



The Contribution of Electronic Advertising to the Success of Marketing Plans

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Abstract: Electronic advertising is considered one of the best administrative methods in contemporary administrative thought. Its importance stems from its ability to reach the farthest and most geographically expansive areas, potentially achieving the best level of improvement in cost, time, quality, and service. It can deliver products to multiple regions and promote a wide range of goods, creating the greatest opportunities for marketing and improving the quality of marketing plans. This study aims to highlight the concept of electronic advertising and how this process is carried out, taking into account modern methods to help companies achieve their goals, enhance their marketing plans, and avoid potential mistakes. It also clarifies the important role of electronic advertising in educating consumers and sometimes guiding them to choose quality products, thereby achieving marketing plans and simultaneously promoting the culture of electronic services, which is considered the arena of modern commerce. In other words, it has contributed to creating competitive opportunities for companies through awareness and attention to the electronic field in advertising and marketing. The study reached several conclusions that could help understand the role of electronic advertising in the success of marketing plans in reality and the benefits derived from it.

Keywords: electronic advertising, electronic advertising methods, marketing plans, advertising programs.

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Firstly: Electronic Advertising

Electronic advertising is a means of dissemination through the internet aimed at promoting goods, marketing, services, or advertising a website, among other purposes. It is also a communication process through the publication and broadcasting of readable advertising messages, including the internet, to the targeted audience to encourage them to purchase goods and services, persuading them to accept these messages and make appropriate decisions regarding them (Sabri, 2000).

The spread of information technology was the foundation that led to the construction and design of information systems usage, which in turn reflects on marketing plans and electronic advertising. Here, advertising is considered a paid, non-personal communication method followed by individuals, businesses, and profit-seeking institutions. It involves a series of advertisements published on websites and social media, aiming to promote goods, services, and ideas, and convey information about them to the largest possible segment of the targeted audience, influencing them and urging them to take specific actions through the use of electronic networks (Abdel Hafeez, 2003).

Organizations need information systems to execute the different stages of the electronic advertising process and its various stages. Companies' belief in the culture of the information age and the

proximity of the world to each other forms the initial stages of implementing electronic advertising. Institutions have become convinced that their survival and development in the market depend on retaining their customers and acquiring new ones. With the emergence of electronic marketing, institutions created their own websites to showcase all their activities. Considering electronic advertising as one of the most widespread promotional means in the trend towards electronic marketing, institutions have utilized electronic advertising to transcend all spatial boundaries in promoting their various services and products, saving time and money, and influencing and convincing the audience (Al-Alaq, 1998).

Hence, electronic advertising can be defined as a non-personal communication process for disseminating information through various media. It is persuasive in nature regarding products and ideas, usually paid for by the advertiser to websites on the internet. It can also be defined as exploiting the electronic network to reach the largest number of interested audiences through social networks as a means of conveying advertising messages between the audience and the advertiser in various ways. It is also defined as one of the means used for non-personal communication between customers and producers, conducted on the global internet network, utilizing various methods, whether on promotional sites or in the form of intensive email messages.

1. Characteristics of Electronic Advertising (Al-Kasasiya, 2004):

- Attracting information and obtaining it quickly through simple clicks, and enabling quick access to vast amounts of information.
- Providing services in diverse, varied, and different ways with ease.
- Using text, sound, and images in an exciting and attractive manner.
- Reaching a very large audience in a short time, encompassing them, and convincing them of the product.

2. Advantages of Electronic Advertising (Harb, 2000):

Electronic advertising has many advantages, the most important of which are:

- The customer can obtain detailed data about the product if desired.
- High ability to measure the efficiency and effectiveness levels of advertising activities and link the achieved results to the cost levels.
- High ability to quickly modify and change the content of the advertising text and message.
- High ability for online advertising to obtain feedback data and information quickly.

3. Types of Electronic Advertisements (Harb, 2000):

- Banner Ads
- Official Sponsorship Ads
- Seasonal Ads
- Interactive Internet Ads
- Interstitial Internet Ads
- Static Ads
- Animated Ads
- Email Ads (Al-Kurdi, 2010).

Secondly: Marketing Plans

According to Al-Mansouri (2002), marketing plans are defined as a set of constraints and specific procedures resulting from the analysis, design, and sequencing of work and operations within and between the company and its surrounding environment.

Idris (2009) defines marketing plans as the fundamental rethinking and creation of sales pathways at prices that achieve the highest profit values, relying on indicators and methods of modern commercial processes.

Izzat (2007) defines marketing plans as a document that outlines the marketing objectives, strategies, and operational plans that a company or organization will follow to achieve these objectives.

Finally, Al-Ruqai'i (2005) defines marketing plans as a study and examination of the variables expected to be encountered by the company's products, representing the main operations of advertising and marketing the product, and determining its

acceptance in the market with the aim of simplifying, reducing costs, improving quality, and achieving flexibility.

Importance of Marketing Plans

The importance of a marketing plan lies in the following:

- **Strategic Orientation:** The marketing plan helps in defining the company's overall marketing vision and goals and determining the strategies to achieve them.
- **Target Audience Identification:** It helps in identifying the ideal customer targeted by the company, thereby directing efforts and resources effectively towards this specific audience.
- **Resource Planning:** The marketing plan enables companies to determine the necessary resources for implementing marketing strategies, whether financial, human, or technical.
- **Enhancing Organization:** It contributes to organizing marketing efforts and directing teams towards achieving the outlined goals.
- **Performance Evaluation:** The marketing plan provides a basis for measuring marketing performance and determining whether the strategies are leading to the desired results, thus allowing for performance improvement in the future.
- **Adaptation to Changes:** It helps companies adapt to changes in the market, competition, and customer needs.
- In summary, the marketing plan is a vital strategic tool that enables companies to achieve their marketing objectives and improve the performance of their marketing operations in an organized and effective manner (Al-Najjar, 2004).

1- Marketing Strategy and Marketing Plans (Abdel Wahab, 1998)

- **Marketing Strategy:**

A marketing strategy is the general plan and methodology decided by a company or institution to achieve its overall marketing goals. It is the comprehensive vision of how to achieve market success, outperform competitors, and increase value provided to customers.

The marketing strategy relies on market and competition analysis and understanding customer needs and desires to identify the target audience and the methods to be used to achieve success.

- **Marketing Plan:**

The marketing plan is the detailed plan containing the steps and practical methods to be implemented to achieve the marketing strategy's goals.

It includes all the tangible details about the tools and tactics to be used to market products or services and achieve the specified goals.

In this process, the marketing strategy defines the overall direction and primary objectives, while the marketing plan specifies the details and practical steps the company will take to implement that strategy.

When the marketing strategy and marketing plans work together in harmony and coordination, the company can effectively achieve its goals and improve marketing performance (Al-Samadi, 2003).

2- Types of Marketing Plans (Al-Louzi, 2003) There are several types of marketing plans that companies and institutions can use based on their specific goals and needs. Some of the common types of marketing plans include:

- **Strategic Marketing Plan:**

This comprehensive plan aims to develop long-term marketing strategies for the company or institution. It aims to achieve the organization's overall marketing objectives and determine the main directions to follow for competitive excellence and market success.

The strategic marketing plan usually includes comprehensive analyses of the market, competition, and consumers to identify future opportunities and challenges.

- **Annual Marketing Plan:**

This is a marketing plan developed annually for the coming year. It focuses on identifying the marketing objectives, strategies, and tactics the company will use throughout the year to achieve its goals and increase sales and marketing success.

The annual marketing plan is an important tool for directing marketing efforts over the year and achieving marketing success, increasing sales, and brand awareness.

- **Digital Marketing Plan:**

The digital marketing plan is an important tool for companies and institutions to achieve success in the digital market, increase brand awareness, and effectively interact with the digital audience. This plan focuses on the internet-based audience and aims to achieve success in the digital market.

- **New Product Marketing Plan:**

This is a special marketing plan aimed at marketing and promoting a new product introduced to the market. It is one of the main tools for the new product's success in the market and achieving commercial success.

- **International Marketing Plan:**

This plan aims to determine the strategies and plans used by the company to achieve success in global markets and handle changing international challenges.

- **Startup Marketing Plan:**

It is a crucial marketing plan for startups and new small companies that want to enter the market, build brand awareness, attract customers, and achieve commercial success.

The startup marketing plan helps in determining the directions and plans for the company's marketing success to target customers, build a strong customer base, increase sales, and grow in the future (Al-Rabb, 2009).

Thirdly: The Role of Electronic Advertising in the Success of Marketing Plans

Using technology has become crucial for all institutions across various fields as it ensures their success and survival in the business market. In light of this emphasis on technology use, we now present a series of studies that highlight the role of this technology in advertising on the marketing front (Kelada, 2004):

A study by Al-Sir (2008) revealed an awareness among administrative leaders about the concepts of development in advertising through technology. However, there is a shortfall in understanding the concept of effective electronic advertising, which requires greater attention from leadership to investigate the reasons behind this shortfall.

Another study by Al-Agha (2006) confirmed the strong relationship between information technology and marketing plans used through advertising. It also emphasized the strong relationship between the efficiency of marketing plans implemented by following electronic advertising.

Tamezini (2004) found that 22% of the surveyed companies had implemented electronic advertising programs using information technology or had begun to implement them, while 71.4% of the surveyed companies planned to use electronic advertising within their marketing plans. The study also noted that plans involving electronic advertising for their products are linked to shared databases, software, systems, expertise, integration capabilities, and geographic capabilities to ensure that the plans are executed smoothly and integrally, guaranteeing their success.

Al-Qasabi (2014) concluded that institutions that conducted electronic advertising achieved the core objectives of their marketing plans in less time and effort, while institutions that followed traditional methods gained less benefit. Therefore, the researcher recommended the necessity of adopting electronic advertising within marketing plans.

Al-Honi (2012) concluded that information technology and its processing methods play a significant role in enriching marketing plans and achieving the objectives of this process, thanks to the ease with which technology provides accurate and timely information.

Aoun (2015) also pointed out that marketing plans must rely on other sciences and knowledge, including information and communication technology, to implement their stages and steps correctly, ensuring that the process proceeds without disruptions. Particularly, electronic advertising requires a large amount of information from various administrative levels, which

confirms the need to rely on modern communication methods that ensure the proper and timely flow of information to and from the top of the administrative hierarchy, guaranteeing the success of sales and marketing plans.

Gras Allah (2008) confirmed that implementing communication techniques and shared databases ensures the correct execution of marketing plans. Therefore, electronic advertising helps companies achieve significant improvements in cost variables, quality, and delivery time.

Fourthly: Results and Recommendations

- Electronic advertising plays an effective role in achieving marketing plans.
- Marketing plans that rely on information technology achieve the greatest success.
- Focusing on modern methods in design and sales accomplishes the company's strategic plans.

- Electronic advertising is considered one of the most effective sales methods.

In light of the previous results, the researcher recommends:

The necessity of focusing on modern information technology in Libyan companies.

Striving to develop and spread the culture of electronic sales.

Encouraging companies to develop their marketing plans based on modern systems.

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