



Digital Marketing Strategies as a Mechanism to Enhance Crowdfunding: A case study to Tasharuky platform

استراتيجيات التسويق الرقمي كآلية لتعزيز التمويل الجماعي: دراسة حالة منصة تشاركي

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Abstract

This study aims to analyze the impact of digital marketing strategies on the success of crowdfunding campaigns, through a case study of Tasharuky platform, a digital platform specialized in funding humanitarian and charitable projects in the Islamic world. The study relied on content analysis of the platform's posts and utilized digital marketing performance indicators such as: number of impressions, content interaction, number of donors, return on Marketing Investment (ROI), use of multimedia (video, paid ads, email), and success stories. The most important conclusion of the study is that the use of multichannel enhanced the reach of the messages to a wider audience. The study also showed promotional videos and digital advertisements were highly effective in attracting donations.

JEL Classification Codes : D83 ;L31 ; M31; O35 ; G23

Keywords

Crowdfunding,
Digital Marketing,
Tasharuky Platform,
Digital Marketing
Performance
Indicators,
Humanitarian
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الكلمات المفتاحية

تهدف هذه الدراسة إلى تحليل أثر استراتيجيات التسويق الرقمي على نجاح حملات التمويل الجماعي، من خلال دراسة حالة منصة تشاركي، وهي منصة رقمية متخصصة في تمويل المشاريع الإنسانية والخيرية في العالم الإسلامي، حيث تم الاعتماد على تحليل محتوى الحملات المنشورة على المنصة، واستخدام مؤشرات الأداء للتسويق الرقمي مثل: عدد الانطباعات، التفاعل مع المحتوى، مدد المتبرعين، عائد الاستثمار التسويقي (ROI)، استخدام الوسائط المتعددة (الفيديو، الإعلانات المدفوعة، البريد الإلكتروني...).
واهم ما توصلت إليه الدراسة أن استخدام متعدد القنوات عزز من وصول الرسالة إلى جمهور أوسع، كما أظهرت نتائج الدراسة وجود فعالية كبيرة لاستراتيجيات مثل الفيديوهات الدعائية والإعلانات الرقمية في جذب التبرعات.

المخلص

تصنيف JEL : G23 ؛ O35 ؛ M31 ؛ L31 ؛ D83

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I. INTRODUCTION:

The world has witnessed significant transformations in fundraising mechanisms over the last decade, especially after the emergence of crowdfunding models that allowed individuals and small projects to collect resources from a wide audience via the Internet. In parallel, digital marketing strategies have evolved to become an effective tool in promoting crowdfunding campaigns

Through This study we aim to analyze the impact of digital marketing strategies on the success of crowdfunding campaigns through an analytical study of campaigns published on the Tasharuky platform.

- **Study Problem:** Despite the evolution of crowdfunding tools in the Arab world, the success of campaigns largely depends on the digital marketing strategies adopted by the platforms. This raises a question about the effectiveness of these strategies in enhancing participation and project funding. Therefore, we pose the following question: **How do digital marketing strategies contribute to enhance the effectiveness of crowdfunding on the Tasharuky platform?**

- **Importance of the Study:** This study contributes to understanding the relationship between digital marketing and crowdfunding, and highlights the experience of Tasharuky platform as an established Arab example.

- **Objectives of Study:**

- Identifying the digital marketing strategies adopted by Tasharuky platform.
- Measuring the extent of these strategies' impact on the success of funding campaigns.
- Analyzing the relationship between digital marketing and public participation rates

- **Hypotheses of the Study:**

- Social media marketing strategies positively impact project funding rates on the Tasharuky platform.
- There is a significant relationship between the diversity of digital marketing channels and the timely achievement of campaign goals.
- Paid digital ads increase the number of donors and improve marketing ROI

- **Methodology of the Study:**

This study employed a descriptive analytical methodology combining both theoretical and applied approaches for the year 2024. The theoretical part reviewed literature on crowdfunding, digital marketing strategies, and related success factors. The applied part analyzed actual data from crowdfunding campaigns on the Tasharuky platform. The study assessed campaign performance using quantitative performance indicators (impressions, clicks, ROI). Primary data was supplemented by platform reports and campaign documentation for validation and analysis.

II. THEORETICAL ASPECT OF THE STUDY:

1. Previous Studies:

- **"Redefining Success in Innovative Crowdfunding Projects: Empirical Evidence of Effective Mindful Consumption Promotion in Kickstarter"** Journal of Innovation & Knowledge (2024) presented a study that investigated the success factors of environmentally focused crowdfunding campaigns on Kickstarter. Using fuzzy-set qualitative comparative analysis (fsQCA), the authors found that campaigns promoting mindful consumption, while avoiding overt monetary language, were more likely to succeed. Moreover, the presence of terms related to social capital and sustainability, as well as diverse team composition, were identified as key contributors to campaign performance. The study emphasizes that success in crowdfunding is not solely financial, but also

rooted in the values and narratives conveyed to backers, especially when aligned with broader ethical or ecological concerns.

• **Marketing Strategies in Equity Crowdfunding: a comparative study of Italian platforms"**

Author: Ciro Troise ", (International Journal of Marketing studies, vol. 11, No. 4, 2019). This study utilized the 4Ps marketing framework (Product, Price, Promotion, Distribution). It concluded that large platforms employ broader promotional services and more communication channels compared to smaller platforms, leading to better funding results, such as higher funding, a larger number of investors, and a higher success rate. The study also found a statistically significant difference in campaign results between large and small platforms.

• Zhang, Lyu, and Luo (2020) conducted an extensive analysis of crowdfunding campaigns on the GoFundMe platform "**What Contributes to a Crowdfunding Campaign's Success? Evidence and Analyses from GoFundMe Data**", they aim to identify the key determinants of campaign success. Their findings highlight that the campaign description, title, and cover image are among the most influential elements in predicting success. To assess the predictive power of these features, the authors developed a random forest fusion classifier that integrates textual and visual content. The model achieved high predictive accuracy, significantly outperforming traditional single-feature models. Their results emphasize the critical role of combining visual storytelling with compelling written content in maximizing the success potential of crowdfunding efforts.

2.The Concept of Crowdfunding

a. Definition of Crowdfunding and Its Types:

- **Definition issued by the World Bank (2013):** Crowdfunding is an online mechanism for companies or other organizations to raise funds—typically ranging from around a thousand dollars to a million US dollars—in the form of donations or investments from multiple individuals.
- **Definition issued by the International Organization of Securities Commissions (IOSCO) (2014):** Crowdfunding is an umbrella term describing the use of small amounts of money, obtained from a large number of individuals or organizations, to raise funds for a project, a commercial/personal loan, or to finance other needs through internet-based platforms.
- **Definition issued by the European Commission and the European Securities and Markets Authority (ESMA) (2016):** The term "crowdfunding" refers to an open call to the public to raise funds for a specific project, through crowdfunding platforms via websites that allow interaction between fundraisers and the public, whereby financial pledges can be made and collected through the platform. (عبدالمنعم، 2019، الصفحات 9-10)

From the above, we conclude that crowdfunding is a modern digital financing method that relies on the use of online electronic platforms to enable individuals or institutions to collect small sums of money from a large number of funders or investors.

b. Types of Crowdfunding: There are four main types of crowdfunding: (م رابط، 2024، الصفحة 319)

- **Grant-based Crowdfunding:** In this type, the funder provides donations and grants to support an initiative or project without expecting returns. This type is similar to collective cash waqf, where "collective cash waqf is the contribution of more than one person with a sum of money to be an endowment by converting it from endowed, movable, or financial securities such as shares and sukuk".
- **Reward-based Crowdfunding:** here, the funder receives a non-financial return, such as a symbolic compensation for supporting the initiative or project.
- **Lending-based Crowdfunding:** This is an investment method, through which funders provide loans to startups or small businesses to expand their activities, in exchange for receiving periodic installments.
- **Equity-based Crowdfunding:** In this type, startups and projects are funded, and the funder receives compensation in the form of shares and income derived from distributed profits.

c. Importance of Crowdfunding: Many factors increase the importance of crowdfunding, especially in developing countries. Among these are:

- **Contributing to bridging the financing gap for small and medium-sized enterprises (SMEs):** Challenges in accessing finance are among the most significant obstacles facing this sector. Therefore, the spread of crowdfunding platforms, especially lending platforms subject to supervisory authority oversight, can greatly help advance this vital sector, given the rising financing gap for micro, small, and medium-sized enterprises (MSMEs) in developing countries to approximately **\$4.3 trillion**. (SME Finance Forum)
- **Addressing Challenges of Developing Countries:** Most developing countries face challenges in providing the necessary financing to meet Sustainable Development Goals (SDGs), primarily due to the limited capacity of governments to provide the required financing for the 2030 SDGs. This is in light of estimates indicating that developing countries face a financing gap of approximately **\$2.5 trillion annually** to meet the SDGs, according to UN estimates (UN, 2018). In this context, crowdfunding platforms contribute to providing the necessary financing to achieve SDG targets, as several platforms offer support to individuals and poor families to enhance their access to food, health services, education, and the labor market through financing MSMEs. (عبد المنعم، 2019، الصفحة 15)
- **Supporting Innovation in Developing Countries:** Crowdfunding platforms play a significant role in funding innovation in developing countries, which is a key driver for increasing productivity and competitiveness. Some studies indicate that crowdfunding has the potential to foster innovation by providing new capital sources for innovation-driven

companies, thereby reducing the financing gap for innovative startups. Crowdfunding also offers a way for various public stakeholders to participate in the innovation process by providing feedback to idea holders and entrepreneurs. (Dhanani and Mukherjee, 2017)

- **Enhancing Financial Inclusion Levels:** The World Bank defines financial inclusion as the access of individuals and businesses to useful and affordable financial products and services that meet their needs, including "transactions, payments, savings, credit, and insurance," provided to them in a responsible and sustainable manner. Crowdfunding can enhance financial inclusion efforts through the following channels:
 - Improving access opportunities for financially underserved individuals and micro, small, and medium-sized enterprises to appropriate and affordable financial services.
 - Allowing for the development of innovations in financial services to serve customers at the base of the consumer pyramid through the development of microfinance models and financial services offered via the internet and mobile phones.
 - Allowing access to more complex investment products to increase market liquidity and develop financial assets. (عبدالمنعم، 2019، الصفحة 17)

c. Risks Associated with Different Crowdfunding Platform Business Models: (عبدالمنعم، 2019، الصفحة 23)

The activity of crowdfunding platforms is associated with a set of risks, including those related to the operation of these platforms, those resulting from the lack of complete information or guarantees about the nature of beneficiaries, and other risks related to funders. Additionally, risks are tied to the communication channels used and associated cybersecurity risks.

- A survey study in the United States indicated that **cybersecurity risks** are among the most important threats to crowdfunding platforms' operations, with **76% of platform operators** believing there are medium to high risks associated with cybersecurity and the possibility of platform breaches.
- This is followed by the **risks of platform operational failure and collapse**, with **69% of operators** viewing this as a medium to high risk.
- **Fraud risks** come next, with **64% of crowdfunding platform operators** seeing a medium to very high probability of fraud.
- There are also risks due to the potential use of crowdfunding platforms for **money laundering and terrorist financing**, especially those involving cross-border transactions and lacking regulatory oversight.

- Other risks include unexpected changes in regulatory frameworks, tax treatment, and political and commercial risks associated with equity and lending-based crowdfunding investments.
- Business model-related risks include the possibility of campaign owners failing to raise the necessary funding, risks to the platform's reputation when failing to deliver privileges/rewards to supporters, and risks associated with the inability to verify the social and environmental impact of funded projects.

d. Conditions for Crowdfunding Success:

The success of crowdfunding platforms requires an integrated system of supervisory and regulatory frameworks, a nurturing and supportive environment, and several other enabling factors. This includes the ability to successfully balance investor protection considerations with fundraising requirements, efficient networks including high-speed internet, mobile technical solutions, and supporting institutions that provide training, guidance, and other services to beneficiaries and investors.

Crowdfunding is considered one of the best financing tools in the current era, but the success of a funding campaign requires two things:

- **First: Building strong relationships with funders**, through smart selection of appropriate rewards to ensure their interaction with the idea, and ensuring regular communication with them.
- **Second: The most important factor in campaign success is the project's presentation method, not just its idea.** Many new products emerge and succeed daily, even if they offer nothing new compared to competitors; what benefits them is their marketing and presentation style to the public. (<https://www.argaam.com/ar/article/articledetail/id/437819>)

3. The Concept of Digital Marketing

a. Definition of Digital Marketing and its Characteristics:

- **Definition of Digital Marketing:** It is the use of websites, applications, mobile devices, social media, search engines, and other digital means to promote and sell products and services. (<https://www.investopedia.com/terms/d/digital-marketing.asp>)
- Digital marketing can also be defined as the process of using digital channels to communicate directly with customers by the marketing department within an organization to directly understand and fulfill their needs and desires with the lowest marketing costs and in the shortest possible time.(الشمرى وعوض، 2017، الصفحة 44)

b. Characteristics of Digital Marketing: (عليط ومعزوزي، 2022، الصفحة 305)

Digital marketing is characterized by important features, which can be summarized as follows:

- It allows for **direct interaction** with the customer.
- Information obtained from consumers helps in **customizing offers** and providing tailored products or services.
- It enhances **customer loyalty and satisfaction** through a lasting and quality relationship.
- It offers **cost and budget savings**: website maintenance cost is less than setting up a physical store.
- It creates **24/7 availability** for your business.
- **International outreach** becomes easier.
- Gaining visibility improves your brand image and allows you to reach a **wider audience**.
- It offers various benefits for both organizations and their employees due to **remote work**.
- Business performance results are now **more accurately measurable** than before thanks to key performance indicators.
- It allows for **targeting new customers**, discovering potential customers, and thus distinguishing yourself from the competition through a specially designed strategy.

c. Digital Marketing Channels and Strategies: (<https://www.oracle.com/ae-ar/cx/marketing/digital-marketing>)

Digital marketing strategies help marketers define objectives, target audiences, and develop a digital marketing plan that better reaches this audience. These strategies provide the necessary guidance for a specific marketing campaign or program and a framework for evaluating results. Below are in-depth descriptions of the most commonly used digital marketing channels:

- **Email Marketing:** This is one of the oldest and most popular forms of digital marketing, used by both B2B and B2C marketers. It allows for collecting customer data, categorizing it to understand preferences, and gaining permission to add them to email lists. Email content can include product/service information, events, offers, news, tailored content, success stories, case studies, and technical briefs. Value is crucial for open and read rates, and personalized content significantly enhances engagement.
- **Video Marketing:** Video is one of the most powerful digital marketing channels. People watch and share videos for entertainment and research. YouTube, for example, has over two billion logged-in users monthly. Video marketing builds brand awareness, enhances digital

network traffic, and increases conversion rates. Embedded videos in blog content have been a cornerstone of both B2B and B2C content marketing strategies for years.

- **Social Media Marketing:** social media is effective for reaching specific, targeted audiences and directly connecting with customers, potential customers, and partners. Platforms used depend on the target audience. Facebook remains the largest global platform. Twitter is popular for B2B buyers. Instagram and TikTok are especially popular among Millennials and Gen Z audience, while LinkedIn is excellent for B2B buyers in early buying cycle stages. Marketers must constantly adapt to new platforms.
- **Text Messaging (SMS and MMS Services):** Alongside email marketing, text messaging is the most direct way to reach customers. Messages must be concise to be effective. Marketing teams can utilize SMS (text-only) or MMS (can include videos and gifts).
- **Content Marketing:** This allows for personalizing communication with potential customers and clients. More personalized content increases attention, interest, and admiration. Content must align with the target audience's purpose and interest and provide value to increase engagement and conversions. Content types include email copies, landing pages, infographics, e-books, business briefs, banner ads, videos, text messages, commercials, newsletters, press releases, articles, blogs, and digital postcards. Content should be used across channels with a consistent voice and message.
- **SEO and PPC:**
 - A good **Search Engine Optimization (SEO)** strategy improves website content (landing pages, blogs) to appear higher in search results, driving traffic. Good SEO relies on keywords and page optimization. Using relevant and custom keywords improves SEO and provides high results in traffic and conversion. Linking from high-authority third-party pages also boosts ranking.
 - **Pay-Per-Click (PPC)** advertising involves paying for each click on a link. Search engines and most social media sites offer PPC opportunities. PPC ads appear in targeted customers' feeds.
 - **Search Engine Marketing (SEM)** is a type of PPC ad that can be highly impactful, involving paying search engines to display marketing messages and links prominently when visitors search for specific keywords.
 - **Website Marketing and Design:** Your website is often the first point of contact for potential customers with your company and brand. Great web design enhances consistent branding across all digital assets. A website should also be easily navigable as a search engine, provide an excellent user experience, and improve conversion rates (more clicks, sign-ups, etc.).

- **Display Network Advertising:** Marketers can display relevant ads on third-party websites to reach more potential customers. These ads can include banners, sidebar boxes, video ads, and interactive ads that link to your websites or landing pages.
- **Affiliate Marketing:** Many bloggers and social media influencers are affiliate marketers, promoting products and services through their blogs and social media. It is a performance-based marketing type where affiliates earn a commission based on visitors and customers generated.
- **Advertising (Traditional & Digital):** Traditional advertising media have undergone significant changes, with technology enabling more targeted media purchases across new TV platforms like Netflix, Hulu, and YouTube. Despite new entertainment options, people still watch broadcast TV and listen to radio.

d. Digital Marketing Performance Indicators:(<https://bakkah.com/ar/knowledge-center/kpis-%D8%A7%D9%84%D8%AA%D8%B3%D9%88%D9%8A%D9%82>) The marketing performance measurement indicators are as follows:

- **Return on Marketing Investment (ROMI):** This is the revenue generated by digital marketing campaigns. It determines campaign effectiveness and tracks how individual strategy parts (e.g., blogging, social media) impact sales. Calculated by dividing return from marketing investment by marketing investment costs.
- **Customer Acquisition Cost (CAC):** This refers to the total marketing and sales resources needed to acquire new customers. It helps determine if costs generate more revenue. Calculation involves defining a timeframe, summing digital and outbound marketing expenses with total sales expenses, then dividing by the number of new customers.
- **Social Media Engagement:** This indicator measures the measurable results of social media campaigns, gauging consumer interest and content resonance. It allows companies to adjust campaigns based on audience interactions like likes, shares, comments, messages, tags, or mentions, using tools like Google Analytics.
- **Customer Lifetime Value (CLV):** This is the potential revenue a customer can generate throughout their relationship with a company. Increased CLV indicates longer customer retention due to successful marketing. It helps companies determine marketing spend and future business strategy. Calculated by multiplying average customer lifespan by average annual purchase rate by average order value.
- **Search Engine Rankings (SEO):** This indicates a company's website appearance online and tracks keyword usage effectiveness for high search results rankings. Information from this indicator helps determine if viewers browse content and prompts actions like changing website copy, design, or forms if engagement is low.

- **Website Traffic:** This indicator is crucial for knowing if a company's website attracts and retains visitors, signifying marketing campaign success. Tools like Google Analytics can measure website visits, upon which comprehensive content marketing strategy performance is evaluated.
- **Event Attendance:** This indicator measures the number of attendees at company-organized marketing events (e.g., store openings, anniversaries). It is used to compare events within the company or with other organizations. Higher attendance indicates better marketing team performance in attracting the audience.
- **Mobile Traffic:** This indicator represents the number of website visitors using mobile devices. An increase signifies quality marketing strategy and website responsiveness. Measured using Google to identify mobile-optimized sites, considering elements like monthly mobile visits, bounce rates, and conversion rates.
- **Brand Awareness:** This refers to the number of times a brand is mentioned on social media, searched online, or tagged. It indicates public interaction and campaign success. Can be measured using tools like Google Trends or Shared Count.
- **Conversion Rate:** This indicator shows the percentage of visitors completing a desired action (e.g., subscribing, purchasing, filling a form). It assesses a company's success in attracting potential customers and the quality of its marketing efforts; a high rate indicates efficient marketing campaigns.
- **Net Promoter Score (NPS):** This is a prominent marketing performance indicator that determines campaign success by indicating the likelihood of customers recommending products or services to others. Calculated by allowing space for comments and obtaining actionable feedback from customers.
- **Email Open Rate:** This shows the percentage of the audience opening company emails, indicating email marketing strategy quality. Subject line and sender's name are two influencing factors.
- **Time on Page:** This indicator measures the time visitors spend reading an article or engaging with content. High visits with low time on page (e.g., less than 20 seconds) suggest lack of interest or ineffective content. Tools like Google Analytics can calculate this.
- **Customer Satisfaction:** This is a key marketing performance indicator, as an increased rate indicates successful marketing strategies. It can be measured through surveys providing feedback for performance improvement.
- **Average Conversion Time:** This monitors the time taken to convert potential customers into actual users, showing the marketing strategy's efficiency. Longer conversion time suggests

insufficient interest in the service or product. Measured using customer database software to collect data on acquisition and conversion dates, then calculating the average.

- **Churn Rate:** This expresses the percentage of customers who no longer purchase products or services. An increase indicates weak user experience or slow service performance. Measured by calculating the number of customers who stopped purchasing in the past year as a percentage of the total customer base.
- **Number of Visits per Channel:** This marketing performance indicator calculates visits to marketing channels, identifying the most profitable ones. Measured by setting up reference codes for paid campaigns to get a complete overview of generated traffic.
- **Traffic from Video Content:** Videos are popular marketing tools and should be included in SEO strategy, as they are likely to appear over 50 times on the first page of search results, indicating successful marketing performance. Measured by adding a video tag to all video links for quick reports.
- **Leads and Conversions Rate from Paid Ads:** This can be monitored as a percentage of overall results, providing an overview of unpaid marketing performance. Calculated using Google Analytics, especially for Google Ads, as it tracks all campaigns.
- **Ad Click-Through Rate (CTR):** This indicates the number of clicks on paid advertisements on webpages. A low rate suggests unconvincing ad content. Measured by advertising tools that show CTR for each ad.

III. Practical Aspect of the Study (The Tasharuky Platform Analysis) :

1. Overview of Tasharuky Platform: (<https://tasharuky.com/about-us>)

Tasharuky is a **digital crowdfunding platform**, designed to offer a secure environment for smart solutions utilizing the latest financial technologies. It acts as a gateway connecting trusted humanitarian organizations with funders. Tasharuky distinguishes itself by applying the principle of participation, operating internationally, offering supporters multiple options for viewing institutional projects in one place, and complying with Islamic Sharia principles.

It was established in Indonesia in **November 2022** and registered in the year (AHU-0014344.AH.01.01. TAHUN 2023), with its headquarters in Jakarta, along with several regional offices and representatives in the Middle East and African continent within the networks of the international organization Sahab App.

- **Tasharuky Platform Objectives:**

- ✓ **Support:** Facilitating the provision of necessary financial support to marginalized communities in target areas.
- ✓ **Access:** Overcoming obstacles to the safe flow of funds to humanitarian organizations.

- ✓ **Change:** Transforming the reality of traditional financial support and promoting a culture of donation using financial technology.
- ✓ **Growth:** Fostering hope by opening future horizons for humanitarian projects that serve communities.
- **Targeted Region:** Middle East, Indonesia, and the African Continent.
- **Targeted Categories:** The platform works with a wide range of relevant entities:
 - Humanitarian organizations.
 - Charitable associations.
 - Institutional support funds.
 - Individuals and international donor entities.
 - Organizations and community initiative owners.
 - Charitable federations and blocs.

2. Tasharuky's Policy for Evaluating Institutions and Projects:

Once an institution registers on the Tasharuky platform, a specialized team evaluates its data, documents, and credibility to ensure the entity's eligibility and competence to launch and implement project campaigns, according to the following steps:

- Verification of institution information filled out according to the form.
- Ensuring the institution passes the executive efficiency benchmark.
- Verification of uploaded documents and proofs and their validity according to (institution's location/country of license).
- Reference study of the institution and its team. This includes verifying the institution's actual operation.
- Institution approval and opening a dedicated profile within the platform.
- Sending an email with official approval and granting permissions.

Tasharuky's specialized team evaluates the suitability and reliability of the institution for approval, ensuring the application of the **'Know Your Customer' (KYC) principle**. This commitment reflects Tasharuky's process of identifying its institutional partners and reviewing their data and documents to confirm the entity's eligibility and competence to launch project campaigns and ensure their ability to execute according to plan and achieve success stories.

• **Project Submission Phase:**

After an institution is approved as a verified partner on the platform, it can submit a project by presenting a comprehensive detailed proposal according to pre-defined guidelines, using the dedicated form within the platform. This collects basic project information and the institution's project management methodologies. In addition to filling out the specialized project submission form, the entity must upload necessary supporting files for the project that aid in the project evaluation process. After successfully completing project submission procedures, all project proposals on the platform undergo **technical evaluation** by the specialized technical management and its approved reviewers. The evaluation result is then communicated, and subsequently, the project is added and displayed on the platform for fundraising.

• **Project Evaluation by Supporter:**

In an effort to periodically improve the quality of project implementation and enhance the role of donor participation in supporting projects in various ways, Tasharuky crowdfunding platform has provided a mechanism for collecting suggestions and evaluations for executed projects. This is done through an evaluation form for the implemented project and the supervising institution, to ensure continuous improvement of operations and enhance the quality of executed projects.

3. Digital Marketing at Tasharuky Platform Level Effective Digital Marketing Strategies for Charities:

✓ **Search Engine Optimization (SEO):**

SEO is one of the most important digital marketing strategies for charities, helping to increase visibility in search results. To achieve this, charities should:

- Identify and use **relevant keywords** in the charitable field.
- Optimize website content by creating **rich, valuable content** that meets target audience needs.
- Build links by obtaining **backlinks from reliable websites** to increase credibility.

✓ **Social Media Marketing:**

social media is a powerful platform for communication and awareness. Charities can use:

- Facebook, Twitter, and Instagram to publish updates, stories, and media materials.
- Use of **Live video streams** to enhance visibility and facilitate interaction with followers.
- **Competitions and challenges** to increase engagement and participation.

✓ **Email Marketing:**

An effective tool for attracting and maintaining communication with donors. Through it, one can:

- Send **newsletters** to update donors on news and events.
- Send **customized messages** to specific donor categories.
- Send **periodic reminders** to previous donors to encourage donations.

✓ **Creating Impactful Content:**

Content plays a central role in effective digital marketing strategies for charities. Content should be:

- **Strong and impactful** to attract attention and inspire participation.
- **Diverse**, including articles, videos, infographics, and personal stories.
- **Regularly updated** to keep the audience informed.

✓ **Paid Advertisements:** An effective means to increase reach and engagement. Charities can utilize:

- **Social media and video advertisements** to effectively reach and engage targeted audiences.
- **Video advertisements** to attract attention and convey the message powerfully.

Table No. 01: Presentation Methods at Platform and Project Campaign Levels

Project Name	Project Status	Funding Volume	Number of Donors	Country	Digital Marketing Methods Used
Campaign "I Gave You Life"	Completed	2,561\$	45	Palestine	Video Presentation, Social Media, Email
Blessed Olive Tree Endowment for Serving and Spreading the Holy Quran	Completed	6,095\$	175	Turkey	Video Presentation, Social Media, Email
Drilling Water Wells	Completed	3,000\$	27	Bangladesh	Video Presentation, Social Media, Email

Return Home Campaign	Completed	665\$	15	Syria	Video Presentation, Social Media, Email
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Prepared by the researcher based on the platform's website data.

<https://tasharuky.com/view>

The table above contains information for some of the campaigns undertaken by Tasharuky platform, specifically four successful campaigns, among many others adopted by this platform. It is noted from the table that the platform has a dedicated page for ongoing and funded campaigns, displaying the required funding amount, the remaining balance, and a donation feature, as well as a clickable donation feature. Through its marketing strategies and channels (which were mentioned previously), this platform reaches its target audience, thereby collecting the required financial amount, to reach those in need of assistance.

- **Analysis of Digital Marketing Performance on the Platform:**

Table No. 02: Digital Marketing Performance Indicators on Tasharuky Platform for 2024

Indicator	Value
Number of Impressions	39.5 Million Impressions
Number of Engaged Users	13.6 Million People
Number of Clicks	516,000 Clicks
Total Video Views	4.9 Million Views
Value of Paid Ads	8,013\$
Number of Donors	289 Donors
Total Campaigns (Value)	17,600\$
Return on Investment (ROI)	3.7X
Number of Transactions	3.7 [likely million]

Prepared by the researcher based on platform data. <https://tasharuky.com/storyDetails>

From the table above, the following can be concluded:

- **Wide-scale Awareness:** Tasharuky achieved a significant impact with **39.5 million impressions** across all projects, greatly increasing its visibility among potential donors and charitable organizations.

- **Massive Engagement:** With **13.6 million unique individuals** interacting, Tasharuky demonstrated its ability to connect with a diverse audience interested in charitable giving. These efforts extended to remote regions, fostering meaningful connections with those looking to contribute to important causes.
- **High Interaction:** The platform's campaigns recorded **516,000 clicks**, indicating significant interest and engagement with campaign content. This effective interaction demonstrates the efficacy of Tasharuky's strategy in attracting and retaining public attention.
- **Success of Visual Content:** With **4.9 million video views**, Tasharuky's multimedia content proved to be a powerful tool in conveying its message. This strong interaction with video content reflects the audience's readiness to absorb the platform's message and communication strategies.
- **Effective Spending:** Tasharuky excelled in efficiently spending a budget of **8,013\$** to maximize reach and impact. This strategic spending approach contributed to the platform's message in supporting charitable initiatives.
- **Significant Donations:** Tasharuky's campaigns garnered **289 donors** and **17,600\$ in total contributions**, highlighting the campaigns' effectiveness in stimulating support for charitable causes.
- **Outstanding Return on Investment:** By achieving an average ROI of **3.7X**, Tasharuky not only highlighted its financial efficiency but also demonstrated a clear link between marketing efforts and the flow of donations. This outstanding performance positions Tasharuky at the forefront of platforms in the crowdfunding world.
- **Multi-platform Strategy:** By executing campaigns across **Meta, Twitter, Google, and Adroll** platforms, Tasharuky demonstrated its ability to leverage a variety of digital platforms to reach and connect with the target audience.
- **Content Diversification:** it was key to maintain audience interest and avoiding ad fatigue, Tasharuky sequentially presented four distinct creative concepts over a month, which maintained the content's appeal.
- **Effective Retargeting:** Tasharuky strategically retargeted audiences who previously interacted, reminding and encouraging them to take action, which contributed to enhancing donation rates. In the competitive world of crowdfunding, Tasharuky stands out strongly, not only due to its remarkable 3.7X ROI but also thanks to its comprehensive approach to campaign execution. From broad awareness to effective engagement, Tasharuky embodies the intersection of financial efficiency and humanitarian success. As a leading platform in the crowdfunding domain, Tasharuky continues to pave the way for innovative and successful charitable initiatives.

IV Conclusion:

This study has shed light on the significant role that digital marketing strategies play in enhancing the effectiveness of crowdfunding platforms, with TASHARUKY serving as a compelling case study, through the integration of multimedia tools.

- **Study results:**

Although there is a lack of sufficient historical data to track the platform's digital marketing performance over time, the main findings of the study are:

- The platform has succeeded in reaching a wide audience.
- High engagement rates were achieved through the use of integrated digital marketing tools, which positively reflected on funding rates and the number of transactions.
- Visual content (video, and social media ads) played a key role in enhancing interaction.
- Smart investment in digital advertising contributed to achieving a high marketing return on investment of 3.7X.

- **Study Recommendations:**

- **Platforms should enhance the diversification of digital marketing strategies**, by expanding the use of various digital channels, especially campaigns that allow precise audience targeting (via Meta and Google).
- **Greater emphasis should be placed on interactive visual content**, as video has proven to be particularly effective in stimulating donations. Thus, it is recommended to intensify the use of short videos and maximize the benefit from influential advertising tools in marketing campaigns.
- **Ongoing training for the digital marketing team** is recommended , to ensure alignment with the latest digital tools and targeting technologies.

- **Study Outlook:**

- It is essential to **study campaigns that did not achieve their funding goals** to understand strengths and weaknesses for improving future strategies.
- It is recommended to **regularly measure key performance indicators** on a monthly or quarterly basis, to monitor progress and guide future decisions.

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