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**MARKETING MANAGEMENT**

**Blog implementation strategy within a brand website  
Case study: The brand NBATOU**

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## ABSTRACT

Providing consumers with a positive customer experience can be done through a blog, which is regarded as one way to attract them and increase their purchase intention. Using some blogs observation analysis and a face to face set of interviews with different categories, the aim of this work is to find out the exact blog strategy for a brand's website, specifically for the brand NBATOU, and thus influence the purchase decision of the hosting services. The results indicate that the internet users are interested by an Algerian tourism and traveling blog for a brand that propose hosting solutions for holiday. Which, facilitate the task of elaborating a strategy. Therefore, the setup inbound marketing strategy is suitable with a blog strategy that we suggested, it is easy to do, not costly and the most important thing, it's beneficial

**Key words:** Inbound marketing- Blog strategy-SEO

## RESUME

Fournir aux consommateurs une expérience client positive peut se faire à travers un blog, qui est considéré comme un moyen de les attirer et d'augmenter leur intention d'achat. En utilisant une analyse d'observation de blogs et des entretiens face à face avec différentes catégories, le but de ce travail est de trouver la stratégie de blog exacte pour le site web d'une marque, spécifiquement pour la marque NBATOU, et ainsi influencer la décision d'achat de service. Les résultats indiquent que les internautes sont intéressés par un blog touristique algérien pour une marque qui propose des solutions d'hébergement pour les vacances. Ce qui facilite la tâche d'élaborer une stratégie. Par conséquent, la stratégie de l'inbound marketing est appropriée avec une stratégie de blog que nous avons suggéré, elle est facile à faire, pas cher et le plus important, elle est bénéfique

**Mots clés :** Inbound marketing- strategie de blog- Referencement naturel

## ملخص

يمكن توفير تجربة عملاء إيجابية للمستهلكين من خلال مدونة الويب، حيث يُنظر إليها على أنها وسيلة لجذبهم وتأثير على نية الشراء. باستخدام تحليل للملاحظة على المدونات والمقابلات الشخصية مع فئات مختلفة، فإن الغرض من هذا العمل هو العثور على استراتيجية مدونة الويب بالضبط لموقع الويب الخاص بالعلامة التجارية، وتحديدًا للعلامة التجارية NBATOU، وبالتالي التأثير شراء قرار الخدمة. تشير النتائج إلى أن مستخدمي الإنترنت مهتمون بمدونة سياحة جزائرية للعلامة التجارية التي تقدم حلول الإقامة في الإجازات. هذا يسهل مهمة تطوير استراتيجية. لذلك، فإن استراتيجية التسويق الداخلي ملائمة مع استراتيجية المدونة التي اقترحناها، فمن السهل القيام بها، ورخيصة، والأهم من ذلك، فهي مفيدة

**الكلمات المفتاحية:** التسويق الداخلي، استراتيجية مدونة الويب، الطبيعية المرجعية

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## **LISTE OF ABBREVIATIONS AND ACRONYMS**

**SEO:** Search Engine Optimization  
**CRM:** Customer Relationship Management  
**KPI:** Key Performance Indicator  
**B2C:** Business to Consumer  
**CMI:** Content Marketing Institute  
**ROI:** Return On Investment  
**URL:** Uniform Resource Locator

# **GENERAL INTRODUCTION**

A big change is happening these last years in the global market, which is the shift from the traditional marketing to the modern one. In other terms, the digital marketing, that is taking the lead and replacing the old one.

This change is due to the evolution of the web, and the customer orientation toward the digital world. Therefore, we can see this change is even happening in Algeria, where 21 million people<sup>1</sup> from the total population are internet users.

For that reason, we can say that digital marketing is a big opportunity for the companies, because it is offering a lot of easy and profitable advantages.

The web site and the social networks are some big opportunities of digital marketing. Talking about the website, it has many angles to target and attract customers, through one of its sections, which can be the blog. Especially after the birth of the inbound marketing. According to what has been stated previously, this research aims to answer the following main question:

**What is the appropriate approach to be recommended for the brand NBATOU in order to set up its blog strategy?**

This research aims to answer the four following questions, for the reasons of bringing more clearness to the main question:

**Q1:** What are the functions of the blog strategy?

**Q2:** What are the different blogs strategies used by the other companies?

**Q3:** Is there a methodology example of a blog strategy to be followed?

**Q4:** How can we implement an action plan of a blog?

This research aims to determine and achieve the following stated objectives:

- Identify the functions of the blog strategy
- Study the different blogs of the other companies
- Suggest a methodology of setting up a blog strategy to a brand's website
- Implement an action plan of a blog strategy

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<sup>1</sup> Hootsuite and We are social, Annual report, Algeria, 2018, p18

## **Research methodology**

This research aims to set up a blog strategy to a brand website. Therefore, a **constructivism** approach has been adopted.

To reach one of the objectives fixed by Turing Innovation technology, which is setting up a blog strategy for the brand “NBATOU” which is one of its inbound strategy, in order to increase its SEO and acquire new customers. We are going to follow the **inductive** scientific approach

**Inductive** reasoning approach is used in the present research for the reason of the blog content strategy is concisely researched and few theoretical frameworks have been developed in this area. Therefore, we are going to use **qualitative** data collection methods in this research

This approach of our research methodology is developed more in the second chapter.

### **Reasons of the research:**

#### ➤ **Personal reasons:**

Being passionate about digital communication and creativity has motivated me to go deeper in this field. I decided to work on the blog because it is a concept that has a lot of benefits and it goes with all the trends but unfortunately it is somehow neglected in our society, therefore I choose to work on this topic and develop it in order to show that it has a big impact on the brand content and the consumer behavior.

#### ➤ **The significance of the research**

The blog is one of the digital communication tools, that is increasingly developing, and offering a lot of advantages to companies, in order to be close to their clients, attract them and answer their needs.

#### ➤ **The strategic interest**

The blog is one of the customers attractive tools, which is highly knows and developed in big international companies, due to its direct contact and communication with the consumer, and to its big advantages which it offers in order to break the barriers between the company and the customers.

## **The organizational context**

It was created in September 2016, it started with an idea of an e-commerce website under the name of “Nbatou.com”, then it became a startup in March 2016, and finally, now it is a

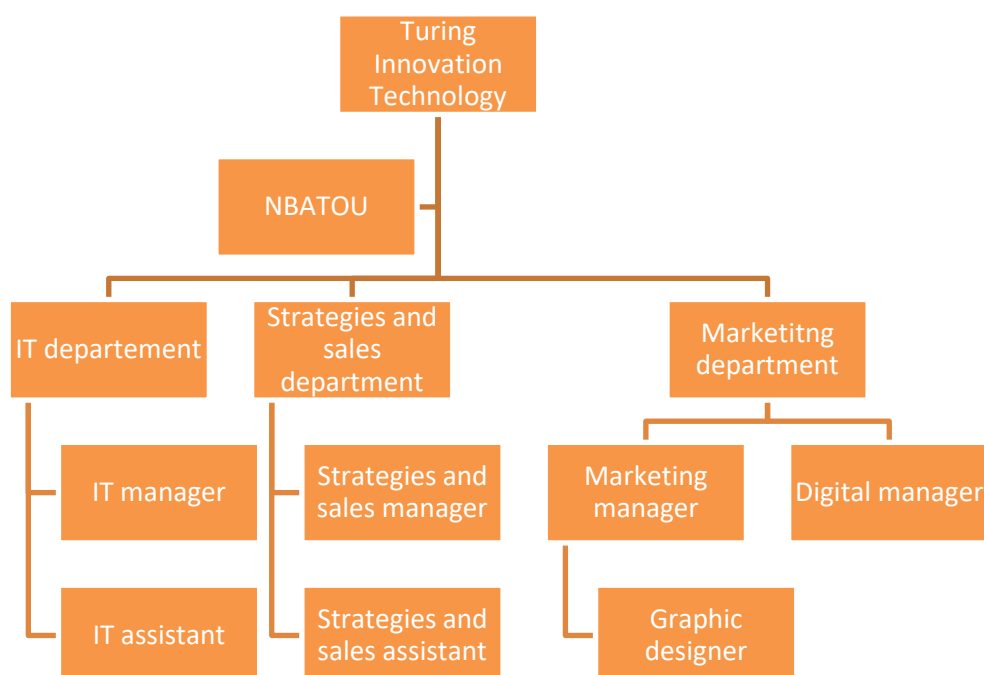
company named “Turing Innovation Technology”. In 2017, the positioning of the website Nbatou.com has changed into the brand NBATOU.

NBATOU offers a hosting service for short periods of time, for the aim of developing the local tourism. This brand offers two kinds of services, a data base of different types of houses for renting in different regions in Algeria, plus a chance for the houses owners to get extra money by renting their houses, studios, rooms...etc.

The company consists of three major departments, the IT department, which is responsible of the website and the technical issues. The strategies and sales department, takes care of the clients and draw the company’s strategies. In addition to, the marketing department, which is the core of the company, it responds to the other department’s needs, and work on the brand awareness.

Bellow in the (Figure 01) the organization chart:

Figure 1: The company organization chart



Source: Sarl Turing Innovation Technology

The website is the window of the company, and the platform that runs the major activity of the company, it is divided into two parts. The visitors part, where you can subscribe and book the product you want. While the second part, is the hosts one, where people who own a house can subscribe and put their product online, in order to gain extra money.

The website has been through some changes, especially when the company started its own inbound marketing strategy, we can see this change in the (figures 2 and 3) bellow:

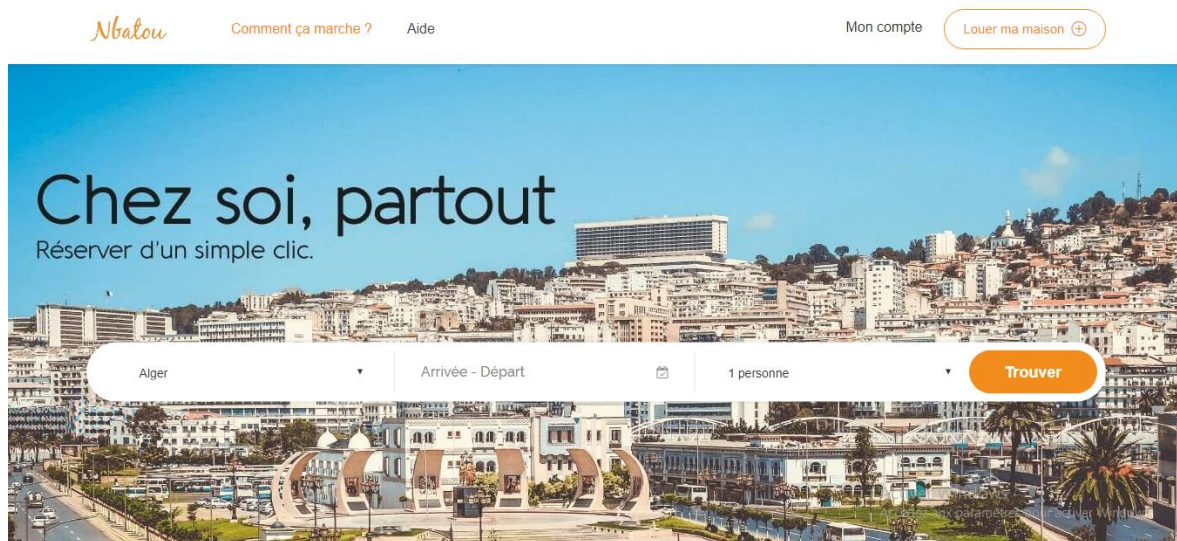
Figure 2: The first NBATOU's website version



Source: <http://nbatou.com>

This is how the website looked like at the start of Nbatou.com

Figure 3: The new NBATOU's website version



Source: <http://nbatou.com>

The picture above shows the new version of the website, after applying the inbound marketing strategy of this company, and as the brand NBATOU's website.

## Previous studies

### Jay Conrad Levinson (2007)

According to Conrad, the blogs are revolutionizing the publishing industry. Because, now everybody can be an author or a publisher, and blogs are sometimes better than movies and books. They use a conversational style, and it is entertaining. Therefore, it came out as an

important mean of communication, affecting people's opinion and mass media around the world.

### **Francesca Magno (2017)**

According to Francesca, the cultural blogs influence their readers' choice of which cultural products to consume, and the effects of them are highly dependent on the reader engagement elicited by the blog. In addition to that, a blog's content quality, enjoyment and homophily increase reader engagement. In the end, cultural organizations should carefully consider establishing relationships with cultural bloggers.

### **Michel FANTIN (2013):**

According to Fantin, the blog is one of the objectives of content marketing or the online brand content, that aims to acquire traffic.

Creating a blog, might be a solution, but having an audience is another thing. Therefore, he pointed on the point of the bloggers, as opinion leaders. Whom, we should take into consideration in our blog content strategy. these bloggers have already a community or a group of people following their activities. Thus, we should target these people when promoting our products/service blog, by sending them samples to test, and then in order to talk about them in their blogs or directly be one of our blogs writers. Because, this will lead to have a valuable brand content, at the same time to attract more customers.

Also, he talks about videos, which are important in blogs as a content. As long as they allow seducing the blog stars and attract them. For that reason, this work is a sharp work of a long term.

The present research's aim is filling the knowledge gap in the review of literature, by answering how a blog strategy can be implemented, as a mediator in acquiring consumers. This thesis is focused on blog strategy of a travelling and tourism brand, as the main problem is to create a community of travelers and offer a whole tourism service.

### **Structure of the dissertation**

The present research starts with a general introduction, to introduce to research topic, objectives, questions, followed by the methodology, the organizational context, the reasons of this research and the previous studies. Then, it is divided into three main chapters:

- ✓ The **first chapter** is devoted to the general overview of the blog, and it introduces the history, some definitions and the blog role and the blog components. In addition to, the relationship between the blog and inbound

marketing, and the main and important point the inbound marketing set up strategy.

- ✓ The **second chapter** is about the methodological framework. Where it explores the methods and measurement instruments, starting by the documentary research, the observation and then the semi-directive interviews. After that, the process of executing the semi directive interviews, which is divided into three steps, the interviews process which is about the interviewers' choice and the interviews guide. Then, the content analysis and last the research limits.
- ✓ The **third chapter** represents the results and recommendations of this research. Which it shows the results of the observation and the interviews content analysis. Thenceforth, the NBATOU blog strategy suggestion, in which is divided into two sections, a section of the presentation of the NBATOU blog and a section about the analysis and recommendations for NBATOU's blog strategy.
- ✓ In the end, the present research is concluded by a general conclusion which summarizes the main findings and results and provides suggestions for further research.

# **CHAPTER I: GENERAL OVERVIEW OF THE BLOG**

## **Introduction:**

This first chapter, is about the theoretical angle of this research. It is divided into two sections, the first one is about the blog concepts, where it talks about blog history and definitions, the blog functions and importance, then, the blog components. While in the second section, which is about the blog and inbound marketing. We have developed two major points, the inbound marketing in general, and the inbound marketing set up strategy.

## **Section 1: The blog concepts**

This section talks about the history of the blog, some definitions, the importance of the blog and its functions.

### **1 History and definitions of the blog:**

The term blog is a shortened form of Weblog, or web log, it was coined by Jorn Barger on December 17, 1997. The short form, blog, was coined by Peter Merholz in 1999<sup>2</sup>.

The first blog was in 1992, but it was a rubric of a web site called “what’s new”. However, many other authors declare the birth of blogging in 1994<sup>3</sup>, when the American journalist Justin Hall got the idea of creating his own web site, Justin’s links from the underground, where he shares his experiences, meetings and his job. So, he is the pioneer of this big movement.

Between 1994 and 2010, there was an explosion. A big number of blogs was created every day, same thing of the blogs abandoned.

In 2002, Blogging helped to create a political crisis that forced Senator Trent Lott to step down as majority leader.

Around the beginning of 2005, amateur blogging took off in a big way. Well informed bloggers soon shot into prominence by their sheer ingenuity and the clarity of their content.

2006 was the year of years blogging, and the blog beat goes on.

Bellow a road map of the history of the blog and the different types of blogs.

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<sup>2</sup> Jay Conrad LEVINSON, Guerrilla marketing, Piatkus, Great Britain, 2007, p 222

<sup>3</sup> Stéphane BRIOT, Bien utiliser son blog, Eyrolles, Paris, 2017, p39

Figure 4: The history of the blog



Source : STEPPHANE BRIOT., Bien utiliser son blog, EYROLLES, Paris, 2017, p38

## Definitions of the blog

There are different visions of the blog, that differ from experts and companies, according to their activity, origin and usage, e.g. a personal blog for a common person is different from a company's blog that represent a brand or a product/service.

Therefore, we adopt some of them from dictionaries, and from a number of experts.

- A **blog** is a regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style<sup>4</sup>.
- It is a kind of online diary; the author writes notes that are dated and appear in anti-chronological order. The blog was designed by individuals, but it has gradually evolved to become a powerful tool in the service of the company. (Stéphane BRIOT, 2017)
- It is a web site in which items are posted on a regular basis and displayed in reverse chronological order. (Jay Conrad LEVINSON, 2007)

## 2 The blog functions and importance:

Blogs has largely developed that it has different functions which reflect the importance of this phenomenon.

According to Stéphane BRIOT, the blog has many valuable functions, we have tried to divide them into four parts:

### **Creation:**

It is all about creating content. This content is based on the purpose of the blog, the audience, rhythm, resources and content creation.

Something important in the creating step is the editorial line, which is taking a topic and treat it thoroughly, from all the perspectives. It should follow the purpose of the blog, and focus on the quality of the content, because content is a major thing that helps to increase the SEO through the key words that are used in the articles. In addition to, the brand's image. It is through the content that the readers judge. It leads the brand image and its reflection on the company. Therefore, it is very important to well choose the resources that will work on the blog.

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<sup>4</sup> Definition of Blog, English Oxford living dictionaries (2018), [Online] available at: <https://en.oxforddictionaries.com/definition/blog> [Accessed on May 04th, 2018 at 17:00]

**Promotion:**

Promotion is as important, if no more so, than creating content. It drives traffic to the blog posts and content anchors using the tactics that best reach the audience and pursue the purpose.

This step can be executed by many actions, starting from e-mailing the subscribers to inform them that new content has been published. Make a video about the article and posted it in Facebook or YouTube. Also, post the article on the Facebook pro page, use Facebook Ads to boost the posts. Share the content in twitter. Or, contact some influencers to promote the content.

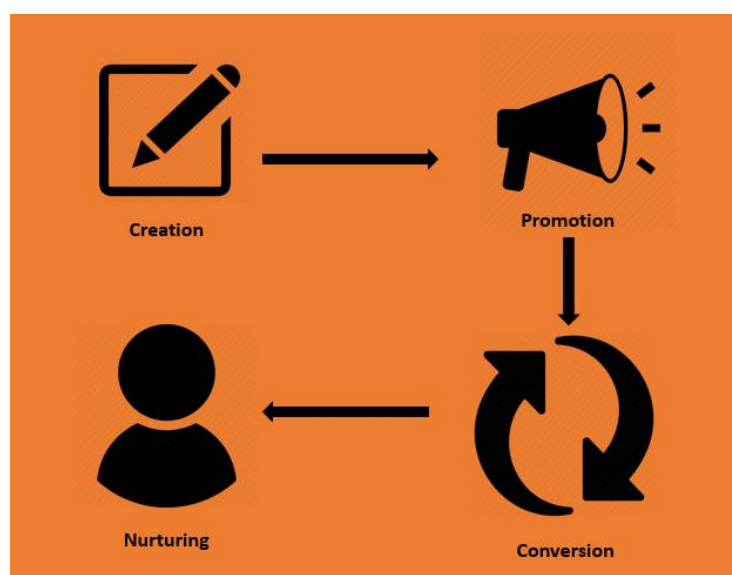
**Conversion:**

Now that people are reading the content, we need to convert them into email subscribers. This part is all about creating appropriate conversion content and optimizing the website to capture emails.

**Nurturing:**

Once someone signs up for the email list, he must be taken on a journey. This is where you capitalize on an automated email sequence exposing new audience members to “free nurture content” paid nurture content, and eventually primary product or service.

Figure 5: The blog functions



Source: Elaborated by the student

### 3 The blog components:

**The title:** which is the main title of the post/article, situated in the upper part of the platform, to identify the topic.

**The body:** It contains the main content of the post, and it is the most important part, because it is about the details; and the post turns around it. It can be presented in different types, text, images, or videos.

**The permalink:** It is the URL of the full, and individual article.

**The post date:** it is the date and time the post was published.

## Section 2: The blog and inbound marketing

This section is about the relationship between the inbound marketing and the blog. It gives an overview of the inbound marketing, also it shows the role of the blog, and the strategy used in this domain

### 1 The inbound marketing:

- According to Amandine CHAUBET and Pierre-Emmanuel de CERTAINES (2015), the concept Inbound marketing has been theorized by the agency HubSpot through its founders BRIAN HALLIGAN and DHARMESH SHAH, students of Massachusetts Institute of Technology (MIT). They sense that Internet is becoming a major tool in the creation of a company. They say that the traditional sales methods and marketing are losing their effectiveness in the era of the Web 2.0. People don't work, live or buy in the same way.

HALLIGAN and SHAH notice the potential of the blog, the search engines, and the social networks from a business point of view. Through a relevant content for a well-defined consumers segment, selling products or services is going to be easy.

- Inbound marketing is focused on attracting customers through relevant and helpful content and adding value at every stage in the customer's buying journey. With inbound marketing, potential customers find products/services through channels like blogs, search engines, and social media. Unlike outbound marketing, inbound marketing does not need to fight for potential customers attention. By creating content designed to

address the problems and needs of the ideal customers, it attracts qualified prospects and build trust and credibility for any business (HubSpot, 2018)

## 2 The inbound marketing set up strategy:

Inbound marketing has different strategies. However, in this research we are going to use the inbound marketing set up strategy.

According to Amandine CHAUBET and Pierre-Emmanuel de CERTAINES (2015), the inbound marketing set up strategy is divided into five steps as follow:

### **The strategic objectives:**

The most frequently cited strategic objectives by the marketers are: the CRM, engagement and brand awareness. In order to know if these objectives are achieved in the end of implementation, it is necessary to think about using different KPIs that allow to well measure the different objectives. Therefore, we can do a benchmark that give a global average of the KPIs performances of the industries. This work allows also to fix achievable objectives.

### **Budget:**

The budget depends on the company's size. It can be established from a percentage of the income, compared with the competitors, in terms of the growth objectives or the market shares. Another way is by objective or task e.g. 10%<sup>5</sup> of the budget for the SEO, 10% for content creation. Generally, B2C allocate only 25%<sup>6</sup> of their total marketing budget to content marketing.

A CMI study shows that the more a company dedicate a high percentage of its budget for the content marketing, the more the results are good.

### **The buyer persona:**

The buyer persona represents the company's ideal customer. Therefore, there are different axes to determine the buyer persona, which are:

- **The success factors:** What are the functional or personal results the customer search while buying a product or service?
- **The brakes perceived:** What are the concerns that can lead the prospect to not choose the product?

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<sup>5</sup> CHAUBET A. and CERTAINES P., **La revolution inbound marketing**, Kawa, France, 2015, p132

- **The customer journey:** What are the web sites or the tools that a prospect use in his buying journey? Which ones influence his decision?
- **The decision criteria:** Which product/service or the brand aspect is the most important for the customer, and what are his expectations?

### **Optimize the web site:**

Moving from an outbound strategy to an inbound strategy means optimizing the web site before anything, in order to better attract and convert the audience, through inbound marketing tools.

- **Optimize visitors attraction:** It is translated by several aspects:
  - ❖ **Keywords:** find the key words by which the buyers persona enter the web site, estimate the volume and understand their difficulties.
  - ❖ **SEO:** Optimize the pages by taking into consideration the target key words.
  - ❖ **Editorial calendar:** It allows a regularity in the publication and promotion of the content. The most performing B2C marketers, publish several times in the week (45%) or always (20%) of a quality content.
- **Optimizing the conversion of the visitors into leads:**
  - ❖ **Landing page:** The landing pages must prioritize the quality content, and their design must prioritize the data catching spaces in order to collect the data.
  - ❖ **Call to action:** They are determined to acquire leads. Replace, rename, change the color or the size of the calls to action of the web site can have an important implication in the conversion rate.
- **Optimize the conversion of leads into customers:**
  - ❖ **Conversion funnel:** establish the conversion funnel of the audience and identify in the CRM in which step of the purchase step the client is, then permit to send personalized communication to the client.

- ❖ **Lead nurturing:** A lead nurturing strategy allows to work on the leads and educate them, so that in the end they will be converted into consumers.

### **Measuring the effectiveness of the strategy:**

The success of the implementation of the inbound strategy consists of the clear definition of the objectives, and the budget, of the company's web site optimization, and finally, the effectiveness measurement.

### **The evaluation and calculation of the ROI by the performance:**

Once the inbound strategy is set up, the last step consists of analyzing the results and adopt a test and learn approach. The web analytics allow easily to measure the performances, while the ROI calculation is a big challenge. So, here are some method to calculate the ROI through the performance:

- **Traffic acquisition:** in this case, it's about measuring the traffic growth in the web platform. First, by evaluating the canals that perform well. The most known solution is Google Analytics, it helps to know the type of canals which drains more visitors (social networks, direct search, SEO) on the web site. Secondly, measuring the content. There's the quantitative content type that leads to more visitors (number of clicks, number of visits on the page etc....) and the qualitative type compared to the content (rebound rate, the average time spent on the page).
- **Conversion of visitors into leads:** It is about measuring the effectiveness of the devices that allow to convert visitors into leads. For the call to actions, the principal data is quantitative (clicks numbers) and qualitative (the clicks rate). Concerning the forms, the most important thing is to maximize the conversion rate. Finally, a major criterion that concerns the landing pages is the rebound rate (percentage of the visitors who quiet the web page after consulting only one page), that is should be minimized.
- **Conversion of leads into consumers:** Here it is about to measure the effectiveness of the devices which allow to convert leads into consumers. This notion depends on the different factors, where the importance depends on the objectives of industry or the brand. The qualified leads are the ones

that will have the most important conversion rate. Also, the performance of the lead nurturing program, like the performance of the emails (opening rate, clicks rate, reactions rate). This can be done by calculating the acquisition rate of a consumer.

In order to increase the ROI, we need to maximize the conversion rate of each step. So, we need to determine the type of content and canals that convert the best. By calculating the acquisition rate for lead and the acquisition rate of consumer, it is possible to calculate the ROI.

### **Conclusion:**

In this first chapter, we have tackled the most important point and concepts related to the blog and the set-up strategy. Therefore, In the beginning, we introduced the history and the meaning of a blog from different points of view. After that, we talked about the blog functions and importance, followed by its components.

Moreover, we have introduced the inbound marketing in the second section, where we discovered that the blog is a part of the inbound marketing. Then we moved to the heart of our research, the inbound marketing set up strategy point, where we have seen the different steps that we should follow in this strategy, and that lead to a better result and a successful blog.

# **CHAPTER II: THE METHODOLOGICAL FRAMEWORK**

## **Introduction**

This research aims to set up a blog strategy in a brand website in order to acquire new customers. Therefore, our research fits into a **constructivist** approach.

Constructivism is an approach of knowledge that has appeared in the middle of the 20<sup>th</sup> century. According to this research stream, reality is a construction created by the person who observes it. It is one of Jean Piaget (1964) works.

The constructivism vision claims that a person develops its intelligence and build its knowledge in action and situation and through the reflection on the action and its results.

To reach one of the objectives fixed by Turing Innovation technology, which is setting up a blog strategy for the brand “NBATOU” that is one of its inbound strategy. In order to increase its SEO and acquire new customers. We are going to follow the **inductive** scientific approach

This approach starts from particular facts in order to generalize them in the same domains' context. It establishes links between the research objectives and the results collected from the raw data.

**Inductive** reasoning approach is used in the present research for the reason of that the blog content strategy is concisely researched and few theoretical frameworks have been developed in this area. Therefore, we are going to use **qualitative** data collection methods in this research

The type of this research is an interference research. The researcher is no longer an observer of a phenomenon, but he interferes in the action, in the research and in forming the participants. This inductive method is concerned of the research and the interference with the actors who contribute. ((Paillé, 2004, p. 224)

### **Section 1: Methods and measurement instruments:**

Since we know that only one collecting information method is not sufficient to get a reliable result. Therefore, we have chosen the triangulation as a process of collecting data, which combines different sources of information.

#### **1 The documentary research:**

This method allows us to better understand, identify and check the different elements related to our main research question, the secondary questions and our research objectives.

This is going to be done by, consulting documents and articles related to our main research question, books are the principle documents used in this step.

## 2 **Observation:**

In order to understand and better analyze the blog strategies that are done by the other Algerian companies, we have used this method which allows us to know what is done in this field.

Therefore, we have used a measurement instrument, in order to be aware of what is done by the other competitors. It consists of a general analyze of the competitors' blogs, the analyze is divided into two types:

- Technical analytics: It is a technical analysis by an online software, which is *SEMRUSH* and it consists of four points:
  - ✓ Keywords
  - ✓ Backlinks
  - ✓ Referred domains
- Qualitative analysis: according to Levinson (2007), a successful blog need some attributes. Therefore, we have used these attributes to analyze the competitors' blogs, which are:
  - ✓ Personality
  - ✓ Usefulness
  - ✓ Writing style
  - ✓ Usability and design
  - ✓ Return appeal

## 3 **Semi directive interviews:**

During this research, we are going to do semi directive interviews with, the NBATOU brand's managers, in order to explain the necessity and the need to apply this research topic. Then, with experts and professionals in the domain of digital marketing, so that we explore and deepen the knowledge in the domain of the inbound marketing and the process of planning a blog strategy and the different other.

## Section 02: The process of executing the semi directive interviews

In order to explain what was said in the previous part of the semi directives talks and how this study is proceeded, bellow is the explanation detailed:

### 1 The interviews process:

#### 1.1 The choice of people interviewed:

In this research we are going to choose different types of interviews. Therefore, three interviewers categories are chosen:

- ✓ The brand NBATOU mangers
- ✓ Experts or professionals in digital marketing domain
- ✓ Internet surfers

This is going to be explained in the following tables:

**First category:** The brand NBATOU's managers

The objective is to justify the choice of this topic and the managers motivations about this blog.

Table 1: The first category interviews

N°	Function	Reasons of choice	Duration
01	IT head of department, co-founder of the brand NBATOU	Explain the brand development and the need of the blog strategy from the IT department	16 min 30
02	Sales and strategy head of department, co-founder of the brand NBATOU	Explain the brand evolution, the vision of the blog strategy and its vision from the sales and strategies department	16 min 30 sec
03	Marketing head of department	Explain the vision of the marketing department toward the implementation blog strategy	22 min 45 sec

**Second category: Internet surfers**

The objective is analyzing the internet surfer vision and behavior toward the blog

Table 2: The second category interviews

<b>N°</b>	<b>Personal information</b>	<b>Duration</b>	<b>Choice reasons</b>
<b>01</b>	Female, 37 years old, married with two children, student and ex media planner	19 min 31 sec	The blog is for the internet surfers. Therefore, we have chosen these interviewers in order to know their point of view and their behavior toward the blogs
<b>02</b>	Male, 24 years old, single, student	18 min 05 sec	
<b>03</b>	Female, 23 years old, single, student	15 min	
<b>04</b>	Male, 45 years old, married has two children, sales manager	20 min	
<b>05</b>	Male, 25 years old, single, recently graduated	15 min	
<b>06</b>	Male, 23 years old, single, Student	15 min	
<b>07</b>	Female, 26 years old, married, manager	12min	
<b>08</b>	Female, 27 years old, single, Assistant	16 min 10 sec	
<b>09</b>	Female, 24 years old, single, student	18 min	

<b>10</b>	Male, 26 years old, single, designer	16 min	
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Source: Elaborated by the student

**Third category:** Professionals/ experts in digital marketing

The objective is collect data about the creation of the blog and the different point to follow.

Table 3: The third category interviews

<b>N°</b>	<b>Function</b>	<b>Raisons of the choice</b>	<b>Duration</b>
<b>01</b>	Costumer experience, account manager, innovation leader for Coca-Cola Connection Center by Findasense. Consultant marketing manager in Nbatou.	Was chosen according to his experiences in the brand management and especially in digital marketing	50 min
<b>02</b>	Consultant, communication coach and digital marketing. CEO of a digital agency	Was chosen according to his knowledge and experience in digital marketing and communication	45 min
<b>03</b>	Regional Marketing Manager @Tech Company manager	Was chosen according to his knowledge and experience in marketing	40 min
<b>04</b>	Digital marketing and web	Was chosen according to her experience in the digital marketing and especially blogging	1 hour
<b>05</b>	CEO of his own industry Ex Key Account & Product Manager in Samsung Electronics	His experience in the marketing field and with customers, can be helpful for our research	1 hour

<b>06</b>	Associate manager, communication, entrepreneurial coach	His large experience in the domain of communication, marketing in general and digital, has motivated us to choose him	56 min
<b>07</b>	Associate director consulting agency	He was chosen because of his experience in consulting, and his other experiences in the marketing field	55 min

Source: Elaborated by the student

## 1.2 The interviews guide:

In order to well conduct this research and facilitate the data collection. We have elaborated interviews guides (Appendix A,B and C)

**The first guide:** For the managers, composed of 3 axes and 18 questions, as explained in the table bellow

Table 4:The first interview guide description

N°	Thematic	Description
01	The evolution of the brand	These questions are about developing factors of the brand.
02	Development of new projects	This section will ask questions about how the new projects of NBATOU are developed, in other words the process of its development.
03	The set-up of the blog strategy	In order to know the need of this blog strategy, and the motivations and brakes that the brand faces.

Source: Elaborated by the student

**The second guide:** For the experts and professionals in the digital marketing, composed of 5 axes, and 29 questions

Table 5:The second interview guide description

N°	Thematic	Description
01	The blog and its set up in a Start-up	This first section's objective is to know the vision of the blog.
02	Internet user behavior	In order to know the experts' knowledge about

		the internet surfer behavior
03	The target and competition	These questions are about how the expert take into consideration his target and his competitors
04	The size and content of the blog	This part is about the creation of the blog content
05	Outreach and promotion platform	In order to know how the experts, promote and choose the platforms to promote the blog

Source: Elaborated by the student

**The Third guide:** For the internet user, composed of 4 axes and 19 questions, as explained in the table

Table 6: The third interview guide description

N°	Thematic	Description
01	Introduction to the blog concept	Some questions to know the interviewer's knowledge about the blog
02	Internet user behavior with blogs	In this section the objective is to know internet user's behavior and his point of view about the blog
03	Content and design of the blog	The aim of this part is to collect data about the blog content and what does the internet user prefer or imagine the blog.
04	Promoting the blog	For the purpose to know how the interviewer finds articles and the platforms like social media, newsletter

## 2 Content analysis:

After the execution of the interviews and the data collection, we are going to move to the results analysis. Therefore, we will use a content analysis method which consists of a summary of what the interviewers said objectively.

According to Naresh K. Malhotra (2010), in a qualitative research, there are three steps to be followed when analyzing a qualitative data:

*Data reduction:* In this step, the researcher chooses which aspects of the data are emphasized or set aside for the project at hand.

*Data display:* The researcher develops a visual interpretation of the data with the use of such tools as a diagram, chart, or matrix. The display helps to illuminate patterns and interrelationships in the data.

*Conclusion drawing and verification:* We should consider the meaning of analyzed data and assesses its implications for the research question at hand.

### **3 The research limits:**

In this research we have faced some limitations that placed restrictions on our methodology and conclusions. These limitations are, the time constraints and the sample's size. Which are related to each other, if we had more time we could have make this research better, and we could have make the sample bigger.

### **Conclusion:**

We have seen in this chapter, we have talked about the methodological approach followed in this research which is constructivism, with an inductive reasoning approach, where we have used the qualitative data collection method. After that, we moved to the methods and measurement instruments, in which, we have used three methods, starting with the documentary research, then, the observation, where we used two types of observation analysis, technical and qualitative analysis. Moving to the semi directive interviews, we explained the choice of the 3 interviews categories chosen, then how we elaborated the interviews guides. In the end, we explained the content analysis method used in this research and last the research limits.

## **CHAPTER III: RESULTS**

## Introduction:

This last chapter is going to present the results of this research. Therefore, we have divided it into two sections. The first one shows the results of the observation and the interviews content analysis, while the second one is going to be about the final results of the blog strategy and our recommendations.

## Section 01: Results of observation and interviews content analysis

### 1 Observation results:

**Qualitative analysis results:** Blogs analysis through Levinson attributes:

Table 7: Blogs personality analysis

Blogs	Personality
<b>Airbnb</b>	<ul style="list-style-type: none"> <li>- The blog has a clear personality</li> <li>- The writing style is friendly, you feel like it's talking to you</li> <li>- While reading you get a feeling of intimacy, which is something that blog writers must do</li> </ul>
<b>Jumia travel</b>	<ul style="list-style-type: none"> <li>- The blog has a clear personality</li> <li>- The articles are friendly, different people share their experiences</li> </ul>
<b>Ouedkniss</b>	<ul style="list-style-type: none"> <li>- The blog's personality is not clear</li> <li>- It is not flexible</li> <li>- The articles are more informative</li> </ul>

Source: Elaborated by the student

From the table above we can see that, the blog personality must be clear. Readers must feel as though they know the writer or writers.

Which is the case of Airbnb blog, and Jumia travel but not for Ouedkniss blog because It is not clear and not attractive.

Table 8: Blogs usefulness analysis

<b>Blogs</b>	<b>Usefulness</b>
<b>Airbnb</b>	<ul style="list-style-type: none"> <li>- The blog is effectively useful. It gives important and enjoyable information</li> <li>- It makes the reader think, laugh and click also</li> </ul>
<b>Jumia travel</b>	<ul style="list-style-type: none"> <li>- The blog content is very useful, there are many experiences about different destinations shared, that make the reader want to try</li> </ul>
<b>Ouedkniss</b>	<ul style="list-style-type: none"> <li>- The content is useful, but it is not updated, it is old</li> <li>- It doesn't engage the reader</li> </ul>

Source: Elaborated by the student

From the table above, of the analysis of the usefulness of the blogs, we can deduct that the blog information must be useful and enjoyable to read. Which is the case of Airbnb, Jumia travel and Ouedkniss. But Oudkniss's is not really enjoyable though it is useful.

Table 9: Blogs writing style analysis

<b>Blogs</b>	<b>Writing style</b>
<b>Airbnb</b>	<ul style="list-style-type: none"> <li>- The writing style is very clear</li> <li>- There's a diversity of languages</li> <li>- The writing style is honest, we feel that the writer is telling us a real story he experienced</li> <li>- Even the informative articles are not very boring, and we don't feel that it's a sales pitch</li> </ul>
<b>Jumia travel</b>	<ul style="list-style-type: none"> <li>- The writing style is informal, and simple</li> <li>- There are two versions, the French one and the English one</li> </ul>
<b>Ouedkniss</b>	<ul style="list-style-type: none"> <li>- The writing style is not really attractive</li> <li>- It is somehow direct</li> <li>- You can feel the sale pitch behind the article</li> </ul>

Source: Elaborated by the student

From the writing style analysis, we can see that the writing style has to be honest, and especially not a sales pitch. In Airbnb, we noticed that it is the case, same thing for Jumia

travel, the writing style is informal and interesting. However, Ouedkniss it is direct and so informative, and we feel somehow that the writer is selling his products/services.

Table 10: Blogs usability and design analysis

<b>Blogs</b>	<b>Usability and design</b>
<b>Airbnb</b>	<ul style="list-style-type: none"> <li>- Typeface: Clear and readable</li> <li>- Design: Graphics, flat design, good quality images</li> <li>- Links: easy to find and archivable</li> <li>- Subheads: Well-chosen font size, clear, helpful to understand</li> </ul>
<b>Jumia travel</b>	<ul style="list-style-type: none"> <li>- Typeface: clear but not really attracted</li> <li>- Design: Good quality images, lack of graphics, flat design</li> <li>- Links: Easy to find</li> <li>- Subheads: The font size is clear, readable, and understandable</li> </ul>
<b>Ouedkniss</b>	<ul style="list-style-type: none"> <li>- Typeface: clear and readable but not attracted</li> <li>- Design: The aspect of design does not exist at all</li> <li>- Links: Hard to find</li> <li>- Subheads: Readable but not attractive</li> </ul>

Source: Elaborated by the student

As a summary of the usability and design analysis of the blogs, we might say that the usability and design have a major role in blogs, if they typeface is readable but not attractive, if the design is missing or not taken into consideration, if the subheads are not catchy and the links are easy or hard to find and archive, all these factors are related to each other and help in making the blog successful. Which is the case of the Airbnb and even Jumia travel but not Ouedkniss.

Table 11: Blogs return appeal analysis

<b>Blogs</b>	<b>Return appeal</b>
<b>Airbnb</b>	<ul style="list-style-type: none"> <li>- It engages visitors to visit it again</li> <li>- They have top 10 Airbnb blog in 2017</li> <li>- Other blogs write about Airbnb blog</li> </ul>
<b>Jumia travel</b>	<ul style="list-style-type: none"> <li>- It has a diversity of topics and articles</li> <li>- It gives the chance to people to share their experience</li> <li>- It engages visitors to visit it again</li> </ul>
<b>Ouedkniss</b>	<ul style="list-style-type: none"> <li>- It has a lot of articles, but the blog is not updated</li> <li>- It doesn't engage the readers</li> <li>- It is a boring somehow</li> </ul>

From the table above, we deduct that the blog must be engaging enough visitors to visit it again. Therefore, Airbnb and Jumia travel are taking into consideration this point which makes them get these results. Whereas, Ouedkniss is not.

### Summary

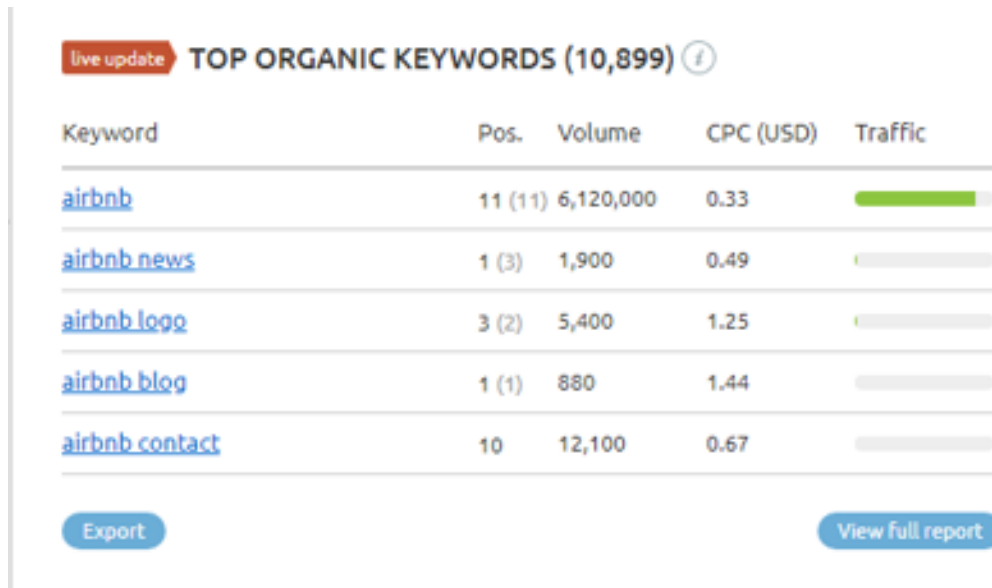
We can say from this analysis that Airbnb is working on the blog daily making it better, that's why it is successful and we can take it as an example. Same thing for Jumia travel, the blog is not as successful as Airbnb's but we can feel that it is progressing and it is not that bad. However, Ouedkniss, is completely a mess. The first impression is that we feel that it is abandoned. Maybe this is due to time or the owners has other objectives in their activities.

**Technical analytics:** In this part we have used an online software in order to evaluate the performance of the other blogs.

- **Airbnb:**

#### Keywords:

Figure 6: Airbnb blog's keywords analysis



Source : <https://fr.semrush.com/info/blog.atairbnb.com/us>

The interpretation of the figure above is that, Airbnb uses many and different 10,899 organic keywords, in this figure we have only the top 5 used. Which means that, these keywords are the most searched by the internet surfers. They are helpful to find easily the

blog searched or the result wanted. In addition, they are an opportunity to be stated in every searching request. That is why Airbnb's blog is easy to find because it uses several keywords.

## Backlinks:

Figure 7: Airbnb blog's backlinks analysis

BACKLINKS		
Referring page Title / Referring page URL	Anchor text / Link URL	Type
5 Brands That Raised the Bar for Virtual Reality C... <a href="https://www.premiumbeat.com/blog/5-brands-vir...">https://www.premiumbeat.com/blog/5-brands-vir...</a>	Airbnb's blog <a href="https://press.atairbnb.com/developing-the-nex...">https://press.atairbnb.com/developing-the-nex...</a>	
Airbnb adds Chenault, pledges next hire for all-ma... <a href="https://www.usatoday.com/story/tech/2018/01/2...">https://www.usatoday.com/story/tech/2018/01/2...</a>	21st century company <a href="https://press.atairbnb.com/brian-cheskys-open...">https://press.atairbnb.com/brian-cheskys-open...</a>	
Russia Didn't Abuse Facebook—It Simply Used It As ... <a href="https://www.wired.com/story/bad-actors-are-us...">https://www.wired.com/story/bad-actors-are-us...</a>	report <a href="https://blog.atairbnb.com/wp-content/uploads/...">https://blog.atairbnb.com/wp-content/uploads/...</a>	
Axios <a href="https://www.axios.com/?ref=discover.getrevue...">https://www.axios.com/?ref=discover.getrevue...</a>	Accomable <a href="https://press.atairbnb.com/making-travel-more...">https://press.atairbnb.com/making-travel-more...</a>	
Home   Travel Tech <a href="http://www.traveltech.org/">http://www.traveltech.org/</a>	2018 Travel Trends report <a href="https://press.atairbnb.com/the-u-s-midwest-ry...">https://press.atairbnb.com/the-u-s-midwest-ry...</a>	

Export View full report

Source : <https://fr.semrush.com/info/blog.atairbnb.com/us>

The backlinks results show the pages and URLs used by other websites to refer Airbnb blog. It is the links used in others blog articles. These links are used in the form of words or phrases where the internet user can click and check the article in Airbnb's blog. This is a good SEO strategy and we can see that Airbnb master it.

## Referred domains:

Figure 8: Airbnb blog's referred domains analysis

REFERRING DOMAINS			INDEXED PAGES		
Root Domain	Backlinks	IP / Country	Title and URL	Domains	Backlinks
<a href="https://www.belvedair.com">belvedair.com</a>	125,703	37.59.51.113	17 quartiers à surveiller en 2017: Airbnb révèle les quartiers tendance où voyager cette année - Airbnb News <a href="https://press.atairbnb.com/fr/17-neighborhoods-to-watch-in-2...">https://press.atairbnb.com/fr/17-neighborhoods-to-watch-in-2...</a>		<a href="#">106,780</a>
<a href="https://www.withairbnb.com">withairbnb.com</a>	11,731	208.74.205.198	Airbnb Launches Pay Less Up Front, a New Flexible Payment Option For Travelers - Airbnb Newsroom <a href="https://press.atairbnb.com/airbnb-launches-pay-less-up-front...">https://press.atairbnb.com/airbnb-launches-pay-less-up-front...</a>	<a href="#">66</a>	<a href="#">876</a>
<a href="https://www.ue.poznan.pl">ue.poznan.pl</a>	310	150.254.36.217	Airbnb reverse 13,5 millions d'euros de taxe de séjour aux collectivités locales françaises - Airbnb News <a href="https://press.atairbnb.com/fr/airbnb-reverse-135-millions-de...">https://press.atairbnb.com/fr/airbnb-reverse-135-millions-de...</a>	<a href="#">9</a>	<a href="#">319</a>
<a href="https://www.wherebnb.in">wherebnb.in</a>	268	207.244.77.134	Airbnb Expands Beyond the Home with the Launch of Trips – Airbnb Newsroom <a href="https://press.atairbnb.com/airbnb-expands-beyond-the-home-wi...">https://press.atairbnb.com/airbnb-expands-beyond-the-home-wi...</a>	<a href="#">85</a>	<a href="#">310</a>
			Airbnb Makes Group Travel Easy with Global Launch of Split Payments - Airbnb Newsroom <a href="https://press.atairbnb.com/airbnb-makes-group-travel-easy-wl...">https://press.atairbnb.com/airbnb-makes-group-travel-easy-wl...</a>	<a href="#">61</a>	<a href="#">233</a>

Export View full report

Source : <https://fr.semrush.com/info/blog.atairbnb.com/us>

The referring domains mean that some website, or blogs have outright shared articles from Airbnb’s blog in their platform. As we can see in the referred domains, there are the links of the websites, and the other part, the indexed pages are Airbnb’s articles with their links shared in these domains.

## JUMIA TRAVEL:

### Keywords:

Figure 9:Jumia travel blog’s keywords analysis

Keyword	Pos.	Volume	CPC (USD)
<a href="#">jovago blog</a>	1	20	2.68
<a href="#">hotel travel blog</a>	88	50	0.00

Source : <https://fr.semrush.com/info/travel.jumia.com.blog/fr>

The figure above shows that Jumia travel uses only 2 keywords, which is very weak. It limits the opportunity of this blog to be found easily.

### Backlinks:

Figure 10:Jumia travel blog’s backlinks analysis

Referring page Title / Referring page URL	Anchor text / Link URL	Type
Page not found - Landing Jumia Travel: Booking Hot... <a href="http://www.jovago.com/en-gb/landing/peshawar-...">http://www.jovago.com/en-gb/landing/peshawar-...</a>	<a href="https://travel.jumia.com/blog">https://travel.jumia.com/blog</a>	
Why visit Uganda – Travel Advice for your Safari -... <a href="https://www.eventnews.tv/articles/why-visit-u...">https://www.eventnews.tv/articles/why-visit-u...</a>	Jumia Travel Blog <a href="https://travel.jumia.com/blog">https://travel.jumia.com/blog</a>	NOFOLLOW
Top 3 Ngorongoro lodges in Tanzania - Eventnews Af... <a href="https://www.eventnews.tv/articles/ngorongoro-...">https://www.eventnews.tv/articles/ngorongoro-...</a>	Credit: Jumia Travel Blog <a href="https://travel.jumia.com/blog">https://travel.jumia.com/blog</a>	NOFOLLOW
A snapshot of business ideas you can venture in th... <a href="https://ionigeria.com/snapshot-business-ideas...">https://ionigeria.com/snapshot-business-ideas...</a>	blog <a href="https://travel.jumia.com/blog">https://travel.jumia.com/blog</a>	
Top 3 Ngorongoro lodges in Tanzania - Eventnews Af... <a href="https://www.eventnews.tv/articles/ngorongoro-...">https://www.eventnews.tv/articles/ngorongoro-...</a>	Credit: Jumia Travel Blog <a href="https://travel.jumia.com/blog">https://travel.jumia.com/blog</a>	NOFOLLOW




Source : <https://fr.semrush.com/info/travel.jumia.com.blog/fr>

These are the pages where Jumia travel was mentioned in their content pages, as one words or a phrase that is considered as a call to action.

Jumia uses its old website “jovago.com”, plus the other web pages.

### Referring domains:

Figure 11:Jumia travel blog’s referring domains

REFERRING DOMAINS			
Root Domain	Backlinks	IP / Country	
 <a href="https://eventnews.tv">eventnews.tv</a>	13		69.10.56.147
 <a href="https://maravipost.com">maravipost.com</a>	4		192.124.249.114
 <a href="https://ionigeria.com">ionigeria.com</a>	4		192.200.104.114
 <a href="https://jovago.com">jovago.com</a>	1		104.18.60.205

Export View full report

Source : <https://fr.semrush.com/info/travel.jumia.com.blog/fr>

There are four domains which share Jumia travel’s content, in order to be referred more both Jumia travel and the websites.

### Summary

A search engine strategy is based on the keywords and backlinks. In order to value quality over quantity. It is preferable to use few trustworthy sites rather than many untrusted web resources.

## OUEDKNISS:

### Keywords:

Figure 12: Ouedkniss blog's keywords analysis

Keyword	Pos.	Volume	CPC (USD)
<a href="#">créer un compte ouedkniss</a>	24	10	0.00
<a href="#">site de ouedkniss</a>	29	10	0.00
<a href="#">annonce ouedkniss algerie</a>	27	10	0.00

Source : <https://fr.semrush.com/info/ouedkniss.eklablog.comF>

This figure shows that Ouedkniss uses only three keywords. Which is very weak and limits the chance of the blog to be found in the searching requests.

### Summary

Ouedkniss blog analytics shows that it uses only 3 organic keywords. Which explains why the blog is not working and abandoned.

## 2 Interviews content analysis:

### 2.1 First category: NBATOU's managers

Table 12: The brand's evolution data analysis

Interviewees	The brand's evolution
<p>Sales and strategies manager</p> <p>Co-founder of the brand</p> <p>NBATOU</p>	<ul style="list-style-type: none"> <li>- NBATOU's vision is to offer a hosting service</li> <li>- The objective is to create a community of Algerian travelers in order to help each other's and give a better-quality service</li> <li>- NBATOU is classified among the innovative tourism projects, its brand awareness is increasing</li> <li>- NBATOU doesn't have direct competitors because it is the only one which exerts this activity. But it has indirect ones, which are Airbnb, Jumia travel,</li> </ul>

	Ouedkniss
IT manager- Co-founder of the brand NBATOU	<ul style="list-style-type: none"> <li>- NBATOU's vision is to offer a complete pack of tourism services, in order to increase the Algerian tourism.</li> <li>- Our objectives are offering our clients a good quality service.</li> <li>- Bring a new way of traveling easily</li> <li>- This concept is new in Algeria, therefore we are moving slowly but surely</li> <li>- There are Airbnb, Jumia travel, and Ouedkniss but they are not our direct competitors.</li> </ul>
Marketing manager	<ul style="list-style-type: none"> <li>- NBATOU's vision is sophisticated and futurist, to offer hosting solutions for a short period.</li> <li>- The objectives are increasing brand awareness through a website that offers hosting solutions. Make it the top of mind Algerian tourism service.</li> <li>- The evolution of the brand is slow but it is going in the good way because it is a new concept</li> <li>- We don't have direct competitors, but there are indirect competitors like Airbnb, Jumia travel, and Ouedkniss</li> </ul>

Source: Elaborated by the student

- We can deduct from the data collected from NBATOU's managers about the brand's evolution, that this brand has a futuristic vision which is offering hosting solutions service, for the aim of creating a community of Algerian travelers and make it as a top of mind. Although, it is developing slowly but it is moving in the right path, because it is still a new concept in Algeria. Knowing that it doesn't have direct competitors, because it is the pioneer in the Algerian market.

Table 13: The development of new projects data analysis

Interviewees	Development of new projects
Sales and strategies manager Co-founder of the brand NBATOU	<ul style="list-style-type: none"> <li>- Starting from our objective, vision, and strategy that we proceed</li> <li>- All the departments are involved in the development of new projects, they interfere when they are needed, but generally, the department are harmonized</li> </ul>

	<p>between each other.</p> <ul style="list-style-type: none"> <li>- The marketing department roles are, brain awareness, communication, and sales.</li> <li>- It is essential to know the competitors vision, and each point that has been adopted, has a background, so we take it, we study it and we try to integrate it differently in our strategy.</li> <li>- A competitor's intelligence is important, but the priority in our projects development process is the clients, we focus on our customers' needs.</li> </ul>
IT manager- Co-founder of the brand NBATOU	<ul style="list-style-type: none"> <li>- The new projects are developing through the collaboration of the different departments</li> <li>- All the departments are involved in the development of the new projects but sometimes it depends on the tasks.</li> <li>- For each project we do a brainstorming, then we divide the tasks for each department.</li> <li>- The marketing department has an important role and a special touch.</li> <li>- We take into consideration our competitors and we elaborate frequently competitors' intelligence report</li> <li>- We always keep an eye on the competitors' activities to get some inspiration, at the same time we try to innovate in order to answer our clients' needs</li> </ul>
Marketing manager	<ul style="list-style-type: none"> <li>- The new projects are developed in collaboration with all the departments.</li> <li>- The other departments don't interfere in marketing tasks because they wait for us to propose results, but they collaborate with each other in every project</li> <li>- Every month we elaborate a competitive intelligence report, in order to be aware of what is going on in the other side</li> <li>- We concentrate on our clients' needs first, but we don't neglect the competitors because it is a way to be updated of what is going on in the market.</li> </ul>

Source: Elaborated by the student

- From the table above, we conclude that the three managers agree on the idea of the development of the new projects is done by the collaboration of all the departments. Also, in their process they take into consideration their competitors evolution, in order to get inspired, but they focus on their clients' needs.

Table 14: The set-up of the blog strategy data analysis

Interviewees	The set-up of the blog strategy
<p style="text-align: center;">Sales and strategies manager Co-founder of the brand NBATOU</p>	<ul style="list-style-type: none"> <li>- The blog strategy is one our future projects of our inbound marketing strategies, which has been launched in November 2017, in order to be close to the clients, pass the message rapidly and effectively.</li> <li>- The blog has an added value in the development of our activity, because it will reinforce our vision, help to reach our objective</li> <li>- My motivation toward the blog strategy is to be more efficient.</li> <li>- Something that may stop us is the articles writing, we don't have a copywriter.</li> </ul>
<p style="text-align: center;">IT manager- Co-founder of the brand NBATOU</p>	<ul style="list-style-type: none"> <li>- The blog strategy is a way to develop certain online activities that has many advantages.</li> <li>- The blog is an added value, because it is a way of conversion at the same time it increases SEO</li> <li>- The blog has a lot of motivations, it develops the website, show that we exist, and help attract users and convert them into clients.</li> <li>- I don't think there's limits or things to stop this project.</li> </ul>
<p style="text-align: center;">Marketing manager</p>	<ul style="list-style-type: none"> <li>- It is important to adopt a blog strategy for a brand's web site because of the SEO, and answering the customers' needs and preoccupations</li> <li>- The blog has an added value, which is converting visitors who are already in contact with the blog, and the customers loyalty</li> <li>- The motivations for me, it is the best period to launch it because there are the periods of Ramadan and Summer coming, also the use of the digital supports</li> </ul>

	<p>increase in this period</p> <ul style="list-style-type: none"> <li>- One of the brakes might be the Arabic language, since 40% of our audience are arabophobes, otherwise there's only motivations.</li> </ul>
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Source: Elaborated by the student

According to what the three managers said about the set-up of the blog strategy, it is one of their projects in their inbound marketing strategy, because of its advantages like the SEO and the customers loyalty. Also, they are all motivated because the blog for the m is a way of to be more efficient, to show that they exist, and the launching period is well chosen because the usage of the digital support increases in this period. Whereas, the brakes might be the need of a copywriter or the non-use of the Arabic language.

### Summary

According to the analysis of the data collected from the three managers of the brand NBATOU, we can sum up that this blog is needed and it is going to be a plus for their future activities, it has a lot of advantages, which are increasing the website SEO, the acquisition of new customers. Their process of developing new projects is a plus in this new project. We have noticed, they are very collaborative with each other and they are motivated and have higher expectations for this blog implementation strategy.

## 2.2 Second category: Experts/professionals in digital marketing

While proceeding the interviews we have provided the interviewees a consent agreement (Appendix E), in order to preserve the confidentiality of the information.

Table 15: The blog and its set up strategy in a brand's website data analysis

Interviewees	The blog and its set up in a brand's website
<p>Costumer experience, account manager, innovation leader for Coca-Cola Connection Center by Findasense. Consultant marketing manager</p>	<ul style="list-style-type: none"> <li>- The blog is a part of the branding, and a must-have tool to increase the e-image of a brand.</li> <li>- Creating a blog can add an editorial and graphic value to a brand's website.</li> <li>- The blog added value is to raise the interest of Internet users and build loyalty</li> <li>- The blog has an important role by taking an interest in the user journey of Internet users and by distributing relevant content that corresponds perfectly to their centers of interest.</li> <li>- The creation of a blog must be carefully elaborated, to ensure</li> </ul>

in Nbatou	an intuitive and evolving content for the consumer, through a strategic development approach, editorial strategic approach, strategic dissemination approach: Declining content on social networks.
Consultant, communication coach and digital marketing. CEO of a digital agency	<ul style="list-style-type: none"> <li>- A blog is a traffic vortex and a competitiveness lever</li> <li>- It is important to integrate it within a brand website because in the case of a client inbound approach, the blog must be a linchpin</li> <li>- The added value of a blog is the gain of traffic, notoriety, credibility, visibility</li> <li>-</li> </ul>
Regional Marketing Manager @Tech Company manager	<ul style="list-style-type: none"> <li>- A blog is an expression space</li> <li>- It is important to integrate a blog within a website because the content is the expertise domain</li> <li>- The added value of a blog is content</li> <li>- It improves the image and makes it stand out from the competition, it allows to communicate with its community (storytelling) on the news of the company, on the news of the world, it allows to create a strong and solid link with its target, it also allows to feed the web site, keep it alive and topical. It gives a reason to the community and potential customers to return to the web site.</li> <li>-</li> </ul>
Digital marketing and web	<ul style="list-style-type: none"> <li>- A blog is a personal expression space of ideas, that relate us with its community</li> <li>- It is important to integrate a blog with a brand website because the emotional side of a successful marketing strategy exes, in order to be close to its community and gain its engagement</li> <li>- The added value of a blog is being able to help consumers by answering their questions</li> </ul>
CEO of his own industry Ex Key Account & Product Manager in Samsung	<ul style="list-style-type: none"> <li>- A blog is a communication and promotion space</li> <li>- It is important to integrate a blog within a brand's website to better communicate with the target and ameliorate your positioning in the search engines.</li> <li>- The added value of a blog reinforces or positioning a brand</li> </ul>

Electronics	<p>image</p> <ul style="list-style-type: none"> <li>- The blog has role in the evolution of the brand e-image is the content and the backlinks</li> </ul>
Associate manager, communication, entrepreneurial coach	<ul style="list-style-type: none"> <li>- A blog is an exchange tool of information and interaction</li> <li>- It is important to integrate a blog within a brand's website because it naturally allows to consolidate and legitimize a brand image, through different testimonials</li> <li>- The added value of a blog Because there is never enough content on a website. In case you have difficulty updating the categories and sections of your main site, the creation of a directory blog will also allow you to improve your internal grid.</li> </ul>
Associate director consulting agency	<ul style="list-style-type: none"> <li>- A blog is an ideas journal of articles, and personal opinions of influence</li> <li>- The integration of a blog to a website makes it possible to increase the performance of natural referencing, in particular by google. And the more the blog is regularly powered by content, the better SEO is</li> <li>- The added value of a blog is to break the barriers between the company and the customers.</li> </ul>

Source: Elaborated by the student

According to what the interviewers said about the blog and its set up in a brand's website, the blog is a part of the e-branding, a traffic vortex and a competitiveness lever. It is important to integrate it within a website because the content is the expertise domain, and the emotional side of it to insure a better communication and ameliorate the poisoning of a brand image, in addition to increasing the SEO. Therefore, its added value is breaking the barriers between the company and the customers.

Table 16:Internet user behavior data analysis

<b>Interviewees</b>	<b>Internet user behavior</b>
Costumer experience, account manager, innovation leader for Coca-Cola Connection Center by	<ul style="list-style-type: none"> <li>- The Algerian internet user does not necessarily refer to a specific blog, but he can know the difference between a website and a blog thanks to the community features of the blog, and we can track him in the social networks</li> </ul>

Findasense. Consultant, marketing manager in Nbatou	
Consultant, communication coach and digital marketing. CEO of a digital agency	- The global and Algerian Internet user have a growing interest in reading articles. Even clickbait
Regional Marketing Manager @Tech Company manager	- Techniques are less effective. New formats, however, have excellent engagement rates such as video.
Digital marketing and web	- In order to make the Algerian internet use be interested by blogs, we can work on the Feedbacks, integration with social networks, Attractive visuals and titles, which arouse the interest and curiosity of the reader
CEO of his own industry Ex Key Account & Product Manager in Samsung Electronics	- To get interested by a blog, make it more visible due to social networks and online advertising + SEO strategy
Associate manager, communication, entrepreneurial coach	- There must be a space for interaction with Internet users. I have not yet seen a company developing a real editorial strategy
Associate director consulting agency	- Make the internet user discover the advantages that the web site does not offer

Source: Elaborated by the student

In the table above, which is about the internet user's behavior, the experts agreed that the Algerian internet user does not refer to the blogs a lot. However, we can change his orientation toward the blog by making it visible and share its content in the social networks, make attractive visuals, develop an SEO strategy and advertise online.

Table 17: The target and competition data analysis

Interviewees	The target and competition
<p>Costumer experience, account manager, innovation leader for Coca-Cola Connection Center by Findasense.</p> <p>Consultant marketing manager in Nbatou</p>	<ul style="list-style-type: none"> <li>- The content posted on the blog must be based accessible for all, and including articles dedicated to the target</li> <li>- The themes selected will have to be added to the consumer's interests but also to follow the dermo- sociological factors and the digital trends.</li> <li>- A competitive intelligence is important, in order to, have an observation of the blog, its position on search engines and its referencing, improve its editorial line and especially seduce and be concerned about a wider target.</li> <li>- We can have a better blog positioning by being innovative in the blog user experience and offering a short and original content.</li> </ul>
<p>Consultant, communication coach and digital marketing.</p> <p>CEO of a digital agency</p>	<ul style="list-style-type: none"> <li>- The content must be tailored to a specific target to be relevant. That's why an editorial line is important.</li> <li>- Certainly, I adopt the themes according to the clients' needs, to see how it can be an element of differentiation</li> <li>- We can have a better positioning then the competitors by highlighting the values of my company, its spirit, its identity, its history of creation, always put the emotional side forward</li> </ul>
<p>Regional Marketing Manager @Tech Company manager</p>	<ul style="list-style-type: none"> <li>- The content depends on the author, because even the general public is a marketing target in itself</li> <li>- I adopt the themes according to the clients' needs. Because maybe not a whole eve, just an inventory. As a space for expression, the blog must also highlight the strengths of the brand and take advantage of the flaws of competitors.</li> <li>- We can have a better positioning then the competitors by targeting the most relevant themes / keywords and those with the least amount of competition</li> </ul>
<p>Digital marketing and web</p>	<ul style="list-style-type: none"> <li>- No marketing strategy targets a large audience, it is no longer targeting in this case</li> <li>- I adopt the themes according to the clients' needs, because we</li> </ul>

	<p>need to know who we are talking to, so we can know what we are going to say</p> <ul style="list-style-type: none"> <li>- We can have a better positioning then the competitors by analyzing their strengths and weaknesses of the news content, relevant Content and reliable content</li> </ul>
<p>CEO of his own industry Ex Key Account &amp; Product Manager in Samsung Electronics</p>	<ul style="list-style-type: none"> <li>- The question is badly asked ... but preferably publish articles for your target and others more</li> <li>- I adopt the themes according to the clients' needs for more original content and to adopt a differentiation strategy</li> <li>- We can have a better positioning then the competitors through soft content that is not boring.</li> </ul>
<p>Associate manager, communication, entrepreneurial coach</p>	<ul style="list-style-type: none"> <li>- Generally, is to the general audience, he must address both, and be the way to communicate with potential customers</li> <li>- We should adopt the themes according to the clients' needs, because these are the basics of marketing ... you must be at least original, at best innovative</li> <li>- We can have a better positioning then the competitors through a graphical interface with a well-worked design.</li> </ul>
<p>Associate director consulting agency</p>	<ul style="list-style-type: none"> <li>- As the usefulness of a blog is to disseminate information so everyone can be a recipient</li> <li>- We should adopt the themes according to the clients' needs because the content must be as attractive as different, this will help you stand out and be more creative in what you plan to create</li> <li>- We can have a better positioning then the competitors by having a better targeting, a better editorial line, a real care given to each article, added value for the readers in each article.</li> </ul>

Source: Elaborated by the student

From the target and competitors theme, we conclude that, a blog can be targeting only its main audience at the same time the big population, it depends on the owners' objectives, and the themes choice must be done according to the target, in order to know what to write.

And to have a better positioning than the competitors, we should have a better editorial line, soft content, and a well- worked design.

Table 18: The size and blog content data analysis

<b>Interviewees</b>	<b>The size and content of the blog</b>
<p>Costumer experience, account manager, innovation leader for Coca-Cola Connection Center by Findasense. Consultant marketing manager in Nbatou</p>	<ul style="list-style-type: none"> <li>- IT manager: take in charge of the development and integration of the blog in the website.</li> <li>Marketing manager: set up the appropriate communication strategy objectives to achieve.</li> <li>Community manager: Orchestrate the diffusion of the blog content.</li> <li>Designer: Ensure a good user experience and work on the graphic line on the blog.</li> <li>Copywriter marketing manager: the key element of a blog, develop the content taking into consideration all previous strategic approaches.</li> <li>- The choice of the themes must be based on the brand's target audience, follow the trends of digital, and respond to the need to inform the customer more about the brand and its services</li> <li>- The writing style must be supported, clear and intuitive</li> <li>- The choice of the keywords must be done According to the most searched words by the target on GOOGLE. Especially the summary of the article, titles and subtitles.</li> <li>- The visual identity is important in order to maintain a harmonious users' experience navigation, and in order to contribute to the reputation of the brand and increase its capital sympathy</li> </ul>
<p>Consultant, communication coach and digital marketing. CEO of a digital agency</p>	<ul style="list-style-type: none"> <li>- The human resources needed when creating a blog is: social media specialist, programmer, a web editor for the production of raw content (articles), a SEO manager for the optimization of the articles, the development of the strategy and its deployment, a Social Media Manager for links.</li> <li>- The choice of the themes should be done according to the needs but also according to the keywords and the competitive positioning</li> <li>- The editorial line should be adapted to the Buyer Persona.</li> <li>- Most searched keywords by the target, keywords already bid</li> </ul>

	<p>by competitors, long-tail keywords. There are tools to help with the decision of keywords. Google AdWords Planner for example.</p>
<p>Regional Marketing Manager @Tech Company manager</p>	<ul style="list-style-type: none"> <li>- No human resources are needed to create a blog, a google search is enough for that</li> <li>- The choice of the themes depends on the area of expertise of the author as well as the interests of the readers</li> <li>- The editorial line should be relevant to the overall topic</li> <li>- The choice of the keywords should be based on the benchmark achieved above</li> </ul>
<p>Digital marketing and web</p>	<ul style="list-style-type: none"> <li>- The human resources needed when creating a blog: copywriter (content manager) writes articles, designer (creates attractive infographics for each article), digital manager (guides the editorial line of each post)</li> <li>- The choice of the themes should be done by respecting the context, seasonality, intern and extern events at the company, Keyword searches / themes using online tools, questionnaires, Know your target</li> <li>- The editorial line should be regular and consistent</li> <li>- The choice of the keywords should be done through the trend, the company and the message conveyed</li> </ul>
<p>CEO of his own industry Ex Key Account &amp; Product Manager in Samsung Electronics</p>	<ul style="list-style-type: none"> <li>- The human resources needed when creating a blog: A web developer to develop the site / blog and work on SEO. A copywriter to write the articles. A web marketer for promotion strategies</li> <li>- The choice of the keywords should be done according to the interest of the customers, and the objectives of the company</li> <li>- The editorial line should be Adapted to each segment of our target</li> <li>- The choice of the keywords should be on the research we did</li> </ul>
<p>Associate manager, communication, entrepreneurial coach</p>	<ul style="list-style-type: none"> <li>- The human resources needed when creating a blog: a web developer and a content manager</li> <li>- Everything will depend on the target or customers</li> <li>- The editorial line must be well thought out and it must respect</li> </ul>

	the field of activity that we choose to develop
Associate director consulting agency	<ul style="list-style-type: none"> <li>- The human resource for creating a blog detracts from several parameters. You need a publisher for programming and publishing content. It takes a writer to oversee the content and quality of the texts. It takes either a team or freelance to work the articles. A copywriter with a good pen should suffice. Research must be done for the writing of certain articles</li> <li>- The choice of the keywords should be done by, depending on news, reader feedback, available information etc.</li> <li>- The editorial line should be clear, and nourishing a clear objective</li> <li>- The keywords must be related to your services or the services offered by the company via the website, this will allow to have a better SEO!</li> </ul>

Source: Elaborated by the student

We deduct from the table above, that the creation of a blog needs different human resources which can be a social media specialist, programmer, a web editor for the production of raw content (articles), a SEO manager for the optimization of the articles, the development of the strategy and its deployment, a Social Media Manager for links. While the choice of the keywords should be done according to, feedback, Google Trends, competitors used keywords. In which the editorial line should be clear and respect the field of activity. Without forgetting, the design aspect, which is important, and should be special at the same time original.

Table 19: Outreach and promotion platform data analysis

<b>Interviewees</b>	<b>Outreach and promotion platforms</b>
Costumer experience, account manager, innovation leader for Coca-Cola Connection Center by Findasense.	<ul style="list-style-type: none"> <li>- The best diffusion canals are: social media, e-mailing, search engines</li> <li>- A monthly editorial calendar of a blog content is important</li> <li>- The promotion tools are Google Ads, Facebook Ads, because they facilitate the process to reach the audience wanted.</li> <li>- A newsletter program is required in order to maintain a consistent readership rate with the broadcast frequency,</li> </ul>

<p>Consultant marketing manager in Nbatou</p>	<p>through an e-mailing campaign</p> <ul style="list-style-type: none"> <li>- It is recommended to collaborate with influencers, because they are considered the new promotion tool of e-marking</li> <li>- We can measure the blog performance through social media reporting, measuring the blog audience and track its user experience.</li> </ul>
<p>Consultant, communication coach and digital marketing. CEO of a digital agency</p>	<ul style="list-style-type: none"> <li>- Social Media: Page, Sponsoring, Groups, Pages with similar themes, blogs with similar themes, for net linking influencers</li> <li>- The newsletter allows one hand to build a database for future operations, but creates a loyalty link with readers, and increases traffic by retrieving previous readers.</li> <li>- A collaboration with influencers is recommended because it is traffic gain of course, but as traffic, since prospects generated by a prospect (so-called affective) have a conversion rate much higher than standard prospects</li> <li>- The main KPIs to monitor are: The ratio of new visitors, already registered visitors, average time spent on pages, bounce rate, and explicit customer returns</li> </ul>
<p>Regional Marketing Manager in a Tech Company</p>	<ul style="list-style-type: none"> <li>- social networks / emailing</li> <li>- google search</li> <li>- A blog's newsletter should be programed to collect a data base</li> <li>- A collaboration with influencers is recommended to win in port, and capture the value of influencing</li> <li>- We can measure the performance of our blog by google search</li> </ul>
<p>Digital marketing and web</p>	<ul style="list-style-type: none"> <li>- Facebook, LinkedIn</li> <li>- A blog's newsletter should be programed to keep people informed of news and get their attention to reading articles</li> <li>- A collaboration with influencers is recommended for the visibility they can bring to it if they are influencers on the topics that interest us</li> <li>- We can measure the performance of our blog by number of clicks, interactions, share in the short term, medium-term commitment rate</li> </ul>
<p>CEO of his own industry,</p>	<ul style="list-style-type: none"> <li>- Social networks, mailing, advertising</li> <li>- Subscribers of our newsletter must opt to receive and</li> </ul>

<p>ex Key Account &amp; Product Manager in Samsung Electronics</p>	<p>periodically send the articles published + if we can do automation send the articles of certain topics to the most concerned subscribers</p> <ul style="list-style-type: none"> <li>- A blog's newsletter should be programmed to ensure a steady flow of content</li> <li>- A collaboration with influencers is recommended because everything depends on the content, the importance of the message ...</li> <li>- We can measure the performance of our blog through web analytics, Number of visits, time spent on the site, click rate, lead / customer design</li> </ul>
<p>Associate manager, communication, entrepreneurial coach</p>	<ul style="list-style-type: none"> <li>- Web and mobile</li> <li>- A blog's newsletter should be programmed to keep the link with the target</li> <li>- A collaboration with influencers is recommended to enjoy their audiences</li> <li>- We can measure the performance of our blog with KPIs related to the nature of the objective, but mainly frequency and time of visit</li> </ul>
<p>Associate director consulting agency</p>	<ul style="list-style-type: none"> <li>- Currently, different social networks. Which have taken in recent years an important place in the dissemination of information.</li> <li>- Social networks, search engines</li> <li>- A blog's newsletter should be programmed because it allows to create a really privileged relation with the readers / customers. As long as the email is read ...</li> <li>- A collaboration with influencers is recommended Because this increases the notoriety of a blog and stirs more interest of users</li> <li>- We can measure the performance of our blog by Traffic, number of unique visitors and number of pages visited. Number of subscribers. Number of interactions and comments, shares, keywords on search engines.</li> </ul>

Source: Elaborated by the student

For the last theme, the experts agree that social networks are the best way to diffuse and promote a blog content. Whereas, they recommend to collaborate with influencers, because they have a certain credibility, and they already have their own community which trust them. In addition to, programming a blog newsletter, in order to keep the readers updated, meanwhile, collect a data base of users in order to convert them into clients. Finally, they also say that we can measure the performance of a blog content by checking the number of visits, the KPIs, number of shares, and interactions.

### **Summary**

In the beginning, the experts said about the blog and its set up in a brand's website, that the blog is a part of the e-branding, a traffic vortex and a competitiveness lever. It is important to integrate it within a website because the content is the expertise domain, and the emotional side of it to insure a better communication and ameliorate the poisoning of a brand image, in addition to increasing the SEO. Therefore, its added value is breaking the barriers between the company and the customers.

Moreover, in the next table, which is about the internet user's behavior, the experts agreed that the Algerian internet user does not refer to the blogs a lot. However, we can change his orientation toward the blog by making it visible and share its content in the social networks, make attractive visuals, develop an SEO strategy and advertise online.

Then, from the target and competitors theme, we conclude that, a blog can be targeting only its main audience at the same time the big population, it depends on the owners' objectives, and the themes choice must be done according to the target, in order to know what to write. And to have a better positioning than the competitors, we should have a better editorial line, soft content, and a well- worked design.

However, we deducted that the creation of a blog needs different human resources which can be a social media specialist, programmer, a web editor for the production of raw content (articles), a SEO manager for the optimization of the articles, the development of the strategy and its deployment, a Social Media Manager for links. While the choice of the keywords should be done according to, feedback, Google Trends, competitors used keywords. In which the editorial line should be clear and respect the field of activity. Without forgetting, the design aspect, which is important, and should be special at the same time original.

To conclude, the experts agree that social networks are the best way to diffuse and promote a blog content. Whereas, they recommend to collaborate with influencers, because they have a certain credibility, and they already have their own community which trust them. In

addition to, programming a blog newsletter, in order to keep the readers updated, meanwhile, collect a data base of users in order to convert them into clients. Finally, they also say that we can measure the performance of a blog content by checking the number of visits, the KPIs, number of shares, and interactions.

### 2.3 Third category: Internet users

Table 20: Introduction to the blog concept data analysis

Interviewees	Introduction to the blog concept
Interviewee 01:	<ul style="list-style-type: none"> <li>- The blog is a personal webpage, managed by a person that shares different information about a specific subject</li> <li>- Not very interested by the blogs, because they are personal point of views, but I read articles sometimes</li> <li>- Interested in healthy blogs, cooking, lifestyle, feminine blogs in general</li> </ul>
Interviewee 02:	<ul style="list-style-type: none"> <li>- A blog is a personal expression space</li> <li>- Prefers healthy and sports blogs</li> </ul>
Interviewee 03:	<ul style="list-style-type: none"> <li>- An online personal journal that contains articles</li> <li>- My favorite blogs category beauty, lifestyle, culinary and travelling</li> </ul>
Interviewee 04:	<ul style="list-style-type: none"> <li>- A free space of expression</li> <li>- The blogs that I read are about tourism and politics</li> <li>- I like the blogs where there are reactions of content articles</li> </ul>
Interviewee 05:	<ul style="list-style-type: none"> <li>- A personal space where we can express our experiences, opinions about something</li> <li>- I read blogs about: travelling, culinary, style, art, luxury</li> </ul>
Interviewee 06:	<ul style="list-style-type: none"> <li>- it is like a website where people post what they write regarding various topics related to their interest</li> <li>- I rarely blogs, about tennis, and astrology</li> <li>- The blogs category that I prefer is the which fits my interests</li> </ul>
Interviewee 07:	<ul style="list-style-type: none"> <li>- An internet platform where we find news in a defined domain and offers the opportunity to react</li> <li>- I read blog articles, like business attitude and devenir entrepreneur</li> </ul>

	<ul style="list-style-type: none"> <li>- I like the business category</li> </ul>
Interviewee 08:	<ul style="list-style-type: none"> <li>- A web page to post personal experiences</li> <li>- I read a lot beauty blogs</li> </ul>
Interviewee 09:	<ul style="list-style-type: none"> <li>- A personal platform to post different topics</li> <li>- I don't read a lot the blogs</li> <li>- Generally, my favorite category is life style and traveling</li> </ul>
Interviewee 10:	<ul style="list-style-type: none"> <li>- A blog is a personal web page, to express ideas and thoughts</li> <li>- I read a lot of articles</li> <li>- My favorite category is business and sports</li> </ul>

Source: Elaborated by the student

From the previous table, we can say that the blog is a personal online space to express its ideas and thoughts and offers an opportunity to react, most of the blogs categories read by the interviewees are travelling, sports, culinary, beauty and lifestyle

Table 21: Internet user behavior with blogs data analysis

<b>Interviewees</b>	<b>Internet user behavior with blogs</b>
Interviewee 01:	<ul style="list-style-type: none"> <li>- An Algerian tourism blog is an interesting idea, to show the beauty and regions of Algeria</li> <li>- The blog must be really original and particular in order to be a plus for a brand, otherwise it's a waist</li> <li>- The blog is not a major factor in order to be a user of a new concept because, social media gives everything</li> <li>- It can influence my purchasing decision because it is about others experiences and points of view.</li> </ul>
Interviewee 02:	<ul style="list-style-type: none"> <li>- It's an interesting idea of an Algerian tourism blog</li> <li>- A website in interesting with a blog because it allows to get to know more this brand</li> <li>- A brand must invest in a blog in order to attract more visitors</li> <li>- A blog can be a way of using a new concept because of its informal contact with the internet users</li> <li>- A blog has an impact on my purchasing decision because it allows to see the advantages of a product/service</li> </ul>

Interviewee 03:	<ul style="list-style-type: none"> <li>- An Algerian tourism blog is an interesting idea</li> <li>- A website with a blog is more interesting because youth prefers blogs more than websites</li> <li>- The blog must be really particular and contains original content in order to be an added value to the brand</li> <li>- A blog can be a way to be a user of a new concept</li> <li>- An article written by an influencer can be relevant</li> </ul>
Interviewee 04:	<ul style="list-style-type: none"> <li>- It's a powerful way to spread innovation, a way to talk directly with the surfers because online purchase is still new for the Algerian society</li> <li>- Yes, Algerians are interested by innovation and all what is new, and blogs are fun because we can find prices, tips, and good plans</li> <li>- It can improve communication with the clients, build a community that answers to trends and clients' expectations</li> <li>- Yes, it can adopt and convince big number of surfers</li> <li>- Yes, it depends on the quality and the relevance of the content</li> </ul>
Interviewee 05:	<ul style="list-style-type: none"> <li>- Yes, but it depends on the brand or the product</li> <li>- Yes, it's interesting, if it gives a plus to our needs.</li> <li>- Not necessarily, a brand should invest in the quality of its services or its customers' needs</li> <li>- Yes, it allows the client to be adapted to the concept</li> </ul>
Interviewee 06:	<ul style="list-style-type: none"> <li>- For those who are in touch with blogs, they will be introduced to places worth visiting and how to manage their trips.</li> <li>- If the number of people interested in blogs is higher i.e. those who frequently check blogs, it can be beneficial otherwise advertising their brand through YouTube and other social media.</li> <li>- The blog can be a way to adopt a new concept, it depends on the user and the concept as well</li> <li>- I am not really influenced by such things, as I don't really watch advertisement, however, if the product is tempting my decision might be influenced.</li> </ul>
Interviewee 07:	<ul style="list-style-type: none"> <li>- A blog for the Algerian tourism is interesting because the blog</li> </ul>

	<p>creates a community and interaction with the internet surfers</p> <ul style="list-style-type: none"> <li>- A website with a blog is a must</li> <li>- A brand must invest in a blog because the visitors can be clients, and clients can be brand ambassadors</li> <li>- A blog can be a relevant way to be a user of a new concept because of the interaction</li> <li>- A blog can influence my purchasing decision, it depends on the feedbacks on the blog, the positive opinions influence me</li> </ul>
Interviewee 08:	<ul style="list-style-type: none"> <li>- An Algerian tourism blog is interesting, especially for youth</li> <li>- I can't say that a brand should invest in a blog, but it is a good step to do</li> <li>- Maybe it can be useful to be user of a new concept</li> <li>- Of course, it will influence my purchasing decision because it contains different points of views</li> </ul>
Interviewee 09:	<ul style="list-style-type: none"> <li>- An Algerian blog tourism, is a very interesting idea, that can promote the Algerian tourism</li> <li>- If it is an e-commerce activity, the blog is a good investment that should be taken into consideration</li> <li>- Due to the experiences shared and the interactions of the blog's reader, a blog can be a mean to influence the purchasing decision</li> </ul>
Interviewee 10:	<ul style="list-style-type: none"> <li>- An Algerian tourism blog is not a bad idea</li> <li>- The blog is a good investment for a brand, because it increases its brand awareness, and leads to make them loyal</li> </ul>

Source: Elaborated by the student

All the interviewees agree on the idea of an Algerian tourism blog, because it has many advantages. Thus, the blog content must be original and relevant in order to consider it as a good investment for a brand. It can influence the readers in their purchasing decision because of the others feedbacks and experiences.

Table 22: Content and design of the blog data analysis

Interviewees	Content and design of the blog
Interviewee 01:	<ul style="list-style-type: none"> <li>- The blog platform should be dynamic, containing a lot of pictures, colors, it should attract me at the first second.</li> <li>- I would like to find things that goes with my daily life, advices,</li> </ul>

	<p>and tips</p> <ul style="list-style-type: none"> <li>- Everything comes with the design, it must follow a graphic chart</li> <li>- The writing style must be simple and natural, clear and direct, speaks to the reader</li> <li>- The topics that I would like to read are, the places that we don't know, the places that we should visit</li> </ul>
Interviewee 02:	<ul style="list-style-type: none"> <li>- A blog is a dynamic platform, in which we find attractive pictures and colors</li> <li>- What I prefer to find in a blog is the content that satisfies my need of information, advices and tips</li> <li>- The written style must not be formal, and clear, at the same time addressing the readers</li> <li>- The best regions to visit in Algeria, the traditions of some Algerian regions</li> </ul>
Interviewee 03:	<ul style="list-style-type: none"> <li>- I can imagine a blog, full of pictures, vivid and lots of colors</li> <li>- I like to find in a blog advices and tips</li> <li>- The writing style must be clear and simple</li> <li>- Weekend outings, good plans, Algerian cities, Algerian Sahara</li> </ul>
Interviewee 04:	<ul style="list-style-type: none"> <li>- It should be inspired from the blogger personality, graphics and design should not be neglected</li> <li>- To find useful information and up to date, unusual and atypical</li> <li>- The design is very important because it reflects the blogger</li> <li>- It must be simple, sometimes it's good to be pointed on some subjects, in order to invite specialists to join the discussion</li> <li>- Trends, statistics, the unusual, phenomenon</li> </ul>
Interviewee 05:	<ul style="list-style-type: none"> <li>- Creative, intuitive architecture, well done, pleasant to read, good content, nice images, and attractive colors</li> <li>- Advices, tips, good plans</li> <li>- Yes, it's very important, because it's the first thing that attract people</li> <li>- The writing style should be informal, in order to be in a direct contact with the reader</li> <li>- Destinations prices, critics</li> </ul>
Interviewee 06:	<ul style="list-style-type: none"> <li>- I imagine a blog, a page on the net with written info and</li> </ul>

	<p>pictures.</p> <ul style="list-style-type: none"> <li>- I prefer to find a blog picture, videos, and useful info.</li> <li>- The blog design is important to attract the audience and make it more pleasant and not boring</li> <li>- The writing style should be formal</li> <li>- I am really interested in travelling; thus, I would like to find things related to the most important places to visit, hotels where to stay, how to manage your budget once in a different country and info about the currency and contacts of Tourist guides in the country to be visited. This way the tourist can save time and enjoys the trip more without worrying about planning.</li> </ul>
Interviewee 07:	<ul style="list-style-type: none"> <li>- A blog for me must contain pictures, videos and a good design</li> <li>- I like to find in other blogs the others feedbacks and news</li> <li>- The design is very important, because it attracts</li> <li>- The writing style must clear and spontaneous</li> <li>- I like to find the events, the destinations and the good plans</li> </ul>
Interviewee 08:	<ul style="list-style-type: none"> <li>- A blog must be attractive, contains nice pictures, and colors, it should be dynamic</li> <li>- The design is a major point, because it attracts</li> <li>- The writing style should be informal, and clear</li> <li>- I'm interested in tips and advices about travelling, destinations and nice places to visit</li> </ul>
Interviewee 09:	<ul style="list-style-type: none"> <li>- I imagine a blog with attractive pictures and colors</li> <li>- The design is very important</li> <li>- The writing style should be simple and speaking to the readers</li> <li>- The themes that I would like to read are destinations, traditions, things to experience while visiting a place</li> </ul>
Interviewee 10:	<ul style="list-style-type: none"> <li>- A blog should have a nice design</li> <li>- The design is the first impression of an internet user</li> <li>- The writing style should be direct and speaking to the reader</li> <li>- Themes I would like to read are: good plans for weekend, for holidays, testimonials of blog readers</li> </ul>

Source: Elaborated by the student

In this part, the interviewees insist on the design of a blog, it should be dynamic and not formal. The writing style must be conversational and simple, and the themes must turn

around the good plans for weekends, tips and advices, best places you must visit, traditions of the cities.

Table 23: Promoting the blog data analysis

Interviewees	Promoting the blog
Interviewee 01:	<ul style="list-style-type: none"> <li>- An article written by an influencer is better than an article written by a regular person because he is a reference and his point of view is important</li> <li>- I read a lot of articles shared in social media especially when it's interesting, in Facebook specifically</li> <li>- Newsletter is considered as a spam for me, I prefer checking daily the preferred blog and not subscribing for a newsletter</li> </ul>
Interviewee 02:	<ul style="list-style-type: none"> <li>- An article written by an influencer can be better than the ones written by an ordinary person, because the influencer has a certain credibility.</li> <li>- I read articles in social media sometimes, like Facebook and LinkedIn</li> <li>- I would subscribe for a blog's newsletter because I like to be updated about what blog's new posts</li> </ul>
Interviewee 03:	<ul style="list-style-type: none"> <li>- A blog written by an influencer is better because he is closer to his community</li> <li>- I read sometimes articles shared in Facebook</li> <li>- I would not subscribe to a newsletter because, I don't like receiving this kind of emails.</li> </ul>
Interviewee 04:	<ul style="list-style-type: none"> <li>- It depends on the subject, the author, and the current situation, because the influencer uses a style that seduces the reader and bring him to action.</li> <li>- Yes, often enough</li> <li>- Facebook, LinkedIn, Twitter</li> <li>- Yes, it enables us to be informed in the right time, plus take the opportunities for an offer, a service, or an event</li> </ul>
Interviewee 05:	<ul style="list-style-type: none"> <li>- Yes, but it depends on the influencer because some they are payed, so their content is not credible</li> <li>- Yes, a lot</li> <li>- Facebook, Instagram, snapchat</li> </ul>

	<ul style="list-style-type: none"> <li>- No, because it is annoying</li> </ul>
Interviewee 06:	<ul style="list-style-type: none"> <li>- As long as it is supported by evidence and strong arguments, the writer is not important whether he is a regular person or web influencer. Yet, this depends on the reader.</li> <li>- I read articles in the social media through Facebook</li> <li>- I would subscribe to a blog newspaper, to stay posted</li> </ul>
Interviewee 07:	<ul style="list-style-type: none"> <li>- A blog written by an influencer is not really relevant because an influencer's content can be a business one and not honest</li> <li>- I read articles posted in the social media, which are Facebook, Twitter, LinkedIn</li> <li>- I would subscribe for a newsletter because I like receiving the blogs news.</li> </ul>
Interviewee 08:	<ul style="list-style-type: none"> <li>- but it depends on the influencer because some they are payed, so their content is not credible</li> <li>- Facebook, Instagram, snapchat</li> <li>- I wouldn't subscribe because it is annoying</li> </ul>
Interviewee 09:	<ul style="list-style-type: none"> <li>- Some articles written by an influencer is a good idea</li> <li>- Facebook, Twitter</li> <li>- I would subscribe to the newsletter</li> </ul>
Interviewee 10:	<ul style="list-style-type: none"> <li>- An influencer has a certain credibility, so his articles are profitable more than ordinal person</li> <li>- Facebook, Twitter, LinkedIn</li> <li>- I would subscribe in order to be updated</li> </ul>

Source: Elaborated by the student

For the promotion of the blog section, it is preferable to use an influencer for the articles content, but we should well choose it, in order to have an honest content and not sales pitch. The blog content can be shared and promoted in social media, specifically in Facebook, Twitter, and LinkedIn. Not all the interviewers agree to subscribe on a newsletter but the majority likes to receive and be updated about the news of their favorite blog.

### **Summary**

From the content analysis of the interviews done with the internet surfers, we can say that the blog is a personal online space to express its ideas and thoughts and offers an

opportunity to react, most of the blogs categories read by the interviewees are travelling, sports, culinary, beauty and lifestyle.

All the interviewees agree on the idea of an Algerian tourism blog, because it has many advantages. Thus, the blog content must be original and relevant in order to consider it as a good investment for a brand. It can influence the readers in their purchasing decision because of the others feedbacks and experiences.

Moreover, the interviewees insist on the design of a blog, it should be dynamic and not formal. The writing style must be conversational and simple, and the themes must turn around the good plans for weekends, tips and advices, best places you must visit, traditions of the cities.

At the end, we found out that is preferable to use an influencer for the articles content, but we should well choose it, in order to have an honest content and not sales pitch. The blog content can be shared and promoted in social media, specifically in Facebook, Twitter, and LinkedIn. Not all the interviewees agree to subscribe on a newsletter but the majority likes to receive and be updated about the news of their favorite blog.

## **Section 2: NBATOU blog set-up strategy recommendation**

### **1 NBATOU blog:**

During this research the student has collaborated with the stuff of the brand NBATOU to launch the new blog, and it was launched the May18th, 2018. Therefore, we will explain bellow the steps of the blog.

## 1.1 The platform:

NBATOU has chosen to set up the blog in its website's platform. Which means, the blog now is a section of the website, as seen in the figure (13) bellow:

Figure 13:NBATOU's blog platform

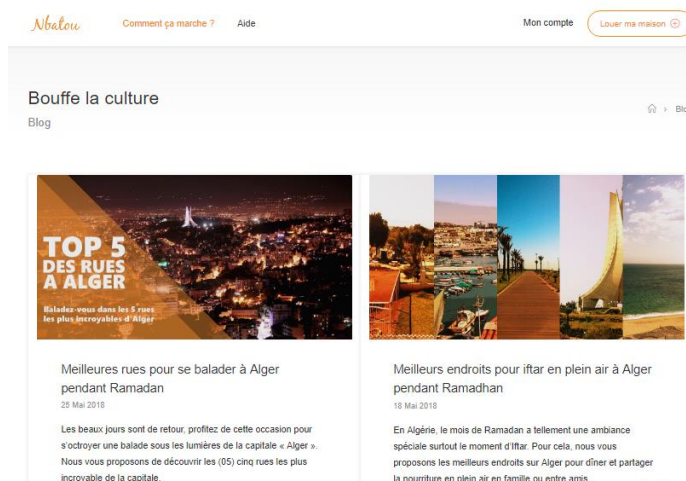


Source: <http://www.nbatou.com>

## 1.2 The first articles:

As we said before, the blog was launched May 18<sup>th</sup>, 2018, which means it was launched with the first article, under the name of “ Meilleurs endroits pour iftar en plein air à Alger pendant Ramadhan ». Then, the second article, on May 25<sup>th</sup>, 2018 named “Meilleures rues pour se balader à Alger pendant Ramadan », bellow a figure that shows the two first articles.

Figure 14:NBATOU's blog articles



Source : <http://nbatou.com/blog>

### 1.3 Keywords:

As we all know that writing a webpage acquires keywords in order to be referred in the search engines. Therefore, for the first article we have used the following keywords: Alger, Algérie, endroits, Ramadan, famille, Iftar, dîner, nourriture, plein air.

While the second one we have used: Balade, Alger, rues, capitale

These words were chosen after a brainstorming of the different members of NBATOU and confirmed by the online tool, which is “Google trends”

### 1.4 Statistics:

After publishing these two articles, we have had some statistics, which are clarified in the (table) bellow, these statistics are dated on May 28<sup>th</sup>, 2018:

Table 24:NBATOU’s blog performance statistics

Items	Article 01	Article 02
<b>Views number</b>	700	500
<b>Comments number</b>	09	01
<b>Likes comments</b>	08	04
<b>The average time of reading</b>	04:30	04:43
<b>Conversion: from visitors to consulting websites pages</b>	10%	14%

Source : <http://nbatou.com/blog>

## 2 Analysis and recommendations of a new blog strategy:

### 2.1 Analysis of NBATOU blog:

As we have seen in the first part the blog platform, the articles and the keywords used, we can say that it is a good start, the themes go well with the publishing date, even the keywords are well chosen. To conclude, the results are not really bad for both articles having a rate between 10% and 14% of conversion, visitors who consulted some of the

websites pages from the blog. But, still it needs to improve other aspects to well perform. Therefore, we are going to recommend some steps to follow in order to ameliorate this blog in the following point.

## **2.2 Recommendations for the NBATOU blog strategy:**

As started in the first chapter, the steps of the inbound marketing set up strategy, and from the results of the data collected, we are going to recommend a methodology of a blog strategy to follow, which is explained in the following points:

### **2.2.1 Strategic objectives:**

Define the strategic objectives, which are:

- Develop the brand awareness
- Increase the users' engagements
- Collect and create a data base of users

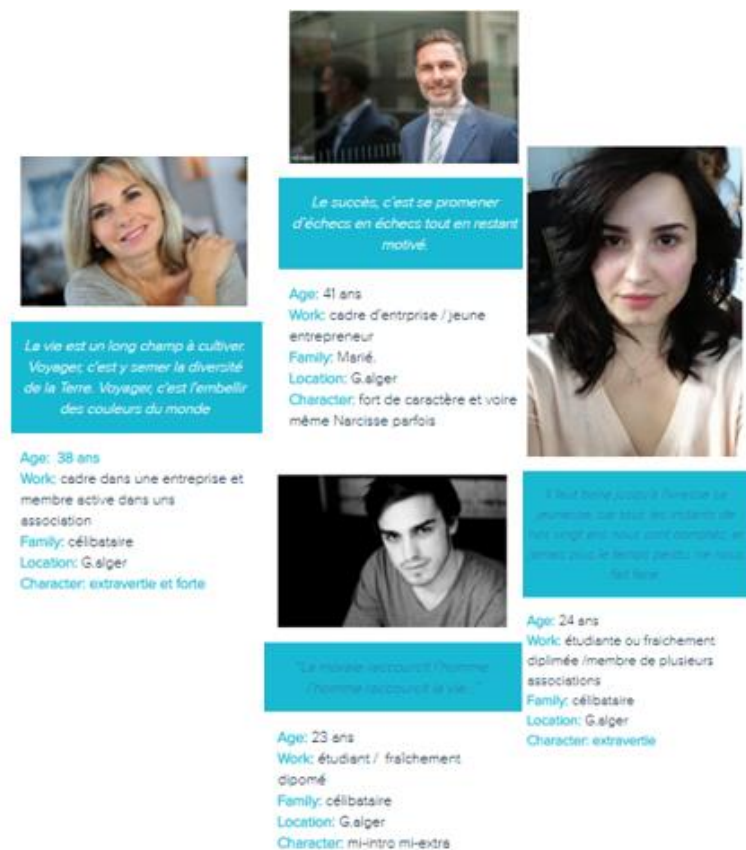
### **2.2.2 The budget:**

NBATOU should devote a budget for this strategy, in order to insure the continuity and the success of it. This budget can be about 25% from the marketing budget, which will be used for the SEO and the content creation.

### 2.2.3 The buyer persona:

A good thing is that, NBATOU has its buyer persona, which is summarized in the bellow (figure 15):

Figure 15:NBATOU's buyer persona



Source: Sarl Turing Innovation Technology

We recommend for NBATOU to follow and well understand its buyer persona, because it is the key success of the content creation.

### 2.2.4 Optimizing the website

#### Optimize visitors' attraction

*Keywords:* Find out the attractive keywords according to the buyer persona

*SEO:* Optimize the pages according to the targeted keywords

*Editorial calendar:* create an editorial calendar, to facilitate the process and make it clear.

It should be done before the creation of the content because it is the guideline of the blog execution. As it is suggested in the (Appendix)

#### Optimizing the conversion of the visitors into leads:

*Landing pages:* use the landing pages that has a good quality content, and an attractive design, in order to collect data.

*Call to action:* it is highly recommended to use call to action's button in order to acquire leads. This can be done by replacing some words or phrases in the articles, or rename them, and you can even change the color and size.

### **Optimize the conversion of leads into customers:**

*Conversion funnel:* Establish the conversion funnel of the audience uses a CRM to identify the progress of your client purchasing cycle.

*Lead nurturing:* NBATOU has to create a lead nurturing strategy, in order to convert their leads into customers.

### **2.2.5 Measuring effectiveness:**

We suggest to use *Google analytics* in order to know which canal attract more visitors. Plus, a small quantitative research about the content type that generate more clicks and visits, and a qualitative one about the rebound rate, and the average of the pages visits.

### **Conclusion:**

To sum up, this chapter exposed the analysis of the competitors' blogs, the analytical and the qualitative one, which is beneficial for NBATOU to have an overview and well trace its strategy.

Moreover, the interviews content analysis, that tackled the three categories chosen, the managers of NBATOU, The experts or professionals in the digital marketing, and the internet surfers. It is a global analysis that shares different point of views from different angles, in order to make the strategy beneficial.

Also, the recommendations of the NBATOU blog strategy, that this research has come up with from the documentary researches, the observation and the interviews content analysis. We can consider these recommendations as the strategy improvements points.

# **GENERAL CONCLUSION**

These last years, we have noticed a born of new startups in different fields, which are running their activities through the digital tools. Turing Innovation Technology is one of these companies, that used to be a startup, is developing its activities through its website, which is an e-commerce website, specialized in offering hosting solutions service, for short periods, specifically for vacancies, in the aim of developing the Algerian tourism. Under the brand “NBATOU”.

In order to, help this company succeed in its field and attract more customers, we have opted for one of the digital marketing fields, which is the inbound marketing. Precisely, the blog. Where the present research aimed mainly to determine the appropriate **approach that can be suggested for the brand NBATOU in order to set up its blog strategy.**

Therefore, the research model for this study was developed based on the literature review. Previous literature about the blog concept in addition to the inbound marketing set up strategy.

The first chapter has tackled the blog history, definitions and functions according to different researchers and experts. Thus, the inbound marketing in general, and the inbound marketing set up strategy which we have followed in this study.

The second chapter, the methodological framework, in which we have introduced the constructivist epistemological approach, that convey with our research. Plus, the measurement instruments used to collect data, that are the documentary research, observation and the interviews. Moreover, we explained how we have chosen the interviewees, and how did we elaborate the interviews guides. Arriving to the content analysis method.

The third chapter, the results and the recommendations of this research. We have started with the analysis results of the competitors’ blogs, which is beneficial to know how the competitors are proceeding in their blog strategy, and which answers show that NBATOU doesn’t have direct competitors, but take into consideration Airbnb, because it can be very inspiring and helpful. After that, the interviews content analysis, where we confirmed NBATOU’s managers motivation about the set-up of the blog strategy, plus the rich and beneficial data we collected from the digital marketing experts, which can help us in the creation of the blog. Without forgetting the internet users’ answers, that show their motivation about an Algerian tourism blog.

Furthermore, we have presented the NBATOU blog platform, the first articles and the keywords used in these articles, in addition to these two articles statistics that were satisfying for a start. Whereas, in the second section, we have devoted it for the blog

implementation strategy recommendations, mentioning the different steps and starting from the strategic objectives, the budget, the personal buyer, the optimization to measuring effectiveness.

As results of this research, we have three types of results. The first one, can be used as the preparation and an observation of the competitive entourage, before starting. The second one is about the different points that we should take into consideration while creating a blog. And the last one, is the methodology that we should follow while implementing a blog strategy, in order to have a profitable blog.

During this research, we have faced some difficulties, which were majorly the time. We couldn't make the sample of our qualitative research bigger. In addition to, the occupation of the company's staff with prioritized projects, that is why the launching of the blog was in May. Otherwise, we could have applied the results of this research on it and have deeper statistics.

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# **APENDIX**

**APENDIX A – The  
interview guide with  
NBATOU’s managers**

## **Interview guide for the managers of the brand NBATOU**

Bonjour,

Je vous remercie du temps que vous me consacriez.

- Je me présente, je m'appelle Amina DOUBA, je suis stagiaire dans le département marketing. Dans le cadre de mon projet de fin d'études, qui est intitulé « La mise en place d'une stratégie de blog. J'effectue des entretiens avec les responsables de la marque NBATOU. Mon objectif est de comprendre la nécessité de la mise en place d'une stratégie de blog pour le site web de NBATOU.
- Vos avis et vos idées sont important pour moi. Bien entendu, tout ce qui sera dit au cours de cet entretien restera confidentiel.
- Je vais utiliser mon téléphone portable pour enregistrer cet entretien afin d'éviter des erreurs dans mes prises de notes. Ne vous inquiétez pas, dans deux (02) mois l'enregistrement sera détruit, ces informations seront utilisées qu'à des fins scientifiques
- Donc, soyez à l'aise et spontané, il n'y a pas de réponses justes ou fausses.
- Voici un accord de consentement pour votre participation à cet entretien.
- Avant de commencer :
  - Est-ce que je peux garder votre Nom pour la fiabilité des sources de l'étude ?
  - Avez-vous des questions à poser avant de commencer ?

### **Introduction**

- 1- Tout d'abord, pouvez-vous vous présenter ?
- 2- Pouvez-vous nous parler brièvement de votre expérience ? Et comment avez-vous créer/ intégrer NBATOU ?
- 3- Quel sont vos missions au sein de NBATOU ?

#### **Thème 01 : L'évolution de la marque NBATOU**

- 4- Quelle est la vision de la marque NBATOU ?
- 5- Quels sont les principaux objectifs de la marque NBATOU ?
- 6- Comment décrivez-vous l'évolution de votre marque ?
- 7- Pouvez-vous me parler des concurrents directs de NBATOU ?

#### **Thème 02 : Développements de nouveaux projets**

- 8- Comment se développe les nouveaux projets au sein de votre entreprise ?
- 9- Quels sont les départements impliqués ? Quel est le rôle du département marketing au sein de l'entreprise ?
- 10- A quel niveau interviennent-ils dans le développement de nouveaux projets ?
- 11- Prenez-vous en considération le développement de vos concurrents ?
- 12- Dans votre processus de développement, concentrez-vous sur ce que vos concurrents font ou bien sur la demande de votre clientèle ? Comment ?

#### **Thème 03 : la mise en place de stratégie de blog**

- 13- Que pensez-vous d'une stratégie de blog ?
- 14- Pensez-vous qu'un blog a une valeur ajoutée dans le développement de votre principale activité ? Expliquez
- 15- Quels sont vos motivations pour la mise en place d'un blog ?

16- Quels sont, selon vous, les freins à la mise en place d'un blog ?

Merci beaucoup monsieur/ madame du temps consacré à cette discussion et aux idées précieuses que vous avez partagé avec moi. C'était vraiment un plaisir.

## **APENDIX B – The interview guide with the digital marketing expert/ professionals**

## **Interview guide with professionals of the digital marketing field**

Bonjour,

Je vous remercie du temps que vous me consacriez.

- Je me présente, je m'appelle Amina DOUBA, étudiante en deuxième année mater à l'Ecole Nationale Supérieure de Management spécialisés en « Management – Marketing ». Dans le cadre de mon projet de fin d'études, qui a intitulé comme « la mise en place d'une stratégie de blog ». J'effectue des entretiens avec des professionnelles dans le domaine de marketing digital. Mon objectif est de comprendre votre vision envers la stratégie de blog.
- Vos avis et vos idées sont important pour moi. Bien entendu, tout ce qui sera dit au cours de cet entretien restera confidentiel.
- Je vais utiliser mon téléphone portable pour enregistrer cet entretien afin d'éviter des erreurs dans mes prises de notes. Ne vous inquiétez pas, dans deux (02) mois l'enregistrement sera détruit.
- Donc, soyez à l'aise et spontané, il n'y a pas de réponses justes ou fausses, il s'agit en fait de découvrir ce que vous pensez.
- Voici un accord de consentement pour votre participation à l'étude.
- Avant de commencer :
  - Est-ce que je peux garder votre Nom pour la fiabilité des sources de l'étude ?
  - Avez-vous des questions à poser avant de commencer ?

### **Introduction**

17- Tout d'abord, pouvez-vous vous présenter ?

18- Pouvez-vous me parler brièvement de votre expérience ? Et comment avez-vous débuté dans le domaine du digital ?

### **Thème 01 : Le blog et sa mise en place dans un site web**

19- Que représente pour vous un blog ?

20- Quel est l'importance de l'intégration d'un blog à un site web d'une marque ?

21- Quelle est la valeur ajoutée d'un blog dans une site web ?

22- Pensez-vous que le blog joue un rôle important dans l'évolution de la e-image d'une marque ? Comment ?

23- Pensez-vous qu'on doit avoir une stratégie pour la création d'un blog ? Pourquoi ?

24- Si, oui. Quelles sont les étapes que vous établissez dans l'élaboration d'une stratégie de Blog ?

### **Thème 02: Comportement d'internaute**

25- Est-ce que l'internaute algérien connaît le concept de blog ?

26- Pensez-vous que l'internaute algérien se réfère au blog ? Si, non. Quelles sont les moyens qu'on peut mettre en place pour qu'il s'intéresse au blog ?

### **Thème 03 : La cible et la concurrence**

27- Est-ce que le blog doit être destiné seulement à votre cible marketing ou bien au grand public ?

- 28- Adaptez-vous le choix de thématiques des articles selon le besoin de votre clientèle ?
- 29- Pensez-vous qu'une veille concurrentielle est importante avant d'établir votre stratégie de blog ? Pourquoi ?
- 30- Comment pouvez-vous avoir un positionnement meilleur de votre blog par rapport à celui de vos concurrents ?

### **Thème 03 : L'effectif et le contenu du blog**

- 31- Quelle est la ressource humaine demandé dans la création d'un blog ? Quelle est le rôle de chacun ?
- 32- Quel est le degré d'importance du choix des thématiques ? Et comment doit être fait ce choix ?
- 33- Comment doit être la ligne éditoriale ?
- 34- Sur quelle base doit être fait le choix des mots clés ?
- 35- L'identité visuelle et graphique de la marque est-elle importante dans un blog ? Expliquez

### **Thème 04 : Plateformes de diffusion et promotion**

- 36- Quels sont les meilleurs canaux de diffusions d'un contenu de blog ?
- 37- Est-il important d'établir un calendrier éditorial pour avoir une bonne fréquence de publication ? A combien ?
- 38- Quels sont les techniques que vous utilisez pour promouvoir le blog ?
- 39- Quels sont les critères de choix de ces techniques ?
- 40- Pensez-vous qu'un blog doit être relia à un programme de newsletter ? Dites pourquoi ?
- 41- Comment comptez-vous le programmer ?
- 42- Recommandez-vous de collaborer avec des influenceurs pour la promotion d'un blog ? Dites –nous pourquoi ?
- 43- Comment comptez-vous mesurer la performance de votre blog ?

Merci beaucoup monsieur/ madame du temps consacré à cette discussion et aux idées précieuses que vous avez partagé avec moi. C'était vraiment un plaisir.

**APENDIX C – The interview guide  
with the Internet surfers**

## **Interview guide with the internet users**

Bonjour,

Je vous remercie du temps que vous me consacrez.

- Je me présente, je m'appelle Amina DOUBA, étudiante à l'Ecole Nationale Supérieure de Management en master (02) spécialisés « Management –Marketing ». Dans le cadre de mon projet de fin d'études, je fais une étude sur la mise en place d'une stratégie de blog au sein de l'entreprise Turing Innovation Technology qui gère la marque NBATOU. Notre objectif est de comprendre le comportement des internautes envers les blogs.
- Vos avis et vos idées sont important pour moi. Bien entendu, tout ce qui sera dit au cours de cet entretien restera confidentiel.
- Je vais utiliser mon téléphone portable pour enregistrer cet entretien afin d'éviter des erreurs dans mes prises de notes. Nous vous informons que l'enregistrement sera utilisé qu'à des fins scientifiques.
- Donc, soyez à l'aise et spontané, il n'y a pas de réponses justes ou fausses, il s'agit en fait de découvrir ce que vous pensez.
- Voici un accord de consentement pour votre participation à l'étude.
- Avant de commencer :
  - Avez-vous des questions à poser avant de commencer ?

### **Introduction**

Tout d'abord, pouvez-vous vous présenter ?

#### **Thème 01 : Introduction du concept de blog**

- 1- Selon vous qu'est-ce qu'un blog ?
- 2- Avez-vous l'habitude de consulter des blogs ?
- 3- Si oui, quels sont les blogs que vous connaissez ?
- 4- Et quel est la catégorie des blogs que vous préférez ?

#### **Thème 02 : Comportement d'internaute auprès du blog**

- 5- Pensez-vous qu'un site web avec un blog est plus intéressant ? pourquoi ?
- 6- Que pensez-vous d'un blog pour une marque algérienne dans le domaine des voyages et de tourisme ?
- 7- Selon-vous, est ce qu'une marque doit s'investir dans un blog pour mieux attirer ces clients ?
- 8- Est-ce qu'un blog peut être un moyen pertinent pour devenir un utilisateur d'un nouveau concept ?
- 9- Est-ce qu'un blog peut influencer votre décision d'achat d'un service ?

#### **10- Thème 03 : Le contenu et l'habillement du blog**

- 11- Comment imaginez-vous un blog ? (Ou bien quel est votre perception d'un blog ?)
- 12- Que préférez-vous trouver dans un blog ?
- 13- Est-il important d'avoir un beau design dans un blog ? Expliquez.
- 14- Comment préférez-vous le style d'écriture des articles de blog ?
- 15- Quels sont les thématiques que vous aimeriez voir dans un blog de tourisme ?

**Thème 04 : La promotion du blog**

- 16-** Pensez-vous qu'un article écrit par un influenceur est plus pertinent qu'un autre écrit par une autre personne ? Expliquez.
- 17- Lisez-vous des articles partagés sur les réseaux sociaux ?
- 18- Pouvez-vous nous citer des réseaux sociaux qui vous permettent de trouver des articles de blog partagé ?
- 19- Abonnez-vous à la newsletter d'un blog que vous préférez ? Dites pourquoi ?

Merci beaucoup monsieur/ madame du temps consacré à cette discussion et aux idées précieuses que vous avez partagé avec moi. C'était vraiment un plaisir.

## **APENDIX D- THE EDITORIAL CALENDAR**





