Activating Digital Marketing Mechanisms in Startups within a Digital Transformation Environment: A Case Study of Yassir Algeria

تفعيل آليات التسويق الرقمي في الشركات الناشئة في بيئة التحول الرقمي: دراسة حالة يسير الجزائر

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Abstract:

This study demonstrates the importance of digital marketing for the success and development of startups. We selected Yassir as a model to study and analyze the use of digital marketing tools, such as social media, smartphone applications, and paid advertising. We conclude that startups should invest more heavily in, and accord greater importance to, digital marketing, as it is a decisive factor in customer acquisition, market-share attainment, and enhanced competitiveness. This must occur while keeping pace with rapid technological change and innovating in line with the requirements of the market and current and potential customers.

Keywords : *Digital Marketing Startups. Social media. Entrepreneurship. Case Study.*
Jel Classification Codes : M31, M13, O33

ملخص:

توضح هذه الدراسة أهمية التسويق الرقمي لنجاح وتطور الشركات الناشئة. وقد اخترنا شركة Yassir كنموذج لدراسة وتحليل استخدام أدوات التسويق الرقمي، مثل وسائل التواصل الاجتماعي وتطبيقات الهواتف الذكية والإعلانات المدفوعة. وخلصنا إلى أن الشركات الناشئة يجب أن تستثمر بشكل أكبر في التسويق الرقمي وتولي له أهمية أكبر، لأنه عامل حاسم في اكتساب العملاء والحصول على حصة في السوق وتعزيز القدرة التنافسية. ويجب أن يتم ذلك مع مواكبة التغيرات التكنولوجية السريعة والابتكار بما يتماشى مع متطلبات السوق والعملاء الحاليين والمحتملين.

كلمات مفتاحية: التسويق الرقمي. الشركات الناشئة. وسائل التواصل الاجتماعي. ريادة الأعمال. دراسة حالة.
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INTRODUCTION

In recent years, the world has witnessed accelerating technological development affecting all spheres of life, especially business and marketing. Digitization has become a decisive factor for survival and competition in the marketplace, particularly for startups seeking to establish a presence and achieve their objectives in increasingly competitive markets.

Amid these changes, digital marketing has emerged as a highly effective lever that enables startups to target large numbers of customers and interact with them, with lower costs than traditional methods. This form of marketing uses digital means—email, search engines, websites, and social media—to market services and products and to realize organizational strategies.

Yassir is a startup that has succeeded substantially by relying on technology and digitization to innovate and develop its services. For this reason, it was chosen as a model to examine ways of activating digital marketing under rapid transformation.

Research Problem

Despite the opportunities and capabilities that digital marketing affords startups, it remains necessary to design an appropriate strategy to achieve the desired goals, along with ongoing development and renewal to keep pace. Accordingly, the research problem is:

- How can startups—such as Yassir Algeria—use digital marketing tools effectively to keep pace with technological development and achieve organizational goals in the age of digitization?

Sub-questions:

1. What is digital marketing, and what are its features?
2. What is a startup, and what challenges does it face?

The article is divided into two parts to answer these questions: the first addresses foundational concepts in digital marketing and startups; the second analyzes the application of digital marketing at Yassir Algeria.

Significance

The study is theoretically and scientifically significant in highlighting the basic concepts of digital marketing and startups. It clarifies the crucial role digital marketing plays in enabling firms to achieve their objectives and ensure continuity in highly competitive markets.

Objectives

This study aims to:

- Shed light on the basic concepts of digital marketing and startups.
- Analyze the state of digital marketing within Yassir and evaluate the effectiveness of its digital strategies.
- Propose recommendations to improve the company's use of digital marketing.

1 . Conceptual Framework of the Study

1.1 Digital MarketingSubtitle

Representative definitions include:

- "The process of planning and implementing the development, pricing, communication, or distribution of an idea, product, or service for the purpose of exchange (Yahyaoui & Karabsi, 2019, p. 140), whether for fully or semi-manufactured goods, by digital means that serve the consumer and the firm."
- "Digital marketing comprises marketing processes carried out via electronic media (Bouziri, 2023) and computer networks/Internet."

- "A term encompassing the use (Ramas, n y, p. 352) of information and communication technologies, computer programs, and the Internet to market products and services."

From the foregoing, digital marketing can be understood as traditional marketing conducted via information and communication technologies and the Internet.

1.2. The Digital Marketing components

Digital marketing comprises the traditional four Ps—Product, Pricing, Distribution (Place), and Promotion—with the addition of customer relationship management (CRM) as a fifth element; in the Internet era, the customer relationship is vital.

1.2.1. The Digital Product

Digital technology has transformed product policy by presenting modern digital products such as electronic games, software, and music. Given the immaterial nature of these products, packaging can be eliminated. For products sold online, relevant information is presented on the e-commerce webpage. The brand image among Internet consumers reflects the product's ability to meet evolving customer requirements.

In digital marketing, the emotional component toward the product varies along two lines:

- The emotional factor is fundamental for products with a strong brand image (e.g., Apple, Sony), as consumers often identify with brands that signal a particular social stratum.
- For products sold online under lesser-known brands, customer loyalty is very low due to the variety of similar products and ease of access.

1.2.2. Pricing Policy in Digital Marketing

Pricing strategy plays a central role in achieving organizational objectives. Pricing influences sales volume, profit, market share, and brand image. Whereas prices were once set primarily based on production costs, competition has become decisive in the digital marketing era. Given intense global competition, products should be priced regarding competitors' prices and the external environment in which prices are set and adjusted, without neglecting product costs and improvement. Products sold via the web are priced in the strongest currencies in financial markets (euro or dollar). Online payment is typically via bank transfer. The Internet enables consumers to compare prices across multiple sites and select the most suitable offer; firms are thus compelled to calibrate their prices to remain competitive online.

1.2.3. Distribution Policy in Digital Marketing

Compared with traditional marketing, digital marketing has changed distribution. Online distribution involves: the product, the e-store website, the delivery company, and the end consumer. Marketing occurs on the store's website; the delivery company transports the product from the store's warehouses to the consumer's location. Distribution can be eliminated for digital products because customers download products directly; prices are far lower than in traditional channels, given the higher costs associated with traditional distribution.

1.2.4. Promotion Policy in Digital Marketing

Communication involves sending messages to a receiver and obtaining feedback. The digital environment has transformed corporate communication. Today, all firms, large or small, must have strategies and plans for Internet-based communication, which offers multiple advantages over traditional approaches, notably lower promotional costs.

Consumers or store managers can obtain information online anytime/anywhere (home, workplace, holidays) so long as they have Internet access.

Messages can be delivered effectively to consumers via social media in ways that match their needs and desires.

Multiple services—such as Google Analytics—provide firms with information about customer needs, enabling the design of communication plans tailored to each segment.

Communication strategies can be evaluated using tools and reliable results. Core digital communication tools include: websites, blogs, push messages, social networks, webinars, content marketing (YouTube), and forums.

1.3. Customer Relationship Management (CRM) Systems

Some digital marketing experts argue that CRM should be considered the fifth element of the digital marketing mix because it is essential to the process. They contend that nearly all firms using digital marketing lack a customer-relationship policy. The link between marketing and CRM is strong, grounded in the goals pursued by the digital-marketing strategy. Firms can adopt any of the following types of CRM:

- **CRM for customer recovery and retention**: targets customers who desire to purchase products or services.
- **Loyalty CRM:** focuses on loyal customers; CRM techniques monitor needs, desires, and preferred products and design sweepstakes and rewards strategies.
- **CRM for offer renewal and develop**ment: relies on large consumer groups to promote, select, and launch marketing campaigns.
- **CRM for market research:** relies on prospective consumers and market segments.

Digital marketing strategies

Digital marketing strategies aim to expand an organisation's market share by attracting customers and building strong relationships with them through various platforms, including social media, search engines, emails, and sponsored advertisements. This strategy helps organisations efficiently achieve their objectives and stay ahead in the ongoing global digital transformation.

Website creation strategy

A website is considered a core component of any digital marketing strategy, as it serves as the leading destination for targeted clients and a reliable source of information on the organisation's products and services. For a website to succeed, the following elements must be ensured:

- Defining the purpose and target audience.
- Designing an attractive and user-friendly interface that reflects the organisation's identity and conveys the nature of its activities.
- High-quality and valuable content, including informative articles, appealing images, explanatory videos, and all materials that clients may need, should be provided.
- The site for search engines (SEOs) should be optimised to comply with the requirements of search engines such as Google.
- The website operates at high speed and performance to guarantee ease of use for visitors.
- The performance is continuously updated and measured through analytical tools such as Google Analytics, and the results are enhanced accordingly.
- Excellent customer service can be offered by establishing an efficient support system to respond to customer inquiries promptly.

Search Engine Optimisation

Search engine optimisation (SEO) refers to the process of developing a website to achieve a high ranking in organic (nonpaid) search engine results. Among the key SEO strategies are the following:

- **Enhancing current** SEOs: Targeting keywords already associated with the website to improve visibility and ranking.
- **Technical SEO improvement:** developing and optimising the website's backend to ensure accessibility and optimal performance in search results.

- **E-commerce SEO enhancement:** focusing on refining the website's structure and content to streamline product-related search queries and drive online sales.
- **Corporate SEO optimisation:** aligning SEO practices with institutional and corporate objectives, particularly within highly competitive business sectors.

Content marketing

Content marketing is one of the most important marketing strategies, focusing on creating and distributing engaging, valuable content to target customers, thereby building trust and attracting clients.

Forms of content marketing include the following:

- **Written content marketing:** implemented through blogs, articles, digital newsletters, and e-books.
- **Digital content marketing:** This type of marketing is executed via videos across various platforms such as YouTube and TikTok, as well as through images and infographics.
- **Audio content marketing:** achieved through audio broadcasting (podcasts).

Email Marketing

Email marketing is considered one of the earliest digital marketing strategies. It involves sending electronic messages aimed at both existing and potential clients to strengthen relationships, raising brand awareness, encouraging and increasing sales, and providing valuable information and advice.

Types of marketing emails

- **Welcome emails:** messages sent to greet new subscribers.
- **Promotional emails:** advertisements for products, services, offers, or special discounts.
- **Newsletters:** Messages designed to keep clients informed about the latest updates, achievements, products, and valuable information from the organisation.
- **Re-engagement emails:** reminders sent to customers who have lost interest over a specific period.
- **New product announcement emails:** messages promoting newly released products.
- **Follow-up emails:** Messages intended to capture customers' attention and keep them continuously informed.

Social Media Marketing

Social media marketing refers to the promotion of products and services through platforms such as Facebook, Instagram, and LinkedIn by posting visual and textual content that generates interactions between organisations and their audiences. It aims to build strong relationships while achieving the organisation's marketing goals, such as increasing sales and enhancing brand awareness.

The process of building an effective social media marketing strategy involves the following steps:

- **Setting objectives:** establishing specific, actionable, and clear goals for the marketing campaign.
- **Understanding the target audience:** identifying the needs and desires of potential customers to develop an effective marketing plan.
- **Selecting appropriate platforms:** choosing social media platforms that align with the product, audience, and organisational goals.
- **Creating engaging content:** sharing high-quality and captivating materials that attract customer attention and encourage interaction and sharing.
- **Building relationships with customers:** engaging with clients by discussing their preferences and opinions and responding to their complaints to bring the organisation closer to its clientele.

- **Analysing data and measuring performance:** tracking key performance indicators to assess campaign success and implementing necessary adjustments to achieve the set objectives.
- **Studying competitors:** Analysing competitors' pages to identify insights, weaknesses, and gaps that can be strategically leveraged.

Pay-per-click (PPC) advertising

Pay-per-click (PPC) is a digital advertising model in which companies pay a fee for each click made by users on their online advertisements. It includes forms such as paid search ads on Google, display ads, and social media advertisements. This model allows businesses to drive targeted traffic to their websites while controlling their advertising budgets.

PPC advertisements vary depending on the platform used; however, they generally follow these stages:

- The type of campaign is selected according to the organisation's objectives.
- Optimising customer targeting settings across devices, websites, and scheduling preferences.
- Allocating the budget in alignment with the organisation's strategic plan.
- Enter the URL of the website's landing page.

https://www.rb.com.au/blog/7-steps-to-create-a-perfect-digital-marketing-strategy/



Digital Marketing Strategy Plan

1.4. The Importance of Digital Marketing

Digital marketing is highly important for both companies and consumers (Ali & Mezouzi, n y, pp. 305-307). For companies, it enables continuous marketing of products in diverse global markets, thereby ensuring significant profits. It also ensures communication with firms and customers, serving as an effective means of information exchange. Because services are available 24/7, digital marketing helps build relationships with consumers and improves the quality of marketing functions. It facilitates faster customer acquisition and provides a clear, detailed picture of prospective customers—alongside high-quality Internet advertising that enhances excitement and attraction to the e-store or message recipient.

Digital marketing has driven a shift from mass marketing—presenting multiple products to broad consumer groups without apparent targeting or messaging—to targeted marketing that segments the market and specifies both target and message. With the emergence of the Internet and ICT, one-to-one marketing has appeared, tailoring offers to each consumer according to individual needs and desires.

Digital marketing also enables localization/customization of goods and services according to customer tastes, based on data collected through digital means. Consumers remain constantly informed about new offerings and can provide opinions and comments

through direct interaction with corporate websites. Digital marketing allows shopping 24/7, making the process convenient and easy, and offers many features such as price/product comparisons across sites and streamlined purchasing.

1.5. Startups: concepts, definitions, and features

1.5.1. Related/similar concepts

Before defining startups, we note several related definitions, since the term is sometimes used to refer to:

Small enterprises: ventures employing few workers, managed by the owners, serving local markets.

Entrepreneurial ventures: projects based on a creative idea and distinctive value (Qadim & Tala, 2020, pp. 37-38) led by individuals with initiative and foresight who capitalize on market opportunities to implement their ideas or develop those already present in the market.

High-technology companies: newly established firms that largely depend on innovating and developing technological products or using technology as a service, requiring substantial R&D budgets (8% or more of annual net profit) and are characterized as innovative, knowledge-based organizations.

1.5.2. Definition of Startups

Eric Ries defines Startups as a "human institution designed to create a new product or service under conditions of extreme uncertainty."

Ripsan Hentschel defines them as "firms that have not exceeded ten years since inception."

According to Patrick Fridenson, the definition of a startup does not depend on age, size, or sector (Ben Lakhdar, Chani , Mehna , & Braik , n y, p. 27) but requires four conditions:

- Potential for rapid growth and development.
- Reliance on modern information and communication technologies.
- Penetration of new markets.
- Need for substantial capital.

From these definitions, a startup is "any firm that has experienced rapid and strong development, is keen to present innovative projects using advanced technology amid significant risk and uncertainty, and that achieves substantial returns if successful."

2. Lifecycle of Start-ups

Prelaunch stage: This phase involves discussing an innovative or new idea. The founder (Melik & Bekouche, 2024, p. 860) or team conducts in-depth research on the concept, the target market, and consumer behavior to assess the feasibility and potential success of the enterprise while also developing future growth strategies.

Launch stage: At this point, the first version of the product or service is released. The enterprise typically faces several challenges, including an unfamiliar or novel product for consumers, difficulty in gaining acceptance or implementing the concept in reality, and limited financial support. Entrepreneurs often resort to funding sources referred to as "FFF" — Fools, Families, and Friends — whereby early investors risk their capital despite the high degree of uncertainty.

Early growth stage: This phase is characterised by an increase in enthusiasm and demand as the product or service reaches its peak popularity and its offerings expand (Baswayh , Mimouni , & Bouqtaia , n y, p. 408) The project may attract other adopters or investors, and competitors may emerge with similar products, which generates pressure and new challenges.

Valley of decline: Despite continued financial support from investors (Dinaoui & Zarouat , 2020, p. 330), the enterprise's performance starts to decline, sometimes

reaching a phase of stagnation or emotional setback, which may eventually lead to market exit.

Recovery stage: The founder reassesses weaknesses and gaps in the product and introduces improved versions. At this stage (Ben Cherif, 2023, p. 557) the enterprise begins to rebound by launching the second generation of the product, implementing revised pricing and marketing strategies, and expanding into larger markets.

Sustained growth stage: This is the final stage of a start-up's development. The product has surpassed the testing phase and is now entering the market in its enhanced form. The enterprise achieves sustained growth, secures strong market positioning, and begins generating substantial profits.

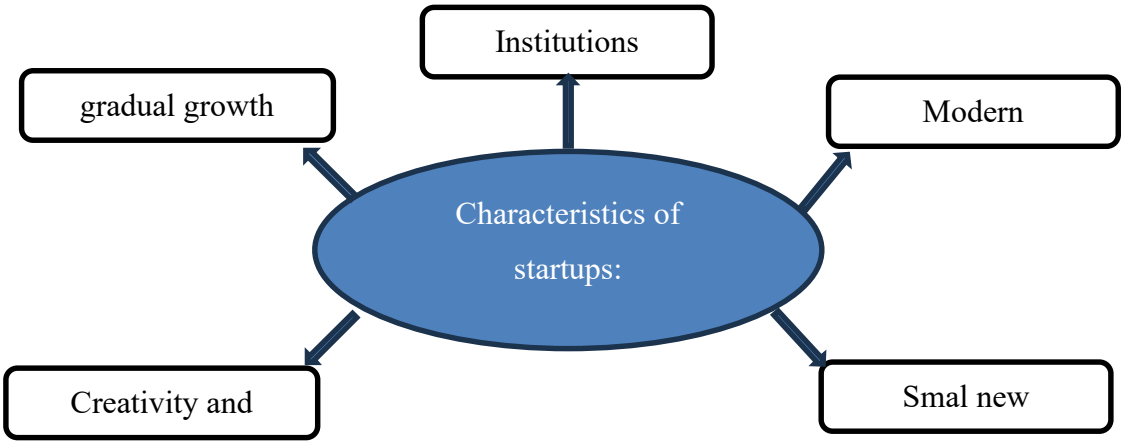
2.1. Characteristics of Startups

Startups exhibit features that distinguish them from other firms, including:

- **Newness**: they are newly established (Makhna, 2021, p. 770), although not every small or medium-sized enterprise can be called a startup.
- **Opportunities for rapid, increasing growth**: they can expand quickly without significant additional costs, enabling gradual yet accelerating growth.
- **Reliance on technology**: they depend heavily on creative, innovative ideas and ICT to grow and attract financial support (funding) from targeted sources.
- **Low costs**: they can be founded and launched with very little capital compared to other companies, while quickly generating increasing returns.

This illustrative diagram presents these characteristics in simplified form**.**

Figure 1: Simplified Illustration of Key Features (Hamroush, 2022, p. 138)



2.2. Obstacles Facing Startups

Startups face numerous difficulties (Rabie, 2024, p. 95), including:

Administrative challenges: bureaucracy at the founding. In Algeria, establishing a startup may take about a month; in the United States, it takes 24 hours.

Marketing challenges: limited resources—especially for startups—hinder growth and continuity. Constraints in financing, research information, and expertise are major reasons for failure in Algeria: firms manufacture products or offer services without knowing how to sell, market, and develop them for customers.

Technical challenges: startups typically rely on small teams with limited experience because they cannot afford experienced staff; ideas may still be untested, creating a blurry vision across market and technical dimensions when updating and developing products to meet market needs.

Financing challenges: startups require funding to develop ideas, conduct market studies, and test products/services, possibly multiple times, thus needing large project budgets. Funding shortfalls reduce innovative capacity (Baswayh , Mimouni , & Bouqtaia , n

y, p. 427). Maintaining an appropriate and adaptive operating model, acquiring customers, and selling products/services require substantial growth and development financing. National conferences repeatedly stress the importance and necessity of financing as one of the greatest challenges facing startups.

Legislative challenges: the legal status of startups, especially pre-incorporation, remains undefined; they may legally conduct commercial activity without generating profits, leaving them without a legal regime that fits their situation. The state also classifies startups within ICT only, although startups can be created in many fields, such as tailoring or medicine.

3. Case Study: Yassir Algeria

Yassir is a successful Algerian startup (Youssef & My Friend, 2021, pp. 76-77), founded by Noureddine Tayebi and El Mahdi Yettou (Yassir, About Us page, accessed 14 Aug 2025). The idea is to facilitate mobility for Algerians; thus, Yassir emerged as an application accompanying users in their travel.

Company overview

Founding location and date: 2017, Silicon Valley, United States (tadamsanews.dz) (Prepared by researchers based on, 2021), under the leadership of Noureddine Tayebi.

Services provided: ride-hailing; delivery (food, groceries, clothing, …); in-app payment.

Expansion and footprint: currently present in eight countries worldwide (Germany, Algeria, Canada, France, Morocco, Côte d'Ivoire, Tunisia, and Senegal) (wikipedia) (Abdelnasser Hanou, 2022).

Investment: BOND and several other investors raised 150 million USD in an investment (Wamda, 3 Nov 2022, accessed 14 Aug 2025).

Future strategies: aims to develop optimal solutions in transport, delivery, and payments to meet customer needs and desires, expand market share, and enter new markets.

Technology: continuously updates its applications to ensure ease and simplicity of use, relying on a qualified, expert team.

Market share: among the market leaders in ride-hailing, with an estimated 80% share in this domain.

Table No. 1: Evolution of Yassir Company's Growth during the Period 2017-2020 (Prepared by researchers based on, 2024) **[19]**

Years	2020	2019	2018	2017
Number of employees	200	80	6	
Number of registered drivers	12	5000	300	
Number of app downloads	More than 2 million	1.8 million downloads	500	1000
Turnover	-	-	1200 million centimes	300 million centimes
Number of cities covered	25 cities in 5 countries	17 Algerian provinces	12 Algerian provinces	1

4. Digital marketing implementation

Yassir operates through multiple applications and its official website. Its use of digital marketing manifests through its apps, official website, and social media.

4.1. Mobile applications:

Yassir Go: ride-hailing; intermediation between customers and drivers; users can choose driver, time, price, and destination.

Yassir Business: For corporate travel with partner companies, it enables professional organization and monitoring of business trips.

Yassir Express: grocery and parcel delivery; intermediation between retail shops and customers.

Yassir Driver: For individuals wishing to work as drivers, applicants download the app and complete their personal information. Then, the company contacts them regarding the required documents.

4.2. Social media presence (Facebook, YouTube, LinkedIn)

Yassir is active on widely used social platforms via official pages/channels through which it promotes its services to attract current and potential customers. These media promote the company and collect information through interaction between the company, its customers, and the broader market. Such information is used to study current and future markets, address gaps, and target new markets.

Facebook: Activity is done through the official page of the parent company, headquartered in Algiers. Through this page, Yassir aims to build a digital community, collect customer and market opinions, and use them to set and adjust goals and strategies, localize services according to customer requirements, and fill existing gaps. A visit to the official Facebook page shows more than one million followers, a visual identity with distinctive colors and simple, comfortable, appealing icons. The page shares service offerings via short videos, distinctive promotional posts, Stories, and announcements of the latest added or modified services.

YouTube: via its channel, the company shares 381 videos and reels explaining its services and how to access them; it also engages the community in various celebrations and events (e.g., greetings for religious and national holidays, occasion-specific offers, support for awareness days such as Pink October), as well as media interviews with company leaders and managers to introduce the company and strengthen ties between customers and owners.

LinkedIn: a platform for workers and firms aimed at business marketing. It provides a space where job seekers present CVs, experience, certifications, and positions held, alongside job postings by entrepreneurs. Yassir is active on this platform with over 102,000 followers, publishing team members' profiles, qualifications, and positions. Users can contact them to ask questions, which are answered according to each employee's expertise and role, and in ways that do not touch company secrets.

5. Conclusion

This article highlights the crucial role of digital marketing in enabling startup success. Despite the weak ICT infrastructure in Algeria, a foundational pillar for startups, digital marketing has helped firms motivate customers to purchase their products and services. It has also encouraged the adoption of digitization by explaining and simplifying services. The paper arrives at the following conclusions:

- Digital marketing consists of operations and activities conducted using technological and digital means to simplify buying and selling, save time and effort, and reduce costs.
- The digital marketing mix comprises the digital product/service, pricing, distribution, and CRM systems.
- Digital marketing is highly beneficial for startups: it strengthens corporate image, reduces expenses, builds customer loyalty, and supports entry into new markets.
- Startups innovate and market new services or products, characterized by newness, rapid growth opportunities, reliance on technology, and low costs.

5.1. Recommendations

- Establish integrated, appropriate marketing strategies.
- Maintain a continuous presence on digital platforms and tailor content to the nature and audience of each platform.
- Build digital partnerships to enhance reach and credibility.
- Invest in cybersecurity to protect customer data.

6. Bibliography List:

Use the « APA Reference System », see the link:

*The references must be directly quoted in the body of the text (eg: ... (Brown, 2006)), without omitting to mention the complete reference in the list of references at the end of the document,[2] written in the following manner: (**Times New Roman12 interline 1.15)***

Books: author's name (year), full title, publishing, country;
Theses: researcher (year), thesis title, college, university, country;
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Internet websites: author's name (year), full title of the file, detailed web site: http://fulladdress (consulted on day/month/year).

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