

Understanding Digital Marketing: Innovative Digital Marketing Strategies

Current and Future Challenges

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Abstract: *This study aims to highlight the most important theoretical concepts of digital marketing in terms of its principles and basic strategies and to benefit from innovation to enhance digital tools to achieve growth and success in a scene characterized by intense competition in the use modern technology.*

Accordingly, this search: came to shed light on the various theoretical aspects about digital marketing using the descriptive approach and exploring the pros and cons of its use in modern institutions.

The study results show that digital marketing has a bright future for the sustainability of products in the technology market, as it provides new opportunities for organizations to communicate with consumers in creative and innovative ways, enabling them to improve marketing efforts and campaigns to face the challenges of competition, technical expertise and digital databases and maintain their confidentiality, in addition to facing the risks of obsolescence and developing proactive reputation management strategies.

Keywords: Digital marketing, Digital innovation Strategies, Modern Technology, Marketing Campaigns, Competition.

JEL Classification

ملخص: تهدف هذه الدراسة إلى إبراز أهم المفاهيم النظرية للتسويق الرقمي من حيث مبادئه واستراتيجياته الأساسية والإستفادة من الابتكار لتعزيز الأدوات الرقمية لتحقيق النمو والنجاح، في مشهد يتميز بحدة المنافسة في استخدام التكنولوجيا الحديثة.

وعليه جاءت هذه الدراسة لتسليط الضوء على مختلف الجوانب النظرية للتسويق الرقمي باستخدام المنهج الوصفي واستكشاف إيجابيات وسلبيات استخدامه في المؤسسات الحديثة.

ومن نتائج الدراسة أن التسويق الرقمي له مستقبل مشرق لاستدامة المنتجات في السوق التكنولوجية، حيث يوفر فرصا جديدة للمؤسسات للتواصل مع المستهلكين بطرق مبدعة ومبتكرة، يمكنها من تحسين الجهود والحملات التسويقية لمواجهة

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تحديات المنافسة، والخبرات التقنية وقواعد البيانات الرقمية والحفاظ على سريتها. بالإضافة إلى مواجهة مخاطر التقادم وتطوير استراتيجيات إدارة السمعة الإستباقية.

الكلمات المفتاحية: التسويق الرقمي، استراتيجيات الابتكار الرقمي، التكنولوجيا الحديثة، الحملات التسويقية، المنافسة.

1. Introduction

Due to the rapid emergence of advanced technologies: particularly in communications, information, and digital fields, such as the Internet- websites- social media platforms- banners, and digital screens, has significantly transformed the business landscape. These developments have posed new challenges for organizations, especially in how to effectively leverage these tools to achieve their goals. Among the most notable advancements is the rise of digital marketing, which has become the dominant marketing method today due to its speed, precision, instant information sharing, and direct customer engagement. Digital marketing plays a vital role in executing marketing strategies, whose plays a vital role in implementing marketing strategies, using tools and methods to reach and serve customers.

Amazing digital marketing, will be a pivotal determinant for 'e-commerce businesses' to achieve sustainable expansion and prosperity. Despite the obvious benefits, many of them still face hurdles in achieving optimal sales conversion rates on their platforms. The contemporary corporate landscape is characterized by a constantly changing and evolving environment, marked by rapid advances in technology, intense competition, and changing customer preferences.

. Therefore, A must organizations need to have a structured and measurable digital marketing strategy in order to effectively address various challenges and achieve desired results.

Proficient digital marketing will be a pivotal determinant for e-commerce businesses to achieve sustainable expansion and prosperity. Despite the obvious benefits, many e-commerce businesses still face hurdles in achieving optimal sales conversion rates on their platforms. The contemporary corporate landscape is characterized by a multifaceted and ever-evolving environment, marked by intense competition, changing customer preferences, and rapid advancements in technology. Therefore, it is imperative for organizations to have a well-structured and quantifiable digital marketing strategy in order to effectively address these hurdles and achieve the desired results.

Stady problem:

In light of the above, and by presenting the identification of digital marketing concepts and strategies the problem of study is as follows:

What is the concept of digital marketing, what are its innovation strategies, and what are the current and future challenges that the ever-changing and fast-paced digital environment imposes on organizations?

This study aims to:

- In the context of globalization and technological development, especially in the fields of information and communication, digital marketing has become more important for all companies and the business sector, especially since contemporary consumers face the new digital reality that makes their behaviors and needs constantly increasing, and this affects the investment environment and difficulty of adapting it.
- The digital marketing is a vast and changing field of business landscape on the one hand, and on the other hand the literature on digital marketing and on business performance.
- A deeper understanding of digital marketing and its strategies by providing a comprehensive view of its current and future challenges.
- Leveraging innovation to enhance digital tools used to achieve business success.
- We hope that this research will serve as a catalyst for practitioners to understand digital marketing and gain insights into its effective strategies in improving marketing efforts, increasing sales, and facing competition.

In order to achieve the objectives of the study, we divided this article into five main axes, in addition a conclusion it contains important recommendations in this context:

- Foundations of Digital Marketing;
- Digital Marketing Strategies;
- Innovative Digital Marketing Strategies;
- Current Challenges in Digital Marketing;
- Future Trends in Digital Marketing;

2. Foundations of Digital Marketing

Before we discuss for digital marketing, we must give its historical roots:

2.1. Definition and Evolution of Digital Marketing

The first beginnings of digital marketing sequence, were with the use of the telegraph in the nineteenth century, then it was reinforced by the emergence of radio, television, and digital cables that gained complete social acceptance, making digital media the dominant force in the world of marketing. In the last years of the twentieth century, many business organizations began using the internet in their marketing efforts, which contributed to the significant and noticeable growth of digital information technology. In 1999, Hanson issued his famous text, internet marketing, to herald a dramatic shift in the world of marketing that included the transition from analogue to digital broadcasting. This shift gave the green light to the emergence of a new child in the world of modern marketing, which is digital marketing. Moreover, it is not possible for digital marketing to develop without the development of distribution channels and marketing communication tools and means. This development has contributed to the creation of new types and methods of communicating with customers and contacting them. Therefore, the marketing wheel has moved in light of the continuous change and acceleration in the business environment to

transform from traditional marketing tools (direct sales, landline, fax, direct mail), and through many stages to reach purely digital tools. (Mohammed 2017, 33)

There are several definitions of digital marketing including: stokes and blake, 2011: “digital marketing is a set of technical methods and means used to market goods and services to consumers through various and diverse media and digital networks. It has special features when compared to regular marketing. These features allow the exploitation of opportunities resulting from changes in the internal and external environment of any institution. At the same time, digital marketing does not only mean modern communications technology, but also includes the technological devices used (such as modern mobile phones, screens connected to the internet, which allows for dissemination and adding value to the company and customers”. (Abdullah, Al-Anzi et Al-Masoud 2020, 335)

(Kotler & Armstrong, 2018: 124) believe that “digital marketing is the use of electronic tools such as social media, mobile applications, the internet, advertisements, videos, and email to engage customers at all times, places, and across digital platforms and means”. (Fouad et Jameel 2023, 339)

(Puspita and Al, 2023): “digital marketing is a promotional strategy carried out online through digital media, utilizing various tools such as social networking platforms. Currently cyberspace has developed into more than just a means of connecting individuals with devices, but also allows interaction between individuals in various parts of the world. Digital marketing generally includes an interactive and integrated approach, aimed at facilitating easier interaction between producers, market intermediaries, and potential consumers”. (Febriani, Faizin et Sevians 2024, 64)

Based on the above, we can say that digital marketing is a set of digital technologies used by business organizations to promote their product efficiently and effectively to the consumer, interact with him, and meet his needs and desires.

2.2. The Importance of Digital Marketing

- Digital Marketing also help entrepreneurs more easily track and fulfill all the needs and desires of potential customers. On the other hand, potential consumers can search for and obtain product information simply by exploring cyberspace, making the search process easier. (Harimurti, Suriadiman et Andry 2024, 33)
- Ease of access to goods and services before purchasing them, their availability, specifications, prices, and conditions deliver it.
- The possibility of reducing purchasing costs compared to purchasing from traditional stores.
- Innovators and early adopters can access new and innovative goods and services.
- The Internet provides a new environment to enhance the existing relationships between customers and the digital merchant, especially in retail. (Lamairi et Tafari 2020, 6)

2.3. Applications of digital marketing

Its practical application allows to create more opportunities for diversification and customization of products and services; to achieve a greater degree of efficiency in the collection, processing, analysis and interpretation of data necessary for the implementation of various business activities; to create greater transparency of business processes; to create new diversified tools for attracting and engaging customers, in order to achieve a higher level of customer loyalty; to improve customer service and, based on this, to achieve a higher level customers satisfaction; to increase sales revenue and profits; to create new business models, to reduce the time to launch new products

and services on the market; to create prerequisites for better business planning and management, to improve the quality of products and services; to control resources more effectively; to create opportunities for cost optimization, to improve production processes and to create more innovation, to create an innovative culture, and to increase competitiveness.

Given the above, it can be said that this turbulent technological wave has completely changed the way communication between companies and their real and potential customers is carried out. According to recent data, more than 75% of consumers spend a significant part of their daily lives in a digital environment, making it an important part of their lives and, therefore, their true friends when choosing companies, products and services.

All these changes in market conditions and in consumers 'daily lives are leading to the formation of a new direction in marketing is 'digital marketing' (CHARLESWORTH.2014). (Gouveia 2021, 5-6)

2.4. Dimensions of Digital Marketing

Digital Marketing has 5 dimensions: (Sayed 2021)

- 1) **Attraction:** digital marketing requires attracting customers by meeting customers' desires through advertising on websites, advertising windows or related links. The attraction process focuses on two elements:

- Trademark when using applications.
- Reducing the cost of attracting customers.

Some companies use methods to attract customers by linking the company to a group of charitable works or customer loyalty programs, as well as producing environmentally friendly products in order to attract customers.

- 2) **Engagement:** marketers need to keep customers engaged and engaged to engage with the services provided, and the key is twofold:

- Mastering creative programming for interactive media (form).
- Provide content that is of value to the audience (material).

- 3) **Retain:** Focus on the process of continuous renewal of the content you provide to customers, or provide constantly changing and interactive content that is vibrant and never stops through opportunities for customers to buy or acquire a service for lower costs, or by launching offers, sending messages to its customers that make it beneficial to customers, or conducting some competitions, and the customer feels that everything he wants is met, and this is what helps in the process of retaining him.

- 4) **Learn:** Social media has given marketers an unprecedented opportunity to learn more about customer data, behaviors and demographics, and to collect Information through surveys, billboards and digital screens.

- 5) **Lelate:** Communication is one of the most important opportunities to create the most important value in digital marketing in essence, because it represents an opportunity to allocate the interaction between the service provided and the time, or marketing effort for more than one customer at the same time, (two-way channel: communication and distribution).

2.5. Pros and Cons of Digital Marketing

Digital marketing has many pros and cons, which we will explain in the table below:

Table (1): Pros and Cons of digital marketing

PROS	CONS
- Digital marketing has many advantages for companies that aim to compete, as it provides them with global reach. - Facilitates communication with audiences around the world and expansion of the target market. - Ensures access to a large demographic and attention to specific behaviors provided that marketing efforts are highly effective and relevant. - Cost-effective compared to traditional methods, it is a scalable option that fits different budget sizes and accurate budgeting based on performance position. - It enables companies to make decisions based on real-time analysis and measurement of the campaign value, it enables them to improve strategies to achieve maximum. - The flexibility, scope and precision of digital marketing make it a tool for achieving effective marketing strategy in the digital age.	- One of the obvious drawbacks is when competition is high and the digital channels are crowded, making it difficult for the brand effectively reach a larger target audience to - Digital marketing requires a level of technical and technological expertise, especially when using digital platforms, tools and analytics, which require more investment in resources and prevention of education. - Concerns about privacy and data security are becoming more pressing, so companies must navigate regulations. Consumer expectations regarding personal information. - Marketers are at risk of becoming obsolete due to the rapid development of digital technologies, as they have not adapted to modern trends and industry transformations. it goes out of the market. - The proliferation of ad blocking tools and the potential to amplify negative reactions on social media may limit the effects of digital advertising efforts (proactive reputation management strategies).

Source: Prepared by researchers based on (Kanimozhi et Vishnu 2024, 4-5)

3. Digital Marketing Strategies

3.1. Definition of Digital Marketing Strategy:

- Jain, and al (2019) defined digital marketing strategy as “a formulated plan that identifies and achieves a company’s marketing objectives and explains how the marketing objectives will be achieved”.
- Kotler (2014) stated that marketing strategy is “the marketing approach by which a company hopes to build profitable customer relationships and maximize the value they provide”. (Omar 2023, 28)
- Digital marketing strategies provide measurable results and results and data capture through analysis and insights, enabling companies to improve their campaigns in record time and achieve a higher return on investment (ROI) compared to traditional marketing methods. As technology evolves, digital marketing evolves with new trends and innovations, providing companies with ever-advanced tools to reach their target market and engage them effectively in a digital-first world. (Kanimozhi et Vishnu 2024, 2)

From all of the above, we conclude that the digital marketing strategy is the guiding map for the organization according to its objectives. This is done by studying and analyzing the needs of the target market, exploiting the available resources, and preparing an integrated marketing mix with the general strategy.

3.2. Forms of Digital Marketing Strategies:

Businessmen consider digital media, social media and websites as the right choice to develop their businesses, reduce expenses, increase profitability and expand markets. It is also an ideal solution for promoting products and services. The following table are describing the forms of digital marketing strategies:

Table (2): Forms of digital marketing strategies:

Digital Marketing Strategy	Description	Example
New consumer proposition (product and pricing)	New website features or online communications tied to new revenue-generating goods or services.	The Bank introduces new items that demand varying quotations. The publisher provided a price comparison service.
Consumer capture or strategic marketing	A strategy approach to improve internet marketing and acquire new customers.	Content marketing SEO (Search Engine Optimization) Pay Per Click (PPC) Affiliate marketing. Aggregator
Strategy for converting and	Invest in innovative consumer features to	Implement an online shop. Secure payments.

enhancing consumer experiences	engage audiences, improve conversion rates, and enhance average order value. Examples of added functionality include an online store and particular features like stock checking. Strategies to enhance the consumer brand experience.	Provide consumer reviews and ratings. Merchandising capabilities for tailored promotions. Interactive tools assist buyers in selecting products.
Consumer development and growth strategy	Investing to improve Experience and delivery of product and service offerings to existing consumers.	Recommendations for products and services that are already available for personal use by consumers. The goal of email contact strategy is to focus on the consumer journey and level of brand awareness
Social media, content marketing or business social	Social media that can support acquisition, conversion, and referrals. The broader social business. Improving products and services is also a part of the strategy.	CRM or personalization Content management The performance of information management and web analytics systems has been improved. Consumer feedback facilities have also been improved.
The strategy for resources and management	Shift marketing management to focus on digital media and technology.	Changes to the team structure will enhance the skills development process.

Source: (Nitam, Yani et al 2024, 60) based on: Chaffy and Ellis-Chadwick

3.3. Dimensions of Digital Marketing Strategy:

Many researchers in the field of marketing have studied the dimensions of the digital marketing strategy, and these dimensions differed from one study to another. (Purnomo, 2023, p. 55)

Digital Marketing Strategy refers to the plans and approaches used by companies or organizations in leveraging digital media and internet technology to promote their products, services or brands, as well as interact with consumers online. The main

objectives of a digital marketing strategy are to reach a targeted audience, increase customer engagement, and generate profitable conversions. Some of the key elements involved in a digital marketing strategy include:

A comprehensive digital marketing strategy encompasses various key components, including Search Engine Optimization (SEO) to boost website visibility in organic search results through relevant keywords and quality content; content marketing, which focuses on delivering valuable materials like blogs, videos, and infographics to attract and retain audience interest; and social media marketing, leveraging platforms such as Facebook, Instagram, and LinkedIn to engage users and promote brand presence. Additionally, email marketing enables direct communication with current and potential customers via newsletters, offers, and updates, while influencer marketing taps into the reach of well-known social figures to endorse products or services. Paid advertising through platforms like Google Ads and social media helps increase brand exposure, and data analysis supports the continuous improvement of campaigns by tracking consumer behavior and performance metrics. The advantages of digital marketing include broader reach, enhanced consumer engagement, precise campaign tracking, adaptability to trends, and a competitive edge through innovation. Crucially, all digital marketing efforts must align with a company's business goals and market dynamics, with a deep understanding of audience behavior serving as the foundation for success.

4. Innovative Digital Marketing Strategies

In this digital era, digital marketing has become a crucial factor in business success. Especially for e-commerce platforms, digital marketing strategies play an important role in increasing sales conversion, which is the comparison between the number of visitors to a website or e-commerce platform and the percentage of customers who actually make purchases. (Purnomo 2023, 57)

In general, innovation refers to a new product or service, a new production technology, a new process, or a new management or marketing innovation. Competitive advantages can be obtained by reducing costs and increasing product differentiation. (Cadden et al 2023, 4)

4.1. Content Marketing and Storytelling

The objective of content marketing is to create and distribute high-value content that catches the attention and engagement of potential consumers. Good content can include informative blog articles, video tutorials, user guides, product reviews, and other engaging content. By providing relevant and useful content, you can build engagement with potential customers, increase brand authority, and drive more traffic to your e-commerce platform. (Purnomo 2023, 57)

Content Marketing is a strategic approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. This digital marketing tactic involves crafting content in various forms such as articles, blogs, videos, infographics, podcasts, and eBooks, tailored to address the interests and needs of the target audience. (Kanimozhi et Vishnu 2024, 2-3)

Storytelling in content marketing is not just a trend; it is a powerful tool that enables brands to connect with their audience emotionally, build trust and create lasting relationships.

Storytelling is the art of using narratives to convey a message.

In the context of content marketing, storytelling involves crafting a compelling narrative around a brand, its values, products or services to engage, entertain and inspire the target audience.

Unlike traditional content that focuses on features and benefits, storytelling weaves these elements into a narrative that makes the content more relatable, memorable and impactful.

A good story can capture the essence of a brand, highlight its unique value proposition and create a sense of authenticity. It can make the audience feel part of something bigger than a simple transaction. Instead, it has the power to foster a sense of belonging and community. (Chamat 2024)

Storytelling has a huge impact on consumers perception of a brand, and it has the potential to create a competitive advantage as well. (Chiu et al., 2012; Hemsley, 2016; Wang et al., 2016). Through storytelling, we can differentiate brands that are unique and cannot be imitated by competitors (Cahill, 2017). Consumers don't want a brand that offers simplistic products, they want stories they can embrace and share with others (Smith & Wint rob, 2013). They want meaning in everything, and that's what a brand should deliver through storytelling (Paton, 2015). A brand can be unique through clear and immediate messages that explain the unique associations of the brand (Hjelmgren, 2016). The difference between brands when telling stories through video makes a difference as long as the content of the video is understood by consumers (Yu & Chang, 2013). Also, video storytelling makes the job of marketers easier when attracting and engaging customers (Mancuso & Stuth, 2015; Wendt et al., 2016; Yu & Chang, 2013). Therefore, brands that do not include videos will have fewer chances to enter the content creation race (Newman, 2017). Researchers and companies acknowledge that videos and storytelling are crucial for brands (Yu & Chang, 2013), however, they have been researched only as separate phenomena. In other terms, there is a clear lack of research regarding BS and videos in the same marketing context (Megehee & Spake, 2012). (Sheri et Traoudas 2017, 4)

5. Current Challenges in Digital Marketing

Due to technological development and digital marketing's reliance on several tools and media, organizations have been forced to keep pace with developments in the digital age, which relies heavily on artificial intelligence, making it a competitive advantage for companies that use it in their production processes in general and marketing in particular.

5.1. Using Artificial Intelligence in Digital Marketing

The concept of AI marketing is a way to leverage customer data and intelligence such as machine learning to anticipate the customer's next move and provide a service that meets the customer's expectations (NORRIS, 2021). (Raqani et Abed 22/10/2022, 8)

With the importance of artificial intelligence and non-fungible tokens for the experience's luxury customers, and the expansion of companies into virtual worlds, digital products have quickly filled them. Customers have become dependent on the internet in their daily lives, especially during the isolation phase to the COVID-19, so

there is no longer a difference between the real and the virtual. (NALBANT et AYDIN 2023, 9)

5.2. Ad Blockers and Ad Fraud

1) Ad- Bloching:

Ad-blocking or ad-filtering programs: are increasingly popular tools that allow users to block or hide online advertisements, significantly impacting the delivery of ads to potential audiences. As more users adopt these tools, advertisers face reduced access to user data and diminished reach for their campaigns. While ad-blockers limit the effectiveness of digital advertising, they are favored by users for providing a cleaner, faster, and less intrusive browsing experience by eliminating disruptive ads. This growing trend has challenged earlier assumptions about the long-term viability of online advertising, particularly for methods like content bundling, which were once considered essential but are now losing relevance. (Respati et Irwansyah 2019, 191)

In 2016, a study made on 2 million panelists revealed that 18% of US users were using ad blocking software, whereas in Germany and United Kingdom it was already 37%.

The filtering performance of both Adblock and Adblock Plus software was compared. Comparison was based on using the percentage of ad requests blocked when accessing a web page out of the total number of page requests, as well as web page loading time, as two specific metrics for comparison. Adblock surpasses Adblock Plus in terms of ad filtering capability, and the difference between those two tools is mainly due to different default filter lists that they use. (Sołtysik-Piorunkiewicz, Strzelecki et Abramek 2019, 52)

Ad blocking systems rely on crowdsourcing help in terms of creating filtering lists. Analysis of crowdsourcing actions shows that often there are false positive errors, i.e. blocking legitimate content and there are attacks from ad publishers against ad blockers. Millions of web users rely on filter lists to protect their privacy and improve their browsing experience. Filter lists are maintained by a small number of contributors, who use a variety of undocumented heuristics to determine what rules should be included. Other comparisons of online ad blocking lists revealed that blacklists can be reactive or proactive in tackling the online ad and tracking services. (Sołtysik-Piorunkiewicz, Strzelecki et Abramek 2019, 53)

2) Ad Fraud:

Fraud has long been a major issue on the Internet, with digital advertising increasingly becoming a primary target (Edelman, 2014). One common method involves malware-infected advertisements that turn users' computers into fraudulent bots. These ads often mimic trusted entities, displaying fake system warnings or security alerts to trick users into installing malicious software. To combat this, Google has actively worked to protect users by identifying websites that host phishing or malware attacks. This list has been integrated into major browsers like Chrome, Firefox, and Safari, and later extended to Android devices. In 2016, Google further enhanced user protection by targeting deceptive ads embedded within otherwise legitimate websites. The challenges posed by online fraud notwithstanding, there are a number of options open to the digital advertising industry that can help minimize its impact. Most important is to ensure transparency by having buyers and sellers of advertising use campaign measurement tools that accurately

identify all forms of nonviewable advertisements, including both general and sophisticated IVT. (Fulgoni 2016, 125)

Ad fraud is a term used to describe any attempt to deceive digital advertisers or digital advertising networks for financial gain. And Juniper Research believes one of the biggest issues facing digital marketing today is ad fraud (the illegal act of intentionally repeated clicking on PPC ‘Pay Per- Click’ ads to artificially inflate traffic statistics and generate revenue for illegitimate sources whilst reducing return on ad spend for advertisers).

The dichotomy of AI use in the creation and prevention of ad fraud is a topic discussed by many learning fraud mitigation platforms worldwide. Fraudsters can capitalize on the use of AI by using algorithms such as ChatGPT to program advanced behavior. Mimicking this behavior allows fraudsters to steal ad spend from advertisers by creating and impressions and clicks that real users will not see.

6. Future Trends in Digital Marketing

6.1.Voice Search and Smart Speakers

There are many smart speakers on the market, and picking the best keeps getting tougher. you need to decide which voice assistant you prefer. There are three worth using—Amazon’s Alexa, Google Assistant, and Apple’s Siri—and each has its pros and cons. If you’re new, right now we prefer Google- and Amazon-powered models, as they are the most widely user-friendly. (Hall et Farrell 2024)

The rise of voice assistants and smart speakers presents tremendous opportunities (realized or missed) for many industries. The proliferation of smart speakers—a category first introduced by Amazon in late 2014—has disrupted the voice-search industry, which was already booming thanks to Apple’s Siri and Google Assistant apps. Microsoft entered the game, as well, with its Cortana virtual assistant. The voice-search dam broke when Apple introduced its own high-end smart speaker. (Zion, Medina et Hollmann 2020)

Voice assistants have several interesting capabilities such as:

- ✓ Answer to questions asked by users.
- ✓ Play music from streaming music services.
- ✓ Set timers or alarms.
- ✓ Play games.
- ✓ Make calls or send messages.
- ✓ Make purchases.
- ✓ Provide information about the weather.
- ✓ Control other smart devices (lights, locks, thermostats, vacuum cleaners, switches).

The capabilities of voice assistants are continuously extending. Amazon and Google have provided platforms for developers in order to extend their assistants’ capabilities. Similar to mobile apps, Amazon Skills and Google Actions, radically expand assistants’ repertoire, allowing users to perform more actions with voice-activated control. (TERZOPOULOS et SATRATZEMI 2020, 474)

7. Conclusion

Digital marketing has a bright future for the long-term sustainability of products or services.

This study reached the following results and suggestions:

- Digital marketing has become a transformative force in the modern global landscape, providing unprecedented branding opportunities and enabling companies to improve their marketing efforts.
- Examining digital marketing strategies, its dimensions, and the factors affecting it can become inputs and recommendations for companies to help them implement digital-based marketing systems to increase their business profits, attract consumers, and gain their satisfaction.
- Artificial intelligence has become part of digital marketing because it helps marketers reach results efficiently and effectively, so attention must be given to this field in Algerian companies.
- Brands will have the ability to respond to news in real-time as stories develop, and will achieve their marketing goals by creating and distributing the most valuable brands on the planet.
- Big brands have the power to implement these plans right now and this requires a cultural and organizational change. It is the future of marketing.
- Extensions Ad Block have become a solution for Internet users to block unwanted advertisements, because they have a negative effect and are a source of malware.
- Future research issues should be on the economic and regulatory aspects of advertising bans, especially since digital marketing strategies depend on social media platforms, and the strategy for managing electronic customers, technical and social issues should be developed for: the digital customer, the digital business owner including marketers, publishers and content providers.
- Following the latest developments in digital marketing and artificial intelligence enables organizations to stand out and compete with competitors.
- The world of digital marketing is constantly changing, so creativity and innovation must be maintained to develop the strategy for the organization, because success in this world requires time, effort, and the correct and effective strategy.
- Financial support must be allocated to researchers in the field of technology and digitization, especially in Algerian universities.

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