

Abstract

The use of electronic marketing tools and applications in increasing the competitiveness of the Egyptian product

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Keywords: E-marketing; digital marketing; e-commerce; electronic advertising.

Abstract: The Internet is the fastest and best way to achieve the objectives of industry, business, and companies to maximize profit returns. No product can be marketed successfully without the use of the Internet. Electronic marketing is one of the most important necessities for enterprises, factories, and commercial companies both locally and globally.

In this research, we will discuss the methods and types of electronic marketing, its advantages, and strategies to achieve maximum benefits in the shortest time. We will examine how electronic marketing supports advertising campaigns for Egyptian institutions and products to achieve higher profits for industrial and commercial institutions. This benefits the community by providing high-quality products at optimal prices for both local and international markets. Furthermore, it helps generate foreign currency through exports to international markets and enhances the competitive position of Egyptian products.-

E-marketing is one of the most important tools for advertising products and services. It ensures access to the largest possible target audience, which positively and effectively increases the volume of transactions and customer reach, thereby increasing sales and profits. This technology enhances marketing effectiveness and customer attention through good management of advertising campaigns, commercials, product optimization, and marketing design.

E-marketing is both more effective and cost-efficient compared to traditional advertising methods. For instance, implementing a month-long advertising campaign on Google costs significantly less than an equivalent campaign in newspapers, magazines, radio, or television. Additionally, it reaches a larger number of customers specifically interested in the product or service, positively impacting sales volume.

Successful e-marketing enables organizations to maintain complete control over advertisement presentation, timing, and appearance. This ensures optimal use of advertising campaigns targeted at specific customers and provides assurance that organizations will not invest in advertising without expecting reasonable returns on their campaigns.

The research problem lies in the majority of Egyptian institutions, both industrial and commercial, not effectively utilizing or benefiting from modern electronic marketing tools and applications. This lack of adoption negatively affects the competitive position of Egyptian products.

Research Aim: To support and market Egyptian products effectively through managing successful advertising campaigns that utilize Internet applications for digital advertising and electronic marketing of products and services.

Research Methodology: The research employs the descriptive-analytical method.

8. Conclusions

1. Statistics on digital marketing and advertising in Egypt indicate its growing status and dominance over user trends, and that the target in Egypt in the field of electronic marketing is in line with the global trend, as global statistics indicate the continuous

- increase of Internet users, social media applications and electronic marketing, according to the January 2018 annual report of the We Are Social organization, which reviews the figures for Internet users and e-commerce.
2. E-marketing does not reach all individuals, especially those who do not use the Internet or little use, and thus a large percentage of consumers in Egypt lack the experience of online shopping as well as the small number of Egyptian marketing websites, which requires the orientation of state institutions, industrial, commercial and marketing institutions and individuals to support this type of shopping and increase their commercial and service activity with the possibility of electronic dealing, whether on the part of service and product providers and consumers.
 3. Some customers do not accept the idea of buying online because they want to recognize the quality of the product on the nature and their desire to touch and examine the products before buying them, in addition to the fear of some of the credit card payment method and giving any financial data related to the card due to the lack of confidence in the process of transferring money over the Internet and the fear of customers of stealing their information such as credit card numbers, which requires finding appropriate means of privacy and security such as using special tools and applications to secure electronic payment methods or the availability of payment and payment service upon inspection and receipt for those who wish to do so.

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