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The presence of companies on social media in the digital marketing era: A case study of Algérie Telecom

Mekkaoui Elhabib¹, Boudria Maroua²

1. Oran graduate school of economics, Algeria, E-mail: elhabibmekkaoui31@gmail.com

2. Oran graduate school of economics, Algeria, E-mail: mmimi6431@gmail.com

Abstract:

The development of the Internet has spawned new ways of marketing, especially on social networks. This has brought up an important tool that firms are using for speedy and fast growth. Social Media - Firms using social platforms have managed to make huge profits in marketing. Social media has offered marketers a platform to social sites such as LinkedIn, Twitter, YouTube, Facebook, Instagram, and even at other newest additions to this platform called TikTok to reach out to the public for new customers. With strong social media strategies and content developed, it should be able to lure the audience. For this social media marketing research work, we found it very convenient to divide the work into two principal parts. Part 1 is theoretical, with the emphasis on the conversion from traditional marketing to digital marketing and the importance of strategies in marketing using a social network. The second part of our work will therefore consist of developing a questionnaire that we are going to distribute on social networks about the company "Algérie Télécom" in order to verify the theoretical notions and concepts approached in the first part of our research. I would really appreciate it if you could make it more formal for this research paper.

Keywords: traditional marketing, digital marketing on social networks, social networks, online business presence in Algeria, marketing strategies

Introduction:

Marketing as a philosophy, therefore, enables the company to analyze the needs that emanate from customers so that the company can decide to satisfy them. Introducing the company by entering the market through classic media in terms of advertising banners and advertising SMS to offer their product, which at that time was known as classic marketing. With the advent of the information age and technology, together with the invention of the Internet and Information and Communication Technologies, new possibilities of marketing were ushered in, referred to as digital marketing, in which traditional strategies in marketing are refurbished to the new missions of recruiting customers and retaining old ones. While at the same time heavily adopting Internet, mobile, and digital technologies over the last two decades, with the use of new channels, consumers have adopted them heavily. With digitization, the rise of Web 2.0 in 2014, the uses have experienced a big revolution, especially with the arrival of social networks, which are about to become an indispensable marketing channel for companies and individuals. With this transformation,

companies have reached a point where most tasks are automated, and new tools in marketing have begun to be deployed, changing the scenery of classic marketing. Through social media networks, organizations have a platform of doing their marketing, making new contacts with their consumers, and at the same time continually sharing information with customers. In that respect, the importance of digital marketing to the modern world is highlighted in view of its essential role in changing practices of traditional marketing. The emergence of the Internet and information technologies has brought digital marketing to the fore in corporations' indispensable tools in relation to the serving of their strategic objectives, recruiting new customers while retaining the existing ones. Digital marketing thus provides an opportunity for companies to optimize customers' satisfaction, besides increasing customers' awareness of the brand, their loyalty, and ultimately optimizing their sales. As viewed, the presence of companies in social networks plays an important role in the development of the company and may point out the level of profitability. Forming the hypotheses from the case recommended:

1. The revolution in digital marketing has brought about a traditional revolution.
2. Marketing of brands through a digital environment of social networks like Facebook helps in drawing attention to the process of brand development and new customer attraction.
3. The rise of the digital world offers Algerian Internet users the opportunity to massively use social networks.

Objective: To explain how important digital marketing is and much more effective to build social networks-based marketing strategy for new customers and retaining old customers. The above aim outlines the fact that this study will proceed with the above objective and will establish the research questions given below, which includes clear understanding of the basic concepts of digital marketing, the strategic approaches used, the place of activity on social networks for a company, and the strategies put in place by Algérie Télécom on the social networks.

The thesis is developed through three clearly distinct chapters: the first one deals with the evolution from traditional to digital marketing; the second one focuses on the adoption by companies of social networks. In the third chapter, digital marketing strategies of Algérie Télécom on social networks are analyzed. Challenges encountered have been those of poor resources in French in this area, unavailability of libraries, and time constraints in collecting responses to the questionnaire.

In such a context, articles, theses, and books have been empirically analyzed in a way that contributed to the understanding of good concepts for digital marketing, digital strategies, and the impact of social networks on consumer and company behaviors.

Transition from traditional marketing to digital marketing:

The theoretical foundations of traditional marketing

Classical marketing was the trend before the internet and digital technologies. Such a kind of trend used to help businessmen with different activities at that time. In this part, we will cover the generalities of this concept. ¹

1. Traditional marketing concept and its development: Traditional marketing can be viewed as the process of management matters within studies related to consumers and the market, aiming to reach objectives of profitability. Basically, it can be reflected in a customer-oriented approach that lays emphasis on the satisfaction of customer needs through product and service exchange.

2. Traditional history of marketing is clear and seems to be based on three periods: the production period, the sales period, and the marketing period. Each period in some way is involved with a new trend of how firms think of marketing their product. ²

Marketing strategy; The 4Ps of the marketing mix. Product, Price, Place and Promotion. Are elements used to achieve a company's short term goals. This strategic approach aligns marketing strategies, with the business objectives. It involves tools like SWOT analysis, market segmentation, the BCG matrix and PESTEL analysis. ³

Traditional marketing aims to support product launches boost sales volume enhance brand awareness and foster customer loyalty. However, it faces challenges such as advertising costs⁴, limited message personalization options⁵, difficulty, in measuring marketing effectiveness and little interaction with consumers leading to consumer engagement.

E-marketing is a new trend of a new era

Each type of digital marketing has revolutionized in all corners of our day-to-day life and gives new opportunities to all marketing agents and breaks the rules of traditional marketing. The whole channel of interaction and information has been completely remodeled by the internet. In the following part, we are going to see the importance of this new concept and the several strategies it follows, along with its impact on business activities.

1. Definition: This is the way of planning and implementing marketing strategies with the aim of reaching business objectives, using tools like social networks, search engine optimization, online advertisement⁶, emailing, among others. ⁷

2. Evolution in the history of digital marketing. Since the 1990s, digital marketing has known, in its implementation and rapid growth, an outstanding pace; it has had an evolution history going

¹ J- P. Helfer et J. Orsoni, (2014), « Marketing », Vuibert, 13^{ème} Edition, page 06

² [Enjeux du marketing traditionnel \(openai.com\)](https://openai.com), consulté le 15/02/2023 à 15 :15h.

³ <https://www.marketing-etudiant.fr/marketing-mix.html>, consulter le 15/02/2023, à 14.00.

⁴ <https://adage.com/tv-upfront/tvs-upfront-marketplace-2020-2021/2285786>, consulté le 09/03/2023 à 18 :00h.

⁵ Kotler, P., & Keller, K. L. (2016). « Marketing Management ». Pearson Éducation Limited. 15^{ème}, Harlow, Royaume-Uni, page 26.

⁶ FLORES (L), « Mesurer l'efficacité du marketing digital », Dunod, Paris, 2012, P5

⁷ KANNAN P. k & Hong Shuang A. L, (2016), « Digital marketing: a framework, review and research agenda », International Journal of Research in marketing. Pp 22-24.

through stages such as those that occurred in the emergence of social networks and expansion, among others.

3. Levers of digital marketing: These levers include paid and natural referencing, social networks, emailing, display advertising, web affiliation, website optimization, webinars, satisfaction surveys, communities virtual and E-CRM¹

4. POEM levers variety: This form of mix maximizes the target objectives for specific audience segments by leveraging different paid, owned, and earned media. ²

5. Importance of digital marketing: The importance of digital marketing is that it helps the company to publicize its product at the same time in a great way while keeping an active relationship with customers and getting interesting returns on investments to promote interaction with the public hence having results that can be measured with great effectiveness ³

6. The 4Ps in the digital era: The traditional 4Ps of marketing (Product, Price, Promotion, Place) continue evolving with time, digitization, and new elements like People, Process, Partnerships, and Physical evidence coming into the equation. ⁴

7. The strategies underpinning digital marketing mainly include content marketing, mobile marketing, social marketing, and search marketing, each of them focusing on one goal that aims to be achieved online. ⁵

8. Steps to build an effective strategy: These steps include strategic analysis, integration into the overall strategy, goal setting, audience targeting, channel selection, inbound marketing establishing an editorial plan resource allocation choice of KPIs and performance monitoring. ⁶

9. Digital marketing models: Under these come the following models: digital branding, creation of demand, design of customer experience, and product innovation—how to achieve business goals.

10. Business activity: The area of strategic digital marketing has an immense impact on the customer base, loyalty, sales, and, most importantly, brand awareness of the business; thus, it makes a company stand out in regard to growth. ⁷

Digital marketing, therefore, is going to present firms with a great set of tools through which they will be able to involve the target audience in the constant change of the digital environment.

¹<https://www.journaldunet.fr/web-tech/dictionnaire-du-webmastering/1203531-smo-social-media-optimization-definition-traduction/>, consulté le 01/03/2023 à 20 :00h.

² Dave.C, Fiona.E.C, Maria. M. G, Henri.I, Pierre.v, 2017, « Marketing digital », 6^{ème} édition, France, Page 06.

³ Karima ZIDANE, Abdi El Madjid OUNIS, « Le marketing digital comme un nouvel outil de communication multi canal à l'ère de web 2.0 : tendances et chiffres clés, revue d'études financières comptables et administratives, volume04, décembre 2017, page 83

⁴ [Les 8P du marketing Mix \(linkedin.com\)](#), consulté le 10/03/2023 à 15 : 00h.

⁵ Van Laethem. N Bonnafoux. G Billon. C Hermann-Flory. V, Lacroix. V, (2015), « LES FICHES OUTILS du marketing », Ed Eyrolles, Paris, Pp 16-19

⁶ Verchère, D. (2014), « Le marketing digital : Développer sa stratégie à l'ère numérique », Dunod, 2ème édition, p. 69.

⁷[Etude] L'impact du digital dans le marketing d'aujourd'hui. (07 décembre 2015). Co-marketing-News. [https://comarketing-news.fr/etude-limpact-du-digital-dans-le-mar-keting-daujournh](https://comarketing-news.fr/etude-limpact-du-digital-dans-le-mar-keting-daujourd), Consulté le 16/03/2023 à 21 :09h.

Understanding and implementing those strategies would help understand the gains that the digital world provides, and in that way, they will survive in the competitive scenario.

3. Main digital marketing strategies:

Social media has completely revolutionized communication and interaction amongst people and how businesses get to reach their audiences with their products and services. Network social marketing, keyword research, and search engine optimization (SEO), email marketing, and content marketing are some of the top-rated digital marketing strategies.¹

Social network marketing defines the application of different techniques along with the means of social media channels to be able to publicize a company or a brand. This allows the regulation in the involvement and communication within communities by means of the internet. Some of the benefits derived from social networks in businesses include better understanding habits of the audience, targeting of a specific audience, relative low cost of advertising, and greater access to information, employment, positive awareness, and social changes.²

However, excessive use of social networks has been regarded as one of the reasons for addiction; it is becoming one of the handy tools for cyberbullying. Apart from this, staying watchful over the activity of fraud and misinformation is very important on such platforms. They distract one from daily commitments.³

Firm pages, monitoring reputation online, increasing visibility, and creating trust relations with their customers are ways that help businesses apply social networks in their marketing strategy. That means very often, they are creating new positions, especially those with hierarchy, like Social Media Managers, Community Managers, or Traffic Managers.

Finally, different strategies in all the above social network marketing types combine influencer marketing, content marketing, and paid advertisements. All these are developed to attract, convert, and retain customers while optimizing advertising campaigns in a way that furthers the interests the company goals in relation to traffic, conversion, and ROI.

The key factors for the success of a social media marketing strategy can be summarized as follows:⁴

follows:⁴

On Facebook:

1. Know your audience: Understand your intended audience and their social network behaviours to craft relevant messages.

¹ Athis Singh Ramrajsingh, « Le Web 2.0 peut-il être considéré comme un MOTIF ? Approche critique du concept à partir d'une relecture du texte de T. O'Reilly », Études de communication [En ligne], 35 | 2010, mis en ligne le 01 décembre 2012, consulté le 17 juin 2014. URL : <http://edc.revues.org/2294>.

² https://agency-incide.com201606/reseaux_sociaux_-_definition-webmarketing, Consulté le : 17/03/2023 à 10 : 12h.

³ KOUACI Hadjira, (2016), « Les réseaux sociaux en Algérie : adoption massive par les internautes et grande opportunité pour les entreprises », « [Revue des reformes Economique et intégration dans l'économie mondiale](#) », Vol 11, Num 22, Pages 93.

⁴ DJAMANE Mohammed Fayçal, (2016), « Le marketing viral, Outil de communication massif », « [Revue des Etudes Economiques Approfondies](#) », vol1, num2, page 11.

2. Quality content: Now that you've set your content calendar, quality content is key. Post such relevant and attractive content regularly, in line with your brand message.
3. Use Facebook features: ads, events, and groups can be a great tool to target new audiences and increase interaction.
4. Measure and analyse results: Use analytics tools to measure the performance of your posts and analyse results. Always adapt your strategy according to the results you received.
5. Engage your audience: Engage in active participation by getting back to comments and messages so as to build up further interactions and relationships with your audience.

On Instagram:

1. Consistent aesthetic: Choose colours, filters, fonts, and style of photography that most reflect your brand to have a pretty profile.
2. Using hashtags: Search for and include relevant hashtags to expand the reach of your content.
3. Regularly publishing quality content: Images, videos, stories, and sponsored posts should engage your audience.
4. Use influencers: Use influencers to take your content further out and have your brand seen as well.
5. Using Instagram features: Utilize ads, stories, Lives, and IGTV to diversify your content and reach new audiences.
6. Engaging with your audience: Actively respond to comments and messages to maintain a loyal community.

On LinkedIn:

1. Determine your target audience: Now for whom you are setting messages on this professional platform.
2. Create a professional profile: Make your profile look good with a professional photo and description of its relevance towards your achievements.
3. Consistently provide value: Make sure the content adds value to the target audience of the blog posts, infographics, videos,
4. Using LinkedIn groups: Join relevant groups to enhance your brand image and reach new audiences.
5. Using LinkedIn ads: Take advantage of targeted ads to promote your brand and generate leads in your industry.
6. Analyse your results: Use analytics tools to measure the performance of your posts and ads. Afterwards, adapt your strategy.

In a nutshell, therefore, the success of any social media marketing strategy lies in knowing your target audience, producing quality content, making optimum use of the features provided in each platform, and engaging with your audience. This can only be achieved through always tracking the results and making tweaks with precision.

4. Measuring the success of digital marketing:

The evaluation of successful digital marketing, with the effectiveness of social networks in marketing, is one of the determinants of businesses in maximizing their performance online.

1. Measuring the success of digital marketing: ¹

Digital marketing success is premised on the efficient harnessing of Key Performance Indicators (KPIs) and analytic data to evaluate the results accomplished. In particular, a business may measure its performances when it pays particular attention to the following KPIs:

- **Social Media Engagement:** It is measured in the number of ‘likes’, shares, and comments that users have done to the content of a brand concerning their brand content on respective brands’ interaction on social networks.
- **Audience growth:** It refers the number of subscribers or followers in social networks representing how much the brand is liked. Hence its capability of creating interest and rising engagement.
- **Web traffic** is the number of clicks on links contained in posts. It allows knowing if the strategy works fine to attract users to the website of the company.
- **Conversion rates:** This refers ,to the percentage rate of the visitors; who takes any of the desired actions on the site e.g., making purchases against the total number of visitors.
- **Bounce rates:** It is the percentage and quickly leave it without interacting, which may indicate problems in the content or user experience.of the share of visitors who enter the site
- **Customer acquisition costs (CAC):** This is a critical measure that tells the firm just how much on average one has to spend in order to acquire a new customer.
- **Return on investment (ROI):** Social media marketing return on investment is a ratio-based financial profitability measure that gives way to the assessment of the general effectiveness strategy use.

2. Evaluating the effectiveness of social networks in marketing: ²

In other words, effective measurement of achievements is going to have to accompany the implementation of a social media marketing strategy. And this is not easy, since from the brand

¹[² <https://seomaniak.ma/limites-reseaux-sociaux-marketing/>, consulte le 26/03/2023 à 14 : 22h.](https://seomaniak.ma/mesure-defficacite-limites-reseaux-sociaux-marketing/# : ~ : text=Essentiellement%2C%20il%20est%20difficile%20de,l%27augmentation%20de%20la%20notori%C3%A9t%C3%A9, consulté le 25/03/2023 à 20 : 30 h.</p></div><div data-bbox=)

reputation and visibility to actual sales being translated into or generated on the web, any social media campaign could have targets. KPIs required to measure performance:

—Limited organic reach: each social media post does organically reach its limit; hence one needs to invest in advertisements which will broaden the outreach of posts, which simultaneously also increases costs.

Cultural adaptation: It follows that, with such noted cultural differences, a strategy attuned to the respective region would have to be inculcated to ideally appeal to the identified target market.

—Competition: Competition is fierce, requiring creativity to stand out and capture the audience's attention.

—Managing negative reactions: In other words, reputation of the company can be easily staked if there are negative comments, hence ensuring proactive online reputation management is quite necessary.

- Authenticity: The consumers are the ones defining authenticity, which leads to pushing businesses to create open, clear, and honest content that reflects their set of values.

Risk of human error: At the same time, there is a risk of human error compromising the reputation of the company online, hence vigilance and very clear policies with regard to the use of social media.

3. SWOT analysis of social networks within a company:¹

It enables the determination of strengths, weaknesses, opportunities, threats that are related to social networks and might influence the destiny of the firm.

—Strengths: Direct communication, word-of-mouth effect, cost advantage, brand humanization, talent recruitment.

Weaknesses: It is hard to measure the ROI, manage public relations, and consistently be present to adapt to change.

This analysis will help the company leverage its strengths while effectively addressing its weaknesses to capitalize on the benefits that social networks offer in their marketing strategy. **The Influence of Social Networks, on Digital Marketing**

The telecommunications industry in Algeria has witnessed transformations since Algérie Télécom inception in 2003 evolving from 130,000 GSM subscribers to a current total of 1.9 million across fixed and mobile networks. Their service offerings now encompass a variety of options such, as fixed and mobile telephony, internet connectivity and satellite communications. It has innovated offers that can be mentioned, like ADSL, Outdoor Wi-Fi, 4G LTE, which actually shows its ability to be up to new technology. This is due to the fact that it is a subsidiary to the Télécom Algérie

¹ Kourtiche, A. Bouredja, S. (2014, avril). [1 L'impact des réseaux sociaux sur les entreprises Cas de l'Algérie et Union Européen]2 .eme Conférence internationale sur les systèmes numériques et l'intelligence économique. https://www.researchgate.net/publication/338955148_L%27impact_des_reseaux_sociaux_sur_les_entreprises

group, which has diversified its activities with subsidiaries like Mobilis and Algérie Télécom Satellite, hence consolidating its market positions to meet the ever-changing consumer needs. The company guarantees delivery of outstanding service and keeps on following the goals in innovation, technological development, and expansion of its national network to improve coverage. This will, therefore, demonstrate what the company's strengths, weaknesses, opportunities, and threats are through the use of SWOT and PESTEL in the operation process at Algérie Télécom, therefore aiding the process of strategic decision-making. Algérie Télécom is among one of the leading pillars that help in developing telecommunication infrastructure in Algeria. It adapts to the changing market demands and is a driver of innovativeness and high quality, constantly presented to customers.

This, Algérie Télécom, has built upon its digital strategy and used social networks to make the visibility of a service or product more effective for its customers, as well as in the recruitment of new customers.¹

Facebook :

- Nearly 1.2 million subscribers and 1 million like.
- Used as the main virtual community to retain customers and strengthen online reputation.
- Emphasis on creating visually appealing content to maintain a positive image of the company.
- Use of hashtags to increase visibility and encourage engagement.
- Posting stories to share spontaneous moments and create closeness with the community.
- Collaboration with influencers to enhance e-reputation and reach new audiences.

Instagram:

- About 57.3 thousand followers and 2077 posts.
- Used to share attractive visual content and maintain community engagement.

YouTube:

- 17.4 thousand subscribers to the channel.
- Used to share informative and promotional videos about Algérie Télécom's products and services.

TikTok:

- Over 5.6 million hashtags and 9.3 million views.
- Used to create entertaining content and reach a younger audience.

Twitter:

¹ <https://www.algeriatelecom.dz/fr/page/le-groupe-p2>, consulté le 26/03/2023 à 12 : 45 h.

- Over 516.6 thousand followers.
- Used to share quick updates and interact with the community in real-time.

LinkedIn:

- About 217.3 thousand followers.
- Used to share professional content and establish connections in the business sector.

In brief, Algérie Télécom tries every possible means, like producing attractive content by use of hashtags, posting stories, collaborating with influencers in their social network, in order to increase its presence and influence to the maximum. In all these, they land some potential new customers for the company in efforts toward the reinforcement of the e-reputation for their clients.

6. Analysis and Interpretation of Results

In this section, we present results that emanate from the carried-out survey, doing a description and analysis of the data obtained in an analytical manner.

6.1. Descriptive study:

Table 1: Sample distribution

	Variables	Frequency	Percentage
Gender	Male	208	77.0%
	Female	62	23.0%
AGE	Between 18 and 30 years old	236	87.4%
	Between 30 and 50	22	8.1
	Under 18	4	1.5%
	Over 55 years old	8	3.0%
Share of all households	Employee	38	14.1%
	Unemployed – thousand	14	5.2%
	Student	210	77.8%
	Retired	8	3.0%

Source: developed by us

The questionnaire conducted attracted mainly a female audience, representing 77% of respondents out of a total of 270 participants, with 208 women and 62 men. With regard to age groups, a large majority of participants, 87.4%, were between 18 and 30 years of age, followed by a minority represented by age groups from 30 to 55 years (8.1%), over 55 years of age (3%), and under 18 years of age (1.5%). The average age of the sample was 26.87 years, with a standard deviation of

plus or minus 10.38 years. In terms of socio-professional categories, students were the most represented, constituting 77.8% of respondents, followed by employees (14.1%), inactive people (5.2%), and finally retirees (3%). The sample distribution according to the use of social networks:

Table 2: Sample distribution by social media use

		Frequency	Percentage	Valid Percentage	Cumulative percentage
Validated	No.	2	0.7	0.7	0.7
	Yes	268	99.3%	99.3%	100.0%
	Total	270	100.0%	100.0%	

Source: developed by SPSS

99.30% (268) of respondents use social networks, and the remaining 0.70% (02) do not use them.

Sample distribution according to the most used social networks

Table 3: Sample distribution according to the most used social networks

		Frequency	Percentage	Valid Percentage	Cumulative percentage
Validated	Facebook	140	51.9%	51.9%	51.9%
	Instagram	57	21.1%	21.1%	73.0%
	I don't use this	2	0.7	0.7	73.7%
	LinkedIn	6	2.2%	2.2%	75.9%
	Twitter	18	6.7%	6.7%	82.6%
	YouTube	47	17.4	17.4	100.0%
	Total	270	100.0%	100.0%	

Source: developed by SPSS

More than half of respondents used Facebook with a percentage of 51.9% (140), while 21.1% (57) used Instagram, in third place was YouTube with a percentage of 17.4% (47), Twitter was in fourth place with 6.7% (18) and finally LinkedIn with 2.2% (6) with 02 people who did not use social networks with a percentage of 0.7%.

Sample distribution according to the frequency of use of social networks:

Table 4: Sample distribution by frequency of social media use

		Frequency	Percentage	Valid Percentage	Cumulative percentage
Validated	daily.	54	20:15	20:15	20:15
	Rarely	5	1.86%	1.86%	22 01
	All the time	209	(38/99)	(38/99)	100%
	Total	268	100.0	100.0	

Source: developed by SPSS

The survey indicates that the majority of respondents, 77.99% (209), were constantly connected to social networks. About 20.15% (54) accessed it once or twice a day, only 1.86% (5) used it rarely and the 02 people who did not use social networks by a percentage of 0.7%.

The sample distribution how Algeria Telecom was discovered:

Table 5: The sample distribution how Algeria Telecom was discovered

	Frequency	Percentage	Valid Percentage	Cumulative percentage
Validate Word of mouth	51	18.9%	18.9%	18.9%
d Point of sales	46	17.0%	17.0%	35.9%
Social media	141	52.2%	52.2%	88.1%
Website	32	11.9%	11.9%	100.0%
Total	270	100.0%	100.0%	

Source: developed by SPSS

According to the results of the survey, more than half of the respondents, or 52.2% (141), discovered Algeria Telecom through social networks, while 18.9% (51) knew it through word of mouth and 17.9% (46) through its points of sale and 11.9% (32) knew it through its website.

The sample distribution according to a subscription at Algérie Télécom:

Table 6: Sample distribution by subscription at Algérie Télécom

	No.	Frequency	Percentage	Valid Percentage	Cumulative percentage
Validated	No.	68	25.2%	25.2%	25.2%
	Yes	202	74.8	74.8	100.0%
	Total	270	100.0%	100.0%	

Source: developed by SPSS

According to the results, a large majority of 74.8% (202 people) were subscribers to Algérie Télécom. However, there were also 25.2% (68 people) who were not subscribers.

The sample distribution according to the use of Algeria Telecom offers:

Table 7: Sample distribution according to the use of Algeria Telecom offers

	Frequency	Percentage	Valid Percentage	Cumulative percentage
Validated	Idoom adsl	90	33.3%	33.3%
	Null value	68	25.2%	58.5%
	4G LTE	49	18.1 %	76.7 %
	Idoom adsl, Idoom Fixe	29	10.7%	87.4%
	Idoom Fixe	21	7.8%	95.2%
	Fibre Idoom	13	4.8%	100.0%
	Total	270	100.0%	100.0%

Source: developed by SPSS

It is observed that the majority of users used Idoom adsl as a first option, representing 33.3% (90) of the whole, followed by people who had not been subscribers to the company and who did not use it offers with 25.2% (68), what followed was 4G LTE with a percentage of 18.1% (49), in the fourth place was the Idoom adsl dual offer and Idoom Fixe with 10.7% (29), then Idoom Fixe and Idoom Fibre had respective percentages of 7.2% (21), 4.8% (13).

The sample distribution according to the consultation of Algeria Telecom offers on its pages:

Table1: sample distribution according to the consultation of Algeria Telecom offers on its pages

	Frequency	Percentage	Valid Percentage	Cumulative percentage
Validate Yes	185	68.5%	68.5%	68.5%
d No.	85	31.5%	31.5%	100.0%
Total	270	100.0%	100.0%	

Source: developed by SPSS

68% (185) of respondents had consulted Algeria Telecom offers on its pages, while 31.5% (85) had not consulted them on its pages.

The sample distribution according to which social network subscribers follow Algeria Telecom:

Table 9: The sample distribution according to which social network subscribers follow Algeria Telecom

	Frequency	Percentage	Valid Percentage	Cumulative percentage
Validated Facebook	122	45.2%	45.2%	45.2%
Facebook, Instagram	75	27.8%	27.8%	73.0%
Instagram	33	12.2 %	12.2 %	85.6%
YouTube	22	8.1	8.1	93.3 %
LinkedIn	10	3.7%	3.7%	97.0%
Twitter	6	2.2%	2.2%	99.3%
None	2	0.7	0.7	100.0%
Total	270	100.0%	100.0%	

Source: developed by SPSS

45.2% (122) of respondents had followed Algeria Telecom on Facebook, while 27.8% (75) had responded by Facebook and Instagram together, the respondents who had responded by Instagram were 12% (33), subsequently were YouTube, LinkedIn and Twitter had respective percentages of 8.1% (22), 3.7% (10) and 2.2% (06), the other two people of 0.7% did not follow Algeria Telecom on its social networks.

The sample distribution according to the cause of not consulting Algeria Telecom offers on these pages:

Table 10: The sample distribution according to the cause of not consulting Algeria Telecom offers on these pages

Reason	Headcount	Percentage
I don't have time	29	34.52%
I didn't know they put bids on its page	7	8/34
I'm not interested	14	16.67%
The information about the offers is not sufficient	34	40.47%
Total	84	100%

Source: developed by us

40.47% (34) of respondents found that consulting Algeria Telecom offers on its pages is not useful because the information about the offers is not sufficient, while 34.52% (29) of people did not consult Algeria Telecom offers on its social media pages because they did not have time for it, then people who were not interested in this represented 16.67% (14), subsequently found themselves in the category of people they did not know that Algeria Telecom presents its offers on its social media pages with a percentage of 8.34% (7).

The sample distribution according to the sending of complaints on Algeria Telecom's social networks:

Table 11: The sample distribution according to the sending of complaints on Algeria Telecom's social networks

	Frequency	Percentage	Valid Percentage	Cumulative percentage
ValidatedNo.	26	35.6%	35.6%	35.6%
Yes	174	64.4%	64.4%	100.0%
Total	270	100.0%	100.0%	

Source: developed by SPSS

64.4% (174) of respondents had sent complaints on Algeria Telecom's social networks, while 36.6% (96) of respondents did not.

The sample distribution according to the processing of complaints sent on Algeria Telecom's social networks:

Table 12: The sample distribution according to the processing of complaints sent on Algeria Telecom's social networks

Complaint handling	Headcount	Percentage
Yes	139	79 KU -42%
No.	36	20/58
Total	175	100%

Source: developed by us

79.42% (139) of respondents had their claims processed, while the rest of the claims were not with a percentage of 20.58% (36).

The sample distribution according to the processing of complaints sent on Algeria Telecom's social networks

Table 13: The sample distribution according to the processing of complaints sent on Algeria Telecom's social networks

		Frequency	Percentage	Valid Percentage	Cumulative percentage
Validated	Ambiguous	4	1.5%	1.5%	1.5%
	• understandable,	38	14.1%	14.1%	15.6%
	Very clear	228	4.	4.	100.0%
	Total	270	100.0%	100.0%	

Source: developed by SPSS

84.4% (228) of respondents found Algeria Telecom's publications very clear in second place were people who thought Algeria Telecom's publications were understandable, and in the last place were people who found its publications ambiguous.

The sample distribution according to the quality of Algeria Telecom publications:

Table 14: The sample distribution according to the quality of Algeria Telecom publications

		Frequency	Percentage	Valid Percentage	Cumulative percentage
Validated	Neutral	33	12.2%	12.2%	12.2%
	Not at all	10	3.7%	3.7%	15.9%
	Satisfied	227	84.1%	84.1%	100.0%
	Total	270	100.0%	100.0%	

Source: developed by SPSS

84.1% (227) of respondents were satisfied with the quality of the publications disseminated by Algérie Télécom, while 12.2% (33) of respondents were neutral and finally 3.7% (10) of people were not satisfied.

Sample distribution according to interaction with digital client advisors:

Table 15: Sample Breakdown by Interaction with Digital Client Advisors

		Frequency	Percentage	Valid Percentage	Cumulative percentage
Validated	Not at all satisfied	22	8.1	8.1	8.1
	Satisfied	114	42.2%	42.2%	50.4%
	Very satisfied	134	49.6%	49.6%	100.0%
	Total	270	100.0%	100.0%	

Source: developed by SPSS

49.6% (134) of respondents were very satisfied with the interaction with digital client advisors while 42.2% (114) was satisfied and 8.1% (22) were not at all satisfied with the interaction with digital client advisors.

The sample distribution according to the type of payment:

Table 16: Sample distribution by the type of payment

	Frequency	Percentage	Valid Percentage	Cumulative percentage
Validated Straight row method	195	72.2%	72.2%	72.2%
Point of sales	75	27.8%	27.8%	100.0%
Total	270	100.0%	100.0%	

Source: developed by SPSS

72.2% (195) of respondents preferred to make their payments and top-up online, while 27.8% (75) preferred to settle their payments in cash in the Actels.

Sample breakdown by online payment method:

Table 17: Sample Breakdown by Online Payment Method

	Headcount	Percentage
Edahabia Card	150	76.92%
CIB Card	45	23/08
Total	195	100%

Source: developed by us

The majority of respondents preferred payment by Edahabia card with a percentage of 76.92% (150), while the minority preferred CIB card with a percentage of 23.08% (45).

Sample distribution according to preference between advertising on social networks or on traditional advertising channels:

Table 18: Sample distribution by preference between advertising on social networks or on traditional advertising channels.

	Frequency	Percentage	Valid Percentage	Cumulative percentage
Validated Advertising on traditional broadcast channels	70	25.9%	25.9%	25.9%
Social media advertisement	200	74.1%	74.1%	100.0%
Total	270	100.0%	100.0%	

traditional advertising channels.

Source: developed by SPSS

74.07% (200) of respondents preferred advertising on social media, while the remaining 25.93% (70) chose advertising on traditional broadcast channels.

Sample distribution according to the preference of traditional marketing or digital marketing:

Table 19: Sample Breakdown by Traditional Marketing or Digital Marketing Preference

	Frequency	Percentage	Valid Percentage	Cumulative percentage
Validated DIGITAL MARKETING	234	86.7%	86.7%	86.7%
Traditional Marketing	36	13.3%	13.3%	100.0%
Total	270	100.0%	100.0%	

Source: developed by Excel

The majority of respondents prefer digital marketing practices with a percentage of 86.70% (234), while the minority prefer traditional marketing practices which represents 13.30% (36)

6.2 Analytic study

Cross-sorting between gender and the degree of satisfaction of interaction with digital client advisors:

Table 20: Growth between gender and the degree of satisfaction of interaction with digital client advisors

		Are you?		Total
		Woman	Man	
Are you satisfied with the interaction with the digital customer advisors?	Not at all satisfied	21	1	22
	Satisfied	99	15	114
	Very satisfied	88	46	134
Total		208	62	270

Source: developed by SPSS

Table 21: Chi-square tests

	Value	df	Asymptotic meaning
An Analysis of Women’s Correctional Officers.	20,199 ^a	2	0.000
likelihood ratio	679	2	0.000
N of valid observations	270		

Source: developed by SPSS

47.60% (99) of women are satisfied with interaction with digital customer advisors, while the majority of men are very satisfied with this service with a percentage of 74.19% (46).

The associations between gender and interaction satisfaction with digital client advisors were studied in bivariate analysis.

Social media discovery is significantly associated with sex (with p-value <0.05).

Cross-sorting between how Algeria Telecom was discovered and the degree of satisfaction of interaction with digital customer advisors:

Table 22: Growth between how Algeria Telecom was discovered and the degree of satisfaction of interaction with digital customer advisors

		How did you discover Algeria Telecom?				Total
		Word of mouth	Point of sales	Social media	Website	
Are you satisfied with the interaction with the digital customer advisors?	Not at all satisfied	4	5	8	5	22
	Satisfied	17	23	61	13	114
	Very satisfied	30	18	72	14	134
Total		51	46	141	32	270

Source: developed by SPSS

Table 23: Chi-square tests

	Value	df	Asymptotic meaning
Khi-deux de Pearson	7.519 ^a	6	0.275
likelihood ratio	7,215	6	0.301
N of valid observations	270		

Source: developed by SPSS

The majority People who have known Algeria Telecom by word of mouth, social networks and the website are very satisfied with the interaction with the digital customer advisors of this company with a respective percentage 58.82% (30), 51.06% (72) and 43.75% (14). While half of the people who have known the company through its outlets are satisfied with the interaction with customer advisors.

Cross-sorting between the use of Algeria Telecom offers and the degree of satisfaction of interaction with digital customer advisors:

Table 24: Growth between the use of Algeria Telecom offers and the degree of satisfaction of interaction with digital customer advisors

		What offer are you using?						Total
		4G LTE	Idoom adsl	Idoom adsl, Fixe	fibre Idoom	Idoom Fixe	I don't use this	
Are you satisfied with the interaction with the digital	Not at all satisfied	5	8	2	1	1	5	22

customer advisors?	Satisfied	17	45	6	3	6	37	114
	Very satisfied	27	37	21	9	14	26	134
Total		49	90	29	13	21	68	270

Source: developed by SPSS

Table 25: Chi-square tests

	Value	Df	Asymptotic meaning
Khi-deux de Pearson	18.961 ^a	10	0.041
likelihood ratio	470	10	0.035
N of valid observations	270		

Source: developed by SPSS

The majority People who use Algeria Telecom’s following offers: Idoom Fibre, Idoom Fixe and 4G Lte are very satisfied with the interaction with digital customer advisors with a respective percentage 69.23% (09), 66.67% (14) and 55.10% (27). As well as more than half the people who I use doom Adsl and Idoom Fixe at the same time are very satisfied with this interaction with customer advisors with a percentage of 72.41% (21). So, the majority of respondents who I use doom Adsl and those who do not use any of these offers are satisfied with digital interaction with these digital customer advisors.

The degree of satisfaction of interaction with digital customer advisors is significantly associated with the Algeria Telecom offer used. (P-value <0.05)

Cross-sorting between which social network respondents follow Algérie Télécom and the degree of satisfaction of interaction with digital customer advisors:

Table 26: Growth between which social network respondents follow Algérie Télécom and the degree of satisfaction of interaction with digital customer advisors

		On which social network do you follow Algeria Telecom						Total	
		None	Facebook	Face, Instag	Instagram	LinkedIn	Twitter		
Are you satisfied with the interaction with the digital customer advisors?	Not at all satisfied	0	7	6	5	1	0	3	22
	Satisfied	0	45	38	11	7	0	13	114
	Very satisfied	2	70	31	17	2	6	6	134
Total		2	122	75	33	10	6	22	270

Source: developed by SPSS

Table 27: Chi-square tests

	Value	df	Asymptotic meaning
Khi-deux de Pearson	24.374 ^a	12	.018
likelihood ratio	5.07	12	.007
N of valid observations	270		

Source: developed by SPSS

The majority of respondents who follow the company on Facebook and Instagram separately as well as all followers on Twitter are very satisfied with the interaction with digital customer advisors with a respective percentage of 57.38% (70), 51.51% (17) and 100% (06), while people who respond via LinkedIn, YouTube, Facebook and Instagram at the same time are satisfied with the interaction with these customer advisors with a respective percentage of 70% (07), 59.09% (13) and 50.67% (38). And finally, all people who do not use any social network are very satisfied with this interaction with a percentage of 100% (02).

The degree of satisfaction of interaction with digital customer advisors is significantly associated with the social network on which subscribers follow Algérie Télécom (p-value <0.05).

Cross-sorting between the evaluation of the quality of Algeria Telecom publications and the degree of satisfaction of interaction with digital customer advisors

Table 28: crossover between the quality assessment of Algeria Telecom publications and the degree of satisfaction of interaction with digital customer advisors

		What is your quality assessment of Algeria Telecom’s publications?			Total
		Neutral	Not at all	Satisfied	
Are you satisfied with the interaction with the digital customer advisors?	Not at all satisfied	6	3	13	22
	Satisfied	21	6	87	114
	Very satisfied	6	1	127	134
Total		33	10	227	270

Source: developed by SPSS

Table 29: Chi-square tests

	Value	df	Asymptotic meaning
Khi-deux de Pearson	28.285 ^a	4	0.000
likelihood ratio	0.64	4	0.000
N of valid observations	270		

Source: developed by SPSS

More than half of the people who answer with not at all satisfied and neutral regarding the quality of Algeria Telecom’s publications are satisfied with interaction with digital customer advisors with a respective percentage of 63.64% (21) and 60% (06), while 55.95% (127) of the people who are

satisfied with the quality of Algeria Telecom’s publications are very satisfied with interaction with these digital customer advisors.

The degree of satisfaction of interaction with digital customer advisors is significantly associated with the quality of Algeria Telecom publications (p-value <0.05).

Cross-sorting between the degree of satisfaction with the clarity of the publications of Algeria Telecom pages and the degree of satisfaction with the interaction with digital customer advisors:

Table 30: increase between the degree of satisfaction with the clarity of the publications of Algeria Telecom pages and the degree of satisfaction with the interaction with digital customer advisors

		What do you think about the clarity of the content of Algeria Telecom pages (social networks and websites)?			Total
		Ambiguity	Understandable	Very clear	
Are you satisfied with the interaction with the digital customer advisors?	Not at all satisfied	2	5	15	22
	customer	1	29	84	114
	Very satisfied	1	4	129	134
Total		4	38	228	270

Source: developed by SPSS

Table 31: Chi-square tests

	Value	df	Asymptotic meaning
Khi-deux de Pearson	37.179 ^a	4	0.000
likelihood ratio	36,050	4	0.000
N of valid observations	270		

Source: developed by SPSS

half of respondents who find the content of Algeria Telecom’s publications ambiguous are not at all satisfied with interaction with digital customer advisors with a percentage of 50% (02), while the majority of people who find the content of this company’s publications understandable are satisfied with interaction with digital customer advisors with a percentage of 76.32% (29), and finally people who see that the content of Algeria Telecom’s publications is very clear are very satisfied with interaction with these customer advisors with a percentage of 56.58% (129).

The degree of satisfaction of interaction with digital customer advisors is significantly associated with the clarity of the content of Algeria Telecom publications (p-value <0.05).

Cross-tripping between the influence of an advertisement on Algeria Telecom’s social networks and the degree of satisfaction of interaction with digital customer advisors:

Table 32: crossover between the influence of an advertisement on Algeria Telecom’s social networks and the degree of satisfaction of interaction with digital customer advisors

Have you ever been influenced by a social media ad from this company?

		No	Yes	Total
Are you satisfied with the interaction with the digital customer advisors?	Not at all satisfied	14	8	22
	Satisfied	55	59	114
	Very satisfied	17	117	134
Total		86	184	270

Source: developed by SPSS

Table 33: Chi-square tests

	Value	df	Asymptotic meaning
Khi-deux de Pearson	47.029 ^a	2	0.000
likelihood ratio	A/49/222	2	0.000
N of valid observations	270		

Source: developed by SPSS

63.59% (117) of respondents who were influenced by the publications of Algérie Télécom are very satisfied with the interaction with the digital customer advisors, while 63.95% (55) of respondents who were not influenced by the publications of Algérie Télécom are satisfied with the interaction with the digital customer advisors.

The degree of satisfaction of interaction with digital customer advisors is significantly associated with the influence of Algeria Telecom publications (p-value <0.05).

Cross-sorting between the preference between digital or traditional marketing and the degree of satisfaction of interaction with digital customer advisors:

Table 34: Increase between the preference between digital or traditional marketing and the degree of satisfaction of interaction with digital customer advisors

Do you prefer digital or traditional marketing

		DIGITAL MARKETING	Traditional Marketing	Total
Are you satisfied with the interaction with the digital customer advisors?	Not at all satisfied	22	0	22
	Satisfied	114	0	114
	Very satisfied	98	36	134
Total		234	36	270

Source: developed by SPSS

Table 35: Chi-square tests

	Value	df	Asymptotic meaning
Khi-deux de Pearson	42,158 ^a	2	0.000
likelihood ratio	090	2	0.000
N of valid observations	270		

Source: developed by SPSS

48.72% (114) of respondents who prefer digital marketing practices are satisfied with the interaction with digital customer advisors while all people who prefer traditional marketing practices are very satisfied with the interaction with digital customer advisors with a percentage of 100% (36).

The degree of satisfaction of interaction with digital customer advisors is significantly associated with the choice between digital marketing and traditional marketing (p-value <0.05).

The results of the investigation:

In this study, women dominate the sample with 77%, compared to 23% for men, with an average age of 27 years. A large proportion of participants (77.8%) are students, followed by employees at 14.1%. The results show that 77.99% of social media users are constantly connected, highlighting their growing importance. Algeria Telecom, in particular, has seen its popularity increase on these platforms, with 68% of respondents having explored its online offers, and its Facebook account reaching 1.2 million subscribers. Approximately 79.42% indicated that their complaints were effectively handled through these channels, and a majority found the company's publications clear (84.4%) and satisfied with the quality of the latter (84.1%). Interactions with digital client advisors were positively assessed, with 49.6% expressing high satisfaction. Digital marketing and social media advertising are strongly favoured by 74.07% and 86.70% of respondents respectively, indicating a strong preference for digital marketing practices.

The results of the survey clearly validated our initial assumptions, demonstrating that Algeria Telecom's use of social networks had a positive effect on its brand image as well as on customer attraction.

We strongly encourage Algerian companies and brands to adopt a marketing strategy on digital social media platforms. This approach will allow them to establish direct contact with consumers and facilitate communication, all at a lower cost. In addition, we offer companies to use these platforms as a new sales channel, which will allow them to reach a wider audience, increase sales and expand their distribution networks. However, in order to make all this possible, it is essential to put in place a reliable payment system as well as regulations that will inspire consumer confidence and facilitate transactions to buy and sell products.

5. Conclusion

The study highlights the crucial importance of social media in companies' digital marketing strategies to reach new market segments. It demonstrates that the integration of social networks is essential for the success of modern businesses, offering innovative promotion opportunities and direct engagement with the target audience. Through a combination of quantitative and qualitative analyses based on questionnaires with Algeria Telecom customers and employees, the study validates the effectiveness of digital marketing, including advertising on social networks and the importance of Facebook as a dominant platform to increase visibility and engagement. It reveals a massive adoption of social networks by Algerians, with almost universal use and a tendency to stay

connected at all times. The results highlight the effectiveness of social media to bring businesses closer to diverse categories of consumers and to enable direct and personal interaction, making marketing on these platforms extremely profitable. The majority of participants recognize the usefulness of social networks to follow favourite brands and appreciate interactions with companies through these channels. The study recommends that companies maximize the effectiveness of their online presence while raising consumer awareness of the risks associated with personal data protection. It also invites future research on the impact of social media on buying behaviours and brand perception, suggesting a rich field of exploration for digital marketing students.

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