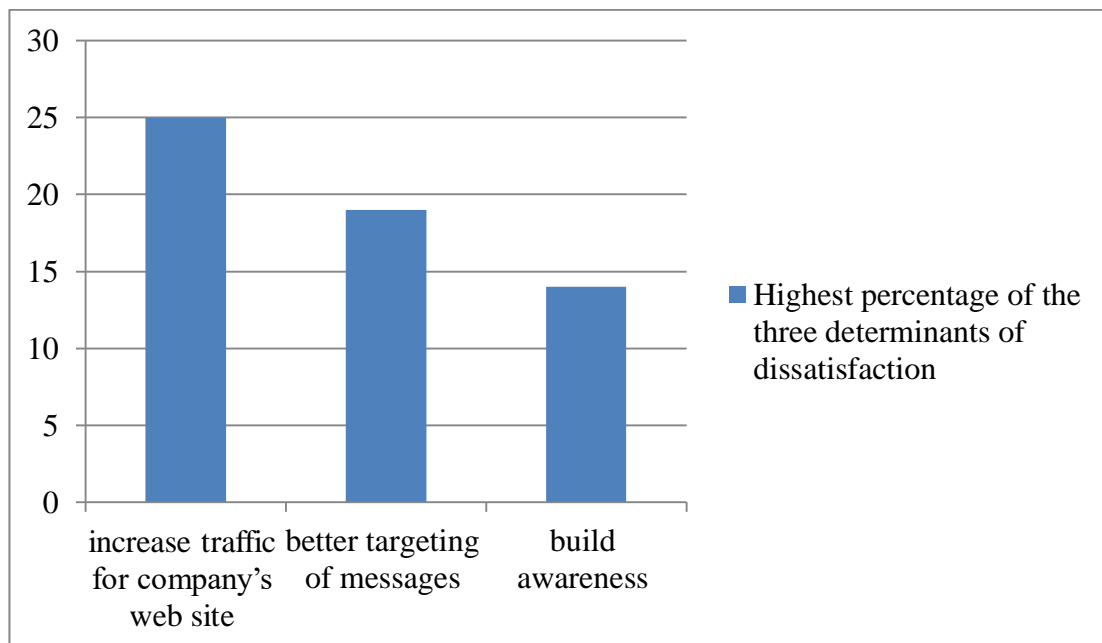


Figure 3.12: The graph shows that the percentage the increase traffic for company's web site is higher than that better targeting of messages, and build awareness

What are the three specific things you are most unsatisfied with your online marketing efforts?

Out of table (57) the results show that the value the frequency of enhance brand image is (10) by a percentage (%50). also, value the frequency of enhance customer services (4) by a percentage (%20). also, value the frequency Generate leads (2) by a percentage (%10). also, value the frequency of build awareness (1) by a percentage (%5). also, value the frequency of increase the speed of communication (1) by a percentage (%5).

Table 3.57: Frequencies of online marketing efforts

Online marketing efforts	Frequency	Percent %
Enhance brand image	10	50
Enhance customer services	4	20
Increase sales to existing customers	2	10
Generate leads	2	10
Build awareness	1	5
Increase the speed of communication	1	5
Total	20	100

The visual presentation of marketing dissatisfaction of digital marketing strategy of the particioants are presented in figure the follwing figur.

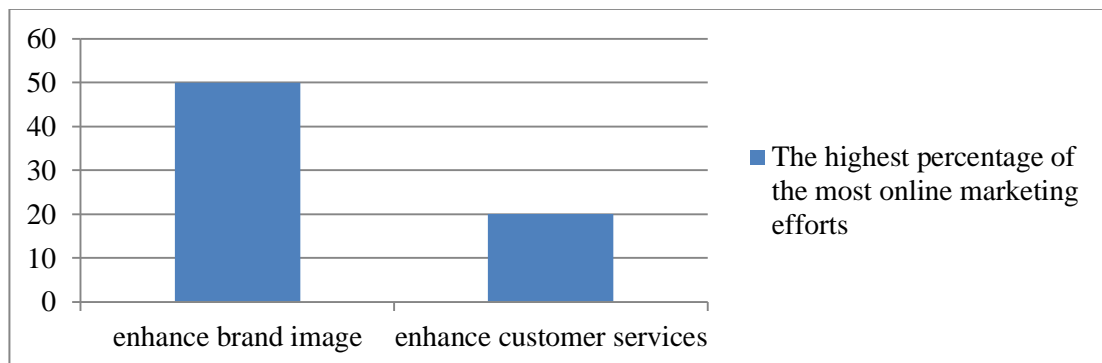


Figure 3.13: The graph shows that the percentage the enhance brand image is higher from enhance customer services

4. CONCLUSION AND DISCUSSION

4.1 Conclusion

The purpose of this qualitative study was to investigate the process of creating and implementing Internet marketing strategy, as well as understanding the factors that may affect the success and failure of those strategies in medium-sized companies in Iraq.

A face-to-face interview was conducted with 20 samples of medium-sized companies in Iraq, and 17 questions were asked, including open-ended and close -ended questions.

Results were obtained through content analysis, as well as using SPSS analysis. Through data analysis, I discovered that the decision-makers in these companies in the study sample are mostly marketing managers and have sufficient experience in creating, implementing and planning digital marketing strategies. These companies relied on different strategies, including (e-mail marketing, content marketing, social media marketing and search engine optimization SEO). Although these companies used the SEO strategy, they were not satisfied with their results, as they discovered that the (A,B,C,D,F,H,I,J,K,L,M,N,O,P,Q,R,S,T) companies were not satisfied with the results of their strategy in (enhance traffic on the company's web, better targeting of messages, and building awareness) even though it has a high budget.

Results revealed that the number of males is more than the number of females by (85%) to (15%), and their ages ranged from 26 to 51 years, and the largest percentage ranged from (33 to 39) years, and that the educational level of the participants was (80%) from Holders of bachelor's degrees and (20%) are holders of master's degrees, although the difference in education level, age and gender did not affect the results of the study.

Results revealed that the working experience of the participants ranged from 3 years to 20 years, and that the highest percentage of experience was 20%, which is 5 years. The companies that succeeded in their strategy are highly experienced.

The results showed that the decision makers in these companies are marketing managers and social media marketing officials, and the largest percentage are marketing managers with 77% of social media marketing officials, and this all of them not work in exports.

Results revealed that these companies rely on different strategies in digital marketing, including (social media marketing, email marketing, SEO search engine optimization, and content marketing). Despite the success of some of these companies in these strategies, they do not use the full potential of digital marketing tools and channels.

Results revealed that most samples of these companies use all capabilities by making the marketing mix commensurate with their strategy in terms of (place, price, product, and promotion), and this greatly enhances the success of their strategy, as these elements are integrated with each other for the most attractive, modern and effective marketing process that produces In the end to increase sales and enhance the brand.

Results revealed that the companies in the sample developed their strategy with the development of social media platforms and digital marketing channels with a greater majority. These companies in the sample did not mention the development of their strategy with the development of digital marketing tools. The development of digital marketing strategies with digital marketing tools and channels enhances the goals of digital marketing, including access to the largest number of target groups.

Results revealed that the percentage of the marketing budget for these companies ranges from 20% to 80%, and the average rate of the highest percentage ranges from 40% to 80%, and the amount of the marketing budget ranges from 1500 to 400,000 dollars, and the highest percentage ranges from (50 thousand to 180 thousand dollars). The marketing budget is important for the success of companies, as that budget must cover many areas such as marketing campaigns and promotions to keep these companies able to compete and increase their profits. Most of the companies in this sample succeeded in covering the marketing budget.

Results revealed that the continuous operational routine in Internet marketing for these companies in the sample is the process of monitoring and analyzing the results of the public campaigns, as the largest percentage of these companies were interested

in studying if their advertising campaigns failed to know the causes of failure and worked to develop alternatives and find appropriate solutions, as the results showed Most companies have a team specializing in digital shopping, and the rest of the companies rely on private companies that carry out the promotion and content industry.

Results revealed that the challenges that companies in the sample face in the process of creating and implementing an online marketing strategy is the method of payment upon purchase, as there is only one method, which is to pay in cash when the product arrives, because of the high costs imposed by banks in Iraq, as well as the culture of Iraqi society that does not trust the deposit process. His money is with a payment card. These companies faced a great challenge in the sales process, as many of these companies suffer from cash sales problems, such as when the product is requested and delivering it to the customer may cancel the request when the product reaches him, and the company will bear additional expenses such as transportation, which made it fail in some sales operations. Increasing sales increases the company's revenues and thus will help it grow and achieve its goals.

Results revealed that the three determinants of satisfaction with the efforts made by companies in the sample in the process of creating and implementing Internet marketing strategy, the highest percentage are 21% generating leads, 18% increasing sales of existing customers, 14% enhancing customer service and 14% enhancing brand . Through these results it is clear that the highest percentage of these companies succeeded in their online marketing strategy, where generating leads led to more customers interested in their products, and due to the enhancement of customer service, the sales of existing customers increased and this helped a lot in enhancing their brand.

Results revealed that the three determinants of dissatisfaction in the process of creating and implementing Internet marketing strategy for companies in the study sample are the increase in web side traffic by 25%, better targeting of messages by 19%, and awareness building by 14%. Through these results, it seems that the higher percentage of these companies need to improve the search engine optimization (SEO). The search SEO strategy is those strategies that help increase the traffic on the website of those companies, increase the number of visits, which helps it to

appear in the search results, which brings those companies new customers, increase awareness and enhance the brand.

Results revealed that the most efforts made by the companies in the study sample to create and implement their online marketing strategy is to enhance the brand by 50% and to enhance customer service by 20%. The largest percentage of these companies survived in their strategy of enhancing their brand and enhancing customer service. The brand directly affects the minds of customers, as the quality of the product or service is linked to the brand, and it also enhances the customers' trust in that company, so it reflects that confidence on the new products that the company offers in the market, and this positively helps the growth of those companies, as well as enhancing customer service helps To build a good reputation for these companies.

4.2 Discussion

As major conclusion, the companies were satisfied with the results of their strategy (i.e. generating leads, increasing sales to existing customers, improving customer service, and enhancing the brand). These companies relied on social media platforms such as (Facebook, Instagram, and YouTube) as well as email marketing, and a smaller percentage of them used strategies such as (PPC advertising, referral or affiliate program marketing, and mobile marketing).

It was also discovered that the companies in the study sample made the most successful efforts in building their strategy in (enhance brand image and enhance customer services), which gave their success in growth and the success of their strategy that they established and implemented, and although there were factors affecting the failure of their strategy, they overcame those factors.

The finding of the study may present some contributions to digital marketing practice for medium sized businesses. To create and implement a successful digital marketing strategy, businesses may take the following findings of the study into account:

- Medium-sized companies should work on better targeting of messages as an important part of generating leads. It is preferable to use the strategy digital marketing PPC.

- Work on improving search engine optimization (SEO) and it is preferable to work on search engine marketing (SEM), especially companies that have a high payment budget as an important part of building the brand for these companies.
- Improve awareness building and better targeting of messages through digital marketing strategy (e-mail marketing) and the use of CRM programs to collect data from customers interested in these companies' products, communicate with customers and enhance dialogue with customers.
- Work to improve the traffic to the company's website through a (SEO) strategy in order to improve the presence of these companies in the search browser such as Google.
- Continuing to develop the digital marketing team in these companies constantly because digital marketing is in a state of continuous development in terms of tools and marketing channels.
- Work to improve professional content creation for advertisements. It is preferable to use private companies to create content to increase brand knowledge.

4.3 Research Limitations

One of the main limitations of this study is the selection of the sample 20 medium-sized companies in Iraq, and these samples are not sufficient to draw generalizable conclusions due to the limited time.

4.4 Recommendations for Further Research

This study provides various opportunities for further research into Internet marketing. The limitation of this study is the selection of 20 samples of medium-sized companies in Iraq, and due to time constraints, these samples are not sufficient to generalize the results of the research in medium-sized companies in Iraq. Results may vary from country to country. This study has been applied to medium-sized companies in Iraq, and future studies can be applied to small-sized companies in Iraq. It also recommends them to study digital marketing tools and channels for small

and medium-sized companies in Iraq. All participants had good experience. Increasing the size of the participants may increase additional strategies used by medium-sized companies. More research into Internet marketing adds to the limited literature on Internet marketing strategies.

REFERENCES

- Adamic, L. A., & Adar, E.** (2003). Friends and neighbors on the web. *Social Networks*, 25(3), 211-230.
- Altimeter.p.** 35. Prentice Hall. wars, *Journal of the Academy of Marketing Science*, 30(4), pp. 487-499.
- Ahmad, S.Z., Abu-Bakar, A.-R.** (2019), "Reflections of entrepreneurs of small and medium-sized enterprises concerning the adoption of social media and its impact on performance outcomes: evidence from the UAE", *Telematics and Informatics*, Vol. 35 No. 1, pp. 6-17.
- Ajzen, I.** (1985). From intentions to actions: A theory of planned behavior. In J. Kuhl & J. Beckman (Eds.), *Action-control: From cognition to behavior* (pp. 11–39). Heidelberg, Germany: Springer.
- Ajzen, I., and A. S. R. Manstead.** 2007. Changing health-related behaviors: An approach based on the theory of planned behavior. In *The scope of social psychology: Theory and applications*. Edited by K. van den Bos, M. Hewstone, J. de Wit, H. Schut, and M. Stroebe, 43–63. New York: Psychology Press.
- Albarracín, D., Johnson, B. T., Fishbein, M., & Muellerleile, P.** (2001). Theories of reasoned action and planned behavior as models of condom use: A meta-analysis. *Psychological Bulletin*, 127, 142–161.
- Ananda, A. S., Hernández-García, Á., & Lamberti, L.** (2017). SME fashion brands and social media marketing: From strategies to actions. *International Journal of Web Based Communities*, 13(4), 468-498.
- Anupam Banerjee.** (2016), *Modern Trends and Practices of E-Marketing: An Overview*, *OSR Journal of Business and Management (IOSR-JBM)*, Special Issue - AETM'16, p. 16.
- Aremu, M. A. & Adeyemi, S. L.** (2011). Small and medium scale enterprise as a survival strategy for employment generation in Nigeria. *Journal of sustainable development*, 4(1), 200 – 206.
- Aston Business School,** (2011), *E-Marketing*, Academic, pp. 24-25.
- Beck, T. and Cull, R.** (2014). Small and Medium Sized Enterprise Finance in Africa, working paper 16, Africa Growth Initiative.
- Beck, T. and Demirguc-Kunt, A.** (2006) 'Small and medium-sized enterprises: Access to finance as a growth constraint', *Journal of Banking and Finance*.
- Becker, R., Staffel, W. M and Ulrich, P.** (2008). *MittleStand Und Mittelstandsforschung, Bamberger Betriebswirtschaftslecher Beitrage-153*, Deutschland, Bamberg.

- Berthon, P. R. et al.** (2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business Horizons*, <http://dx.doi.org/10.1016/j.bushor>, pp. 29-33.
- Blankson, S.** (2008), *SEO How to Optimize Your Web Site for Internet Search Engines*, EBook ISBN 10:1-9057-8921-1, p:17, UK.
- Boyd DM, Ellison NB** (2007) Social network sites: definition, history, and scholarship. *J Comput-Med Commun* 13(1):210–230.
- Campos-Freire F** (2008) Las redes sociales trastocan los modelos de los medios de comunicación tradicionales. *Revista Latina de Comunicación Social* 63:287–293.
- Chaffey, D., Ellis-Chadwick, F., Johnston, K. and Mayer, R.** *Internet Marketing: Strategy, Implementation and Practice*. Third edition, Pearson Education Limited, 2006, p. 349.
- Charlesworth, A.** (2014). *Digital marketing: A practical approach*. Routledge.
- Todor, R. D.** (2016). Blending traditional and digital marketing. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, 9(1), p.51.
- De Kok, J., Deijl, C. and Veeldhuis-Van Essen, C.** (2013) Is Small Still Beautiful? Literature Review of Recent Empirical Evidence on the Contribution of SMEs to Employment Creation. *Deutsche Gesellschaft Fuer Internationale Zusammenarbeit (GIZ)*, Bonn, Germany, pp.60-65.
- Decker, M., Schiefer, G., Bulander, R.**(2006). Specific Challenges for small and medium-Sized Enterprises (SMEs) in m-business. In: Filipe, J., Greene, T.(Publisher): *Proceedings of the International Conference on e-business*. Setubal: INSTICC Press.169-174.
- Duch-Brown, N., Grzybowski, L., Romahn, A., & Verboven, F.** (2017). The impact of online sales on consumers and firms. Evidence from consumer electronics. *International Journal of Industrial Organization*, 52, 30-62.
- Demishkevich, M.** (2015). *Small business use of internet marketing: Findings from case studies* (Doctoral dissertation, Walden University).
- Eigbiremolen, G. O. and Igberaese, I.** (2010) Small and Medium Enterprises Financing and Economic Growth in Nigeria: an Econometric Analysis, Vol. 4, No.19, , *Journal of Economic and Sustainable Development*.
- Gachet, A., & Brézillon, P.** (2005). Organizational structures and decision making processes: A multi-level model. *Journal of Decision Systems*, Special Issue on New trends in the Design of Intelligent Decision Systems, 14(1/2), 9-39.
- Gheorghe Minculete, Polixenia Olar,** 2018, Approaches to the Modern Concept of Digital Marketing, *International conference knowledge-based organization* 24(2):63-69
- Gilmore, A., colleagues,** (2007), “SME marketing in practice”, *Marketing Intelligence& Planning*, Vol. 19 No. 1, pp. 6-11.

- Hale, J. L., Householder, B. J., & Greene, K. L.** (2002). The theory of reasoned action. The persuasion handbook: Developments in theory and practice, 259-286. <http://dx.doi.org/10.4135/9781412976046.n14>.
- Hussain, S. and Wang.** (2007). SMEs Development in Developing Countries through public Private partnership, Shanghai, China.
- Jelfs, A., & Thomson, H.** (2016). Marketing small and medium sized enterprises in the digital age: opportunities and challenges. *Teaching Business & Economics*, 20(1), 4-7
- Jensen, Arthur, R.** (1992). "Understanding g in terms of information processing". *Educational Psychology Review*. 4 (3): 271–308.
- Kaplan, A. M., Haenlein, M.,**(2010), Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53 (1), pp. 59-68.
- Kalyanam, K.& McIntyre, S.,**(2002), The e-marketing mix: a contribution of the e-tailing
- Kiang, M. Y. et al.,**(2000), Marketing on the Internet- who can benefit from an online marketing approach? *Decision Support Systems*, pp. 383-393.
- Kietzmann, J. H., Hermkens, K., McCarthy, I. P., & Silvestre, B. S.** (2011). Social media? Get serious! Understanding the functional building blocks of social media. *Business Horizons*, 54(3), 241-251.
- Kotler P** (1967) *Marketing management: analysis, planning, and control*. New Jersey: Pearson
- Landemore, Hélène** (2012). *Landemore, Democratic Reason: Politics, Collective Intelligence, and the Rule of the Many*. Princeton: Princeton University Press. ISBN 978-06911556, p.54.
- Lee, K. w.** (2016). *Skills Training by Small and Medium-Sized Enterprises: Innovative cases and the Consortium Approach in the Republic of Korean*, Asian Development Bank Institute, No. 579, South Korea.
- Levy, Pierre** (1999). *Collective Intelligence*. Basic Books. p. 14. ISBN 978-0-7382-0261-7. OCLC 249995946. Flew 2008, p. 21.
- Lieb R, Owyang J,** (2012) *The convergence media imperative: how brands must combine paid,*
- Loecher, U.**(2000).*Small and medium-sized Enterprises: delimitation and the European definition in the area of industrial business*. *European Business Review*.12 (5), 261-264.
- Lu, J. W., and Beamish, P. W.** (2001) ‘The internationalization and performance of SMEs’, *Strategic Management Journal*, p.184.
- Melgoza, P., Mennel, P. A., & Gyeszly, S. D.** (2002). *Information overload*. *Collection building*, 21(1), 32- 43.
- Moore, S. B., and Manring, S. L.** (2009) ‘Strategy development in small and medium-sized enterprises for sustainability and increased value creation owned, and earned media.

- Mwangi, A. M. M. and Ngugi, K.** (2014). Influence of Entrepreneurial Orientation or Growth of Micro and Small Enterprises in Kerugoya, Kenya, *European Journal of Business Management*, I (11), 417-438.
- Ngoc Thanh Nguyen** (2011). *Transactions on Computational Collective Intelligence III*. Springer. pp. 63, 69. ISBN 978-3-642-19967-7. Retrieved 11 June 2013.
- Nicholas, D., & Rowlands, I.** (2011). Social media use in the research workflow. *Information Services and Use*, 31(1-2), 61-83.
- Nuseir, M. T.** (2018). Digital media impact on SMEs performance in the UAE. *Academy of Entrepreneurship Journal*, 24(2), 1-13.
- Omondi, O. j.** (2017). Impact of digital marketing on sales growth of small and medium enterprises in Nairobi, Kenya. Research Project Submitted to School of Business, University of Nairobi, 57- 63.
- Ortiz-Cordova, A. and Jansen, B. J.** (2012) Classifying Web Search Queries in Order to Identify High Revenue Generating Customers. *Journal of the American Society for Information Sciences and Technology*. 63(7), 1426 – 1441.
- Osei, E.** (2007). Human Resources Development for Economic Development, A Presentation to the A, p – Eu Economic and social Interact Crop, Brussels.
- Philip Kotler, Hermawan Kartajaya & Iwan Setiawan. Marketing 4.0.**(2017), Moving from Traditional to Digital, Published by John Wiley & Sons, Inc., Hoboken, New Jersey, p. 32.
- Phiri, M.** (2020). Exploring digital marketing resources, capabilities, and market performance of small to medium agro-processors. A conceptual model. *Journal of Business and Retail Management Research*, 14(2).
- Prathivi, M. D. G.** (2020). Digital marketing and Indonesia's youth entrepreneurs' business. *Journal Aplikasi Manajemen*, 18(1), 86-94.
- Rogers,** (2011), *The network is your customer: five strategies to thrive in a digital age*. New
- Rust RT, Lemon K N, Zeithaml VA** (2004) Return on marketing: using customer equity to
- Sayed Gilani, PhD researcher, Glasgow Caledonian University,** (2018), e *Marketing: The Essential Guide to Marketing in a Digital World*, Center for Open Education, Wulling Hall, 86 Pleasant St SE, Minneapolis, USA, pp. 21-23.
- Schelling, A.** (2014). Digital marketing in relation to business factors in small and mid-sized companies in Finland.
- Stokes,** (2013), R., e *Marketing: The essential guide to digital marketing*. Fourth Edition. The United States: Quirk e Marketing (Pty) Ltd., pp. 21-22.
- Teresa Piñeiro-Otero, Xabier Martínez-Rolán.**(2016), *Understanding Digital Marketing—Basics and Actions*, MBA: Theory and Application of Business and Management Principles (pp.37-74).

- Totalprofit** (2012). Social media revolution 2012. Retrieved 16/04/2012 from <http://www.YouTube.Com/watch?v=0eUeL3n7fDs&feature=fvwr> l
- The Arab Society of Certified Accountants** - International Standards for Preparedness Financial Reports – 2006
- Thomas, E., & Magilvy, J.** (2011). Qualitative rigor or research validity in qualitative research. *Journal for Specialists in Pediatric Nursing*, 16, 151–155. doi:10.1111/j.1744-6155.2011.00283.x
- Vinesh, S.** (2014). Role of Training & Development in an Organizational Development, *International Journal of Management and Business Studies*, Vol.4, No.2, Mecrut, India.
- Vladimíra Jurišová,** (2013), Affiliate marketing in the context of online marketing, *Review of Applied Socio- Economic Research* (Volume 5, Issue 1), pp. 106, <http://www.reaser.eu>.
- Yin, R. K.** (2014). *Case study research: designs and methods* (5th ed.). Thousand Oaks, CA: Sage

APPENDICES

Appendix A: Semi-structured Interview Questions

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. Does your business export?

a) Yes

b) No

6. What decision-making process you follow to create and implement your online marketing strategy?

7. How would you describe your marketing mix? How does online marketing fit into your marketing mix?

8. How did your online marketing strategy evolve over time?

9. What percent of your total marketing budget do you allocate to online marketing?

10. What is your marketing budget?

11. Who is handling your online marketing? What are the responsibilities of the person in charge of your online marketing?

12. What is your on-going operational routine as it relates to online marketing?

13. What challenges did you have when creating and implementing your online marketing strategy?
14. As you know, in return for pursuing a digital marketing strategy incurring many efforts and expenses, any business may expect several marketing outcomes. What are the three specific outcomes you are most satisfied in your online marketing efforts? Please, specify the first three.
- a. increase sales to existing customers ____
 - b. recruit new customers ____
 - c. generate leads (potential customers) ____
 - d. enhance customer services ____
 - e. enhance dialogue with customers ____
 - f. better targeting of messages ____
 - g. build awareness ____
 - h. develop loyalty ____
 - i. enhance brand image ____
 - j. gather customer intelligence ____
 - k. increase traffic for company's web site ____
 - l. improve search rankings ____
 - m. cost saving ____
 - n. increase the speed of communication ____
15. On which marketing outcomes does your digital marketing efforts (or strategy) have the biggest impact?
16. What are the three specific things you are most unsatisfied with your online marketing efforts?

Appendix B :consent form

You are invited to participate in a study on digital marketing strategies used by mid-sized businesses. The researcher invites business owners, general managers or marketing managers responsible for this in medium-sized companies in Iraq that employ more than 50 employees and use digital marketing. This form is part of a process called "informed consent" which allows you to understand my studies before

deciding whether or not to participate. Our research goal is to discover the different digital marketing strategies that Iraqi companies use in the Iraqi business market.

This study is being conducted by Rami Abdullah, a master's student at Istanbul Gedik University.

Background Information:

The purpose of my study is to investigate the process of creating and implementing digital marketing strategies in medium-sized companies as well as to understand the factors that may affect the success or failure of digital marketing in a medium-sized business.

Procedures:

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

- If you agree to participate in my study, you will be asked to meet at your workplace personally or by phone/online, at your convenience. The interview questions are about digital marketing strategies and digital tools used by your business in digital channels.
- The interview will take approximately 45 minutes.
- Share your employees' professional marketing experience.
- There is no personal identification, the information will be required in the strictest confidence.
- Distribute creative resources for online marketing, such as email templates, social media flyers, and online ads.
- Queries about trade secrets or other sensitive material, as well as questions about confidential information about you or your company, will not be asked during the interview.
- The interview will be recorded with audio or video.
- If you wish not to disclose your name or the name of the company you work for, but it is necessary to disclose your position and your company's activity.
- You can review and listen to the answers, and you can also edit or add if you wish.

Here are some sample questions:

- How has your online marketing strategy evolved over time?
- What percentage of the total marketing budget is devoted to internet marketing?

- Who does online marketing? What are the responsibilities of a person in
- Responsible for online marketing?

Voluntary Nature of the Study:

My studies are voluntary and do not involve any penalty. Everyone will respect your decision as to whether or not.

Don't choose to be in my studies. If you decide to join my studies now, you can still change your mind later. You can stop at any time.

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 any way 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

After reading the aforementioned details, I believe I understand the study sufficiently to determine whether or not to participate. I acknowledge that I accept the terms outlined above by signing below.

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

Printed name of participant _____

Date of consent _____

Participant's signature _____

Researchers signature _____

Appendix-C:Ethical Committee Approval



T.C.
İSTANBUL GEDİK ÜNİVERSİTESİ
Rektörlük

İSTANBUL GEDİK ÜNİVERSİTESİ -
REKTÖRLÜK
Tarih: 27/09/2021 18:56
Sayı: E-71457743-050.01.04.2021.2.928

000020970

Sayı : E-71457743-050.01.04-2021.2.928 - 237
Konu : Etik Kurul Kararı (Rami ABDULLAH)

27/09/2021

Sayın Dr. Öğr. Üyesi Metin TOPTAŞ

Üniversitemiz Etik Kurulunun 23.09.2021 tarihli 2021/08 sayılı toplantısında; "Digital Marketing Success for Medium-sized Businesses: A Qualitative Study" adlı başvurunuz görüşüldü. Yapılan görüşme sonunda: "Digital Marketing Success for Medium-sized Businesses: A Qualitative Study" adlı başvurunuzun etik olarak uygun olduğuna katılanların oy birliği ile karar verildi.

Prof. Dr. Berin ERGİN
Etik Kurul Başkanı

Bu belge güvenli elektronik imza ile imzalanmıştır.

Belge Doğrulama Kodu:

E074E1B7-0D08-4C59-94F7-CB1EED78160C

Belge Doğrulama Adresi: <https://www.turkiye.gov.tr/istanbul-gedik-universitesi-ebys>

Adres: T.C. İstanbul Gedik Üniversitesi Cumhuriyet
Mahallesi İlbahar Sokak No: 1-3-5 34876 Yakacık Kartal
İstanbul

Telefon No: 444 5 438 / Dahili: 1196

Faks No: 0216 452 87 17

e-Posta: info@gedik.edu.tr

KEP Adresi: gedikuniversitesi@hs01.kep.tr

Ayrıntılı bilgi için: Ozan YILDIZ

Uzman

Telefon No: 444 5 438 / Dahili: 1196



RESUME

EDUCATION AND QUALIFICATIONS:

I graduated from the College of Administration and Economics, University of Al-Qadisiyah in Iraq, Department of Accounting with a Bachelor's degree, and I am currently studying for a Master's degree in Business Administration (MBA) Istanbul Gedik University.

WORK EXPERIENCE:

- I worked as an accountant in a telecom company in Iraq 2008-2009
- I worked as a sales manager in a telecom company in Iraq 2010-2018