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Research Paper

IMPORTANCE OF INFORMATION TECHNOLOGY SYSTEM IN DIGITAL MARKETING COMMUNICATION CHANNEL

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ABSTRACT Information and communications technology (ICT) is an extensional term for information technology (IT) that stresses the role of unified communications and the integration of

that stresses the role of unified communications and the integration of telecommunications (telephone lines and wireless signals) and computers, as well as necessary enterprise software, middleware, storage and audiovisual, that enable users to access, store, transmit, understand and manipulate information. *ICT is also used to refer to the convergence of audiovisual and telephone networks with computer networks through a single cabling or link system. There are large economic incentives to merge the telephone network with the computer network system using a single unified system of cabling, signal distribution, and management. ICT is an umbrella term that includes any communication device, encompassing radio, television, cell phones, computer and network hardware, satellite systems and so on, as well as the various services and appliances with them such as video conferencing and distance learning. ICT also includes analog technology, such as paper communication, and any mode that transmits communication.*

KEYWORDS :- ICT, SNS, PPC,SEO.

INTRODUCTION

CT includes all digital technology that assists individuals, businesses and organizations in using information. It covers all electronic products that deal with information in a digital form. Therefore, ICT is concerned with digital data storage, retrieval and transmission.

ICT makes a business more efficient, effective and promptly respond to customers' needs. ICT

can assist business activities including design, manufacturing, R&D, distribution and sales and feedback. Prof.Nassef reports that "contrary to the prevalent predict that ICT will decrease the demand for face to face communication and will result in greater dispersion of economic activity. She suggests that ICT promotes industrial agglomeration". In addition, Prof.Nassef argues that "The search of job and recruitment via the Internet offer potential efficiency gains to the labor market and the economy through reducing transaction cost and providing better matching between workers and vacancies by diffusing information about job widely".

This theme includes a deep analysis of the impact of the information and communication technologies on different aspects of development and growth. It covers topics related to the financial, economic and technological aspects and stress on the importance of ICT their role in facilitating a wide range of services and transactions such as online banking and online services provided by companies. It discusses authentication methods used in online banking and various online services. ICT through facilitating the supply and access of a wide range of financial services, increasing efficiency in institutions and corporations, reducing costs and promoting and enhancing communication are a major channel for development. In addition, It covers topics that links information and communication technologies to urbanization and show the importance ICT in urban service delivery. It presents how ICT can be used to promote and ensure urbanization which became the norm of life of the twenty first century and poses one of the most critical challenges to achieve economic development and better standard of living. Furthermore, Big data as a tool for development presents topics that show how the big amount of digital data continually generated by the global population could be analyzed to support decision making and to generate actionable insights for policy makers. It also indicates the major role that big data plays as a tool for promoting various aspects of developmenT.

Different research avenues could be suggested to address the role of information and communication technology in business. For example, Software Piracy (SP) is a worldwide, multifaceted phenomenon that presents a major challenge for software

producers. The SP problem has been heightened worldwide because of the pervasiveness of the Internet and the progression of information technology, which have increased the probability for increasing the intellectual property rights violation. Establishing measures to effectively curb SP in Lebanon, however, requires understanding the underlying motivations and justifications for SP behaviors as well as SP rates and the factors influencing them. In their study, Khalil and Seleim, adopted and tested a causal model of software piracy attitudes, intentions, and behaviors in Lebanon using professionals and managers sample.

Future research designs should also employ other student and non-student samples in other Lebanese private and public sectors in order to verify the findings. Future research models should also include and investigate new constructs, such as national culture, demographics, corruption index, and economic development, that may moderate the SP intention-behavior relationship.

Another research stream aims to show the use of Electronic business (e-business) in enhancing the organization's competitiveness via deploying innovative information and communications technology. Several studies have been conducted in this area. For example, the impacts of using SNSs (social networks sites) as a way to encourage word of mouth between customers or the effects of SNSs on social or academic performance of university students. Dr.Abbas finds a significant influence of SNSs on firm`s competitive performance, social and academic life of university students.

Future research that fall under this subtheme may include using SNSs as a strategic tool to implement firm`s strategy, the effect of using e-commerce on market share, the role of SNSs on social bonds of university's students, using information systems to customize firm`s product, and comparisons between traditional communication tools and interactive tools to improve firm`s performance.

Also, in community-based dental education programs, student-provided services can be an important source of community clinic and practice revenues. Therefore, the research within the department of Developmental Sciences are directed towards the construction of new community- based programs as the construction of an educational message to the pre-school teachers in relation to dental traumatology.

In a dynamic business environment, accounting profession should deal with different multifaceted new issues. For instance, how to record innovative business transactions, expand value-added business and information processes, distribute valuable knowledge to a broad group of information users, and offer assurance services across a whole range of economic activities. Information communication and technology has drastically altered the way in

which business is performed. Now, most companies used accounting information systems in running their operations. Developments in information technology have radically enhanced accounting systems. Computers and other digital technologies have amplified office productivity facilitating the fast exchange of documents, gathering and analysis of data. According to Dr.El-Haridi and Dr.Mandour, the use of ERP systems in corporations has a significant influence on their performance.

The diffusion of computer usage and software development brought about strong adjustments in accounting businesses' procedures; however, the influence of these innovations has not been accurately analyzed. Therefore, future research in this area is needed to judge the influences technological innovation has instigated in the accounting firms through a survey, using a structured questionnaire that can send to people responsible for the accounting firms.

The ICT progresses made available huge amounts of information. This availability causes substantial risks to computer systems. In spite of noteworthy improvements in the information security area, several ISs are still susceptible to internal and external attacks. The presence of an internal audit for ISs avoiding these attacks or reducing the negative consequences. Therefore, an exploratory research on informatics audit for ISs security is needed.

Digital Marketing Channels:

1. Website Marketing

A website is the centerpiece of all digital marketing activities. Alone, it is a very powerful channel, but it's also the medium needed to execute a variety of online marketing campaigns. A website should represent a brand, product, and service in a clear and memorable way. It should be fast, mobile-friendly, and easy to use.

2. Pay-Per-Click (PPC) Advertising

PPC advertising enables marketers to reach Internet users on a number of digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Meta (formerly Facebook) and show their ads to people searching for terms related to the products or services. PPC campaigns can segment users based on their demographic characteristics (such as by age or gender), or even target their particular interests or location. The most popular PPC platforms are Google Ads and Meta Ads.

3. Content Marketing

The goal of content marketing is to reach potential customers through the use of content. Content is usually published on a website and then promoted through social media, email marketing, SEO, or even PPC campaigns. The tools of content marketing include blogs, ebooks, online courses, infographics, podcasts, and webinars.

4. **Email Marketing** Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages, but that's not what email marketing is all about. Email marketing is the medium to get in touch with your potential customers or the people interested in your brand. Many digital marketers use all other digital marketing channels to add leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.

5. **Social Media Marketing**

The primary goal of a social media marketing campaign is brand awareness and establishing social trust. As you go deeper into social media marketing, you can use it to get leads or even as a direct sales channel.

6. **Affiliate Marketing** Affiliate marketing is one of the oldest forms of marketing, and the Internet has brought new life to this old standby. With affiliate marketing, influencers promote other people's products and get a commission every time a sale is made or a lead is introduced. Many well-known companies like Amazon have affiliate programs that pay out millions of dollars per month to websites that sell their products.

7. **Video Marketing**

YouTube has become the second most popular search engine and a lot of users are turning to YouTube before they make a buying decision, to learn something, read a review, or just to relax. There are several video marketing platforms, including Facebook Videos, Instagram, or even TikTok to use to run a video marketing campaign. Companies find the most success with video by integrating it with SEO, content marketing, and broader social media marketing campaigns.

8. **SMS Messaging**

Companies and nonprofit organizations also use SMS or text messages to send information about their latest promotions or giving opportunities to willing customers. Political candidates running for office also use SMS message campaigns to spread positive information about their own platforms. As technology has advanced, many text-to-give campaigns also allow customers to directly pay or give via a simple text message.

9. **SEO**

Search engine optimisation (SEO) is all about staying visible on search engine results pages. It feels like an arcane art sometimes because Google is forever changing its algorithms. Staying on top of these changes is hard enough but being able to adapt your SEO to these changes and stay ahead of competitors is the real challenge.

What tools to use and why?
Moz is a great bet for continued SEO success. Not only does it offer useful educational resources to keep on top of SEO best practice, but the Moz all-in-one SEO toolset provides the full range

of capabilities that you need. It tracks desktop and mobile keyword ranking, allowing users to easily keep tabs on any and all active keywords. This intelligent keyword analysis is supported by other features like link building and opportunities, site audits, search visibility score and page insights.

Digital Marketing Challenges:
Digital marketing poses special challenges for its purveyors. Digital channels are proliferating rapidly, and digital marketers have to keep up with how these channels work, how they're used by receivers, and how to use these channels to effectively market their products or services. In addition, it's becoming more difficult to capture receivers' attention, because receivers are increasingly inundated with competing ads. Digital marketers also find it challenging to analyze

the vast troves of data they capture and then exploit this information in new marketing efforts.

Developments and strategies:

One of the major changes that occurred in traditional marketing was the "emergence of digital marketing", this led to the reinvention of marketing strategies in order to adapt to this major change in traditional marketing.

As digital marketing is dependent on technology which is ever-evolving and fast-changing, the same features should be expected from digital marketing developments and strategies. This portion is an attempt to qualify or segregate the notable highlights existing and being used as of press time.

- **Segmentation**: More focus has been placed on segmentation within digital marketing, in order to target specific markets in both business-to-business and business-to-consumer sectors.
- **Influencer marketing**: Important nodes are identified within related communities,

known as influencers. This is becoming an important concept in digital targeting. Influencers allow brands to take advantage of social media and the large audiences available on many of these platforms.] It is possible to reach influencers via paid advertising, such as Facebook Advertising or Google Ads campaigns, or through sophisticated sCRM (social customer relationship management) software, such as SAP C4C, Microsoft Dynamics, Sage CRM and Salesforce CRM. Many universities now focus, at Masters level, on engagement strategies for influencers.

To summarize, Pull digital marketing is characterized by consumers actively seeking marketing content while Push digital marketing occurs when marketers send messages without that content being actively sought by the recipients.

- **Online behavioral advertising** is the practice of collecting information about a user's online activity over time, "on a particular device and across different, unrelated websites, in order to deliver advertisements tailored to that user's interests and preferences. Such Advertisements are based on site retargeting are customized based on each user behavior and pattern.
- **Collaborative Environment**: A collaborative environment can be set up between the organization, the technology service provider, and the digital agencies to optimize effort, resource sharing, reusability and communications.] Additionally, organizations are inviting their customers to help them better understand how to service them. This source of data is called user-generated content. Much of this is acquired via company websites where the organization invites people to share ideas that are then evaluated by other users of the site. The most popular ideas are evaluated and implemented in some form. Using this method of acquiring data and developing new products can foster the organization's relationship with its customer as well as spawn ideas that would otherwise be overlooked. UGC is low-cost advertising as it is directly from the consumers and can save advertising costs for the organization.
- **Data-driven advertising:** Users generate a lot of data in every step they take on the path

of customer journey and brands can now use that data to activate

their known audience with data-driven programmatic media buying. Without exposing customers' privacy, users' data can be collected from digital channels (e.g.: when the customer visits a website, reads an e-mail, or launches and interact with a brand's mobile app), brands can also collect data from real-world customer interactions, such as brick and mortar stores visits and from CRM and sales engines datasets. Also known as people-based marketing or addressable media, data-driven advertising is empowering brands to find their loyal customers in their audience and deliver in real time a much more personal communication, highly relevant to each customer's moment and actions.

An important consideration today while deciding on a strategy is that the digital tools have democratized the promotional landscape.

Remarketing: Remarketing plays a major role in digital marketing. This tactic allows marketers to publish targeted ads in front of an interest category or a defined audience, generally called searchers in web speak, they have either searched for particular products or services or visited a website for some purpose.

Game advertising: Game ads are advertisements that exist within computer or video games. One of the most common examples of in-game advertising is billboards appearing in sports games. In-game ads also might appear as brand-name products like guns, cars, or clothing that exist as gaming status symbols.

Six principles for building online brand content: Do not consider individuals as consumers;

- Have a editorial position;
- Define an identity for the brand;
- Maintain a continuity of contents;
- Ensure a regular interaction with audience;
- Have a channel for events.

The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interests. Businesses can now use social media to select the age range, location, gender, and interests of whom they would like their targeted post to be seen. Furthermore, based on a customer's recent search history they can be 'followed' on the internet so they see advertisements from similar brands, products, and services, This allows businesses to target the specific customers that they know and feel will most benefit from their product or service, something that had limited capabilities up until the digital era.

Tourism marketing: Advanced tourism, responsible and sustainable tourism, social media and online tourism marketing, and geographic information systems. As a broader research field matures and attracts more diverse and in-depth academic research

Plan

Abstract:
Introduction

- **Digital Marketing Channels**
- **Website Marketing**
- **Pay-Per-Click (PPC) Advertising**
- **Content Marketing**
- **Email Marketing**
- **Social Media Marketing**
- **Affiliate Marketing**

- **Video Marketing**
- **SMS Messaging**

What tools to use and why?
Digita Marketing Challenges

- **Developments and strategies**

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