

MINISTRY OF HIGH EDUCATION AND SCIENTIFIC RESEARCH

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**Content marketing as a brand awareness lever in the B2B
sector – Case study of “Company of digital support
development- EADN”**

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ABSTRACT

The aim of this research is to study the practice of content marketing in Algerian B2B sector and its uses to increase brand awareness. The study adopts a qualitative method. 07 semi structured interviews have been conducted with 05 experts of digital marketing in Algeria and 02 managers from the company of digitalization support and development (EADN) selected as a case study. The study allows us to conclude that content marketing is not considered as a first priority in the studied sector despite the awareness of the companies about its importance as a support for the brand awareness. In addition, we found that Algerian B2B sector companies use more informational content through social media platform particularly Facebook. As for EADN, we found also that the company uses individualized relationship with clients rather new marketing technics including digital marketing. The weak authority score of the website of the company confirmed that.

Keywords: digital marketing, content marketing, brand awareness, B2B sector.

Résumé

La présente recherche vise à étudier la pratique du marketing par le contenu dans le secteur B2B en Algérie et ses utilisations pour renforcer la notoriété de la marque. L'étude a adopté l'approche qualitative avec les interviews semi-structurés comme outils de collecte de données supportés par la mesure métrique Semrush. 07 interviews ont été effectués dans le cadre de cette étude ; 05 avec les experts du marketing digital et 02 avec les managers de l'Entreprise de l'appui et du développement du numérique (EADN) qui a été choisi comme étude de cas.

L'étude nous a permis de constater que le marketing par le contenu n'est pas une priorité pour les entreprises algériennes du secteur malgré son importance dans l'amélioration de la notoriété de la marque. Ce qui se pratique se limite à la publication des contenus informationnels sur les pages Facebook. Quant à l'EADN, le contenu publié sur le site de

l'entreprise selon l'analyse Semrush ne s'inscrit pas dans une stratégie de marketing par le contenu comme l'indique le résultat faible de « Authority score ».

Mots clés : Marketing digital, marketing par le contenu, la notoriété de la marque, le secteur du B2B.

ملخص

هدف هذا البحث إلى دراسة تطبيقات التسويق بالمحتوى في الشركات الجزائرية العاملة في قطاع الأعمال بين الشركات (B2B) ومدى فعالية، هذا النوع من التسويق في رفع الوعي بالعلامة التجارية لدى الزبائن. اعتمدت الدراسة على المقاربة النوعية حيث تم إجراء 07 مقابلات نصف موجهة منها 05 مع خبراء في مجال التسويق الرقمي و02 مع مسيرين من مؤسسة دعم وتطوير الرقمنة على اعتبارها المؤسسة التي تم اختيارها كدراسة حالة لهذا البحث. تناولت المقابلات واقع التسويق بالمحتوى في قطاع الأعمال ما بين الشركات في الجزائر ودوره في تحسين صورة العلامة. وفضلا عن ذلك حللت الدراسة المحتوى المنشور على موقع المؤسسة المدرسة بتقنية سامراش.

خلصت الدراسة إلى تسجيل ضعف استخدام التسويق بالمحتوى كتقنية تسويقية جديدة في قطاع الأعمال بالجزائر، وما يستخدم منه لا يعدو أن يكون مجرد محتوى اعلامي تنشره الشركات في الغالب على صفحاتها للتواصل الاجتماعي تحديد على منصة فايس بوك، على الرغم من تأكيد الخبراء على أهمية هذا النوع من التسويق ووعي الشركات بذلك.

أما في فيما يخص المؤسسة دراسة الحالة فقد أكدت المقابلات مع مسيريهي نفس النتيجة كما أكدت ذلك أيضا مؤشرات سمراش.

الكلمات المفتاحية: التسويق الرقمي، التسويق بالمحتوى، الوعي بالعلامة التجارية، قطاع الأعمال بين الشركات،

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IST OF ABBREVIATIONS

INTRODUCTION

Background

In the current marketing context distinguished by its communicational saturation due to the increasing number of brands which compete against each other for the attention and loyalty of limited audiences, traditional marketing finds its self-forced to change paradigm and perspectives and the power the power shift from marketers to consumers (Piñeiro-Otero and Martínez-Rolán, 2016). The coming of the internet gives marketers the opportunity to interact more with the customers and reach him easily with a very less cost. In fact, the introduction of the personal computer in the eighties by IBM led the apparition of the first practices of digital marketing initiated by Channel Net, formerly Soft Ad Group which tried to digitally transform several advertising campaigns. The foundation of Facebook by Zuckerberg followed by the launching of Gmail by google two years after and the creation of Twitter in 2010, are the main factors led to the that caused phenomenal growth of the digital marketing. According to statistics on digital marketing, the developed economies have experienced the greatest expansion of digital marketing practices. Australia was at the forefront of these economies, with the United States of America and Luxembourg following closely behind (Kamel, 2016).

The rise of Web 2.0 has completely upended the marketing industry. The ease of access to various companies' goods and services led them to engage in advertising to increase their online presence, which all together helped change the power dynamic from marketer to customer. What does pricing entail in a market where consumers set their own prices (like at priceline.com) or when buyers and sellers negotiate separately during auctions (as at e-Bay and many business-to-business auction sites)? (Wind & Mahajan, 2002).

Due to this development, business competition became more intense, prompting them to employ various digital marketing strategies, including email marketing, SEO (search engine optimization), social media marketing, and inbound marketing, in an effort to strengthen their position in the digital market. One thing all of these technologies have in common is the right content that can convince the masses. In order to do this better than competitors they must be completely knowledgeable about their clients, from the needs they have and how best to meet them to the needs they might yet generate (Todor, 2016). In order to replace interruptive advertising and increase brand awareness, marketers are using content marketing more and more. Content marketing is great because it use subtle

tugging strategies rather than pushy ones to draw customers to brand content. It also combines relationship marketing, integrated marketing communication, and marketing communications theories. Contrary to advertising goods or services, content marketing is a branding strategy that develops and disseminates pertinent and worthwhile brand content in an effort to engage and seduce the target audience (Du Ple ssis, 2017).

In B2B sector, where companies frequently develop long-term relationships with their clients and are more actively involved in co-creating value (Zhang et al. 2015), content is becoming an increasingly significant factor in purchasing processes. Accordingly, marketers improve their content marketing strategies in line with the growing reliance buyers on the Internet to obtain information throughout the early stages of the purchasing process. In addition, the sales cycle frequently lasts a long time, is complicated, and has several facets. B2B consumers enjoy the fast accessibility of rich information to all parties engaged in the various phases of the purchasing process (Holliman& Rowley, 2014).

Research problem

Considering the new marketing context impacted by the new technologies and the dominance of content marketing either in the B2B sector, It is crucial for companies to choose the right engagement strategy as a starting point for raising brand awareness in a smooth manner that doesn't annoy clients. This poses a great challenge for companies, because the B2B sector is narrow and the customers are of high quality, it is difficult to discover their digital behavior and therefore difficult to target and attract them.

In this research we try to explore the practice of content marketing in Algerian companies of B2B sector and its uses as a brand awareness lever with a particular focus on EADN company as a case study. So, we will try to answer the following main question: “ what the best practices of content marketing as brand awareness lever in EADN as Algerian company in B2B sector?

The answer of this question requires from us to answer its sub questions related to the concepts of digital and content marketing, the metrics of assessing content marketing, the relation between content marketing and brand awareness and the characteristics of the practices of content marketing in Algerian B2B sector.

Research objectives:

The main aims of this research are:

- to highlight first the importance of content marketing in the era of digital marketing;
- to understand the use of this new marketing technic in the raise of the customer brand awareness;
- to understand the characteristics of B2B sector commercial communication;
- to explore the Algerian context of the practice of digital marketing;
- to surround the realty of the use of the content marketing to raise the brand awareness in Algerian B2B sector;
- to have a detail idea about published content in EADN as a sample of B2B sector and as a digital services company.

Methodology

Considering the nature of the research problem and given the novelty of content marketing as a new field of study in the Algerian context, and the complexity of the factors affecting it, we adopt in the research the qualitative approach. We conducted a series of interviews, first with the experts of digital marketing then with the EADN' managers about the practice of content marketing and its role in the raise of brand awareness. Finally, we used secondary data from semruch platform to analyse the content published by EADN company.

Research outlines

This study is organized into three main chapters in order to fulfill the IMRAD scientific research approach reequipments. The first covers the literature review and the conceptual framework which present the digital marketing in general before detailing the concept and the technics of content marketing and also its uses as a tool to raise customer brand awareness. The second chapter reveals the methodology adopted to answer the research question and presents the EADN company as a case study. Finally, the third chapter presents the results of the field study and their discussion before closing the chapter with research proposition.

Research limits:

The current study has been conducted in a particular context which limits the generalization of its results. The main limits of this research are:

- the study relied on one case study which is not enough to assess content marketing either in the IT services sectors nor in Algerian public companies;
- the period of three month could not allow the researcher to study deeply the topic. These later needs also to be analyzed from the point of view of EADN customers which requires more time to be done appropriately;
- the analysis of EADN website covered only the period June 2020 to April 2022;
- The free used tools: Semrush plateform is, in fact, a paid platform with limited free services. As we used only the free services the analysis lakes certainly a further metrics.

Organizational Context:

In this section, we will introduce the host organization "Entreprise d'Appui au Developpement Numérique - EADN" with an explanation of its main missions, and presenting and main activities.

"L'Entreprise d'Appui au Développement du Numérique" (EADN) is an economic public company of an IT Services and IT Consulting, created in 2018 as part of the modernization of public organizations, with the aim of pooling the human resources, infrastructures and IT platforms of the administrations and public organizations, to offer a quality public service to citizens and economic actors.

EADN technicians represent 80% of the total number of employees, divided into several teams that help administrations and economic actors to lead or support a digitalization project.

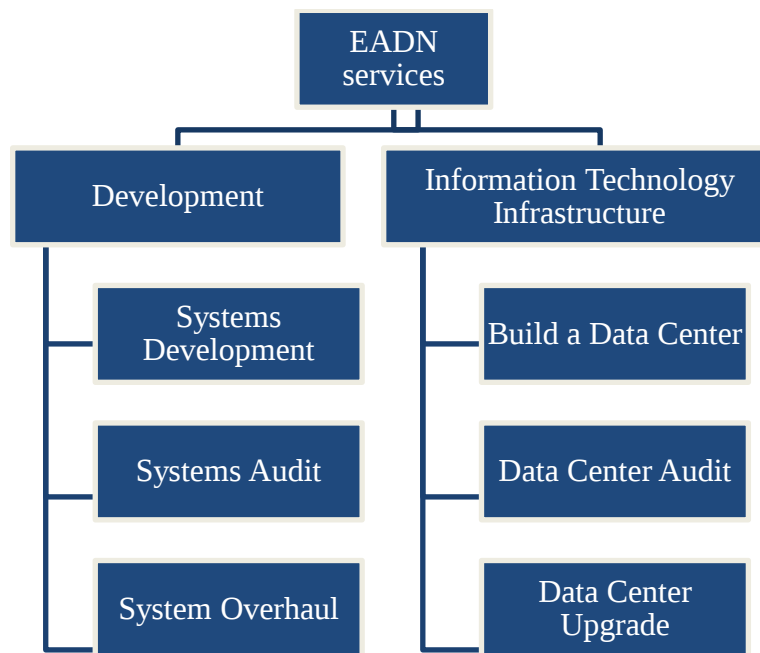
The main missions of EADN consist of:

- Contribute to the modernization of public administrations by setting up IT solutions and platforms;

- Assist companies, administrations and institutions in the rationalization of investments made in the digital field;
- Contribute to the construction and compliance of all types of Datacenters and computer rooms;
- Set up decision-making information systems for the benefit of managers;
- Support companies, administrations and institutions to provide dematerialized services;
- Contribute to the upgrading of human resources through the development of skills in the digital field;
- Contribute to the establishment, sustainability and securing of intra and inter-organizational information systems;
- Modernize, urbanize and develop the information systems of public organizations;
- Ensure the interoperability of the information systems of public organizations;
- Provide audit and compliance services.

According the interviews with companies' managers, the activities of the company are:

Figure 1 EADN's services



Source: elaborated by the student

According to the previous figure, EADN services are mainly divided into two categories:

- Information Technology Infrastructure
- Development

Information Technology Infrastructure services include all solutions related to building, developing and monitoring data centers:

- Deployment of Intranet Solutions;
- Deployment of Videoconferencing Solutions
- Managed Services & Cloud Managed Services (Infrastructure as a Service);
- IT/Cloud Engineering;
- Data Migration & Securing;
- Datacenter Environment Engineering;
- Datacenter environment audit and rehabilitation plan;
- Setting up and securing computer networks;
- Engineering of BIG DATA Analytics platforms;
- Provision of resources (Engineers & IT Experts).

Development services include everything related to information systems from development, monitoring and reform in general, and focus on information technology governance services in particular:

- Studies and Implementation:
- IT Governance Policy/ Procedures;
- Strategic Plans & Information Systems Master Plan;
- Dashboards and management of IT performance;
- information systems risk mapping;
- Business Continuity Management System - ISO 22301;
- IT Service Management Best Practices (ITIL V4 / ISO 20000);
- Information governance strategy monitoring system;
- Quality Management Systems in projects (ISO 10005 _ ISO10006).
- Audit & Compliance:
 - Maturity Assessment AIF (Algerian Interoperability Framework);
 - Maturity Assessment RNSI (National Information Security Reference);
 - Information Security Management System Audit (ISMS ISO 27001);

- Governance control of business systems audit COBIT / ISO 38500 ;
- Audit Service Management (ITIL / ISO 20000);
- IT Architecture Audit (TOGAF);

Although the company's activities focus on these two categories, it has other services:

- Information Security
- TelCo Services
- Software services
- Training & Certification
- Project Management

Chapter 1: LITERATUR REVIEW AND CONCEPTUAL FRAMEWORK

Section 1: Literature Review

Content marketing is new field which has been appeared as an innovative tool of e-marketing, however it becomes quickly a field of study and research. many scientific researches and professional articles have been published in both fields of marketing B2B and B2C.

Dudhela & Chaurasiya (2020) published a study entitled: “A Study of Content Marketing Strategy in Ecommerce with Respect to Business-to-business (B2C) ” where they tried to understand the role of content marketing and its importance in e-commerce business. After studying various past work on this topic and e-commerce company (Amazon) content writing strategies, and on the basis of secondary data (literature review) findings has been elaborated. They found that content marketing plays an Important role in creating brand awareness, building credibility/trust, Nurturing subscribers/audiences, generating sales/revenue, Content leads to follow/quit the brand.

The focus was in content marketing in B2C due to it being the largest large market segment and by identifying consumer behaviors in it, some practices can be drawn that can be used in B2B

Holliman & Rowley studied (2014), from their part, tried to understand the marketers’ perceptions of best practice in B2B digital content marketing. Considering B2B digital content marketing as an inbound marketing technique, their research offered a range of insights and reflections on good practice and contributes to theoretical understanding of the role of digital content in marketing. The researchers conducted 15 semi structured interviews with key informants involved in B2B content marketing in the USA, UK and France, in five industry sectors. They found that B2B digital content marketing is an inbound marketing technique which is perceived to be a useful tool for achieving and sustaining trusted brand status. However they stressed that content marketing requires a cultural change from “selling” to “helping”, which in turn requires different marketing objectives, tactics, metrics and skills to those associated with more traditional marketing approaches.

BALTES1 (2015) in his article, entitled “Content marketing - the fundamental tool of digital marketing”, considered content marketing as the key element of the digital marketing. The researcher confirmed that the failure of the company’s online communication depends to a significant extent on the quality of its content marketing. After presenting different elements of content marketing the researcher concluded that content marketing is the present and especially the future of digital marketing and inherently to marketing in general. While the main role played by content marketing is to inform and educate audiences, it needs to conduct extensive research on targeted clients in order to create the content marketing that meets their interest.

Schryers (2016) investigated what general implementation process practitioners follow in Belgian B2B sector and what this range of options implies. Based on nine in depth interviews, the author concluded that the practical use of B2B content marketing is more through goals, channels, operations, (futuristic) visions and packaging. Also, the study compared between the expected theoretical opinions of digital marketing agencies and the real implemented methods. The study stated that there is not a common practice or understanding of content marketing. Everybody uses content marketing in a slightly different manner and has his own perception for its implementation. The researcher finds six categories of reasons for using content marketing: Awareness, Provide Help/Inform, Lead generation, Status, Loyalty and (Don’t) try to sell). He adds also that the gap between companies’ markets and marketing agencies is due to the use of storytelling in agencies content marketing vision. Comparing between social media platforms, he finds that Facebook is to post more airy content, while LinkedIn is considered to be more professional and twitter disappointed some marketers, but all made use of YouTube to post videos.

Pennala (2015), in his thesis entitled “Content Marketing and Supplier Selection in the Electronic Payment (PSP) Service Industry”, tried to determine the criteria for e-commerce business when selecting a payment service provider, and to investigate the role of whitepapers in supplier selection in the electronic payment services industry.

The research analyzed the content of whitepapers written by European Payment Service Providers (PSP) and as well used the telephone survey interviewing domestic e-

commerce businesses in seven companies. The concluded results showed that the dominant criterion when selecting a PSP is quality. Furthermore, quality was the most common topic in whitepapers. It has been confirmed also that the importance of whitepapers is at its peak when a potential customer, not contacted by salespeople of a PSP, is searching the internet for service providers. Accordingly, the research advised that Selection in the Electronic Payment should focus on generating whitepapers that emphasize the quality of service providers.

Ahmad et al. (2016) investigated the role of Social Media content marketing (SMCM) in increasing the brand health score. Considering that Social Media is an unavoidable tool to raise the awareness of customers about any brand or product, the effectiveness of the this new tool depends on the capacity of the content itself to attract more consumers and push them to engage with the brand. The study concluded that Brand health score can be the indicator for the firm to measure their brand awareness among the digital audiences. Thus, companies need to focus more on SMCM to attract more consumers to engage with their brand.

Kee, & Yazdanifard, (2015), reviewed the Content Marketing as a New Trend in marketing practices. The researcher found that companies sue the following main ways used to implement effectively the content marketing strategy: Localization; Personalization; Emotions; Diversification of Approach; Co-creation and Trust; Ethical and honesty. The discussion of these ways leads the researcher to emphasize the importance localization in message which helps to raise the success rate of reaching target audience. He adds that to catch the interest of audience, contents should be prepared in diversified manners and routines such as: hire out, partner up and use voice. Here the involvement of customers in generating information makes the contents fun and trustworthy particularly if it considers the cultural differences and customers expectation. In general people feel special and respected as individuals when the content of the message is personalized and contains strong emotions, accordingly content marketers must make sure that contents are real and transparent to build trust and maintain customer loyalty;

Du Plessis (2017) studied “The role of content marketing in social media content communities”. The researcher aimed at investigating content marketing’s role in social media content communities to engage with the target audience in an innate manner. To achieve this objective the study used a directed, inductive content analysis of 51 practitioner documents relating to business-to-consumer (B2C) content marketing practices which can also add another perspective to existing research on communities in social media.

Thorough three emerged categories namely: building content communities, platform-specific content and understanding channels, the researcher provided sufficient evidence of how brands make use social media content communities to connect with the target audience in an unobtrusive manner, in addition to being present in virtual brand communities. Accordingly, he concluded several useful insights related to the role of content marketing, such as providing a clearer distinction between brand and content social media communities, extending conceptions about social media communities to include content communities and providing sufficient evidence of how content marketing could benefit a brand by naturally becoming part of social media conversations.

According to these studies, content marketing is a promoting tool which can bring innovative tools of marketing that can substitute traditional ones. It can be use also as a lever to promote the competitive advantage of the company particularly in B2B sector by rising customer brand awareness.

In our study we try to explore the practice of content marketing in B2B sector in Algeria and its uses as a lever for brand awareness.

Section 2: Conceptual Framework

The use of digital technology and the Internet has not only made it easier to search, purchase, and sell items, but it has also made it possible to construct communities and share content in order to influence consumer behavior and develop new marketing trends. Because of this, both academics and industry experts have coined a new term for marketing. Internet marketing, e-marketing, digital marketing, and online marketing. Indeed, the rise of social networking sites like Facebook, LinkedIn, and micro-blogging

platforms like Twitter has speed up the development of this type of marketing (Dave and Fiona 2016).

In other words, the remarkable advancements in technology and the proliferation of connection devices, such as computers, tablets, and mobile phones, have made it possible to establish new approaches to Internet marketing, pushed the envelope for further digitalization of marketing practices, and made marketing more user-centered, measurable, pervasive, and interactive. (Sokolova & Titova, 2019; Desai, 2019; Machado and Davim, 2016; Piñeiro-Otero and Martínez-Rolán, 2016).

In order for every company to maintain the necessary degree of competitiveness, digital marketing has become an essential instrument. But what does "e-marketing" actually mean? What are the key tools it uses? What exactly is content marketing?

1. Digital marketing

Today, marketing's job is to satisfy the consumer's curiosity with valuable and clear content. Because there are more people using the Internet, digital marketing is becoming more important to Companies and is thus the ideal place for marketing activities. Companies with an edge over the competition in the market are those who understand the value of digital technology, which allow for interactive relationships between a brand and its customers, and which will continue to integrate digital marketing into their strategy (Sawicki, A, 2016).

1.1. Definition

Digital marketing has initially been viewed as a projection of traditional marketing, including its tools and methods, onto the Internet. (Piñeiro-Otero and Martínez-Rolán, 2016). However, the diversity of its technics and the richness of the methods that it uses to attract customers transformed it into an independent new field of marketing.

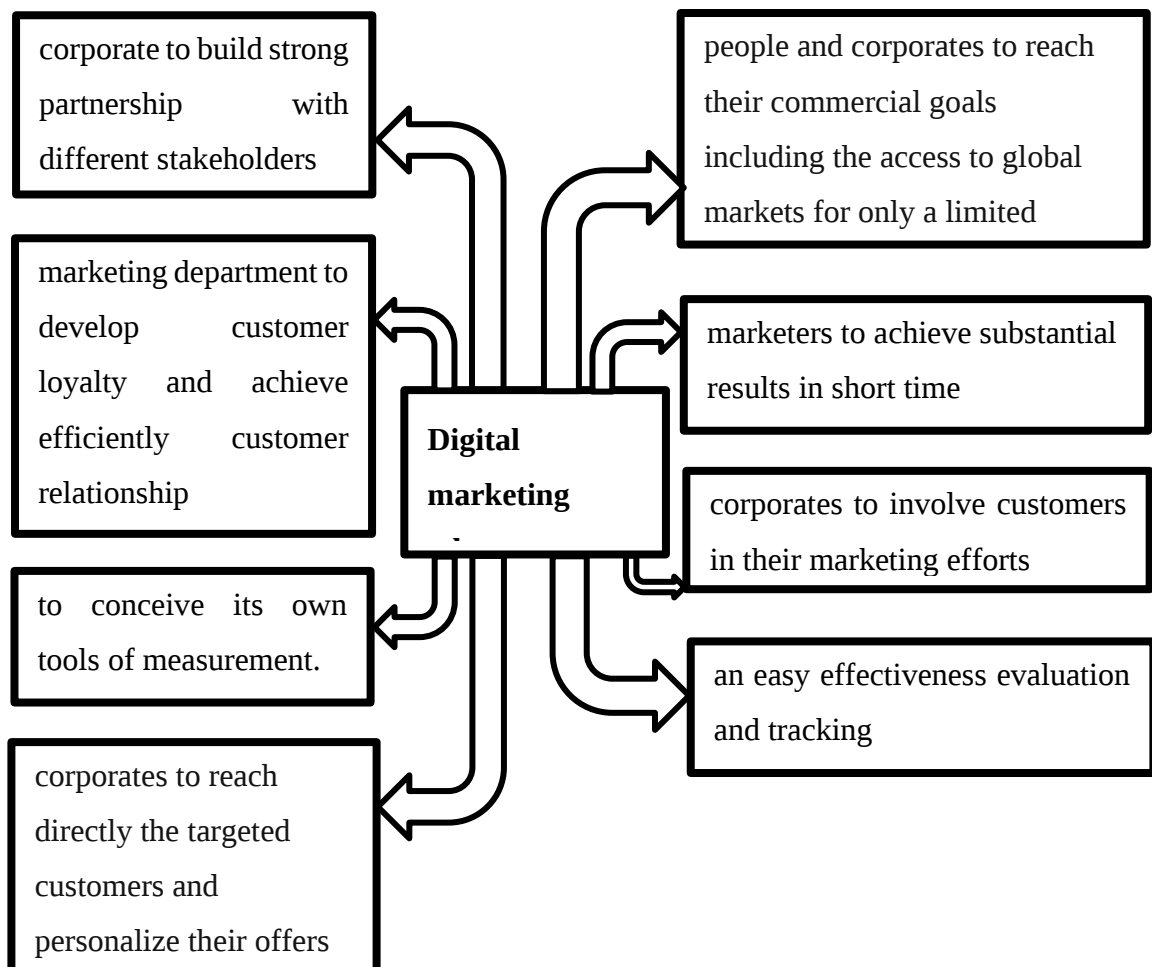
For Shaltoni (2017), The term "Marketing Digital" is used to characterize the actions of lead generation, lead conversion, and lead retention strategy as a kind of marketing of goods and services that uses modern digital technologies. In other words, digital marketing is the practice of promoting goods and services via the use of digital technology, primarily the Internet but also mobile devices, display advertising, and other digital media. It includes all marketing initiatives that make use of an electronic device

or the internet are included (Desai, 2019; Minculete and Olar, 2018;). In general, digital marketing means utilizing digital technology and media to achieve marketing goals (Dave and Fiona 2016). With respect to this meaning, scholars and practitioners frequently use terminology like "digital marketing," "online marketing," and "e-marketing" interchangeably. (Varadarajan & Yadav, 2019).

1.2. Digital marketing advantages

Digital marketing has several benefits, making it a main pillar of contemporary marketing strategies and allow it to replace many conventional marketing techniques. Digital marketing allows particularly:

Figure 2: Digital marketing advantages



Source: Minculete, G., & Olar, P. (2018, June). Approaches to the modern concept of digital marketing. In International conference Knowledge-based organization (Vol. 24, No. 2, pp. 63)

The uniqueness of digital marketing, refers to the specific functions that it can insure in addition to the traditional marketing. These functions include namely: “personality; confidentiality; customer service; the community; security; sales promotion” (Minculete & Olar, 2018, p 63).

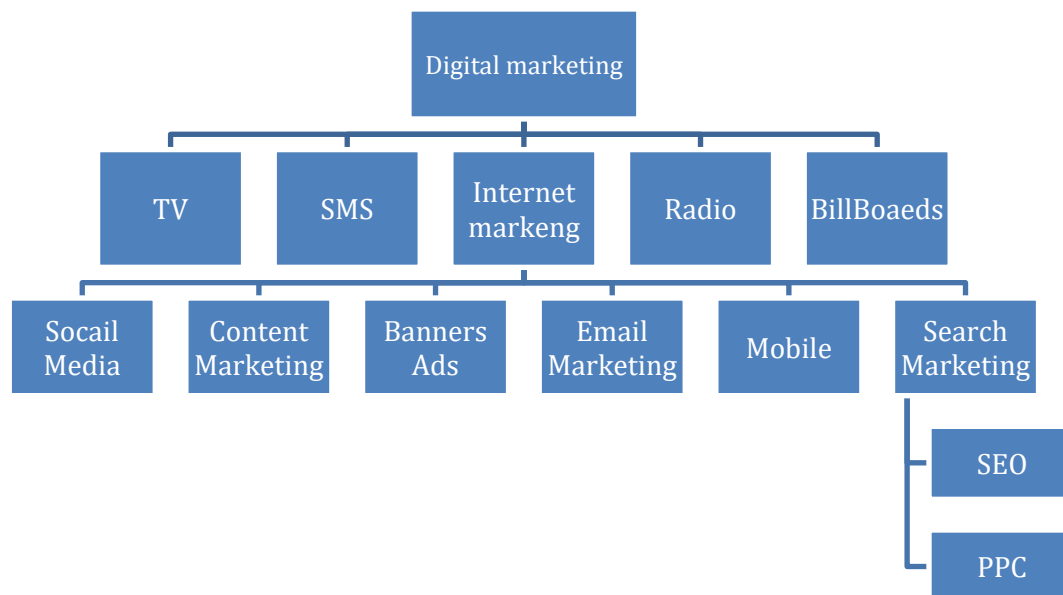
1.3. Digital marketing technics:

Digital marketing uses a variety of strategies, technics and technologies, many of which are completely different from those used in traditional marketing such as search engine optimization, affiliate marketing, social media marketing, etc.

Search engine optimization (SEO), content marketing, influencer marketing campaigns, data-driven marketing, social media, e-mail, and direct marketing are the key digital marketing methods.

Minculete and Olar (2018) attempt to summarize the key methods of digital marketing in the following figure.

Figure 3: Digital marketing technics



Source : Minculete, G., & Olar, (2018, June), Approaches to the modern concept of digital marketing, In International conference Knowledge-based organization (Vol. 24, No. 2, pp. 64)

1.3.1. Social Media

Social media are internet platforms allowing people to interact between them as or better than they do in the real world. Platforms such as Facebook, LinkedIn, Twitter, YouTube etc. enable people to share information, ideas, career interests and other forms of expression by using generate content, such as text posts or comments, digital photos or videos, and data generated through all online interactions. This data is the lifeblood of social media.

As a result, social media support marketing initiatives in a variety of ways, including content sharing, posting adverts, and content virality with the built audience (Saravanakumar, M., & SuganthaLakshmi, T. (2012)).

1.3.2. Inbound marketing

It alludes to leveraging online content to attract, engage, and delight clients in a "full-funnel" manner. Each of the aforementioned digital marketing strategies may be applied throughout an inbound marketing plan.

Topical blogs, social media campaigns, mailing campaigns, search engine optimization (SEO), viral videos, web-based seminars (Webinars), etc. are examples of inbound marketing tactics. (Marketing-Schools.org, 2020).

1.3.3. Emails Marketing

With traditional marketing companies struggle to find ways to attain customers with individualized message and a limited cost. However, the emailing technic allows companies to send personalized messages and content to a defined list of customers within a real time and very symbolic cost.

The content of emails varies between educative or informative contents, discounts, events, news etc. Despite the advantages of emails marketing, their effectiveness is compromised by antispam filters that identify advertising emails as spams than block them (Rettie, Ruth, 2002).

1.3.4. SEO (Search Engine Optimization)

SEO consists of the process of optimizing the content of a website or a webpage in order to be well indexed by search engines such as Google than achieving the higher rankings in the results generated by search engines (Cui, 2011).

Web pages should be, therefore, improved according to people search patterns to become "the most appealing" by search engines in order to appear first when searches are made through browsers. Accordingly, webpages designer should consider the most popular keywords used by users, in the content of the pages and the structure of the URL (Patruti-Baltes, 2016).

1.3.5. Display advertising

To attract the attention of internet users, marketers are used to use display marketing which consists of the process of displaying ads of products or services using text, logos, animations, videos, pictures, or other images on networks of publisher websites. Display advertisers usually target individuals who possess specific characteristics. Online marketers frequently utilize cookies, which are distinct identifiers of certain computers, to pick which advertising to show to a given customer (usually through their ad servers). In order to retarget users with advertising from the website they previously visited, advertisers can utilize cookies to determine if users left a page without making a purchase (Patil, 2014:188).

As marketers gather information about a user's online behavior from several other websites, they may build a complete picture of the user's interests to provide even more tailored advertising. Additionally, advertisers may target their audiences by delivering display adverts that are relevant to the webpage's content utilizing contextual and semantic advertising. (Glaser, 2020).

On websites that are a part of the Display network, marketers have the ability to place graphic banner-style adverts. About 90% of all internet users worldwide are reached by the Google Display Network, creating a sizable potential audience (Patruti-Baltes, 2016).

1.3.6. An overview of Content marketing

Content marketing is another new trend in digital marketing. It consists of the efforts of marketers to catch the attention of Internet users by creating and spreading contents valuable from their point of view. The content could be a text or image or video or any other format that people want to read or see or hear then could engage them in a particular behavior (Kee, 2015).

According to Vinerean (2017) “nine out of ten companies are using content marketing to engage, interact, convert, and remind consumers of its products and brands” (p92).

As the main topic of our dissertation is the content marketing, we will present it in details in the following section.

2. Content marketing

As mentioned above content marketing is a new marketing method to catch customer, promote company products and brands. It aims at ensuring and supporting the virtual presence of companies and to target online communities (Dudhela & Chaurasiya 2020). Profiting from advantages of social media and search engines; companies are called to pull customers to their web pages and product using contents that interesting them (Holliman and Rowley 2014).

In the digital era, companies are mandated to adopt more pull marketing strategies than push one. The corner stoon of such strategy is the content.

The following section presents in details the concept of content marketing; its objectives, tactics and the process of content conception and publishing.

2.1. Content marketing history and definition

According to Chaffey and Ellis-Chadwick (2016), the term "content" in marketing refers to the combination of static components, such as text, numbers, and images that make up web pages, and dynamic rich media content, such as videos, audios, and podcasts. These aspects, both static and dynamic, stimulate interaction, sharing, and feedback among individuals and groups.

Marketers are called to emphasize the suitable contents that satisfie customer demands and curiosities due to the abundance of different types of materials being given in various formats to various locations on various access platforms (Ellis-Chadwick, 2016). Actually, not all content is "marketable." The material that marketers want to create should provoke the curiosity of readers, educate them, convince them, help them, and keep them interested in the company's goods and reputation (Dudhela & Chaurasiya, 2020).

Therefore, it is necessary to answer issues about what should be published, how, when, and to whom, otherwise the inappropriate materials or contents can harm a company's reputation and produce perverse results.

According to Rancati (2014) the content should respect the following requirements:

- able to generate interest, involving, but also informing and educating the customer;
- express all the values that distinguish the company and describe it in its uniqueness, consistency, quality and relevance;
- be pro-active, in order to anticipate the evolution of customer needs .

Historically content marketing existed since the development of the first elements of marketing practices (Beard, Petrotta & Dischner, 2021). The “Furrow journal” started in 1895 providing interesting and valuable information, important advises and enjoyable stories for American farmers (Secrist, 2022). However, the phrase of “content marketing” has been used for the first time in 1996 John Oppedahl at the journalist conference organized by the American Society for Newspaper Editors.

Boosted by the rise of digital marketing allowing marketing practices to shift from “paid” media or advertising channels to "owned" ones in forms of websites or social media platforms like Facebook, YouTube, LinkedIn, the concept of content marketing becomes quickly the most used phrases or the hottest buzzword in marketing in general and digital marketing in particular (Dudhela & Chaurasiya 2020; Forrest, 2019). In addition to this shift content marketing development has been driven also by the growth the digital media channels, the changes in consumption habits, the lower costs for producing digital contents and, finally, the easy access for producing and disseminating contents digitally (Lieb, 2021).

From the conceptual side, content marketing is not a stable concept yet. A large number of definitions has been provided by authors from different point of views and it keeps on its evolution. Generally, it can be considered as it a process of producing and disseminating media for marketing goals in opposition to the traditional marketing based on the principle of "renting" advertising time or space (Lieb, 2021).

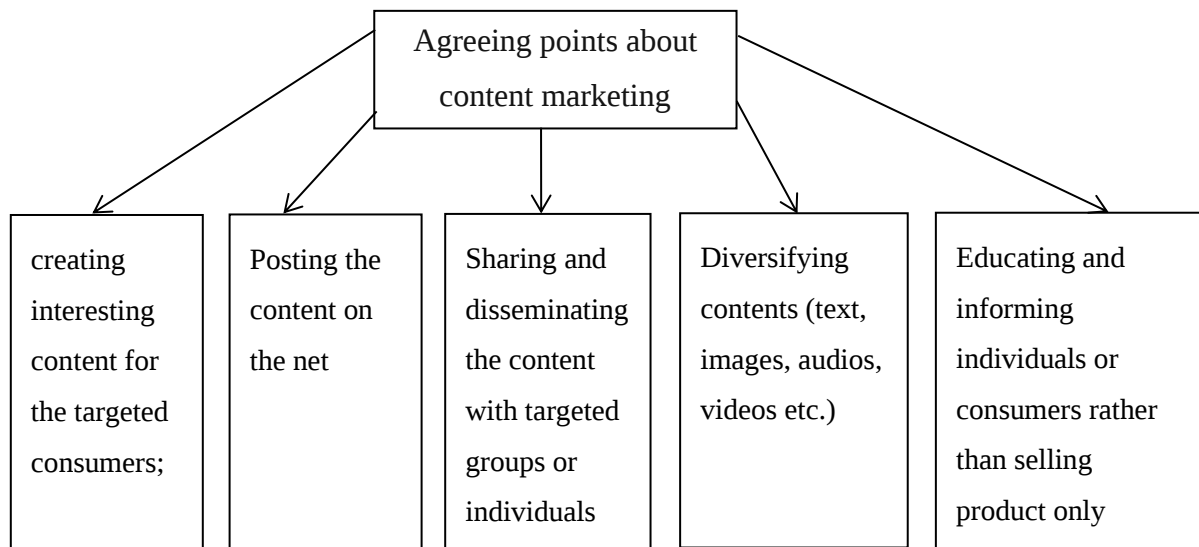
As a strategy, the content marketing institute considers the content marketing as a “marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action” (Contentmarketinginstitute in Champaneri, & Jain, 2021). As

a process, the content marketing is “the creation and distribution of educational and compelling content in multiple formats to attract and retain customers” Pulizzi and Barrett in VINEREAN (2017). For Forrest (2019) content marketing is the process of providing consumers with useful and interesting, entertaining in some way beneficial to the consumer rather than an attempt to sell a product. This interesting content is posted in the companies’ pages (site web, social media, blogs etc.) in particular groups existing in social media.

According to Rowley (2008), content marketing is process by which the company identifies, analyzes and satisfies customer demand to gain profit with the use of digital content distributed through electronic channels. Thus, in this new trend of marketing marketers start form the informational and educative needs of the consumers not from the traditional needs (Kee & Yazdanifard, 2015).

Certainly, the concept of content marketing is still evolving, however the majority of authors agree about:

Figure 4: Agreeing points about content marketing



Source: Elaborated by the student from the difinitions

2.2. The importance of content marketing:

Content marketing is more than a simple marketing technic. It allows companies and brands to communicate with their current and potential customers to gain their trust

and provide them with useful information on a continuous and enjoyable basis. Its importance lies on the following benefits:

Table 1: Importance of content marketing

Improving brand reputation	Improving brand reputation by building trust with the target audience
Creating cost-attractive content	Creating cost-attractive content allows companies to get easily new customers or interested audience by its products. According to certain studies, it generates about 7 times more potential consumers than traditional marketing.
Providing an appreciated ROI	Providing an appreciated rate of return on investment because creating content that is fairly low cost and highly effective will yield a high value ROI over time.
Differentiate the brands	Helping marketers to differentiate their brands using innovative contents
Impact the customer at stage of decision making	The content could impact the customer at any stage of the process decision making, particularly at the following main stepsKeran Smith, (2020): • the top of the funnel where potential consumers begin to realize their problems and realize that there are solutions to them; • middle of the funnel when the customer evaluates the available options to resolve his problem or to acquire products; • the bottom of the funnel where to customer becomes ready to buy. At this step the content encourages the customer and convinces his that he will make a sound decision

Source : Pramita GurjarRahul, Pratap Singh Kaurav, (2019) Content Marketing: Concepts and its Relevance in the Tourism Industry, SSRN Electronic Journal, January, p 291.

2.3. brand awareness building

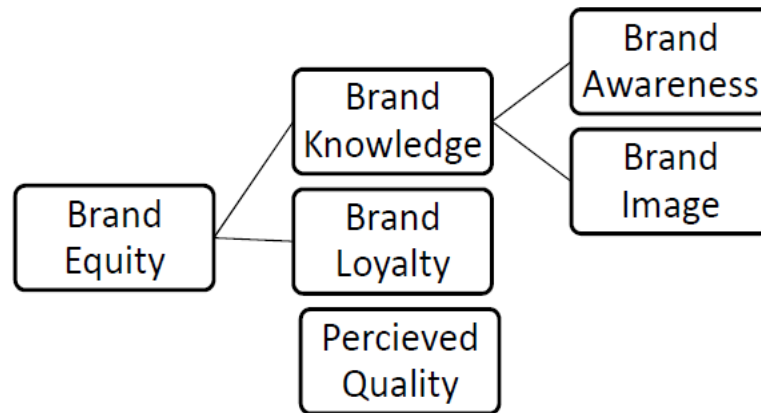
In today's markets, the brand awareness is *sine qua non* requirement to get and keep an appreciated share market (Kotler & Armstrong, 2015). The brand is an individual perception made by the customer from his experience related to a given product. As the customer match its satisfaction or disappointment feelings with the performance of the product then with its brand, brands become an important intangible asset that companies try to promote with all possible marketing methods. Accordingly, the successful brand is that one meets functional needs of consumers the value that they are looking for (Seturi, 2017). Regarding the brand awareness, it can be considered a primitive level of brand knowledge, because at this level the customer can at least identify the name the brand and recognize a certain level of quality for the product which encourage him to recall the brand in other situations (Shahid, Hussain & aZafar, 2017).

Considering the importance of brand awareness, companies use content marketing in brand building because it is a way to uniquely increase brand equity to gain competitive advantage by distributing additional value creating content to selected targeted customer groups.

By distributing interesting and valuable content, the customer target groups become interested on the marketer company and their offerings by their own selection, instead of being forced to being exposed to marketing noise. This affects positively on the attitudes towards the marketer company, and is perceived to be notably efficient in increasing brand awareness (Puro, 2013).

We notice that the content can affect all the elements of the brand equity not only the brand awareness. According to situations Shahid, Hussain & aZafar (2017) the elements of brand equity are structured as follows:

Figure 5 elements of the brand equity



Source: Shahid Z., Tehmeena Hussain & Fareeh aZafar (2017, p: 35)

2.4. Content types and tactics

The contents can be categorized according to their type or the appropriate tactic to use:

2.4.1. Content types:

Marketers use contents for many purposes. According to this criteria, contents could be categorized as follows:

- **Informational content**

The objective of such content is to provide users with resourceful and helpful information. informational content represents the extent to which the social media content. As looking for information is the most important raison for individuals to consult internet, the informational content is a key factor for customer to link Internet users to brands and companies webpages. According to scholars, consumers engage when motivated by informational needs. This behavioral engagement manifests through actions such as clicking on links, staying on websites longer, reading details and threads and using multimedia features (Dolan, Conduit, Fahy & Goodman, 2016).

According to Patrutiu-Baltes, (2016), 89% of consumers turn to Google, Bing or another search engine to find information on products, services or businesses prior to making purchases, 81% research online before making big purchases.

Moreover, 61% of customers read online reviews before making a purchase decision”, and 67% of consumers are influenced by online reviews.

- **Inspiring content**

Inspiring social media users to create and post their own content on social media, known as user-generated content (UGC). It is also a new strategy that organizations can apply to facilitate a higher level of engagement with their audiences. UGC, such as posted comments, tweets, and uploaded photos or videos, can strengthen a campaign's impact by supporting user involvement and simultaneously extending and amplifying the campaign's reach (Hether & Calabrese, 2020).

- **Entertaining content**

The entertainment content refers to the extent to which social media content is fun and attracting users, The value of entertaining media is embedded in its ability to fulfil user needs for escapism, hedonistic pleasure, aesthetic enjoyment and emotional release (Dolan, Conduit, Fahy & Goodman, 2016).

Emotional appeals often highlight aspects of brand personality through the use of entertaining content such as remarkable facts, the use of emotion, emoticons, mentions of holidays and humor, as well as teasers, slogans and wordplay.

This type of content meets the criteria for an emotional appeal given its objective to generate positive emotions and create warm feelings (Wang, 2021).

- **Educative content**

The rich and public nature of social media data allows for providing high quality of scientific knowledge and evidence of expertise; thus, customers can use this knowledge or expertise as a source of training and competencies building. As social media evolves, more educative content types emerge such as blogs, microblogs, wikis, communities, shared files, and bookmarks. It was witnessed that with social media, experts often engage not necessarily as the authors, but rather as feedback providers or annotators through commenting, tagging, and liking. Yogev, Guy, Ronen, Zwerdling, , Barnea, 2015)..

2.4.2. Content tactics:

The tactics that marketers take for published content are numerous (VINEREAN, 2017; Milovanovic & Ivanisevic 2014; Beier, 2016; Lögberg & Wahlqvist, 2020; Mehndiratta, Gulati, Abhijit Das, 2021; Renard & Darpy 2014; Mauria, & Minazzib, 2013; Burton and McClean 2021; Frauke Schryers, 2016; (Lögberg & Wahlqvist, 2020). Considering these references, the more used tactics are:

- **Blog posts**

They are articles published on the company's blog in order to define the company's image across the prospects and the competition. The quality of the content of these articles, that should be on a topic of interest for the customers, will increase the level of trust and loyalty of customers towards then their fidelity to the brand.

The quality content. On the opposite, if the content is improper and ineffective, it will affect the company's image, which will appear unprofessional in the communication towards the customers.

Therefore, articles must be carefully written based on the SEO analyses and must follow the interests and needs of the audience in order to provide all the necessary information to influence their purchasing decisions.

- **Ebooks:**

This type of content reflects a comprehensive and in-depth resource of information on a certain subject for potential consumers, and can provide a new source of credibility for the company responsible for the creation of this content. In online marketing practice, ebooks are considered a lead generation tool because because potential customers looking for free resource, provide usually their contact information.

- **Infographics:**

An infographic is an image representing an integration of design and visually pictured data helping organizations convey their messages to the audience in a concise fashion, thus providing a more compelling and engaging opportunity to transmit information. It

Can be defined also as visually presented data or ideas, used to simplify a complex information in a way that makes it easier and faster for audience to understand it.

Infographics can represent: Statistical data; Processes; Ideas; Chronological data; Geographical data; Anatomy; Hierarchy; Relations and Personality.

- **Templates**

Templates and worksheets are used by organizations in online settings to help potential customers with certain issues, by saving them time and effort. By downloading a template or a useful worksheet, companies aid in simplifying a challenge for potential customers, who, in turn, will be more likely to engage with a particular company in the future.

- **Videos**

To develop effective and efficient activities to optimize attention, conversion and retention in digital ecosystems online videos are of special importance within the content marketing. Online videos have a high media richness what allows an enhanced communication of several personalized and emotional facets of messages at once .

This allows effective applications of online video content for external traffic generation as well.

- **Podcasts**

Podcasting is one of the multiple tools that can be used in content marketing initiatives in order for businesses to communicate to stakeholders without clear selling intentions.

it is series of audio files available for download over the internet. Its format is similar to traditional longform content like talk shows and documentaries, but listeners can tune in when it is convenient instead of a set show time.

- **Guides**

Introductory guides or guides help potential consumers with step-by-step instructions on achieving different goals and task.

- **Kits**

This content tactic represents a collection of content with a common subject. Online companies use this tactic to repurpose content that was already published, and aggregating it under one offer.

- **Tip sheets and Checklists**

This content format provides guidance and concise tips or best practices for potential consumers looking to complete a particular task. Again, this content offer creates the basis for a long-lasting relationship with consumers, who will engage on a continuous basis with a company.

- **Webinars**

Webinars (name derived from “web-based seminars”) are turning out to be an interesting and effective way to connect despite the physical separation. Participants and facilitators communicate over the internet either live or as pre-recorded sessions. In live webinars both the audience and the facilitator can write messages into an interactive and real-time.

- **Whitepapers.**

Whitepapers are a mixture of a magazine article and a brochure to give the reader information about an issue, solving a problem and making a decision, while at the same time promoting products or services.

- **Case Studies.**

This content tactic can provide potential consumers with an incentive to convert. Online companies use case studies to share customer success stories that explain how their products or services helped a particular customer.

- **Surveys/Research Reports**

As another content marketing tactic, companies use surveys and their results to reflect on the perception of respondents on the state of an industry or to persuade potential customers about the features of a particular product or service.

- **User-generated content**

This content tactic can take any form of text, images, video or audio that was created by consumers of a brand or company. This content created by loyal customers can then be repurposed and re-distributed with the audience of the organization, to increase its visibility and generate more credibility among customers.

- **contest games**

Online contest games are used by advertisers in their viral marketing campaigns to promote word of mouth. The objective is to attract the attention of Internet users, thanks to the development of content aimed at participation and the sharing of an authentic experience.

- **NewsJacking**

Defined as the art and science of injecting your ideas into breaking news, in real time, in order to generate social attention and media coverage.

Newsjacking affords brands with a means of capitalizing on the presence and visibility of major events, current affairs and trending topics in real-time.

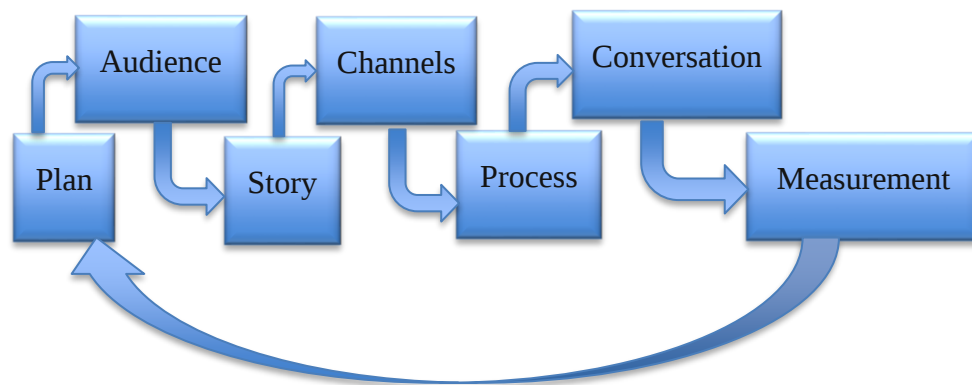
- **Storytelling**

Storytelling is a tool to build strong relationships with customers rather than just being a selling tool. The story identifies the passions of the business and serves as the foundation for all future content. One thing to consider is that the story does not have to follow narrative rules with beginning, middle and end. The purpose of storytelling is just to view the content through a storytelling lens with purpose, passion and heart. Its aim is to establish a strong emotional bond with the audience.

2.5. Content marketing strategy, process and models

To conceive an efficient content marketing plan and consistent with company's marketing goals, experts and researchers state that marketers have to conceive the content marketing plan according to a clear and ambitious strategy. This later means the informed, realistic, and actionable plan that set elements and steps allowing content to help the marketer to achieve the targeted goals (Kat Robinson, without date). According to Pulizzi & Rose (2013) quoted by Löfgren & Sara Utterberg, (2016), this strategy should include seven main elements as described in the following figure:

Figure 6: Content marketing strategy elements



Source: Löfgren, T., & Utterberg, S. (2016). The content marketing process: A study on shopping centre's content marketing process, p 8.

With the same approach, Kat Robinson the content marketing strategy should include the following elements:

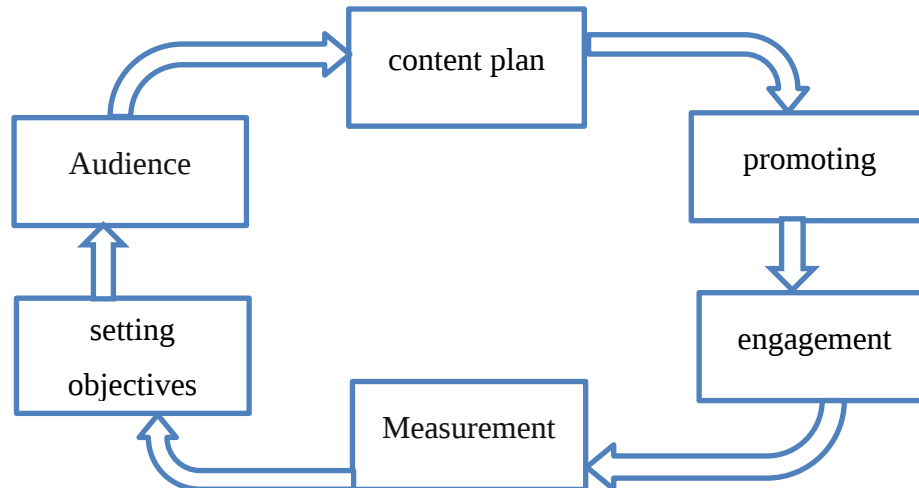
- Business goals;
- Content goals;
- Audience profile;
- Competitor research;
- Content format;
- Distribution channels;
- Implementation;
- Measurement

The content marketing strategy needs to be implemented according to a clear process or set of steps. With this regard, many approaches in form of linear step by step process or a complete model such as RACE and SOSTAC are proposed by experts and content marketing professionals.

For example, Odden (2012), proposed the following steps:

- 1 – setting objectives;
- 2 – defining the audience;
- 3 – preparing the content plan which includes content mix topics, steps of the campaign;
- 4 – promoting the content to the targeted users and do more sharing and dissemination;
- 5 – engagement;
- 6 – measuring the outcomes using metrics of content marketing.

Figure 7: Content marketing strategy for Odden



Source: Odden, L. (2012). Optimize: How to Attract and Engage More Customers by Integrating SEO, Social Media, and Content Marketing. John Wiley & Sons

The majority of proposed processes consider the previous steps and elements of the strategy. Other authors had them framed them as a consistent and complete model such as SOSTAC or RACE.

As the present research will try to explore the use of content marketing by Algerian companies according to SOSTAC model, we present in the following section this model in details.

2.6. SOSTAC Model

SOSTAC model has been developed in the 90s by Pr. Smith, and widely accepted by marketing professionals whom consider it as a consistent approach for implementing marketing plans and strategies. In fact, SOSTAC Model is an extension of the traditional SWOT analysis, with more focus on the steps of implementing and controlling plans (Cowley, 2016). The abbreviation SOSTAC stands for:

- S: Situation analysis to determine where are we now;
- O: Objectives to set future goals;
- S: Strategy to draw the road map to achieve objectives;
- T: Tactics to detail the operational actions
- A: Actions (how to ensure we execute the tactics with excellence and passion)
- C: Control to make sure that we are on the right way.

Hence, SOSTAC is a complete cycle of planning, implementing, controlling.

2.6.1. Situation

It means the analysis of all aspect of the business. It includes the company itself, customers, competitors' suppliers etc. This analysis could be performed using traditional tools such as SWOT, PESTEL, 5 forces model in order to cover all variables of the situation Political, Economic, Social and Technical trends.

Customer Analysis must answer the critical 'Who? Why? And How?' questions about the customers. Company Analysis includes performance and results (what's working and what's not working). Competitor Analysis includes Hyper-Competition (new entrants and substitutes) and competitive advantage, ideally, sustainable competitive advantage.

The most important of the plan is the Situation Analysis section as it helps to make more informed strategic and tactical decisions (Wijaya, 2018).

2.6.2. Objectives

They include the big ones such as Mission and Vision right down to the KPIs (Key Performance Indicators). KPI's include sales, profit or ROI (Return on Investment), market share, enquiries, conversion rates, cost per conversion, cost per sale (new customer) and cost per customer retained, cost per enquiry, cost per visitor and more - these are action - orientated

Regarding marketing communications, are more about the state of mind of the customers/prospects and customers, awareness, preference and consideration objectives. Like the old-school AIDA objectives (Attention or Awareness, Interest, Desire and Action (purchase) another different approach for Objectives has been developed and entitled the 5Ss: Sell, Serve, Speak, Save and Sizzle. The objectives should be SMART (Specific, Measurable, Achievable, Realistic, Time-bound) (Manafe, 2022).

2.6.3. Strategy

It is the shortest part of the plan, yet the most important, as it gives direction to all the subsequent tactics. It should address any barriers stopping the companies from achieving their objectives.

As Strategy clarifies the positioning and the target markets plus seven other key variables addressed in the TOPPP SEED strategy acronym. Target Markets, Objectives, Positioning, Partnerships, Processes (new processes like AI), Stages or Sequence, Engagement, Experience (Customer Experience) and Data.(Safanta, 2019)

2.6.4. Tactics

The marketing mix, communications mix and channel mix. From setting prices to tweaking the product and service range to choosing channels to help prospects and customers to move along their lifetime journey.

From automated personalized customer journeys to intelligent 1-2-1 conversations with customers at scale, revealing deep insights about their preferences and automatically adjusting ads (and messages). Both communicating and delivering to customers presents new challenges as marketers fight to get customers' attention, interest, desire and action in an ever-increasingly cluttered marketplace. 'Always-On' campaigns are being tweaked 24/7 by using feedback and data i.e. insights drawn from the marketplace.

This is where today's marketers have nurtured their new listening skills to win and keep customers better than ever before.(Safanta, 2019)

2.6.5. Actions

Specifically, how to ensure the tactics are executed with passion and excellence. This is Internal Marketing – motivating, communicating and training the team (and the agencies) to execute the tactics with real passion and ultimately, maximize impact.

Actions also include the details of: who does what, when and how? What processes are required to make things happen? Do we have the skill-sets (if not, how do we get these skills – externally or internally)?

Each tactical tool, or channel, is a mini project that needs to be managed carefully. So what actions have to be taken, for example, to create and optimize a dynamic website or to develop an insights-driven ad campaign etc.?(Manafe, 2022).

2.6.6. Control

The Control section of the plan lists what the companies need to measure (metrics), when the companies measure these, how much it costs and what happens when they see a blip.

Some of these metrics take time and money (like an awareness survey). Others need data (analytics) and specific skill sets.

So, plan (and budget) for these. The control section of the plan ensures them know whether they are succeeding or failing – before it is too late. This constant reviewing or monitoring creates a more 'agile-planning' approach as 90-day plans (are reviewed and tweaked). The metrics that they measure can, and should be, fed into the next Situation Analysis (company analysis, performance and results – what worked and what didn't work). This then informs and helps to set more realistic objectives for the next period (Wijaya, 2018).

Chapter 02: Methodology and organizational context

The objective of this second chapter is firstly to present the methodological framework adopted to conduct this study. Thereafter, we will present the host organization Digital Support Development Company (Entreprise d'Appui au Developpement Numérique) called EADN.

Section 1: Methodological framework

The aim of the current research is to study the role of content marketing as a main component of digital marketing and important lever of brand awareness in the Algerian context in general and at the EADN company in particular.

Accordingly, the research tries to highlight the content marketing practices in Algerian companies in general and at EADN particularly. Given the novelty of content marketing as a new field of study and the complexity of the factors affecting it, we will adopt for this study the qualitative approach.

Qualitative research is more appropriate for issues where the scope of the research is less known and the topic of research is a fertile area which was discovered as literature gap. When it comes to content marketing topics, the qualitative approach becomes more appropriate compared to the quantitative one because the field itself is not well defined and distinguished by a multitude of actors and factors impacting the content to publish.

The qualitative approach is to collect secondary and/or primary data in an unstructured manner and interpret it using more informal approaches. This approach goes in general with the exploratory research design which consists of the least level of scientific technique and rigor among the three types of research designs (Shukla, 2008). Observation, In-depth interviews, semi-structured ones, focus groups, and projective approaches are examples of exploratory research data collection tools.

By adopting the qualitative approach, the research will focus more on the shift to content marketing as a new technic to impact the customer behavioral instead of focusing on the conventional methods such as advertising and sales promotion.

Section2: Data collection and analysis

1. Data collection tools

Generally, the research approach which goes with the exploratory study is the qualitative approach although researchers combine sometimes qualitative approach with the quantitative one.

As the effectiveness of content marketing can be assessed from the point of view of the experts and managers or by metrics tools measuring the website traffic. In our study we will use the two approaches as follow:

1. We gather data about the practice of content marketing and its impact on brand awareness by interviewing digital marketing experts and EADN's managers.
2. We measure the effectiveness of the published content using Semursh traffic Checker;

In addition to these two main tools, we adopted the observation to have an idea about the general attitude of the EADN towards the marketing.

1.1. The interviews

In order to frame the debate and orient it the topic studied; we adopted the semi-structured interviews. Semi-structured interview is that one conducted conversationally with one respondent at a time, it employs a blend of closed- and open-ended questions, often accompanied by follow-up why or how questions. The dialogue can meander around the topics on the agenda ... and may delve into totally unforeseen issues (Adams, 2015).

We interviewed two kinds of informants:

- Digital marketing experts;
- EADN managers.

1.1.1. Interviews with digital marketing experts:

We conducted five (05) interviews with a simple of Algerian experts of digital marketing in order to have an idea about the content marketing practices used to use by Algerian B2B companies and the relation between content marketing and brand awareness. The interviews conducted as follows:

Table 2 Digital marketing experts' interviews

#	Interviewee	Duration	
E1	Head of digital marketing at Sirafex delivery	01 hour	
E2	Responsible of digital marketing at OPO	01 hour	
E3	University professor and digital marketing trainer	01 hour	
E4	Zone communication agency head	02 hours	
E5	CEO of KYO consulting	01h15mn	

Source: Elaborated by the student

The interviews covered the following topics:

- Thematic 1 : Digital Marketing strategy which gives us an overview about the strategies adopted by Algerian companies of B2B sector towards digital marketing;
- Thematic 2 : Content marketing in B2B sector to highlights the main characteristics of the practice of this new marketing in Algeria.
- Thematic 3 : Brand awareness, in order to confirm the relationship between content marketing and brand awareness in Algerian B2B sector.

We notice that the interviews focused more on the digital services in the B2B sector.

The detailed interview guide is given in the appendix (1)

1.1.2. Interviews with EADN's managers:

We conducted two interviews as follows:

Table 3 EADN's manager interviews

#	Interviewee	Duration
M1	The director	02 hours
M2	The website responsible	01 hour

Source: Elaborated by the student

The interviews covered the following four main topics:

- Thematic 1 : EADN B2B marketing policy to understand the internal environment which frames the practice of content marketing.
- Thematic 2 : EADN's digital marketing strategy to defining the main element of EADN's strategy
- Thematic 3 : Content marketing at EADN to assess the content published by the company in its web site or in social media pages
- Thematic 4 : Brand awareness to confirm the use of content marketing to support the brand of EADN.

The interviews, conducted at the offices of the concerned responsible. The detailed interview guide is given in the appendix (2).

1.2. Semrush traffic Checker

Semrush is the online visibility management and content marketing SaaS platform (<https://www.semrush.com>). According to Semrush web site, Semrush Traffic Analytics “is a market intelligence and competitive research tool that provides estimations of any website's desktop and mobile traffic”.

This platform proposes a wide range of metrics that help marketers to analyze total website traffic, visits, average visit duration, Traffic sources, competitors' analysis etc.

To measure the overall quality of a domain or a webpage, Semrush uses the Authority score. This metrics is the result of calculations run by a neural network algorithm that uses machine learning to measure every domain's authority based on quality, popularity, and backlink signals. Thus, the Authority score generates many metrics related to the organic traffic in the website or its paid traffic or its backlinks.

In our research we calculated from the SaaS platform the following scores for EADN's web site and its direct national competitors:

- Overall authority score;
- Organic search traffic;
- Distribution by countries;
- Organic Keywords;
- Organic pages;

- Backlinks
- Anchors
- Competitors analysis

2. Data analysis

The interviews data have been analyzed according to the content analysis method based on key words and ideas related to our research such as:

- Content marketing
- Company website content
- Digital marketing strategy
- Attracting customers
- Informing customers
- Brand awareness
- Competitive advantage
- Company website performance
- B2B sector features

Each interview has been transcribed in a verbatim before analyzing it according to the above-mentioned methodology. The results of the analysis had been integrated in the dissertation (field study) according to the Statement Quotation Comment (SQC) approach. This method has been proposed by Weaver Hightower in 2019. It consists of quoting the results of interviews according to the following steps:

1. Setting up the background or the opening statement to introduce the topic;
2. Quoting a direct citation as data;
3. Commenting the quote by the researcher remarks in order to build the discourse (Rathod, 2022)

Semrush platform outputs has been analyzed with respect to the methodology of the platform itself. Metrics have been compared to standards and analyzed according to the progression (chronological analysis).

Chapter 3: Results analysis and discussion

Section 1: Results presentation and analysis

As mentioned in the previous chapter, data has been gathered using three tools as showed in the following table:

Table 4 data collection tools

Topic	Data collection tool
content marketing and brand awareness enhancing	05 semi-structured interviews with digital marketing experts 02 semi-structured interviews with EADN managers
Content published by EADAN through its website	Sumrash compound metric
Practice of marketing at EADN	Observation

Source: Elaborated by the student

We mention that we try to present the results according to SOSTAC approach.

● Attention

Interviews with experts belong to the situation analysis part because it is considered as an analysis of the market and the existing practices in it, but for organizational reasons, in order to clarify the idea of each part of the model, parts of the interviews were transferred to the various stages of the SOSTAC model.

1. Situation Analysis

In this part of the situation analysis, we present an explanation of the company's internal situation by officials, some of point of view of certain experts of digital marketing, The point of views will be presented according to SOSTAC model and the topics discussed in the interviews and in compliance with the SQC method.

In this part, we will present the point of view of digital marketing experts in: The situation of digital Marketing in Algerian B2B market, The situation of Content Marketing in Algerian B2B market and The situation of brand awareness in Algerian B2B market.

1.1. The situation of digital Marketing in Algerian B2B market

The added value of digital marketing is not to be demonstrated. According to the interviewee E4 “digital marketing enhanced clearly the performance of traditional marketing using technological solutions without changing radically its principles in terms of market share, brand maturity, sales, reputation, brand visibility. Thus, digital marketing can be considered a simply natural development of traditional one”.

In Algeria, like in the other developing countries, digital marketing has developed and changed marketing activities over time and continues to change them. The interviewee E4 mentions that the remarkable thing acutely now in Algeria is the strong awareness observed among economic actors, marketing managers and businessmen about this development of digital marketing and its importance. The same interviewee adds: “since 2015, Algerian companies are engaged in using social media in a simple way without any specific purpose, just simple interactions with the audience. But now there is no company that has not a presence in social media platforms targeting several purposes including the digital presence itself and getting more market share within the virtual world”.

While the experts mention the lack of training in the field of digital marketing particularly within the academic sphere, the strategies and techniques used by companies vary according to the nature of the market and the location of the targeted segment, but the most used is the Facebook platform. It is interesting to note that clients acquired with SEO techniques are the better for companies than those acquired with the other methods. This is due to the fact that this kind of clients do not search and browse google platforms randomly, they focus on determined product or solution.

1.2. The situation of Content Marketing in Algerian B2B market

The practice of content marketing in the B2B sector is completely different from the B2C sector either concerning the content to publish or the people to target. According to the interviewee E3 “the content provided in the B2B sector is very customized. Certainly, the size of the targeted group is very small and

could be attained easily, however the decision-making process in this sector is more complex, and the process of attracting and convincing the persons involved in the buying decision requires from the marketers providing high quality content, because we will target experts in the field.”.

1.3. The situation of brand awareness in Algerian B2B market

The interviewee E4 describes brand awareness as the process that the company undertakes to make its brand known to the targeted audience. Then the content marketing is an easier way to anchor the brand in the targeted public memory which makes the company's brand awareness more powerful and effective.

In the B2B sector, the relationship between buyers and suppliers is more than a simply operation of buying, it is in general a relation of partnership based on the reliability and the commitment of the parties where the brand is very important to the extent that the brand of each party influences the other.

The impact can go beyond the brand values. as the partners' brand' sometimes make the difference unlike what occurs in the Algerian B2B market where most companies do less to promote their brand values and do not realize its importance.

According to the interviewee E4 “Companies in the B2B sector are not investing enough in brand promotion, because the B2B market is currently going through a period of great opportunities. Thus, companies feel safe and do not feel the need to start investing effectively in promoting their brand, but they will soon be forced”. The interviewee E1 says from his part “Companies are pouring a lot of money into traditional ways, but they are not willing to put some of that money into a digital presence”.

Generally, the five interviewees agreed unanimously that companies do not invest enough to promote their brand. The interviewee E1 indicated that companies invest in traditional marketing rather than electronic, and E4 considered the issue as just a matter of time.

1.4. EADN's digital marketing policy

In order to have a clear idea about digital marketing at the EADN, we conducted 02 semi-structure interviews with EADN responsible: the head of the company and the responsible of the website. We notice that the company does not have a marketing department.

The interviews covered the following topics:

1. EADN's B2B marketing policy
2. EADN's digital marketing strategy
3. Content Marketing at EADN
4. Brand awareness

1.5. EADN's B2B marketing policy

The company acts in B2B market as it provides computing services for public administrations and business companies.

As we mentioned above, the company has been created to support digitalization efforts in the public sector. Due the high level of demand in the sector, the company does not have at the short-term commercial issues or problems of sales.

Accordingly, the company focuses its efforts more on satisfying the needs of the currents clients more than to find new one or to promote its image.

According to the interviewee I1, the company did not set a detailed marketing plan although the importance of such plan in the competition era. As the clients of the company are the big institutions such as ministries, public service companies, agencies etc. the company carries out a personalised marketing plan with each client in terms of product, pricing, promotion and distribution.

a. Products:

The main products of the company are:

- IT Engineering
- IS Engineering
- Datacenter facilities
- Information security
- IT Audit and Governance
- IT Training services

However, the offers of the company are very personalised according to the needs of the clients which couldn't be standardized.

b. Pricing:

As the company is public and aims at promoting the digital shift in Algeria in general and in the public sector in particular, the company does not look for maximising its benefits, then it adopts a cost-based pricing.

c. Promotion:

The company lays more on the direct marketing. It presents directly its products to the potential clients. The main promotional action adopted by the company are:

- On site clients' visits
- National and international exhibitions participation
- Mailing (sending companies brochures to potential clients)

d. Distribution

Due to the nature of the company's activities, the distribution policy adopted is the hybrid system mixing between at home developing and on site delivering.

For example, concerning the ERP (enterprise resources planning) services, the company diagnosis on site the client IT infrastructure before developing the main component of the product at home. After that, its engineers implement the system at the client company in a close collaboration with the local concerned personal.

1.6. EADN's digital marketing strategy

Although the company is engaged in digital marketing activities through its website (designated as a means to strengthen the brand image and improve market share) and its social media pages particularly LinkedIn platform (dedicated to communicate more with their customers), there are no specific strategy formulated and implemented by the company.

Nevertheless, the company expressed an interest in allocating a budget for these activities based on the performance of its marketers.

1.7. Content Marketing at the EADN

The company tries to develop a well-structured and rich website. It includes a diversified information about the company's activities and services. However, the site

publishes only the informational content about EADN's products supported by technical cards, in addition to a limited information about the company's partnerships and some undertaken projects.

The company did not yet develop a well-prepared content marketing. According to the interviewees, the company lacks the competencies able to carry out this aspect of the marketing.

1.8. Brand awareness

As the EADN is not well marketing oriented, the promotion of the company's brand seems not a priority for the company. Considering the direct relationship between the company and its clients, clients brand perception is not considered an issue for the company, although this later uses many means that are supposed to enhance the brand image such as trade shows, fairs, seminars, webinars, etc.

Over all, the company does not a defined marketing attitude or pattern with an allocated budget and specialized human resources. All what is done as marketing activities is just a personal effort of the company's responsible. These later have expressed their awareness regarding to the importance of digital marketing to promote the company's image and product, still the business model of the company ranks the production activity at first level despite the potential of the company to adopt an effective digital and content marketing.

1.9. EADN website analysis by Sumrush

Semrush Authority Score is the compound metric used for measuring a domain's or webpage's overall quality and SEO performance. The score is based on many metrics that represent trustworthiness and authority.

Authority Score is the result of calculations run by a neural network algorithm that uses machine learning to measure every domain's authority based on quality, popularity, and backlink signals.

The calculation is carried out in two steps:

1. The initial machine learning algorithm uses organic search data, website traffic data, and backlink data to understand the rankings of the most popular and trusted domains on the web.

2. The second algorithm uses backlink data to detect how a website increases or decreases its authority by gaining links.

The metrics in this calculation include:

1. The number of referring domains pointing to the site;
2. The authority of each referring domain;
3. Follow vs. no-follow links pointing to the site (inbound links);
4. Follow vs. no-follow links pointing away from the site (outbound links);
5. The number of outbound links from each referring domain;
6. The total number of backlinks pointing to the site;
7. The number of referring IPs pointing to the site;
8. The number of referring subnets pointing to the site;
9. The value is measured on a scale from 0 to 100.

In this section we will detail the authority score according to the following measures:

1 - EADN Web site analysis

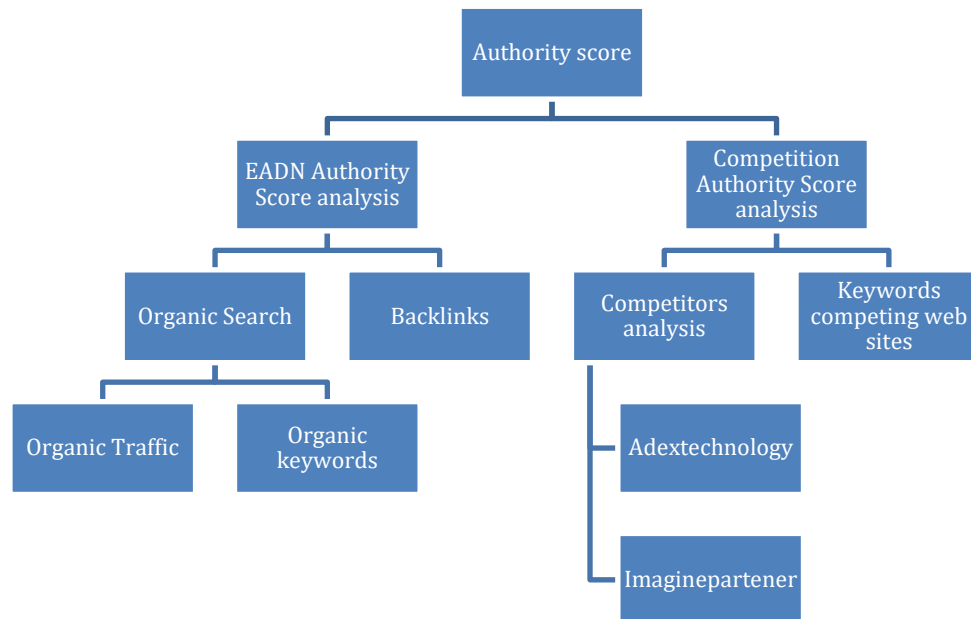
- Organic Search:
 - o Organic traffic
 - o Organic Keywords
- Backlinks

2 – Competition analysis

- Competitors analysis
 - o Adexotechnology
 - o Imaginepartener
- Keywords competing web sites

This analysis can be summarized in the following figures:

Figure 8 Authority score analysis



Source: Elaborated by the student

1.9.1. EADN Authority Score analysis

EADN's authority score is as follows:

Figure 9 Authority score



Source: Semrush platform outputs

The above figure shows that the EADN's website score is 13 which is considered very low, as its ranking approaches 44.9 million (44,882,237) on search engines, and this negatively affects the company's presence and causes losses of potential clients.

The organic search is measured by two main indicators: Organic traffic and organic keywords.

- **Organic search**

Organic search results are the unpaid results that appear on a search engine results page after a query. These results are typically generated based on search engine optimization (SEO) factors including backlinks, domain authority, and relevance.

The following figure shows EADN's results.

Table 5 EADN's Organic search traffic



Source: Semrush platform outputs

The percentage of increase in traffic of EADN for this month (May) compared to last month on the company's website reached 100% to reach 29 traffic, this is a low result that reflects the negative performance and poor visibility of the company's website on search engines, especially since the company's website competes for 17 keywords, but it is only 10 keywords Who brought the traffic, the point is that the purpose of visitors to search for these keywords is informational.

For the whole period July 2020 – April 2022, the results of organic traffic are as follow:

Figure 10 Organic traffic (July 2020 – April 2022)



Source: Semrush platform outputs

According to the above figure, the organic traffic rose dramatically, in October 2020, to 5905. However, in the month of December, it witnessed a sharp decrease to 1224, before increasing again in the following month to 3564, then decreasing another time and maintains a fluctuating level between 698 and 1309 for the next 8 months. Since October 2021, it rises again to 2547 before dropping straight away in the following months to less than 30 traffics.

We notice that the EADN web site visitors are mainly from Algeria. The following figure confirms this fact:

Table 6 Organic traffic by countries

Organic

Paid

Distribution by Country

Countries	Traffic Share	Traffic	Keywords
Worldwide	100%	29	17
 DZ	100%	29	7
 FR	<0.1%	0	7
 US	<0.1%	0	1
 NL	<0.1%	0	1
Other	<0.1%	0	1

Source: Semrush platform outputs

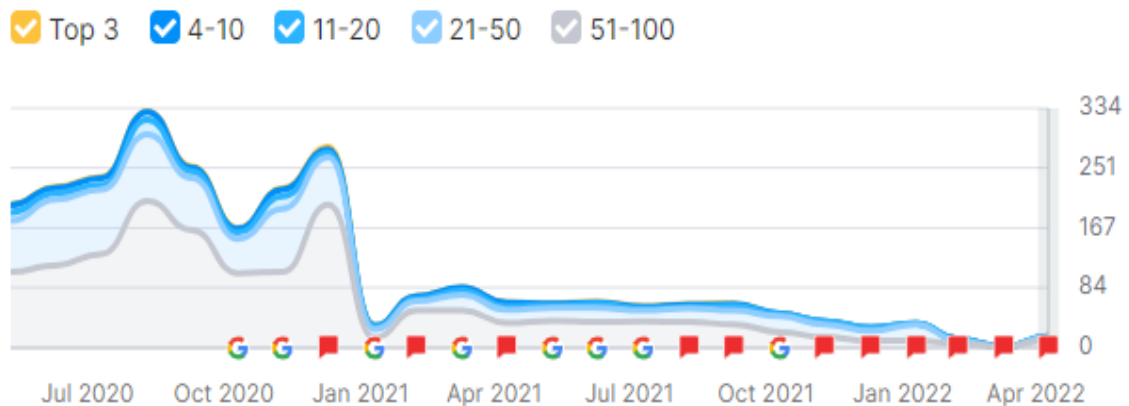
Although 17 keywords brought traffic to the company's website, only 7 keywords used in Algeria brought 29 traffics to the company's website, the rest of the keywords in the rest of the world didn't bring any traffic.

● Organic Keywords

EADN's results in terms of Organic keywords are given during the period July 2020 – April 2022 as follow:

Figure 11 EADN Organic Keywords

Organic Keywords 17



Source: Semrush platform outputs

The above figure shows the keywords used in SEO to attract "free" traffic. For the period June 2020 - January 2021, the performance of the competitive website witnessed two distinguished periods. From June 2020 to January 2021, the performance was somehow good. However, from February 2021 to May 2022, the performance declined to the worst level. The details of the two periods are given as follows:

1. June 2020 - January 2021: The keywords that the company's website competed for ranged between 167 - 330 keywords:
 - 1 - 3 keywords in which the company's website occupied the first three positions on the search engines;
 - 5 - 11 keywords in which the company's website ranked 4-10 on search engines;
 - 6 - 20 keywords in which the company's website ranked 11-20 on search engines;
 - 66 - 93 keywords in which the company's website ranked 21 - 50 on search engines;
 - 200 - 205 keywords in which the company's website ranked 51 - 100 on search engines.
2. February 2021 - May 2022: The keywords that the company's website competed for ranged between 167 - 330 keywords:
 - One keyword in which the company's website occupied the top three positions on search engines for a short period (4 months);
 - 5 keywords as a maximum, in which the company's website ranked 4-10 on search engines;
 - A maximum of 7 keywords, in which the company's website ranked 11-20 on search engines;
 - 23 keywords as a maximum, in which the company's website ranked 21-50 on search engines;
 - 1 - 52 keywords in which the company's website ranked 51 - 100 on search engines.

As we mentioned earlier about the company's site performance on keyword competition on search engines, we'll break down the best keywords (which they competed for month of May) by their difficulty level and by the traffic they brought in, according to Semrush matrix, as detailed in the following table:

Table 7 EADN Organic search position

Organic Search Positions 1 - 7 (7)												+ Add to keyword list		Manage columns 12/16		Export	
☐	Keyword	Intent	SF	Pos. ↕	Diff. ↕	Traffic % ↕	Volume ↕	KD % ↕	CPC (U... ↕	URL	SERP	Upd. ↕					
> ☐	dna dz >>	I		5 → 5	0	100.00	590	30	0	ww...g=fr		May 16					
> ☐	dna >>	I		59 → 59	0	< 0.01	1K	74	0.3	ww...dz/		May 08					
> ☐	abdellah dz >>	I		56 → 56	0	< 0.01	390	25	0	ww...g=fr		May 18					
> ☐	ministere de la sante dz >>	N		82 → 82	0	< 0.01	320	17	0	ww...g=fr		May 07					
> ☐	courrier dz >>	N		57 → 57	0	< 0.01	480	23	0	ww...alat		May 08					
> ☐	dz news >>	I		88 → 88	0	< 0.01	1.6K	63	0	ww...g=en		May 10					
> ☐	dz poste >>	N		59 → 59	0	< 0.01	1K	38	0	ww...g=en		May 07					

Sources: Semrush platform outputs

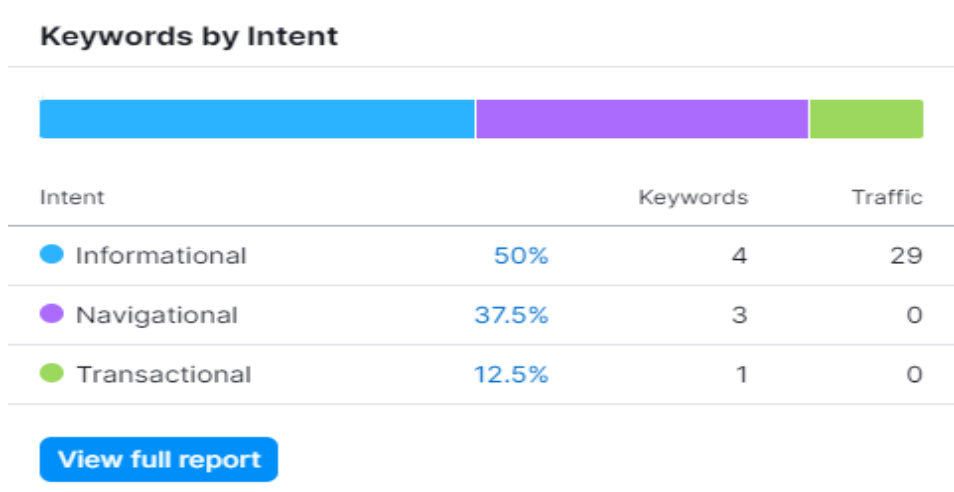
According to the above table the best keywords that lead to EADN website are:

- 1- **dna dz:** The purpose of using this keyword was an informational goal, in which the company ranked fifth on search engines, although the word was searched for 590 times, but all traffic came from it due to the low level of difficulty in obtaining a good ranking in it and the lack of competition for it (30 %).
- 2- **dna** and **dz news:** Despite the high number of search times around the two keywords with the aim of information (1000 and 1600 times), the company's website ranking in them is low (59 and 88) due to the difficulty of obtaining a good ranking in them and the intensification of competition for them (74% and 63%), so they did not get any visitors from them.
- 3- **abdellah dz, ministere de la sante dz, courrier dz** and **dz poste** : For the rest of the keywords, the level of competition for them is low (25%, 17%, 23% and 38%), and the number of searches for them is fairly significant (390, 320, 480 and

1000), and despite all this, it did not bring any visitors because the website's classification Low in search engines (56 - 82 - 57 - 59).

Search engines classify the keywords by intent or by user's purpose of searching into: informational intent, navigational intent, commercial intent and transactional one. Accordingly the EADN results are as follow:

Table 8 EADN's Keywords by intent



.Source: Semrush platform outputs

According to the table 07 and the table 06:

- The informational purpose is related with 04 keywords namely: dan.dz, dna, Abdellah dz and news dz.
- The navigational purpose is related to 03 keywords namely: ministere de la sante dz, courrier dz and dz poste.
- The transactional purpose is related to 01 keyword which is dz poste

Despite this distribution, only informational keywords brought all organic traffic (29 visitors).

Based on Top Pages visited in the company domain, the number of keywords in different EADN pages is given as follow:

Table 9 EADN's Organic pages

Organic Pages 1 - 6 (6)

URL	Traffic	Traffic %	Keywords	
https://www.eadn.dz/?lang=fr	29	100.00		2
https://www.eadn.dz/?p=5525&lang=en	0	< 0.01		1
https://www.eadn.dz/?page_id=127&lang=en	0	< 0.01		1
https://www.eadn.dz/?project=sgc-morassalat	0	< 0.01		1
https://www.eadn.dz/	0	< 0.01		1
https://www.eadn.dz/?p=4721&lang=fr	0	< 0.01		1

Source: Semrush platform outputs

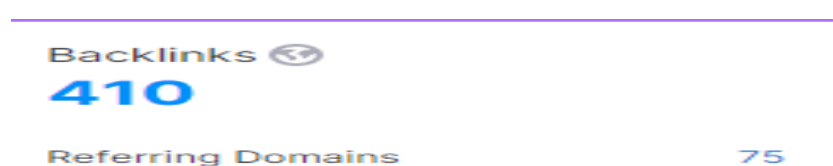
The table shows that despite having many organic keywords linked with several pages, the <https://www.eadn.dz/?lang=fr> page was the one that brought all the traffic despite being linked to only two organic keywords that EADN competes for.

We notice that we excluded the Paid traffic score, because its score is non-significant (zero traffic).

● Backlinks

A backlink is a link that comes from another website to yours. Visually, the link could be placed in a text, or on an image, or as a button -- as long as the source is a different website, all of these connections count as backlinks. The EADN's Backlinks are as follows:

Table 10 EADN's Backlinks



Source: Semrush platform outputs

EADN's web site enrolled 410 backlinks on 75 different websites. This is considered as a low result, due to the poor image of the company and the low probability of being mentioned by other pages and sites

The Backlinks can be analysed in terms of sources, types and Anchors.

● Backlinks sources

EADN backlinks are concentrated in www.sitelike.org and marches-publics.gov.dz which are good sites for EADN to start boosting their backlinks due to their higher authority score compared to EADN as detailed in the following table:

Table 11 EADN Backlinks sources from November 2020 to April 2022

Backlinks 1 - 100 (415)

All	Active	New	Lost	Time period	All	Follow	Nofollow	Sponsored	UGC	Links per ref. domain	All	1	3	10
Link plac...	Ref. page pl...	Ref. page lan...	Mobile friendly ...	Filter by title or ...	Advanced filters	Export								
☐	Page AS	Source page Title and URL	Ext. Links	Int. Links	Anchor and Target URL	First Seen	Last Seen							
☐	49	البوابة الإلكترونية للصفقات العمومية marches-publics.gov.dz/index.xhtml Mobile friendly	7	37	EADN www.eadn.dz/ Text Footer New Nofollow	Apr 24, 2022	10d ago							
☐	46	البوابة الإلكترونية للصفقات العمومية marches-publics.gov.dz/ Mobile friendly	7	37	EADN www.eadn.dz/ Text Footer Nofollow	Jan 16, 2022	14d ago							
☐	29	Top 76 Similar websites like crap... www.sitelike.org/similar/crapc.dz/ EN Mobile friendly	79	272	eadn.dz www.eadn.dz/ Image Nofollow	Jan 19, 2022	Jan 19, 2022							
☐	25	Top 72 Similar web sites like sant... www.sitelike.org/similar/sante.dz/ Mobile friendly	75	231	eadn.dz www.eadn.dz/ Image Lost Nofollow	Nov 23, 2020	Jan 23, 2022							

Source: Semrush platform outputs

The above table shows the source and the number of backlinks and to which page on the EADN website they are directed, with their authority score (the backlinks on sites with a higher authority score that help EADN raise their rating) along with their status, is EADN recently acquired, maintained, or lost.

● Backlink Types

The most used Backlinks types by EADN are: text, image, form or frame. The scores of these forms are given in the following figure:

Table 12 EADN Backlinks types

Backlink Types			
Text		97%	407
Image		3%	14
Form		0%	0
Frame		0%	0

Source: Semrush platform outputs

This figure shows the type of backlinks and their focus in the form of text, so that the company can understand in which direction to put its efforts on its website

● Anchors

Anchor Text plays an important role in the SEO of a link because it communicates a level of relevancy to search engine bots. Therefore, it's a good idea to conduct research on the backlinks going to the websites to see the most common anchors and get an idea of the topics that search engines associate with EADN website. As for EADN, the Anchors situation is as follow:

Table 13 EADN's Anchors

Anchors 1 - 16 (16)				
Filter by anchor		Export		
Anchor Text	Backlinks	Domains	First Seen	Last Seen
eadn.dz	208	62	Nov 23, 2020	2d ago
مؤسسة دعم تطوير الرقمنة	56	1	May 7, 2022	3d ago
entreprise d'appui au développement du numérique	52	1	May 9, 2022	2d ago
digital development support company	37	1	May 9, 2022	4d ago
eadn	26	1	Jan 16, 2022	7h ago
site web	18	2	Nov 16, 2021	18h ago
Empty Anchor	6	3	May 3, 2021	Apr 8, 2022
http://eadn.dz	4	1	Dec 21, 2021	Jan 11, 2022
الرابط	3	1	Nov 5, 2021	8d ago
l'ami	3	1	Nov 12, 2021	May 10, 2022

Source: Semrush platform outputs

This table shows that a large number of backlinks and domains are focused on eadn.dz Anchor text which reached 208 Backlinks from 62 domains. The following Anchor text is the name of EADN in Arabic language (مؤسسة دعم تطوير الرقمنة) connected with only 56 Backlinks concentrated in only one domain.

1.9.2. Competition analysis

After presenting the results of EADN web site analysis, we move to analyse the situation of the competition. The analysis will include:

- Competitors analysis
- competing web sites on the same keywords using google search engine;

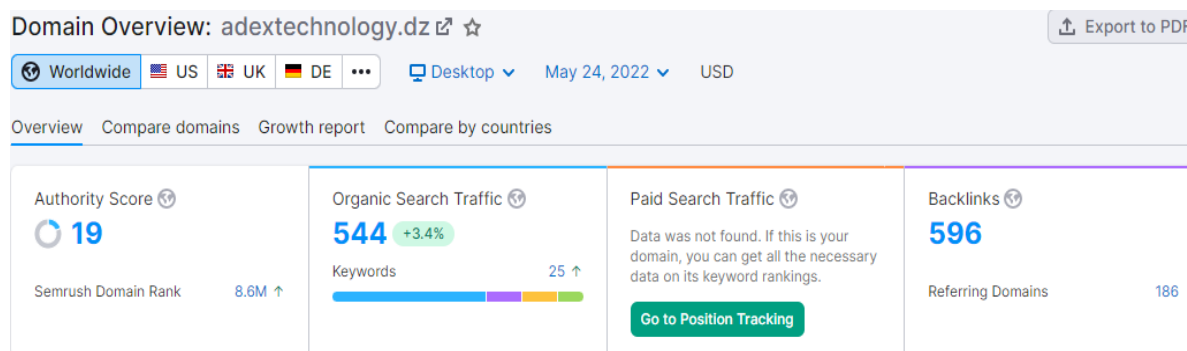
● Competitors analysis

We analyse the web site of two main competitors, “Adextechnology” which is better than EADN and “Imaginepartener” which is worse than EADN. Both companies are private and provide the same services as EADN.

● Adextechnology web site analysis

According to the results collected during the in-depth interviews, ADEX Technology SARL operating in the private sector is one of the company's main competitors in providing digitalization services.

Table 14 Adextechnology Domain overview



Source: Semrush platform outputs

In terms of authority score and search engine rankings, Adextechnology is ahead of EADN this month according to various criteria used in calculating the authority score as showed in the above figure.

Observing the relatively high traffic of Adexotechnology compared to EADN, and pairing this performance with convergence in the number of keywords shows the clear superiority of Adextechnology over EADN.

When it comes to the number of backlinks, the performance of Adextechnology is better than EADN despite the fact that its backlinks are existing on only 18 Referring domains compared to EADN which has 75 Referring domains.

The superiority of Adextechnology is due to the company's interest in optimizing the content of its site and improving it on search engines

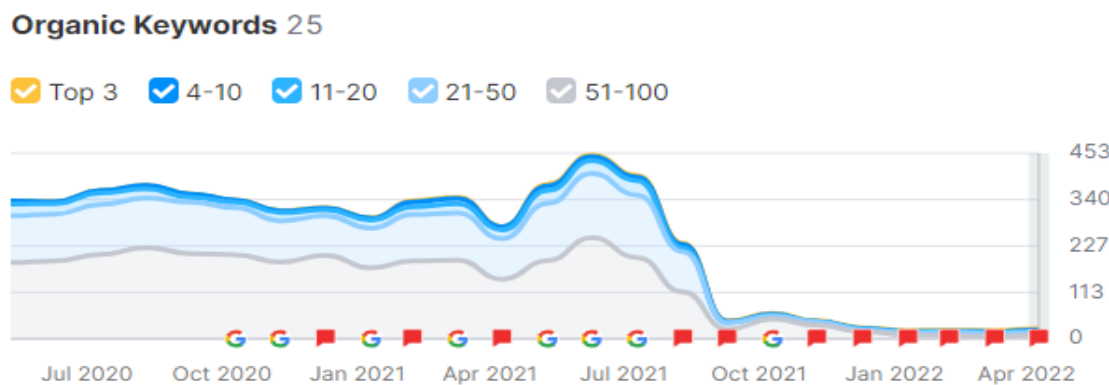
In order to get a clearer understanding of the superiority of Adextechnology we conduct a comprehensive review of its performance at the level of organic traffic and pair its results with organic keywords to get a clear understanding of the period (July 2020 - April 2022), we get the following results.

Figure 12 Adextechnology Organic Traffic



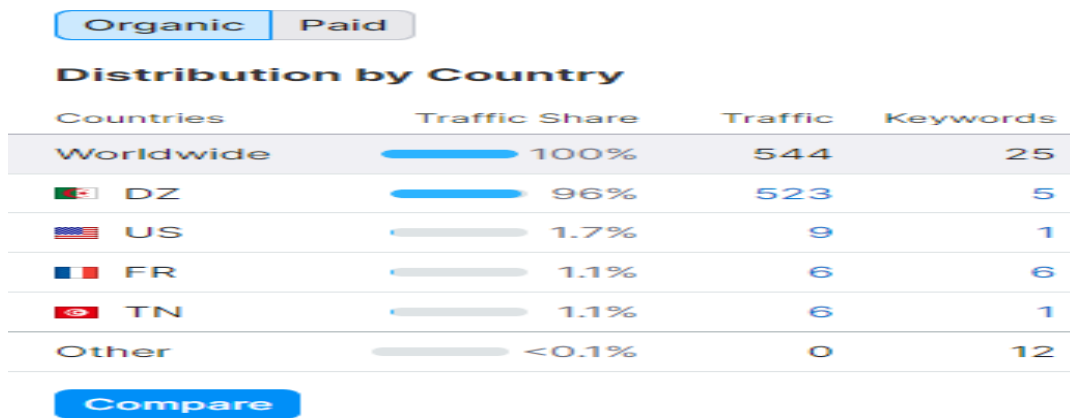
Source: Semrush platform outputs

Figure 13 Adextechnology Organic keywords



source : Semrush platform outputs

Table 15 Adextechnology organic distribution by country



Source: Semrush platform outputs

The above figures shows strange results for Adextechnology website, where traffic shows low results at the beginning of July 2020, before moving gradually to its highest level in July 2021 to generally settle at relatively high levels for the next 10 months, which completely contradicts the performance of the website at the level of organic words, as it begins in July 2020 at high levels, before reaching its highest point in July 2021, and then suddenly descending to the lowest levels for the next 10 months.

The decline in the level of keywords has several possible causes:

- Changes that Adextechnology may have made to the content of its website;
- Updates to search algorithms and site ranking metrics;
- Improvements and changes made by its main competitors;
- The site has some technical problems that are difficult for search algorithms to index and categorize it.

After reviewing the superior performance of Adextechnology in terms of organic traffic and organic search terms, the following figure explains the performance and distribution of Adextechnology's backlinks, and shows which backlinks enhance authority score:

Table 16 Adexotechnology's backlinks

Backlinks			Follow vs Nofollow	
Export			Follow links 204 Nofollow links 392 View details	
Referring Page Title / Referring Page URL	Anchor Text / Link URL	Type	Backlink Types	
Training locations and facilities https://www.redhat.com/en/services/t...	Visit partner website http://www.adexotechnology.dz/	follow	Text 92%532 Image 8%44 Form 0%0 Frame <1%1 View full report	
Top 40 Similar websites like insim-edu... https://www.sitelike.org/similar/insim-...	adexotechnology.dz https://www.adexotechnology.dz/	nofollow		
培训地点和设施 https://www.redhat.com/zh/services/t...	访问合作伙伴网站 http://www.adexotechnology.dz/	follow		
ADEX Cloud - Accueil https://adexcloud.dz/	ADEX Technology https://www.adexotechnology.dz/	follow		
ADEX Cloud - Accueil https://adexcloud.dz/	- https://adextechnology.dz/	follow		
View details				

Source:: Semrush platform outputs

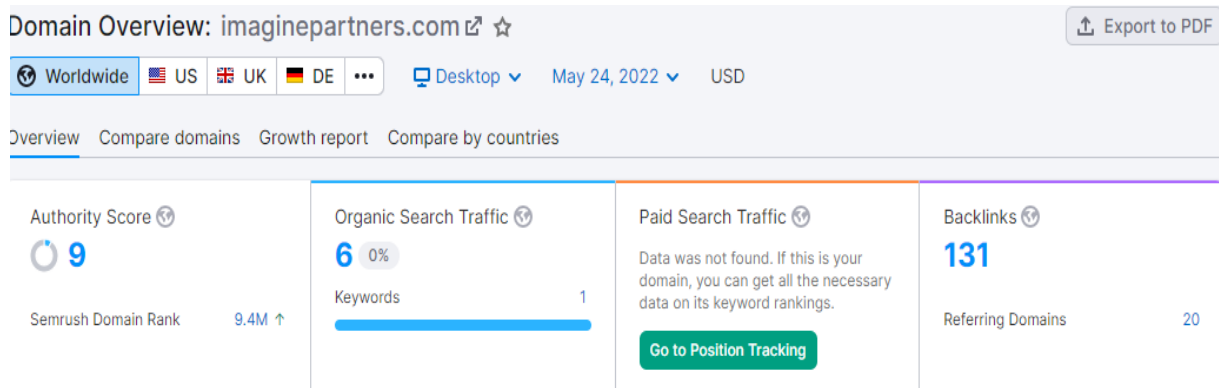
When observing the distribution ratios between follow links and Nofollow links in the above figure for Adexotechnology and comparing them with EADN, we find that the ratios are close between them, but the essential difference consists of the idea that most backlinks of Adextechnology of follow links are concentrated in sites with high authority points, and this concentration enhances points Authority for Adextechnology, unlike EADN whose follow links are focused on sites with low authority points and this does not boost EADN's ranking on search engines.

In terms of the form of the content, the results show that the web site lies mainly on the text form with a score of 92% against 8% of image form

- **Imaginepartener web site analysis**

Maybe the closest competitor of EADN in terms of services and size is Imagineparteners Company. This one proposes also digitalization services for private or public sectors administration or companies.

Table 17: Imaginepartener Domain overview



Source: Semrush platform outputs

In terms of the authority metric and search engine rankings, Imaginepartners lags behind EADN on various criteria used in calculating the authority score. Site traffic is very low, and in terms of the number of competing keywords it ranks low. This is due to the absence of the content that can improve the ranking of the company on search engines, and what makes Imaginepartners worse is the number of low backlinks from just 20 referring domains.

The table above show clearly the weak position of Imaginepertener web site compared to EADN's one.

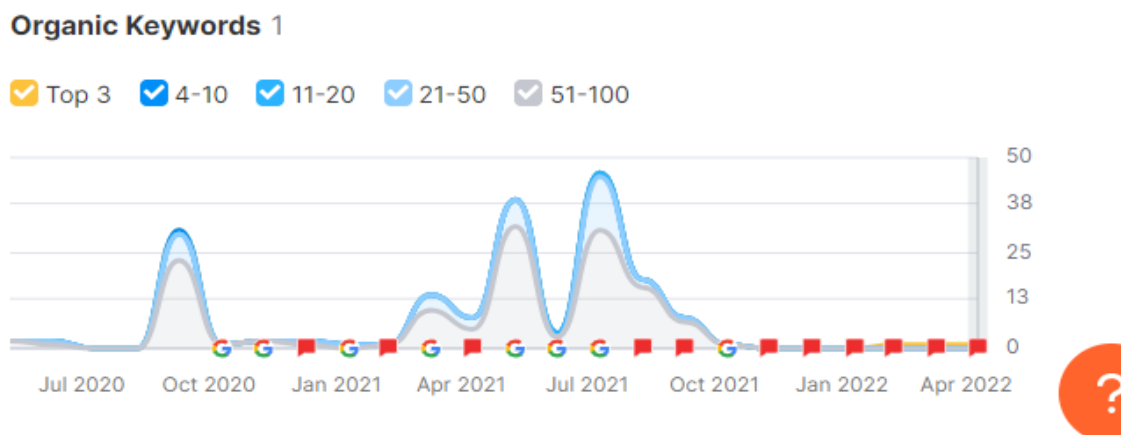
When doing a comprehensive review of the company's website performance at the level of organic traffic and pairing its results with organic keywords to get a clearer understanding in the period (July 2020 - April 2022), we get the following results

Figure 14 Imaginepertener web site Organic traffic



Source : Semrush platform outputs

Figure 15: Imaginepartener organic keywords



Source: Semrush platform outputs

The above figures indicate the poor performance of Imaginepartners in terms of organic traffic where it appears to be virtually non-existent except for some slightly higher time periods (October 2020, July 2021, April and May 2022). Thus, we understand that Imaginepartners didn't present any content that can attract traffic and this may cause losing leads. If we couple these lower traffic results of Imaginepartners' with lower performance on organic keywords that are roughly the same as on organic traffic (except for improvement in October 2020, April 2021-October 2021) we understand that the main reason of this decline consists of the absence of relevant and rich content that could improve the amount of organic keywords that helping Imaginepartners to compete with and raise its search engine rankings.

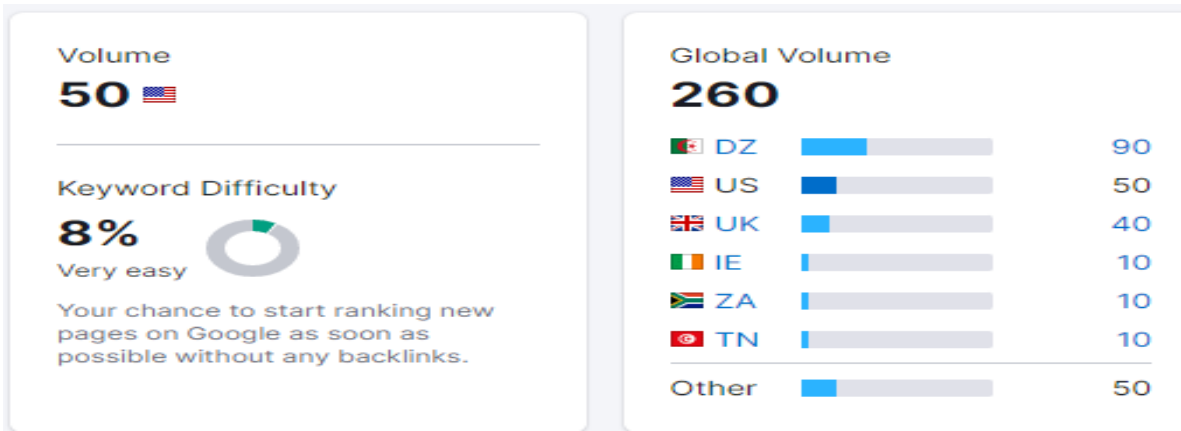
It is true that Imaginepartners' results in search engines are very poor, but they sometimes bring in some traffic. The following figures will show what keywords bring traffic to the site, the search rate for that keyword on search engines and explain the difficulty of competing for the keyword:

Table 18: Imaginepartener Organic Search position

Organic Search Positions 1 - 1 (1)									+ Add to list	Manage columns
	Keyword	Intent	SF	Pos.	Diff.	Traffic...	Volume	KD %		
>	 imagine partners >>	I	 	2 → 2	0	100.00	50	8		

Source: Semrush platform outputs

Figure 16 Imaginepartener Keyword Difficulty score



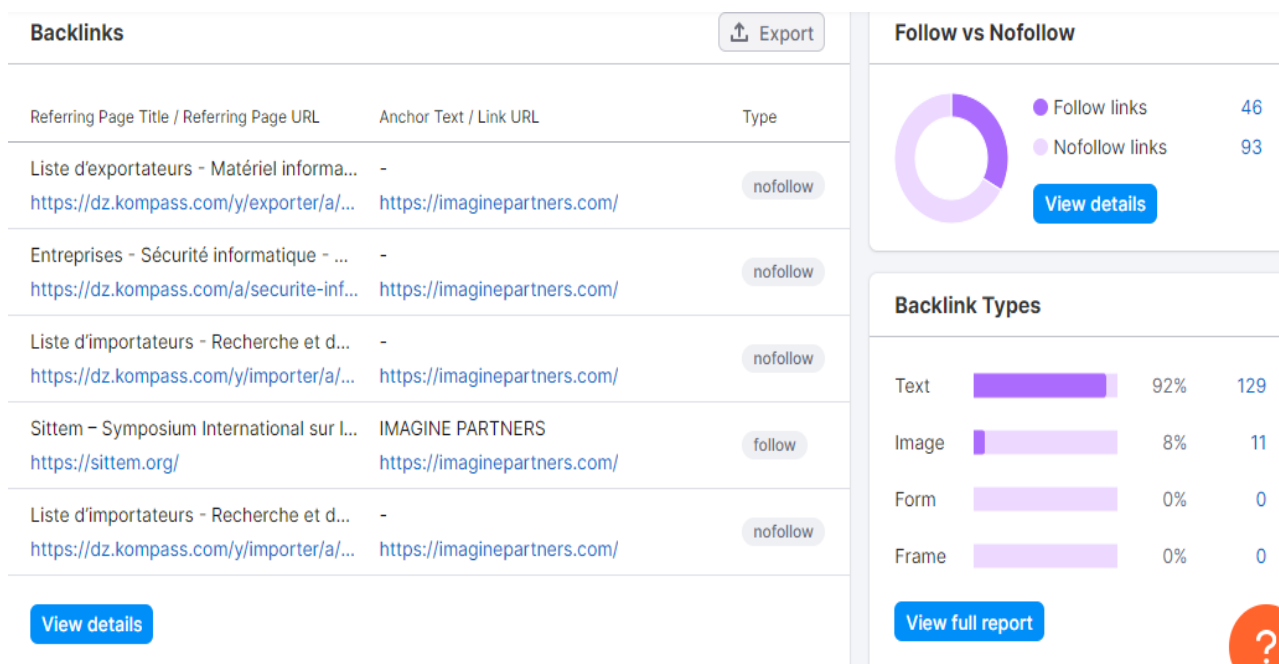
Source: Semrush platform outputs

The Organic Search Positions results show the site of the company is competing for a single keyword (imagine partners) which is easy to compete and get a good rank in (Keyword Difficulty 8%), but 50 site traffic is a low score when combined with its total traffic On various sites in search engines, especially since the keyword bears the name of the company.

These results combined the previous one, indicate clearly that the site does not have appropriate industry, related content that can be presented to its visitors, and no content associated with its brand name can enhance awareness of it.

After reviewing Imaginpartener's poor performance in terms of organic traffic and organic search terms, the following figure explains the performance and distribution of Imaginpartener's backlinks, and shows which backlinks enhance authority score:

Table 19: Imaginpartener Backlinks



Source: Semrush platform outputs

The above table indicates that Imaginpartener web site has 46 follow links and 93 Nofollow ones. The page which generates most of follow links is sittem.org. This one effects positively company web site rank in search engine, against nofollow links which do not contribute in enhancing the company web site rank.

In terms of the form of the content, the results show that the web site lies mainly on the text form with a score of 92% against 8% of image form.

● Keywords competing web:

The analysis of the main competing websites of EADN for organic keywords shows the number of keywords they have in common and has each site individually with mentioning the traffic for each website.

The results of this analysis is given as follow:

Table 20: Organic keywords of competing web site

Organic Competitors 1 - 16 (16) Export

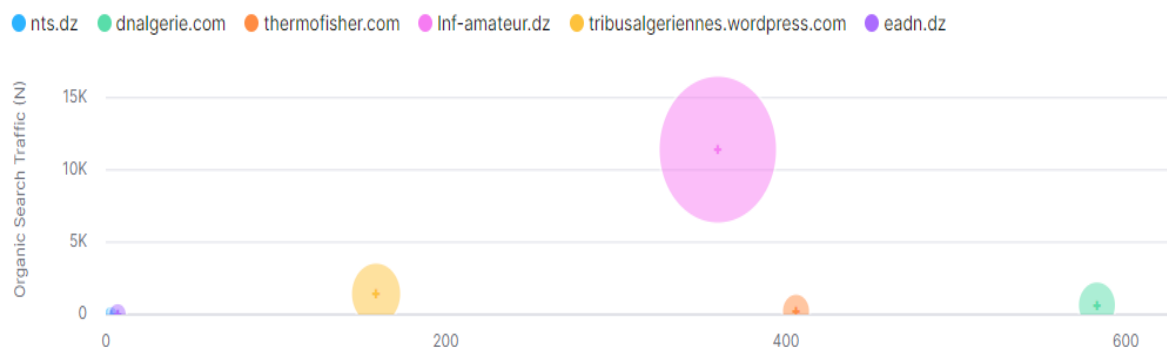
Domain	Com. Level	Common Keywords	SE Keywords	Traffic	Costs (USD)	Paid Keywords
nts.dz	100%	1	3	2	0	0
dnaalgerie.com	1%	1	583	657	3	0
thermofisher.com	1%	1	406	242	5	1
Inf-amateur.dz	0%	1	360	11.4K	0	0
tribusalgeriennes.wordpress.com	0%	1	159	1.4K	0	0
mediafootdz.dz	0%	1	248	607	0	0
acs.org	0%	1	541	470	6	0
lirf.org.dz	0%	1	207	10.7K	0	0
adidas.com	0%	1	179	5.5K	355	6
se.com	0%	1	674	5.9K	556	0

Source: Semrush platform outputs

The above table indicate the nts.dz website is the closest one to EADN web site in terms of the intensity of competition, while the rest of websites are far from EADN due to the difference in terms of level of performance on search engines.

The following figure shows the positioning map of the main competing web site based on the strengths and weaknesses of their presence in organic search.

Figure 17: Competitive positioning map



Source: Semrush platform outputs

Data visualizations are based on the website's organic traffic and the number of keywords that they are ranking for in Google's top 20 organic search results. The larger the circle, the more visibility is for the domain.

The above figure shows the high-level competitiveness of EADN web site on search engines compared to the competing web site.

2. Objectives

According to the interview in which company officials explained that their use of digital marketing strategies depends on the marketer's performance in doubling sales, and their interest in planning in the future about raising brand awareness, the goals of the organization can be summarized:

- ✓ Double sales
- ✓ Raising brand awareness
- ✓ Raising the digital presence of the company
- ✓ Dominating the market of digital services

3. Strategy

In this part of strategy, we present the strategies used by the Algerian companies from the point of view of certain digital marketing experts , The point of views will be presented according to SOSTAC model and the topics discussed in the interviews and in compliance with the SQC method.

3.1. The digital Marketing strategies used in Algerian B2B market

Compared to B2C market, the B2B sector marketers suffer from the difficulty of identifying the targeted market, especially the buyer persona, because the market segment is small, and the decision-making process is more complicated because it involves more than one participant particularly when the volume of the transaction is important.

According to the interviewee E1: "it is somehow easy for marketers to target customers of B2C with social media, to design the suitable content for the concerned

audience, as well to understand the needs of the customer, track his behavior and define the his profile. However, the process is not so easy in the B2B market”.

Indeed, the B2B market is small and has a narrow scope. Thus, reaching and targeting the audience through social media platforms has not the same effectiveness, as well as knowing the appropriate content for the buyer persona. Even the testing tools will not be able to facilitate the matter.

3.2. The Content Marketing strategies used in Algerian B2B market

Customized content is an essential element that marketers should consider. They are required to collect many details about the buyer’s personality. The interviewee E4 stresses: “the process of identifying the buyer persona in the B2B sector is very important, carries a lot of details and requires a lot of effort and energy to understand it well. It's very specific and the margin of error is very small, unlike B2C where margin of action is larger and the error can be corrected with less negative impacts.”. Understanding these details, and considering all the aspects of the client behavior make the difference between companies engaged in content marketing. Confirming this idea, the interviewee E1 adds: “The customer of B2B has a specific behavior because of the amount of content he receives daily. To catch his attention the content should be at the high-quality level and understood clearly during the first line or 30 seconds of the video. Otherwise, he will not pay any attention to the published content”.

According to the interviewee E5, publishing content on all platforms is a kind of waste of time and company’s resources. The company must have a comprehensive understanding of the platform in which the audience can be located. However, the interviewee E2 pointed out: “the most popular platforms for companies in Algeria: YouTube, and Facebook”.

Regarding the most influential content in the B2B sector, 03 interviewees (E2, E3 and E5) agree that the educational content is more appropriate, unlike the interviewees E1 and E4 who consider the interactive and entertaining content more important. If companies use educational content in interactive way, it will be better.

According to E4: “Entertainment and interactive content is more influential on brand awareness than educational content. It is true that educational content affects

the customer, but not to the extent that it stops him for enough time while consuming various types of content, unlike the entertainment and interactive content, which makes the consumer stop at the content for a longer time in order to complete the interactive or entertaining process, and thus enough time for the brand to stick in the consumer's mind".

E1 says from his part: "Because of the large number of contents on social media, the consumer has a habit of being lazy in consuming it, thus he browsed the received content quickly. If the content is a video, the marketer has 3 seconds to attract the attention of the customer, if it is a text, the first sentence must attract his attention".

Due to some limitations in implementing a strategy that suits the company, we can limit the appropriate strategies according to the analysis of the situation and results above, and according to the opinions of the digital marketing experts we interviewed:

- Create a mix of educational and interactive content on Facebook with the goal of attracting potential customers and traffic.
- Adopting inbound marketing on the website using various tactics at various stages
- Email marketing

4. Tactics

In this part of tactics, we present the tactics used by the Algerian companies from the point of view of certain digital marketing experts , The point of views will be presented according to SOSTAC model and the topics discussed in the interviews and in compliance with the SQC method.

4.1. The digital Marketing tactics used in Algerian B2B market

According to the interviewee E4, companies of B2B sector, in Algeria, prefer using social media marketing as a first priority for their marketing activities then sponsored ads such as Facebook Ads. In addition, Algerian companies lay less on SEO, unlike foreign companies. This is due, according to the same interviewee, to the fact that the Algerian consumer is not used to search on Google when he is looking to satisfy his needs. For the interviewee E2, the situation depends on the type of activity

of the company and the location of the audience. Companies must not forget to focus on the customers gained through SEO, they are more potential clients than others, and companies should make a greater effort with this regard”.

4.2. The Content Marketing tactics used in Algerian B2B market

As buyers in the B2B sector are specialized in their fields and they are looking for contents that can enrich their knowledge, the educational content seems to be more appropriate. This idea is confirmed by E2 who says: " Interactive content is important in social media platforms, but the most important are the white papers on the website that present case studies documenting the company's projects and their success, which provides credibility, and articles that present their expertise in the field, all these contents should be built with SEO techniques and focus on building backlinks."

However, this educational content cannot catch easily the attention of the targeted persons if it is given in a traditional manner. Publishing educational content in an interactive manner could be more appropriate for the B2B sector.

Due to some limitations in implementing tactics that fit the company, we can narrow down the appropriate tactics according to the analysis of the situation and results above, and according to the opinions of digital marketing experts we interviewed:

The type of content depends on the platform on which the company is located. According to the interviews, the best content for the Facebook platform is the videos, which are presented in a smooth, interactive educational way. The website has more in-depth and customized educational content, where case studies, white papers, and blogging will be published. Holding webinar sessions with IT experts.

Email newsletters are convenient for the company because of the amount of relationships it has built with traditional marketing.

5. Actions

In this part of action, we present the action used by the Algerian companies from the point of view of certain digital marketing experts , The point of views will be

presented according to SOSTAC model and the topics discussed in the interviews and in compliance with the SQC method.

The content creation process isn't subject to fixed mechanisms, it depends on the form of the content itself (photos, text, videos etc.). The interviewee E4 stresses: " the tools used to create content: Photoshop and Illustrator for carousel, for beginners they rely on templates. For the rest of forms such as the blog post no need to special tools, but it is recommended to use emailing and use utilities in the process like Sendinblue". However, the matter is different in the B2B sector, where the content of the message is more important than its design. The interviewee E4 confirms that and says: "In B2B, the focus isn't on the form of the message, it's more on the content then less effort of design are need".

E2 also illustrates the importance of the quality level of the content: " In order to create high-quality content for B2B clients, an in-depth research process from brainstorming to interviews with experts is required in order to get a comprehensive understanding of the topic and elaborate a content that fine-tuning with SEO techniques such as Semrush, Google Search Console, and others. "

Due to some limitations in applying the SOSTAC model that suits the company, we can narrow down the appropriate actions according to the above analysis of the situation and results, and according to the opinions of the digital marketing experts we interviewed:

Even though customers are on specific platforms, a company can create content that focuses on getting customers to move seamlessly between platforms, in order to maximize traffic.

6. Control

In this part of control, we present the performance matrices used by the Algerian companies from the point of view of certain digital marketing experts , The point of views will be presented according to SOSTAC model and the topics discussed in the interviews and in compliance with the SQC method.

6.1. The digital marketing metrics used in Algerian B2B market

In terms of marketing performance measurement, several criteria had been proposed by the interviewees among them: number of followers on social media pages, interaction rates, number of website visitors, customer satisfaction and loyalty and sales rate.

According to the interviewee E4, “the measurement depends on the company’s goals. If it is looking for the development of its reputation and brand awareness, it can use the number of followers because reputation and brand awareness represent the size of the company in people’s minds”. If it is looking for rising the brand visibility, it will be better to use the social media measurement such as the number of people reached by the post”.

E1 adds from his part: “sales are the best measure, because of the curious behavior of customers towards products without any actual interest in buying, it affects the company's results when trying to measure its performance, for instance certain company’s page has thousands of followers, but they are not willing to buy, just their curiosity led them to follow the company”. However, E2 emphasizes more the time spent by the customers in the company’s website. He says: “It depends on the amount of time a customer spends on the website. The more time they spend, the more chances the company get to convert them to potential customer ". On the other hand, E3 mentions that: “certain experts may see sales as the important indicators, this is true in the short term. In the long term, the company should foster strategic aspects such as customer satisfaction and loyalty”.

According to these quotes, we can conclude that performance measurement indicators differ depending the purpose of the digital activity and the platform in which customers are located. As well, it depends on the temporal perspective short or long run.

6.2. The brand awareness metrics used in Algerian B2B market

Concerning brand awareness measurement, the methods differ according to the stage of the brand. According to the interviewee E1: “The measure of brand awareness and performance is a ratio between customers who have purchased from the company and the number of followers of the company's page”. The weak relation may be results from the poor targeting of the market segment not from the weak brand awareness.

However, both E2 and E5 prefer to measure the brand awareness stage separately without linking it to the rest of the stages of the funnel using google metrics. They agree that "If the publishing platform is the company's website, Google Analytics is the appropriate one to measure brand awareness. For a better measurement, it is preferable to avoid taking into account the number of visits and focus on the quality of people who visited the site",

Brand awareness is measured also by the overall visibility of the ad campaign, using many criteria such as: number of impressions and number of people reached. Here also the used platform and the objectives of the company from the measurement can make the difference.

In order to evaluate the performance in raising brand awareness, the matrices suggested by the experts, represented in:

Semrush in order to constantly monitor traffic, interaction on the Facebook platform, the percentage of reach of advertising campaigns

Section 2: Result discussion:

According the literature, content marketing is gaining more and more space worldwide as it enhances clearly the performance of traditional marketing using technological solutions and even facilitated the process of monitoring performance and results. It is considered as the future of digital marketing (Baltes, 2015). Researchers add also that companies in the B2B sector focus heavily on content marketing (Schryers, 2016), especially readable content, because it gives the company greater opportunities to appear on Google platform, and ensures that the audience stays longer on the website, especially if the content provided is of high quality and thus greater chances of converting them to potential customers (Ahmad et al. 2016).

Over all, the findings of the present research agree with the results of previous studies such as the importance of content marketing, the intensive use of social media platforms to publish commercial content, the recourse of B2B sector to educative content more than B2C sector, etc. However, the examination of the practice of content marketing in the Algerian B2B sector reveal certain feature specific to Algerian context. For example,

companies of B2B sector are aware about the strong power of content marketing to attract customers and anchor in their memory the positive perception of the brand. They realised that publishing an interesting and valuable content, they can attract customer targeted groups whom become interested by companies' their offerings by their own selection, instead of being exposed to marketing noise. However, they do not pay a particular attention to content marketing and still remain on traditional marketing techniques to acquire clients.

Indeed, this situation of content marketing drives from the limited development of digital marketing in Algeria in general which is due to the weak evolution of digital infrastructure particularly internet speed, the weak level of competition which encouraging the traditional ways of marketing; the shortage of qualified humane resources whom can develop and diversify contents; the orientation of customers more to the funny and interactive content instead of educative one in attrition to the preference of B2B clients direct contacts rather than looking for solution on research engines.

We notice that B2B market is currently going through a period of great opportunities. Thus, companies feel safe and do not yet feel the need to start investing effectively in promoting their brand.

Both digital marketing experts and EADN managers confirmed that the practice of content marketing in Algeria needs more engagement from companies and more resources to create a real lever for promoting brands and products. They indicated also that this practice is restricted to posting certain contents on social media pages particularly on Facebook although Du Plessis (2017) pointed out that Facebook and YouTube dominated the posted commercial content, because social media platform are easier and more effective to publish commercial content. For instance, the "examiner media" tests, witnesses that more than 81% of the studied marketers were able to increase the number of visitors to the site in a period not exceeding 6 hours per week after designing effective marketing content within social networking sites (Rahul & Kaurav, 2019).

The use other methods such as SEO is very limited despite its importance in terms of the quality of generated leads. The literature confirms also that

In the same order of ideas, the experts confirm that the Meta algorithm supports visual content, especially video, more than others, and rewards corporate pages with greater

opportunities to appear on the platform, and the effectiveness becomes clearer when using advertising campaigns funded on the Facebook platform.

In addition, the study reveals that the content the more appropriate to B2B sector is the educative one due to its impact on anchoring the brand in the customer's memory then generating leads. The finding is confirmed also by the literature, nevertheless, marketers suffer in this sector from the difficulty of identifying the targeted market, especially the buyer persona, because of the small size of its segments. Moreover, the research indicates that in B2B sector the content of the message is more important than its design.

The examen of EADN digital marketing policy and the analysis of its website using Semrush checker confirm the same previous findings. Due to the nature of the industry of digital services and the role attributed to the company as the main actor of digitalization in the public sector, the EADNs marketing strategy lies on forging personal connections with clients through traditional marketing with a limited attention to create traffic thorough the website or the other forms of content marketing.

Concerning the nature of the published content, the research findings indicate that EADN use more informational content, despite the importance of educational content as it is confirmed by interviewed experts and the literature.

However, the future content marketing in Algeria seems to be promising with the new generation of small businesses and start-ups that are already web oriented. This does not concern only Algeria, it concerns also the other developing countries that are seeking also to good prospects for the future (Kaur & Sandhu, 2017).

Conclusion

The essence of the present research was to determine how can content marketing raise the brand awareness as an innovative manner and to highlight the reality of its practice in Algerian companies of the B2B sector.

Certainly, the coming of new technologies helped marketers to reach easily their audience at the lowest costs and allowed them to involve the customer in process of marketing itself which could be considered as marketing paradigm shift. Still, the foremost transformation witnessed by marketing is the shift from the research of the best way to reach the consumer to the creation of the best content that impacts consumer behaviour without annoying him or bothering with ads. It is the era of content marketing.

Literature review confirmed that content marketing is perceived to be a useful tool in B2B sector for achieving and sustaining trusted brand status as it plays an important role in creating building credibility/trust, nurturing subscribers/audiences and generating sales/revenue. Moreover, certain researchers confirmed that the failure of the company's online communication depends to a significant extent on the quality of its content marketing and they consider this later the future of digital marketing as it is an easier way to anchor the brand in the targeted public memory which makes the company's brand awareness more powerful and effective.

The qualitative study conducted reveals that most B2B companies are aware about the importance of digital marketing and look to improve their digital presence through various technologies. They realised that publishing an interesting and valuable content, they can attract customer targeted groups whom become interested by companies' their offerings by their own selection, instead of being exposed to marketing noise. However, they do not pay a particular attention to content marketing and still remain on traditional marketing techniques to acquire clients.

Accordingly, companies spend considerable efforts to increase their presence in social media particularly in Facebook platform. However, B2B companies do not pay enough attention to the content marketing and they lay more on traditional marketing to acquire

and maintain clients. Maybe companies do not feel the importance of content marketing because of low level of competition and the availability market opportunities.

In addition, the study revealed that the content the more appropriate to B2B sector is the educative one due to its impact on anchoring the brand in the customer's memory then generating leads. However, marketer suffer in this sector from the difficulty of identifying the targeted market, especially the buyer persona, because of the small size of its segments.

The examen of EADN digital marketing policy and the analysis of its website using Semrush checker confirm the same previous trend. Due to the nature of the industry of digital services and the role attributed to the company as the main actor of digitalisation in the public sector, the EADNs marketing strategy lies on forging personal connections with clients through traditional marketing with a limited attention to create traffic thorough the website.

According to these results, the study confirms the effectiveness of content marketing as a lever to enhance brand awareness among targeted consumers, then considers the content marketing as an imperative opportunity for Algerian B2B companies to insure more dynamic of their website traffic which generate more leads and prospects. Using educative content conceived according to SEO requirements companies can strengthen more their brands even at the international level.

To achieve such objectives, the study suggests that companies invest more in content marketing competencies building in order to overcome the weakness of shortage of competent human resources. In addition, companies are required to review the content that they publish either in their website or social media pages and conceive it according to SEO requirement. Such suggestion will, undoubtedly, allow companies' websites and pages to appear naturally on the first pargue search engine, thus increase the effectiveness of their marketing endeavours.

If the strong relation between brand awareness and content marketing has been confirmed generally, still certain aspects of the problematic need more development and further studies, among them:

- Determining the features of content marketing the most effective content marketing mechanisms for lead generation in digital services industry;
- Studying tools measuring the effectiveness of content marketing in boosting sales
- A comprehensive review of the marketing funnel in all its steps in order to understand why companies lose customers in the marketing funnel journey
- Discussion from customer's perspective about the factors of trusting the content provided by companies

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APPENDICES

Appendix 1: Interview guide for Digital marketing experts

Thematic 1 : Digital Marketing strategy

1. What is the value added of digital marketing?
2. How do you evaluate digital marketing evolution in Algeria?
3. What are the main digital technics preferred by Algerian companies?
4. What are the characteristics of digital marketing in B2B sector?
5. How do you measure the effectiveness of digital marketing?

Thematic 2 : Content marketing in B2B sector

6. Is content marketing in B2B sector efficient as B2C one?
7. Which kind of content is more appropriate to B2B sector?
8. What are the most effective tools for creating content in the b2b sector?
9. How would you describe your digital customer? Are there any specific customer characteristics that, in your opinion, should be taken into consideration when developing a digital strategy in B2B sector?
10. What are the main elements and factors that should be stressed when conceiving marketing content campaign?
11. How do you usually attract new B2B clients from abroad and retain the existing ones?
12. How do you describe content marketing in B2B Algerian sector? What are its main strengths and weaknesses?
13. Are B2B Algerian companies aware about the importance of content marketing?
14. As we know, the content designed depends on the type of sector or market segment, so what is the appropriate content for EADN?

Thematic 3: Brand awareness

15. How can content marketing impact company's brand awareness?
16. What are the contents that are more impacting brand awareness?
17. Do B2B clients value the brand when they are looking for suppliers of services providers?
18. Do Algerian B2B companies invest enough to promoting their brands?
19. How do you see the image of the Algerian companies and its brand values that should be communicated through digital marketing channels?
20. How do you measure the Brand awareness of the company in b2b sector?

Appendix 2: Interview guide (for EADN managers)

Thematic 1 : EADN's B2B Marketing policy

1. What are the main marketing tactics used by the company?
2. How do you usually attract new B2B clients and retain the existing ones? Does the company have a CRM system that guarantees the continuity of the partnership?
3. what are the most efficient channels are you using for promoting B2B products?
4. Do you measure the effectiveness of your marketing strategy? If so, what techniques for measuring performance do you use?

Thematic 2 : EADN's Digital Marketing strategy

5. Is your company involved in digital marketing activities?
6. Have you established a digital strategy for your business? If so, how would you evaluate the importance of undertaking a strategic approach towards digital marketing?
7. What are the main goals your company is trying to achieve with the help of digital marketing?
8. How much time and budget are allocated for managing digital marketing initiatives?
9. What types of digital platforms/web pages do you use and what is the purpose of each of them in the context of your business?

Thematic 3 : Content marketing at EADN

10. What types of content do you create for your digital platforms/pages? Which types of content do you consider the most efficient in terms of customer engagement?
11. What are the main rubrics of your web site that you consider the most important?
12. How do you elaborate and determine the content to publish on the Web site?
13. What are the purposes of your social media pages (Facebook + LinkedIn)?
14. Are you using the other technics of marketing content (white papers, webinars, wikis etc.? If yes for what purpose? If no why?

Thematic 4: Brand awareness

15. How do your clients see the image of the company and do they value its brand?
16. What are the main technics used by the company to promote its image and rise the brand awareness?
17. Does the company consider the its brand when preparing digital contents?
18. Do your website and social media contribute in the company's brand awareness? If so, how? If no why?