



Alareeb
الاريب
شركائك في التحول الرقمي
Your digital transformation partners



**Digital
Marketing:**
E-BOOK | PART 2



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Defining the Scope of Digital Marketing

Digital /'dɪdʒɪt(ə)l/

Marketing /'mɑ:kɪtɪŋ/

:A process that includes all marketing activities using electronic devices or the Internet. It includes the use of digital channels such as search engines, social media, email, and other websites to connect with current and potential customers for businesses and organisations.

Alareeb ICT defines digital marketing as “a process that includes all marketing activities using electronic devices or the Internet. It includes the use of digital channels such as search engines, social media, email, and other websites to connect with current and potential customers for businesses and organizations.” In Part 1 of this eBook, we discussed digital transformation as a necessity for businesses today to digitize their products, services and experiences and **digital marketing helps to promote these digitized products to reach a target market online.**

Why is digital marketing so important? **Digital marketing helps businesses reach a wider audience than traditional methods** and target potential customers who are more likely to buy products or services online. It is also often more affordable than traditional advertising and allows you to measure success on a daily basis and navigate as you see fit.



Benefits that Digital Marketing Brings to Businesses

There are many digital marketing advantages that will change the way your business reaches the target market. **Online marketing is a great opportunity to grow your business, increase traffic and sales.** With all the benefits that network marketing can bring to your business, a professional network marketing campaign can attract more customers to buy your product or brand, thereby further developing your business. As an entrepreneur, CEO or business founder, you know that marketing is essential to the success of your business.¹³

If your company or business is new to digital marketing - which is a rarity nowadays as majority of businesses, both online and offline, does digital marketing for their products and services - you can experiment with online marketing, promotions, advertising yourself as a client, and then you will understand how effective it is for you and the people around you. **The sooner your business starts using the online environment to make better deals, the sooner it becomes clear that your digital marketing investment benefits your brand.**¹⁴

Your customers will keep coming back to your site and participating in your marketing campaigns if you do them right. You can easily speak to your customers with an organized marketing strategy.

Effective marketing keeps businesses competitive and relevant by engaging with customers across multiple digital media channels.¹⁵

Alareebict ICT does this by implementing multiple digital marketing strategies in parallel to strategic digital transformation plans for clients in the Kingdom of Saudi Arabia (KSA) and in GCC countries. There is a growing number of businesses in KSA and the Middle East region as more and more consumers from the region rely on the Internet to find products and services that fit them. E-commerce companies sell products online and therefore rely heavily on website traffic.



¹³ <https://formalsite.com/benefits-of-digital-marketing>

¹⁴ <https://www.klientsoltech.com/top-10-benefits-of-digital-marketing-to-customers>

¹⁵ <https://www.globalbankingandfinance.com/what-are-the-benefits-of-digital-marketing>

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Ignoring digital marketing is like representing your business without any audience.

Jason Matthew

Main Types of Digital Marketing



Companies use a variety of digital marketing activities such as **search engine optimization (SEO)**, **social media marketing (SMM)**, **email marketing**, **search engine marketing (SEM)**, content creation, and more to promote their brand among potential customers or increase customer loyalty. Digital platforms are increasingly associated with marketing schemes and everyday life. Here is an overview of 3 of the main types of digital marketing which include Social Media Marketing, Content Marketing and Search Engine Optimization (SEO):

Social Media Marketing

What Is Social Media Marketing? This is a great way for marketers to share expanded content with their audience, especially if they're not avid readers. **Social media platforms such as Facebook, YouTube and many more allow you to use content to connect and warm up your potential audience.** While it is difficult to grab people's attention, you can easily get rid of the noise with engaging content.¹⁶

For example, creating engaging Facebook video ads can encourage people to learn more about your business. Regularly sharing product images and lifestyle posts that are relevant to your brand can go a long way towards expanding your audience. Keeping active and engaging other users, combined with the content marketing strategies used by Facebook, **can strengthen your presence on other social media platforms and attract the attention of new potential customers.**¹⁷



¹⁶ <https://www.digitalmarketing-org/blog/what-is-social-media-marketing>

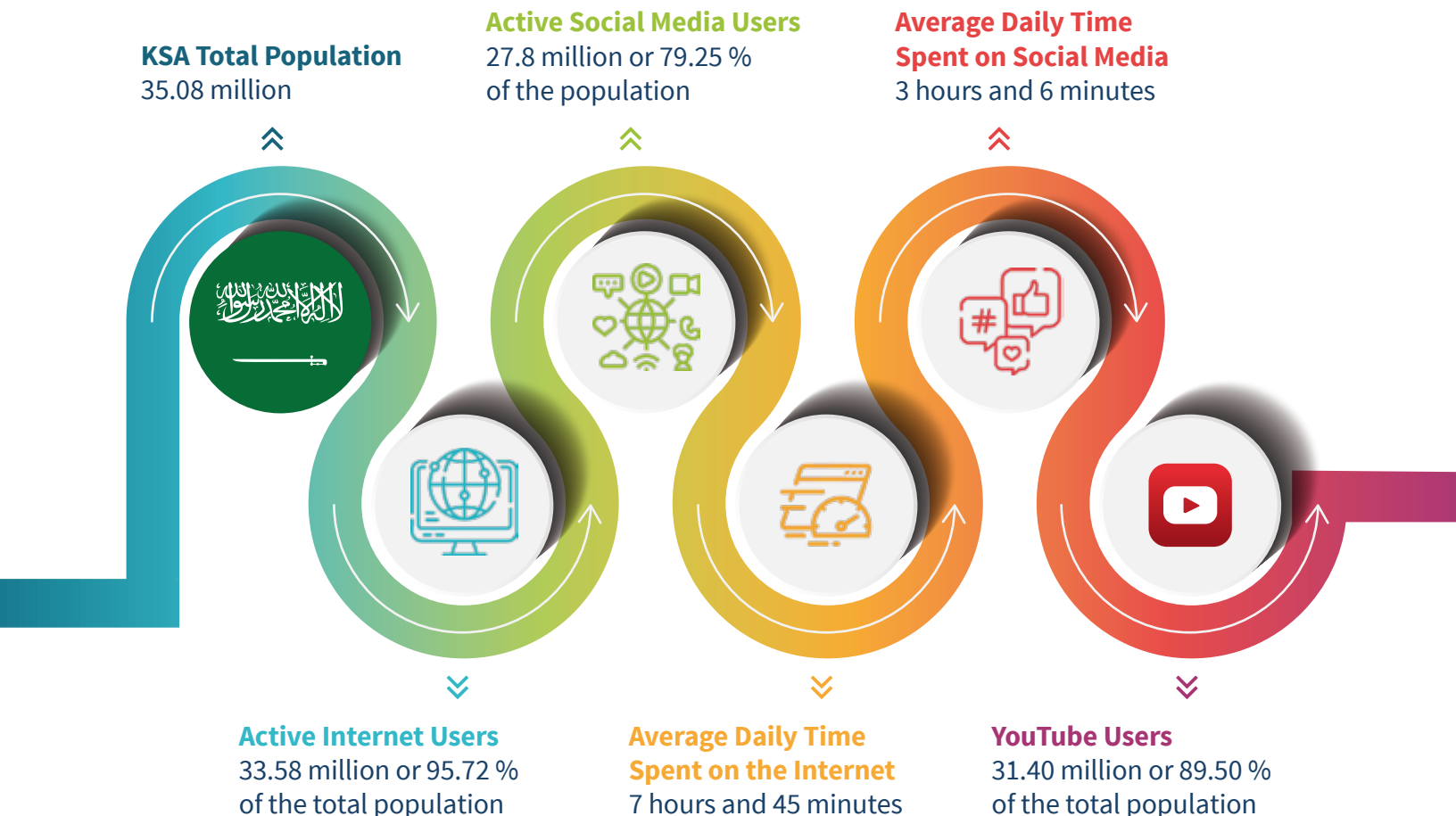
¹⁷ <https://www.bigcommerce.com/ecommerce-answers/what-is-social-media-marketing-for-online-businesses>

Social media can be used not only as a public relations and direct marketing tool, but also **as a communication channel for specific audiences**, using social media influencers and social media celebrities as effective communication tools with customers. Since audiences can be better segmented compared to more traditional marketing channels, companies can focus their resources on the audiences they want to reach using social media marketing. In this way, you can focus on attracting your audience to this platform. Facebook is good for building communities, Twitter is good for promoting content, Pinterest is good for visual content, and so on.¹⁸

Overview of the social media market behavior and figures in Saudi Arabia for 2021

Some of the most popular social media platforms for social networking today globally are Facebook, Twitter, Instagram, Pinterest, LinkedIn, and Google+. In Saudi Arabia, YouTube has the most number of users and TikTok has become popular following the global pandemic.

Here is an infographic overview of the social media market in KSA where Alareeb ICT is based ¹⁹



¹⁸ <https://www.cmswire.com/digital-marketing/what-social-media-marketing-is-and-how-it-can-help-power-your-business>

¹⁹ <https://www.globalmediainsight.com/blog/saudi-arabia-social-media-statistics/>

Instagram Users

26.80 million or 76.40 %
of the total population



Facebook Users

25.92 million or 73.90 %
of the total population

Twitter Users

25.05 million or 71.40 %
of the total population



TikTok Users

15.61 million or 44.50 %
of the total population

LinkedIn Users

13.96 million or 39.80 %
of the total population



Pinterest Users

10.21 million or 29.10 %
of the total population

It is important that brands and companies **not only focus on social media when marketing their products and services, but use it in conjunction with as many other digital marketing components** as possible. Social media marketing companies can not only leverage each platform for the good of the business, but they can also train owners and other employees to manage the content flowing to each site and determine where their opinions come from. A good social network will tell you what it does and how it does, while the best companies will continue to be active to get your business noticed online.²⁰

²⁰ <https://www.businessnewsdaily.com/2334-social-media-marketing-bndmp.html>

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**Content Marketing
is all the Marketing
that's left.**

Seth Godin

Content Marketing



What Is Content Marketing? Content marketing is a **strategic marketing approach aimed at creating and delivering valuable, relevant and consistent content** to attract and retain a well-defined audience and ultimately drive profitable customer actions. Content marketing is a marketing technique for creating and delivering valuable, relevant and consistent content to attract and engage a well-defined audience in order to drive profitable customer action. Traditional marketers have long used content to spread brand awareness and build brand reputation.²¹

Content marketing should be an integral part of your digital marketing efforts for your business and there is a need to create quality content related to the terms your audience is looking for. Your content should be an extension of your company and/or brand so you may be able to attract like-minded people and potential clients to your content and create the right audience for yourself.²²

The digital content marketing process must be completed at the enterprise and service level, because when consumers access digital content, their experience depends on the complex network of relationships in content marketing channels such as websites and videos. The highlight of the content is that the brand has distribution channels: websites, personal events, social media profiles, e-book series, webinars and many more. **The company uses a combination of different content formats to effectively market itself.** In addition to attracting and retaining customers, the company's content strategy is also important to its brand.²³

By creating strategic and optimized content that surpasses your competitors and resonates deeply with your audience, **you can bring high-quality traffic to your website to attract satisfied customers.** In addition to building trust and relationships with your audience, content marketing can also help you with search engine optimization (SEO - which we will discuss up next). An important part of SEO is to write high-quality content targeted at your users. Since your content will not only be read by users, Google and other search engines will also read your text to determine when to display your page in search results.²⁴



²¹ <https://www.forbes.com/sites/joshsteimle/2014/09/19/what-is-content-marketing>

²² <https://yoast.com/what-is-content-marketing>

²³ <https://marketinginsidergroup.com/content-marketing/what-is-content-marketing>

²⁴ <https://www.wix.com/blog/2020/04/what-is-content-marketing>

Create and distribute your content for your audience members to consume and possibly convert. **A prime example of good quality content is this eBook that you are reading right now**, packed with valuable research and information done by the team of Alareeb ICT. Through this eBook, we are communicating directly to you and sharing you all the important information about Alareeb ICT and how we may be able to assist you in your digital marketing efforts by giving you all the necessary information that we have compiled over years of research and experience in providing digital marketing campaigns and projects for various clients in the KSA and GCC countries.

Alareeb ICT can do the same for you and provide a strategic content marketing campaign with the right content marketing materials and tools that can assist in targeting the audience of your business and gain potential customers. If you are interested in content marketing for your firm, Alareeb ICT can create a comprehensive eBook and other premium resource online materials for your company, as well as executing the proper research and applying our content writing expertise that aligns with your brand philosophy and business objectives. Connect with an Alareeb ICT expert here <https://www.alareebict.com/contact-us>

Content marketing is a **long-term strategy that aims to build strong relationships with target audiences by continuing to provide them with high-quality content that is important to them**. When your audience sees your business as a partner interested in its success and a source of valuable advice and guidance, they are more likely to choose you. Content marketing is the development and distribution of useful and relevant content (blogs, newsletters, white papers, social media posts, emails, videos, etc.) to existing and potential customers. Done right, this content conveys the experience and makes it clear that the company values its audience.²⁵

²⁵ <https://neilpatel.com/what-is-content-marketing>



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**This is the era
of Less - Is - More
with SEO.**

Adam Audette

Search Engine Optimization (SEO)

As an online marketing strategy, SEO stands for search engine optimization and is a process used to optimize the technical settings, content relevance, and link popularity of a website so that its pages can be easily identified, making them more relevant and popular with queries. **SEO helps your page get higher rankings for relevant and targeted queries on Google and other search engines.**²⁶

Unlike SEM or search engine marketing (another type of digital marketing) when you stop paying for ads, traffic will disappear, and **with every improvement in SEO (or content), you will get long-term benefits that will never stop.** SEO can be complex and can be extended to many different disciplines, such as content marketing, user interaction, and web development.²⁷

Alareeb ICT believes that comprehensive SEO is the best way to rank your website because you focus on making every aspect of your site stand out and this online marketing strategy should be given focus in your digital marketing campaigns.²⁸ Alareeb ICT has recommended to many companies in Saudi Arabia to build a website with SEO on each page to optimize the pages on the website so that each page matches the needs of users when searching for content. The purpose of SEO on a given page is to improve the

quality of the company's content, so search engines will choose to include your company's content in search results and thus reach potential clients online.²⁹

The higher your web traffic, the more people will see your content and this we know from years of experience in creating websites with SEO (we will discuss web and mobile applications in Part 3 of this eBook). **The higher the visibility of your pages in search results, the more likely they are to grab attention and attract potential and existing customers to your business.** We'll use Google as an example because it powers the majority of the world's search queries. When you enter a search term, Google's algorithm determines which of the countless websites available will be most relevant to you.³⁰ Although Google search results are provided at the page level, **Google also wants to understand the role that pages play in the overall picture of the site.** As the name suggests, page signals are information that Google finds on pages on your website. **In order for your SEO strategy to succeed, you need to activate as many signals as Google is tracking.**³¹

²⁶ <https://mailchimp.com/marketing-glossary/seo>

²⁷ <https://www.verizon.com/business/small-business-essentials/resources/start-with-search-engine-optimization>

²⁸ <https://moz.com/learn/seo/what-is-seo>

²⁹ <https://developers.google.com/search/docs/beginner/seo-starter-guide>

³⁰ <https://searchengineland.com/guide/what-is-seo>

³¹ <https://developers.google.com/search/docs/beginner/seo-starter-guide>

A smart digital marketing strategy will use SEO to drive other aspects of marketing, and vice versa. **This is one of the most important reasons why SEO is important to companies of all forms, sizes, and industries**, and Alareeb ICT recommends this type of digital marketing to be applied to your company's content marketing campaigns.³²



³² <https://www.vontweb.com/blog/what-is-search-engine-optimization-seo>

Other types of digital marketing include: Email Marketing, Pay Per Click (PPC), Affiliate Marketing, Native Advertising, Marketing Automation, Online Public Relations (PR), Inbound Marketing and Sponsored Content. Connect with us to know more about these other types and how it can be applied to your business here:
<https://www.alareebict.com/contact-us>

How Alareeb ICT Provides Digital Marketing



Alareeb ICT, offers a comprehensive range of digital marketing services and **our firm offers customized, transparent and collaborative strategy for our clients that aim to accomplish organizational goals.** Our approach defines best use of the CRM and all other digital touch points of the customer with the system or each segment. Our skilled team of marketing experts are adept at understanding your business needs, analysing your objectives and then coming up with an exhaustive digital marketing plan.

We aim to nurture your business successfully with online marketing services, garnering better credibility. Be it a strategy, growing conversions or traffic to your website, we are here to assist you in designing a digital marketing plan that can help you achieve your aspirations.

Alareeb ICT Digital Marketing Case Study 1: Osoul

What was needed to be done:

The client hired Alareeb ICT for Osoul and wanted to create its digital presence.

What was done:

We considered SEO, Social Media, and Paid Ads and implemented these techniques to build its digital presence and meet its actual requirements.

Results:

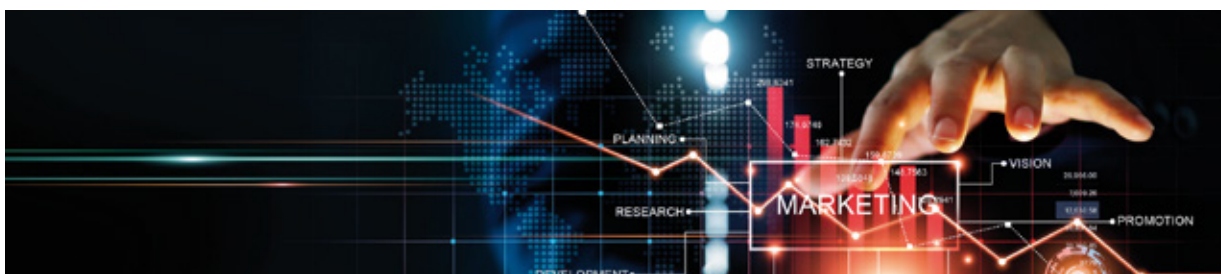
Traffic Sources	Apr-21	Nov-21	Growth(%)
Website Visitors	282	458	62%
Facebook Followers	1	96	9500%
Twitter Followers	443	700	58%
Instagram Followers	1	749	74800%
Snapchat Followers	5	256	5020%



Overview of Alareeb ICT Digital Marketing Services

Our marketing consultants are experts in designing a **digital marketing strategy that brings along profitable and engaging experiences to the customers**. Our bouquet of digital marketing agency services comprises of:

- **CRM Integration** – We analyse all your touch points with the customer and provide an overall solution to integrate your marketing, sales and services activities with CRM so that you have better control over your sales, marketing and customer services.
- **Content Marketing** – Our marketing focus lies in designing, advertising and distributing content for a directed audience online.
- **Search Engine Optimization** – We ensure an improved quality and quantity of website traffic by enhancing the visibility of a website / webpage to users of a search engine.
- **Social Media Marketing** – Our optimum usage of social media platforms and websites, for promotion, is sure to enhance direct website traffic, leading to increased business prospects.
- **Digital Advertising** – Our online advertising expertise is the key to facilitate brands to extend beyond their networks and reach out to an extended audience, through Facebook Ads, Google PPC Ads, Pay-Per-Click Advertising (PPC) etc.
- **Website Analytics** – We follow a data-driven process, understanding the important parameters crucial for digital marketing. Our solutions and services will help visualize a real-time picture of the data along with in-depth analytics and probable steps to be taken.
- **Email Marketing** – Our well-thought of email marketing campaigns helps organizations in generating and nurturing leads, increasing repeat business, maintaining client rapport with ease and efficiency.





We are at the end of Part 2 - Digital Marketing and if this part of our eBook has piqued your interest in creating a digital marketing plan for your company, connect with the marketing experts of Alareeb ICT here. <https://www.alareebict.com/contact-us>

In the next chapter of this **eBook on Part 3**, we will explore **Web and Mobile Applications** and how these digital tools are necessary as a proof of existence for your company online and on mobile in an increasingly connected world.