

Marketing ConceptSeptember 4, 2024

**A Concept of Digital Marketing based on Authenticity and the Necessity of the Social Media Platforms**

To communicate effectively on social media, it's crucial to choose between enhancing the company's visibility and exposing it to the market and the surrounding ecosystem. On the one hand, a company without a clearly defined marketing strategy in a hyper-competitive environment will inevitably find itself at a disadvantage compared to its better-adapted competitors. On the other hand, corporate communication can be seen as a solution, but it can also be the source of many problems if not properly managed. As with any aspect of business management, it's essential to understand both the advantages and disadvantages of digital marketing to make informed decisions and continue to thrive in an ever-changing economic landscape.

The Importance of the 5 Ps in Marketing

In most digital marketing manuals, you can find the theory of the 5 Ps (Product, Price, Promotion, Place, and People), along with an explanation of its importance in defining a communication strategy for your company. We emphasize the importance of this theory, recognizing that the 5 Ps, rather than being a sequence of steps to follow for effective communication, form a cohesive whole and a major paradigm of corporate communication. The essence of this approach lies in the holistic coherence of corporate communication, considered as a complex whole where each element is

Mehdi Antar | Consultant
Marketing, Hospitality and Technology
<https://www.mehdiantarconsultant.com>
Geneva, Switzerland

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inseparable from the other factors that compose it. In other words, whether it's the price of the product offered, the placement of advertisements, or the target audience, each of these parameters is so dependent on the other four that it's challenging to adjust one without having to modify all the others. Hence, the difficulty of corporate communication, the impossibility of perfect communication, and the reason for its constant evolution.

Focusing on What You Can Control in Marketing Strategy

In summary, it is futile to attempt to influence the configuration of the 5 Ps in a company's overall communication strategy. As a result, you can free yourself from this task and concentrate your efforts on what you can actually influence in your marketing, thereby gaining competitiveness and efficiency. This is why the marketing manager can focus their attention on improving the customer experience and journey. This is much easier to control, especially if done correctly, namely, starting with optimizing the website.

The Company's Main Showcase

More than just the primary showcase of your business, your website can be viewed in the virtual and digital world as the avatar of your company. Although the physical existence of a virtual world, parallel to the real economy, has not been scientifically proven, we can still hypothesize that certain economic forces apply there, contributing to the digital economy or the information economy. In any case, it is prudent to take care of your website, and in this regard, define the number of visitors as a key indicator of your digital marketing efforts. If you notice an increased flow of visitors to your website, you can infer a certain level of interest in your value proposition. The next step is to correlate the website traffic with revenue variations to determine the effectiveness or ineffectiveness of your digital marketing.

Understanding Customer Expectations

Beyond the question of the 5 Ps lies that of customer expectations. Understanding your audience is primarily a matter of understanding the psychology of the recipient of the company's communication message. To acquire a new customer or retain one, you must necessarily overcome several mental barriers standing in the way of the company's success, and this is where

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branding comes into play. The set of signals conveyed by the company's virtual identity helps to overcome these prejudices in the customer's mind. The relevance, scope, and continuity of the message can instill confidence in the customer and foster a sense of brand reliability and credibility.

The Necessity of Social Media

Practically speaking, for its communication, a company cannot afford to ignore the major social media platforms. The reason is that they offer the most cost-effective and wide-reaching means of communication. Better and cheaper—this is the definition of a disruptive technology. Forgoing social media for corporate communication under these conditions is relatively perilous.

Leveraging the Digital Oligopoly

The physical existence of the virtual world remains to be proven, as mentioned earlier, but the major companies that produce social media platforms are very real. Their structuring relative to each other follows a logic of complementarity. Each social media platform has its specificities and corresponds to one of the spheres of users' lives, whether private or professional. This structured arrangement perfectly covers all possible business activities with remarkable precision. It is difficult to conceive of a corporate message that cannot be communicated on at least one of these platforms. Even the complexity of a message over time can be easily published, such as photos, then texts, then videos, then ideas, etc.

The Importance of SMART Objectives

A business leader can take advantage of the relatively small oligopoly of social media platforms, as well as Google's near monopoly on search engines. The entire ecosystem presents a playing field that is relatively easy to understand but requires a certain dexterity to navigate. Communication on social media is all the more essential for businesses because each publication project can contribute to the success of its director. Therefore, each step of the publication strategy is broken down into SMART objectives, that is, objectives that are immediately achievable. Like the 5 Ps, SMART objectives hold particular importance. A project whose steps are not aligned with the SMART principle will likely be a source of frustration for the manager. As numerous studies have

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shown, entrepreneurs who successfully realized their vision are those who didn't give up before the end. Intellectual frustration, therefore, opposes the success of a business project. Ensuring that your business and marketing strategy is well-divisible into achievable objectives could, on the contrary, be a daily source of satisfaction.