



## The impact of e-marketing strategies on the success of startups in Algeria

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### Abstract

The content of the article determines the reality of employing e-marketing strategies in emerging enterprises in Algeria, as well as evaluating the effectiveness of marketing as a non-traditional means through which to increase aggregate demand as a solution during crises, by addressing the theoretical literature that has been acquainted with this concept. With the presentation of the most important marketing strategies adopted by most emerging economic institutions, the most important findings of the research are that cartoon marketing has an effective role in managing business transactions in the enterprise during crises, and that it has become an imperative for any enterprise where all institutions of any kind must adopt it in their transactions and its activities.

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## 1. Introduction

marketing is considered one of the most important new technologies that included many fields, as a result of the secretions of modern technology, and marketing developments in the beauty of the work of emerging institutions, the latter that must rely on it in the field of its activities and transactions, especially in the stages or periods of time in which it may face a group of risks and crises, where a number of researchers criticized the traditional marketing mix As they believe that the traditional marketing mix is a basic concept that cannot be dispensed with and that it can be modified by adding or deleting some characteristics and adapting them in order to adapt to the new environment. In line with what is imposed by the modern requirements of information technology and communication, with the modification of the old elements, the study also aims to show the strategies that must be adopted in relation to each element of the electronic marketing mix in order to achieve the objectives of the institution.

On the other hand, the task of marketing start-ups and newly established small or medium enterprises faces many obstacles and problems mainly related to the limited budget available for any marketing or advertising campaigns, and the desire to achieve exceptional results in a short period of time to reach an actual return before funds are depleted. or available capital and e-marketing services are among the most effective marketing options for emerging organizations in terms of effectiveness and suitability for a limited budget and the ability to achieve actual results in a record period of time, as it provides all projects and commercial activities with the opportunity to compete with famous companies and brands without the need for an unlimited marketing budget.

### 1.2 Study problem

The development of information and communication technology, and the use of the Internet in commerce and marketing led to the emergence of the concept of e-marketing, which is characterized by characteristics that distinguish it from other traditional marketing activities. With the development and spread of e-marketing, many researchers have criticized and belittled the traditional marketing mix, as they believe that it does not respond and does not rise to the level of development of e-marketing activities, and there must be an alternative that is in line with what is imposed by this environment, as suggested by the researchers. Others modify the traditional marketing mix and develop it according to these developments with the addition of new components to it to be at the level that makes it keep pace with the new environment, to show a new concept in marketing which is the electronic marketing mix.

Hence the problem of our research, which can be formulated as follows:

What is the impact of e-marketing strategies on the success of start-ups in Algeria?

Based on the general problem, we decided to branch it out into the following sub questions:

- What is the concept of e-marketing and what is the concept of start-ups?
- What are the most important marketing strategies that can be relied upon in start-ups in general?
- What is the impact of marketing strategies on start-ups in Alger?

### **1.3 Study Hypothesis**

In order to answer the question raised, we have included the following hypotheses in order to verify or deny them:

- E-marketing contributes to customer satisfaction and loyalty, thus gaining a competitive advantage for the start-up.
- Most Algerian start-up do not use the Internet in their marketing activities.

### **1.4 Study objectives**

The article aims to investigate the possibility of exploiting digital technologies in marketing activities, while highlighting the importance of using new technologies in the commercial process and the positive benefits that result from it on the institution and the consumer. Furthermore, this study also aims to :

- the different viewpoints of researchers regarding the suitability of the traditional marketing mix to keep pace with developments in the electronic environment.
- Attempting to formulate the strategies to be adopted with regard to each element of the electronic marketing mix
- This study aims to clarify the importance of adopting e -marketing techniques in emerging enterprises and to highlight the importance of the digital marketing approach in providing emerging enterprises with the capabilities and skills necessary to respond quickly to market requirements, which leads to developing the capabilities of contractors and achieving competitive superiority for emerging enterprises.

### **1.5 Study importance**

The study derives its importance in that it addresses an important and emerging topic in the digital economy, which is the employment of modern information and communication technology in marketing, specifically the e-marketing mix. As a basic concept in the electronic environment, as well as the new elements that must be adopted in order to continue to play its role in directing marketing efforts to achieve the marked goals.

The importance of the research is highlighted in that it deals with a distinct topic, which is the use of cartoon marketing of all kinds in developing the performance of the Algerian start-up and thus achieving profits. And the search for the reality of cartoon marketing in a start-ups.

### **1.6 Study Approach**

**Treatment** This type of research requires the use of the analytical descriptive approach, which is one of the curricula of studies and literature, as well as references that dealt with different parts of traditional industries and electronic marketing.

### **1.7 Previous studies**

- A study (2012 by Elene Maria) entitled *An Overview of the Main Innovations in E-Marketing* aimed at presenting the main innovations of e-marketing and the theoretical contribution and effects that these innovations have on the tourism industry and how customers are viewed and transformed into a focal point in the online environment. Distribution in e-marketing is important to the tourism industry, and the Internet has revolutionized buying and selling. (Muneta – Aramendia, 2012, pp. 289).

- A study (Chen, Yongmin, 2006, pp. 101-123) titled *Innovations Marketing*, aimed at providing an economic analysis of marketing innovation, where a dynamic monopoly model was developed to study two forms of marketing innovation: The first allows the company to obtain consumer information effectively, and the second reduces consumer transaction costs. The study concludes that the model is most relevant in situations in which firms compete and because of marketing innovation greater output transformation compared to expanding production by formulating a model in which the total output The industrial sector is stable and is in direct competition (Cascio, 2011, pp. 180- 1).

### **1.8 Commentary on previous studies**

This study agrees with previous studies in many points with regard to e-marketing and emerging institutions, but it tries to study the impact of innovation on the elements of the marketing mix of product, pricing, promotion and distribution, and this is what distinguishes it from previous studies, which I studied each variable separately

### **1.9 Study methodology**

To get acquainted with the study from a theoretical point of view, the information available in reliable scientific books and journals was relied upon, and to complete the study, the research was divided into three main axes as follows:

- The first axis: a conceptual framework on e-marketing and e-marketing.
- The second axis: e-marketing strategies.
- The third axis: the impact of e-marketing strategies on emerging enterprises.

## **2. A conceptual framework for e-marketing and start-ups**

In Algeria, more than a few measures have been undertaken by the public authorities to provide definition for the institutional, organizational and regulatory frameworks so as to encourage entrepreneurship and business creation. Certainly, Algeria has become aware, in recent years, of the importance of having innovative Startups to create growth and non-oil exports. Likewise, the country is trying to promote public-private collaboration for the implementation of a configuration adapted to the needs of all stakeholders (Start-ups, investors, supporting and financing structures, training structures and the like).

### **2.1 E-marketing: Definitions**

Before defining the concept of electronic marketing, we refer to the definition of marketing in general;

Kotler defines it as: analysis, organization, planning and control of the activities, strategies and resources of the enterprise, which have a direct impact on the consumer, with the aim of satisfying the needs and desires of the classified customers in a cost-effective manner (P, kotler, 1989; p. 24).

According to the modern approach, marketing is defined as: “an activity aimed at establishing a continuous and profitable relationship with consumers and several other parties, as well as maintaining and strengthening it in a way that leads to the realization of all parties to their goals, and this relationship is achieved by carrying out exchange operations that take into account the interests of both parties.” And fulfill the promises made by all parties to themselves. (El-Sayed, 1999, p. 08).

#### **2.1.1 The principles of electronic marketing**

Electronic marketing is based on two basic principles, the use of digital networks and interactive tools to achieve marketing objectives:

- **Automating:** These are technology platforms designed for marketing and organizations can access multiple channels of the Internet, such as the email, social media, websites, etc., and automate frequent tasks (Rahmoun Redha, 2022, p. 165).
- **Interactive:** Based on the American Marketing Association which defines interactive marketing as the use of an infrastructure network of information and devices connected to the network for the mediation of interactions between an organization and its customers in the context of business and the processes used by the organization to create, communicate and deliver products that provide value to customers in an exchange (Varadarajan, R., &Yadav, M.S., 2009, p. 11).

## 2.2 Start-up: Definitions and characteristics.

Etymology-wise, the word “Start-up” is a word borrowed from the English language, known as an Anglicism, composed of two parts:

- **Start:** For the beginning of a new business or activity;
- **Up:** For the acceleration phase of the company.

The Start-up is noticeably much more than a company, it in fact stands for a real state of mind: A team sharing values and united for the purpose of pursuing a common project, so often innovative (Przem, 2016). Besides, and upon consulting several research works on entrepreneurship and the Start-up, mainly the definition provided by (Ries, 2018) seems to us to be the most appropriate, for the reason that as it does not take into account the size or form and even less of the economic sector in which the Start-up is positioned.

Subsequently, (Ries, 2018) has then defined a Start-up as a “human institution designed to create a new product or service under conditions of extreme uncertainty” (Ries E, 2018, p. 4). In the same sense (Larguier, 2021) considers a Start-up, first of all, as “the story of a team driven by the same project, carried by the same values, by the same passions”.

For that reason, creating a Start-up is first and foremost about believing therein (Blank & Dorf, 2012). More to the point, it is about shaping a world where creativity and hard work are valued, whereat making money does not stand for a problem, it is about making mistakes and questioning oneself. Similarly, the term “Start-up”, being borrowed from the English language, does not simply mean “young company that is starting up” or “technological company”, it goes beyond the same. In light of which, the characteristics hereunder illustrate that a Start-up is differentiated from a company by the fact that the Start-up is (Chevalier, 2017):

Temporary, Seeking for a business model, Replicable, Progressive, more risky projects, Agile structures, A temporary situation, A permanent search for profitability.

## 3.E-marketing strategies

Before addressing the strategies of e-marketing, it is necessary to address the most important elements of the e-marketing mix.

Researchers differ in dividing the elements of the electronic marketing mix, as there are those who believe that they consist of the same elements

The four traditional Ps 4 with a difference in practice and application. The researchers presented) and Kalyanam McIntyre) provides a clear and comprehensive division of the elements of the electronic marketing mix, and they called this classification a name 2.4P2C2S, the elements are (Kalyanam and McIntyre, 2002, p. 03);

- **Web site design:** Websites are "a collection of sources of information contained in documents centered on computers and networks around the world" (Bourgaba, Hasbaya, 2020, p. 91), and the design of the online store website is one of The elements of the electronic marketing mix, which is an important and vital element, and the organization seeks to achieve customer visits to website and maximizing the volume of these visits through external marketing activities, hence the importance of designing The site, as the more attractive the site is, the greater the ability to attract and maintain customers.
- **Security:** Security is one of the basic elements of the electronic marketing mix, and the importance of security and confidentiality has emerged in Business and e-commerce transactions and exchanges due to hacking and vandalism by thieves The Internet and these processes have led to huge losses for electronic business organizations and have led more than once to These sites stop working due to viruses or vandalism caused by Internet thieves (Abu Farah, 2004, p. 363).
- **Product:** An electronic product is a product that enjoys the advantages and benefits of communication and information technology, and takes the form of normal product.
- **Promotion:** Information and communication technology has made it possible to use many tools to promote FAO's products Convincing the target consumers to acquire it, and among the most important electronic promotional tools, we mention: search engines, indexes, online newsgroups, social networking sites, e-mail, mobile phone and blogs.
- **Virtual communities:** The virtual community allows individuals and groups to meet via the Internet to talk and express About themselves, ask and exchange questions, debate, build new friendships, participate and interact with events and activities It takes place through various means, such as chat rooms, conversations, forums, and some web pages that provide an opportunity interaction (Abu Farah, 2004, p. 363).
- **Place – Distribution:** Keeping up with online business requires providing customer support services, especially those that follow the buying and selling process, and these services can be divided into two basic types: permanent support services and dependent services the need for customer support.
- **Customer services:** Keeping up with online business requires providing customer support services, especially those that follow the buying and selling process, and these services can be divided into two basic types: permanent support services and dependent services The need for customer support (Baya ouaguenouni ,2020, p. 44).
- **Price:** The electronic price is the price that is traded over communication networks such as the intranet and intranet and the extranet and the mobile phone (for telecommunications companies), which is the value that the customer pays through financing Electronic or traditional, in return for obtaining the electronic product that was usually purchased via the Internet.

- **Privacy:** Privacy expresses the right of individuals, groups and institutions to decide a set of issues regarding the data and information pertaining to them.
- **Personalization:** Privacy expresses the right of individuals and institutions to decide a set of issues Regarding the data and information that pertains to them (Baya ouaguenouni ,2020, p. 45).

### *3.1 Emerging Enterprise Strategies*

#### *3.1.1 Porter's Competitive Strategy*

Porter's competitive strategy stands out as one of the most widely recognized and effective models in strategic formulation.

The strategic alternative for emerging institutions is the model that enables the institution to achieve the following (Abu Farah, 2004, p. 385):

- Exploiting strengths in the best possible way.
- Take advantage of opportunities efficiently and effectively.
- Minimize vulnerabilities.
- Reduce threats.

The strategy of the Emerging enterprises is chosen from among the available alternatives to adopt this strategy. And eat an alternative of these alternatives and methods, which are used to achieve the strategic objectives of the virtual institutions by evaluating Each of these alternatives, and choosing the alternative that achieves these goals with the best degree of efficiency and effectiveness. There are many alternatives available to the institution, to keep pace with its electronic business, and among these alternatives:

- Alternatives related to increasing revenues through online transactions.
- Alternatives to increasing or decreasing prices.
- Substitutions related to lower costs.
- Alternatives related to the design of processes related to electronic business.

The essential matter in each of the candidate alternatives for approval is that this alternative is able to give the enterprise competitive advantages that make it able to succeed in light of the costly competition via the Internet. Integration covering all aspects of electronic business. By relying on one of Potter's competitive strategies (Abu Ferah, p. 378):

- **Comprehensive cost leadership strategy:** That is, producing products and selling them at low prices, in order to gain the largest share of the electronic market by attracting virtual

consumers who are sensitive to changes in price and thus maximizing profit. Startups can reduce costs through (Nadjem, p. 156)

- Reduce search costs.

- retirement cost

- coordination cost.

- **Excellence strategy:** The strategy of excellence aims to achieve competitive advantages through creating a single product. To the consumer, in a distinctive way that competitor cannot emulate. Through this strategy, the institution seeks to: Formation of a pleasant mental image or imagination about its products and services, so that this image includes the conviction that the company's products are substantial, unique and distinct from unique and distinct products from competitors' products.

- **Focus strategy:** That is, the virtual institution chooses to produce a product directed to a special segment of consumers. defaults, so that it offers it with high quality and low prices in order to maintain its market share, and relies on Virtual institutions this strategy, so that it penetrates the market step by step, and when achieving a return on investment, The first we move to the second market (Saad Yacine, 1999, pp. 160-161).

In order for the selection to be made in an informed manner, criteria must be met through which the sector or sectors are selected. market, the more these sectors are consistent with these standards, the more they are able to use successful marketing strategy, these criteria are:

- The size of the current sector to which the organization intends to direct its marketing efforts, as it must be the sector to which efforts are directed to a degree that allows these efforts, in the sense that there is a sufficient number of consumers The hypotheticals have the purchasing power.

- The possibility of growth in market segments in the future, i.e. the market consists of hypothetical consumers Actual and expected others, growth results when the expected hypothetical consumers turn into actual. Ease of communication with the market sector, so that the institution can communicate with the sector, and the consumer can access to the product.

- The institution is not exposed to strong competition in the sector by other institutions.

- The existence of unsatisfied needs in the sector, so that the virtual institution's products can satisfy them.

### ***3.1.2 Excellence strategy and cost leadership***

This strategy involves producing high-quality products at prices lower than those of competitors, allowing the enterprise to penetrate and capture the largest possible market share. The strategy not only focuses on maintaining existing market share but also aims to increase penetration into

new markets by establishing a strong competitive position. This robust market penetration is driven by the strength of the brand and the enterprise's reputation in the electronic market.

It relies on qualified and skilled human resources, and the most important focus of the startup organization is in adopting this strategy. It consists of the following resources and competencies:

- The institution's ability to combine its resources and efficiency to create a permanent and continuous experience in marketing its products, including It achieves the reduction of costs, especially the costs of electronic search on the institution's website, and thus the ease of Entering and maintaining new virtual consumers, allowing it to excel in ensuring appropriate design For the site that attracts the largest capacity of customers and to stay for a longer period in the minds of consumers (permanence, Excellence in improving customer service through direct contact.
- Mixing the company's distinguished resources to facilitate its business dealings with suppliers, distributors, and consumers. And thus, create value related to reducing the costs of coordination, conducting commercial transactions and thus concluding deals. This means reducing the costs of negotiation terms, especially with regard to price, quality and degree of security Through the Internet (electronic payment), which guarantees the institution through excellence through speed in the performance of its commercial operations, and achieving the suitability of its goods and services for all customers according to their tastes, and thus achieving excellence In providing innovative and renewable products according to the tastes of its customers. Thus, the organization can achieve a strategy of excellence and cost reduction, through its ability to reduce research costs and excellence in design and continuity, as these two features ensure attracting and retaining the largest number of customers. Or by reducing coordination costs, and this distinction leads to the speed of service performance and the achievement of Its suitability for customers, and thus the institution achieves excellence in speed of performance and convenience.

### 3.1.3 Strategy technological

There are several definitions provided Technology strategy represented in the following: It is “determining the long-term technological goals and objectives of the virtual enterprise, and reconsidering one of the alternatives and disposing of and allocating the necessary resources for their implementation, as these mechanisms help the performance of the emerging enterprise.” And for its work faster, more accurately and across a wider temporal and spatial scale. It is the exploitation of the current technological capabilities and competencies, and their employment in a long-term plan, in order to achieve Future electronic goals, allowing the establishment to start its electronic business as soon as possible. And more accurate and appropriate to the needs and tastes of virtual customers in geographical locations.

It is the gateway through which the Internet and Extranet applications are used, which are During which support and influence is made in the general strategy of the institution The virtual institution aims, through the adoption of a strategy, to achieve the following:

- Expanding market share.
- Improving and strengthening the brand with customers.
- Enhancing the brand and ensuring its permanent presence in the virtual and financial market.
- Facilitating exchange operations and thus speeding up electronic transactions.
- Achieving feedback from customers easily and thus increasing the value provided to customers and raising the degree of the satisfaction. (Ghassan Issa Al-Omari, 2019, p. 176)

The startup seeks to implement the e-strategy through:

- Relying on creativity and internal technological innovation: based on its competencies and human resources to achieve Very advanced marketing, productivity and security programs in order to maintain its distinction over competitors.
- Relying on external technological creativity and innovation: by working to participate in resources the human and material institution with the competency's resources of other institutions, to accomplish advanced technological programs with the aim of maintaining the institution's survival with the distinguished elite in the market (Ghassan Issa Al-Omari, 2019, p 176).
- Relying on both internal and external technological innovation and creativity: the adoption of the emerging enterprise to innovate by relying on the resources of the institution in partnership with other institutions.

#### ***4.The impact of e-marketing strategies on emerging enterprises***

Each startup has its own characteristics and marketing factors that depend on its current status and status among the competitors, the goals it aspires to, its own vision, and the audience of customers and consumers that it intends to target and constitutes good e-marketing is the most important factor for the success of star tups, and we will explain in the most important benefits related to marketing electronic and its requirements for the success of emerging enterprises, and we will also explain the most important electronic marketing solutions for emerging enterprises (Ouaguenouni, 2020, p 48).

Downloading the relationship between e-marketing and the activities of emerging enterprises, which he referred to Schumpeter that its owners are those who pay attention to opportunities and seize them, and Keynes that they seek to introduce new products and services in a way that contributes to opening new markets, which is unlike small enterprises whose owners only seek to make a profit, by managing a small business that may enable from becoming a large enterprise; We find that most of the activities And the fields of emerging institutions today are related to marketing policies and strategies, in particular Elements of the traditional marketing mix(Klimczuk – Kochańska, 2017, pp. 182- 192 ).

The basis for success today for emerging enterprises is, in particular, through piracy or cooperation, and with the high value of risk in relation to the piracy side, most emerging enterprises prefer cooperation; and cooperation This is particularly due to the fact that innovation within large organizations (innovation from scratch) requires often a heavy hierarchy This represents the first difficulty in adopting an effective innovative strategy, and within this context, emerging enterprises represent the ideal lever for achieving rapid transformations, as work allows obtaining agility in innovation and achieving profitability in the shortest time, which is what Dubbed open innovation, "sharing innovations with the outside world," this collaboration has exploded in Many developed countries are within spaces called co-working or accelerated spaces. As for the aspects of participation, it will be through the following patterns (business – herald, 2016, p 12).

### **5.Conclusion**

the results of the study and recommendations E-marketing for startups is one of the most important means used to introduce products to the target audience organization and attract more customers and then increase sales, and through this research paper we have come up with a set of Most notable results;

-Emerging enterprises seek to market and launch a new product or innovative service targeting a large market, and these institutions pass through It has five stages in its growth: the stage of existence, the stage of survival, the stage of success, the stage of launch, and the stage of maturity.

-E-marketing is a group of activities that are performed by individuals and organizations, using information technology and communication, with the aim of facilitating the exchange process in the target market, and this type of marketing is characterized by saving time and effort Seller and give customers comfort and complete freedom in choosing products.

-There are a range of effective online marketing options for emerging organizations, including professional websites, search engine marketing, social network marketing, content marketing, and mail marketing campaigns. Online, paid digital advertising options.

### **6.Recommendations**

-The need to choose the best e-marketing company, in order to prepare, develop and manage integrated marketing campaigns for the organization emerging and achieving the best results at the lowest costs.

-Adoption of the startup organization for a marketing intelligence system to anticipate events and follow developments in the overall environment in general competition in particular.

-The need to use the best means of electronic marketing to promote emerging enterprises.

-The use of e-marketing, even if the startup sells physical products to a limited audience, because this will lead to introducing the enterprise to web pioneers and social network users who are in the vicinity of the enterprise, and then expand in the future, according to the institution's ability to provide the product, send it, and ship it to more distant areas.

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