



The function of electronic media in marketing and digital public relations

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Abstract ;

E-marketing is one of the most prominent repercussions of the recent shifts in the use of modern information and communication technologies, and a form of marrying modern information knowledge with promotional activities. However, these traditional rules of the marketing process, as much as they cost effort, time and capabilities, have become unable to keep pace with the boom in the electronic marketing process, coinciding with the wave of intensive use by the masses of modern technology media with all its techniques, which were affected in one way or another by the need to deal with this digital pattern in various activities such as marketing operations, the most activities in which a new boom in practice occurred, where new rules emerged in the process of digital marketing through digital public relations activities.

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Introduction

The last three decades of the end of the twentieth century witnessed a boom in the diversity and use of promotional communication activities such as public relations, which increased more its activity and effectiveness in the life of institutions, and public relations has become an important role as a management and marketing activity that contributes to the success of institutions and organizations, whether commercial or non-profit institutions, and is no longer just a field for individual talent and communication abilities. With the beginning of the third millennium, the trends that increase the importance of public relations began to multiply in light of the globalization of business circles, the intensity of competition, the proliferation of media outlets, the impact of instant communications and the emergence of Internet technologies, because the media and other pressure groups have become part of the decision-making processes and the main base for the success of projects and the main key to the future.

The development in the field of public relations and marketing was not limited to the functional and applied activities, but extended to include even the direction of scientific research that is based on the main

functions of public relations. Information in the field of public relations and marketing is considered the entrance and the key to solving problems, so many researchers and thinkers have tended to reformulate and program the rules and foundations of scientific research in the field of public relations in proportion to the technological development and manifestations of technical globalization that contemporary institutions of all kinds are witnessing, to find themselves forced to adapt their functions and even the bases of their work and information.

Promotional activities for public relations are necessarily carried out through the various means of communication available to reach the organization's internal or external audiences. In this regard, the development of technical means is in line with the manifestations of technological development, where the so-called new means of communication emerged under the name of new media and communication, among the most important applications of which are social media.

It is also worth mentioning the prominent role of the repercussions of the Covid-19 pandemic crisis that the world witnessed, which indicated a number of measures that limited direct interaction and friction between people, and this prompted the

activation of the role of new media and the creation of new functions such as marketing and e-selling, so promotional activities were moved to electronic promotional activities and marketing the mental image of organizations through various platforms and websites, as some websites were dedicated solely to e-selling, such as AliExpress, in parallel with relying on social media to promote various goods and services.

The emergence of marketing promotional content as the most visible content and activities through social media, and these repercussions allowed for the spread of this type of marketing due to the spread of users of these means and the ease of use and availability of these means.

On this basis, this study will try to clarify the new research trends in the field of public relations and marketing within the scope of technological and technical development, and how this development has contributed to changing the parameters of scientific research in this field in terms of its principles and foundations, and the most important thing that will be presented through it is to point up the most important new promotional means and techniques that the modern organization relies on in its research.

Through what has been presented, we can highlight the following main question:

What is the function of electronic media in the field of public relations and e-marketing?

1- The old rules of marketing and public relations:

- For marketing:

- Marketing means advertising and branding.
- Marketing means being accepted by the public.
- Marketing is one-way from the company to the audience.
- Creativity was the most important element in advertising.
- The most important thing for companies through publicity was to win awards rather than customers.
- Advertising and public relations were two different loops, run by different people with different goals.

- For public relations:

- The way to get the news was through the media.
- Companies communicated with the media through press releases.
- Jargon was acceptable because all journalists understood it and didn't know it.
- The only way consumers knew about the announcements was through what the press wrote about it.

- The only way to know the reactions to these announcements was to gauge the press and the newspapers attending the conference.

2-The new rules of marketing and public relations:

-Marketing is more than advertising.

-PR is more than journalism.

- Marketers must focus their attention on the strategy of reaching the widest range of people who don't get the attention from the media via websites.(Scott, 2009, p. 35)

-PR isn't just about seeing the president on TV, it's about seeing your company on the web.

-The Internet has made public relations popular again, after years of focusing on the media.

- Modern online tools allow companies to communicate directly with buyers.

- The Internet should blur the distinction between marketing and public relations.(Scott, 2009, p. 39).

- The concept of digital public relations:

It is defined as the public relations department employing modern communication technologies to implement its activities and achieve its goals, if digital public relations includes publishing newsletters via the Internet, taking advantage of the power of press networks, and disseminating information to the public

via the Internet to inform the public about the organization's services or issues related to the organization at the present time, since digital public relations is done by the computer, public relations practitioners must have knowledge of what a computer is, its components and at least its basic functions.(Al Akal, June 2022, page 125).

3- The direction of new scientific research in the field of public relations:

Research in the field of public relations and marketing represents the cornerstone and the first basis for the exercise of public relations in its basic functions on the one hand and the basis on which organizations' plans, policies and programs are built on the other hand, as well as its importance in helping management to better understand environmental changes.

The audience for information in the field of public relations is simply the group of individuals specialized in this field, whether those who carry out research and development tasks or those who practice applied activities of public relations and marketing in one form or another, as well as those who carry out information tasks.

Our substantive information needs in the field of public relations fall into two main types:

- Information related to current perceptions in the field of public relations or branches

of science related to public relations activities such as marketing.

- The need for information to be used in solving a particular issue or to facilitate a particular decision.

- We should not surround this research with an aura of mystery, as Dr. Ibrahim Imam says, the research process is nothing more than an analysis of public opinion trends (Hijab, 2007, p. 355).

Studying what newspapers write, radio broadcasts or movies show in order to be able to identify our issues and know our enemies and friends, and it shows us what we do not know about people's attitudes towards us and what is in their minds about our organizations, and on the basis of this information and objective facts we can design more harmonious policies and produce goods and products more suitable to the needs and desires of the public. (Hijab, 2007, pp. 361-364)(Hijab, 2007, pp. 361-364).

The link between decision-making and problem solving on the one hand and scientific research on the other is clear and unambiguous, as the goal of conducting scientific research is usually to answer a specific question or contribute to solving a specific issue, and all there is a difference is that the person responsible for making the decision does not have enough time to

conduct experiments and observation, but relies mainly on the information provided by the Research Department, or through researchers in the department who conduct the required research according to the approved methodologies in the specialty, so he needs information to avoid repeating previous efforts and needs information to plan his research and analyze the results and articles.

4- The steps of scientific research in the field of public relations are as follows:

- Defining the issue / previous studies / defining concepts and assumptions / defining the type of research and its methodology / defining hypotheses / selecting samples / defining the data collection tool / conducting reliability and validity / performance testing / managing the research / processing data / presenting data / analyzing and interpreting data / tabulating the results and writing the report.

5- Objectives of scientific research in the field of public relations:

- Defining the goals and strategies of public relations.
- Evaluate the actual impact of its programs.
- Identify international variables and their potential impact on the organization.

- Studying the environmental variables affecting the organization and the public relations department.
- Strengthening the relationship between the administration and its audiences and achieving reverberation, which enhances trust and good reputation.
- Studying the various types of media, assessing their importance, and evaluating the extent of their success.
- Increase the effectiveness of external communication and determine the success of the media material, the best ways to choose the appropriate medium and formulate a clear message, and the factors affecting the extent of the audience's response to the media message.

6-Modern communication techniques in the field of public relations and e-marketing:

Marketing through websites and social networks is one of the most important ways to drive buyers to engage in the process of direct purchase of products, and we list the most important communication techniques in the digital marketing and public relations process in the following:

- Intranet: A local internal network that connects the group of employees of the same organization, whether they are in one location or different locations, in order to facilitate communication and facilitate

their work through the browser, as the Internet provides a unified interface on the computer surface for all users and is a way to share and share information within the organization.

The Internet can also be considered as an information network for a specific organization, using the same protocols and web technologies that are used in the Internet, especially the TCP/IP and HTTP protocols, and it has access to the Internet, i.e. dealing in the network is done through the web interface. Thus, it is like a small Internet for the internal use of an organization only, meaning that this network is for the use of the organization and is not used by others (Kawaja, 2013-2014, page 40)

Among the advantages of an intranet are the following:

- Get information in real time or as soon as the relevant event occurs.
- Increase the efficiency of communication and decision-making processes.
- Contribute to increasing the automation of processes, which contributes to speeding up operational processes.

It can be said that the presence of this network within the organization will reduce costs and contribute to the coordination and management of the organization's operations and increase its

competitiveness, which is one of the priorities of the work of public relations within organizations.

-The benefits of an intranet can be identified as follows:

- Accessibility and connectivity from most platforms and computer configurations.
- Internal enterprise systems and key transactional databases can be linked into an internal collaborative system.
- Interactive applications can include text, audio and video.
- Scalability to scale up or down to customized platforms and configurations according to change requirements.
- Low set-up cost.
- A rich and highly responsive information environment.

Reduced information distribution costs (Kaoja, 2013-2014, pp. 41-42).

****Extranet:***

The extranet is the product of the marriage of both the Internet and the intranet, it is an open intranet network to the external environment for the cooperating organizations that are related to the nature of its activity, allowing partners and customers of the organization to pass through the firewalls that prevent the presence of intruders and access to the organization's data or at least part of it, and thus it is an internal network that allows

some external business partners to access the organization's data or at least part of it. These business partners may be suppliers, distributors, partners, customers, or research centers united by a business partnership in one project, and therefore it is an internal network that allows some external business partners to access and access it for specific reasons and usually partial access to information, and among the main advantages of the extranet are the following:

- A tool capable of increasing the effectiveness of operational and service processes within the organization.
- An important factor in reducing costs through the flow and speed of information transfer and the ability to provide flexibility and depth in the provision process.
- This network is characterized by providing security within the network for the exchange of private information between organizations and each other, and placing some powers in the exchange of this information between them (Yousef and Al-Maqdadi, 2013, pages 21-23).

*** Email:**

Email services and applications are one of the most important and widespread services on the Internet, as it performs certain professional, functional and personal tasks from different social and professional segments, as the prevailing organizational orientation of the Internet system was to transform the idea of traditional paper mail communication into electronic mail communication, with the same manual process of sending paper mail on computers and networks.

Although this tool does not provide simultaneous interaction due to the existence of time differences between sending, receiving and responding to the message, it has a number of advantages that increase the motivation to use it, the most important of which are the speed of exchanging messages with individuals regardless of the distance and the low cost, the possibility of sending a single message to many individuals in different parts of the world at the same time, the possibility of linking additional files to e-mail, as well as preparing the recipient himself to read the message and respond to it in a timely manner:

Among the functions of email are the following:

- The use of e-mail as a means of communication between the recipient and the editor through which instructions, guidelines, some content texts and opinions are sent to the editor, in addition to being a tool for feedback.
- Exchange knowledge and experience with a group of specialists in the field or other related fields.
- A way to send personalized news and updates.
- Some rules and principles to consider when editing emails.
- Focus on the characteristics of message construction, namely clear editing, novelty, brevity, readability, and realization of meaning.
- Getting straight to the point.
- Distinguish between the elements of the message to be noted or implemented and those to be responded to (Ibrahimi, 2004-2005, p. 29).

Newsgroups:

Newsgroups, when used appropriately, provide reasonable opportunities to engage the right audience that is interested, active and plays a role in forming public opinion, and it must be said that if this is not handled with the utmost care, it may be the fastest way to destroy the organization's reputation on the network, and this is because communications are made directly

with the chosen audience and it is also the place where the audience can respond to others who have a direct interest in the organization.

The influence of newsgroups is strong, both positively and negatively, and the presence in newsgroups is very important for the reputation of managers, so the organization should not reveal itself completely on the network, but its goals and nature should be clearly understood and respected.

E-publishing:

Electronic publishing is one of the most widely used public relations tools in various institutions and business organizations. By electronic publishing, we mean the use of electronic devices and equipment in various fields of management, production and distribution of data and harnessing them to serve beneficiaries, which is exactly the same as publishing by traditional means and methods, while the information materials are not produced on paper for distribution purposes but are distributed through electronic media such as CDs or through electronic networks such as the Internet or Intranet or through interactive television or mobile phones when connected to the Internet.

Electronic publishing also allows the addition of other means such as moving images, audio and video clips, as it is one of the means of clarification that contributes to the delivery of information quickly and accurately, and it also changes the interest of the recipient by attracting his interest in the first place. The ease and low cost of publishing on the Internet led to a significant expansion in the publishing process, which contributed to the acceleration of the communication process. Among the advantages of e-publishing are the following:

- Saving on paper usage costs.
- Savings in quantitative production costs (Ouanis, 2013, p. 105)
- Reduced costs of revision, modification and addition.
- Providing the possibility of research, as the electronic publishing method provides the possibility of facilitating users to search and access the required data and information very quickly.
- Marketing effects and a good impression, where the organization adds by using electronic publishing to bring pleasure to the beneficiary and make him a beneficiary of both pleasure and knowledge.

- Public relation Forum:

A newsgroup dedicated to communications in a specific location, where researchers

can request information they want, and people with knowledge of the topics send an email to the researcher. For example, a public relations practitioner requested information on how to develop a communication strategy from a client, and within a day he was sent a number of answers that were of value to the client.

-Internet phone calls:

International phone calls can be made very cheaply, equivalent to local calls, and the user here needs a sound card, a microphone, phone software, and headphones. This process is done by converting the voice into a digital image that travels through the Internet system and then converts it back to sound (Hamani, 2011-2012).

7- Modern public relations techniques:

Communication is the backbone of public relations. Through these means, it is possible to:

- Achieve common understanding between the members of the organization and its management on the one hand and between the organization and its external audience on the other hand.
- Establishing and consolidating ties, communicating the most accurate information, and transmitting news and information events as they occur.

- Strengthening mutual trust and frank and permanent dialogue between the organization and its internal and external audiences (Al-Alaq, 2009, page 21).

The rapid development of the Internet as a means of communication led to the need to reconsider the communication strategies of public relations in all institutions and organizations, whether governmental or private, production or services, and Herbert believes that the public relations function was one of the most affected by the Internet as a means of communication. The impact of the Internet did not stop at the field of academic studies of public relations as an administrative and communication function, but extended to include the practice of this function in the context of other administrative and marketing functions. The Internet also changed the nature of the means of communication with the public, some of which turned into an electronic form, the forms of which we mention below:

1-Website

The website of every company or organization is a public relations tool as it is the main interface of the company and its representation of the official spokesperson by containing reliable information and statements. It also contains information about the company's products, representing

a digital catalogue, and this type of information is not considered advertising for the products as it is not paid for.

Company websites also contain press releases about their products, which they send electronically via mail or the Internet to advertising media companies for publication.

Companies also provide their websites with links to help surfers spread the news online or even discuss the news RSS/SHARE/BLOG Using the Internet as a public relations tool comes with several advantages:

- Low cost compared to paper-based print media
- The company's information on the website is characterized by modernity. (Al Akal, June 2022, page 132)
- Easy and quick access to the audience, whether current or expected, through search engines or through special sites on the Internet whose main work is public relations, where they receive news from the company and distribute it through their relationships with search engines and portal sites such as Yahoo, which aims to mobilize a large number of browsers on their sites.

2-BLOG : First, we should explain the word BLOG, which stands for web log,

which refers to what can be called a diary of posters saved in chronological order.

When we enter these sites, we notice that the topics are categorized and arranged where the topics or titles are categorized, so entering and dealing with these sites is much better and easier.

What characterizes the blog is the media interest in dealing with political and social topics, so the media may even take an interest in taking specialized and professional topics.

Those who write for blog sites called blogger have gained media attention through the topics they post, which sometimes deal with internal organizational situations within companies they used to work for and sometimes criticize their former managers.

There are several types of blog, including: The difference between a traditional blog and a new blog is that the former is a place where people post topics related to issues they are going through or discuss a certain topic related to issues they are going through or discuss certain topics where the last discussion is a gateway to the next discussion, i.e. it opens a gateway to a new discussion.

As for the second type, it can be considered as an intermediary where it puts headlines for the news and connects them to the

actual news for more credibility and trust, as the reader can comment on any topic and put his own opinion in one of the stages of starting the new blog, as experts benefit from it considering that it focuses on certain sections such as trends, legislation related to a specific field, and general issues of importance. Let's talk about its strengths and how they are utilized in the field of public relations:

- It provides a wealth of information and can therefore be used by PR professionals as an environmental scanning tool.
- Keeping information in its own archive, so if you want any information, you can access it.
- It can be utilized by knowing cultural, ethnic, social, and racial groups that the company wants to market to for the first time.

3-Community building : Many sites are building communities through chat rooms and discussion groups in which information and opinions can be exchanged and shared around the world, through a news reading program on the Internet. The digital public relations practitioner can take advantage of the feature of news groups to distribute information about the organization's activities and services to the public, and may use bulletin boards on the organization's website to display comments

on messages and news and get feedback from the public visiting the site (Soleiman, 2009, p. 40).

8- The new product commercialization model:

8-1-The New Product Adoption Model:

This model is based on the premise that the acceptance and adoption of new products does not occur at the same level and at the same time among all individuals, and this model categorizes consumers into five groups that are distributed over time in a normal distribution:

8-1-1- Innovators: They are the first to buy new products and are always willing to try new ideas.

8-1-2- Early Adopters: They are usually considered opinion leaders, young and always on the move.

8-1-3- Early Majority: These are the risk-averse individuals who wait for the previous group and observe their experience with these products.

8-1-4- The late majority: Those who prefer to continue dealing with old things and are highly skeptical and suspicious of new people and products (Balkhiri & Sara Jabri, 2013, pp. 164-165)(Balkhiri & Sara Jabri, 2013, pp. 164-165).

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