The Role Of Digital Marketing Strategy In Achieving Competitive Excellence For Organizations In Light Of Digital Transformation

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ABSTRACT

The current research aims to identify the role of digital marketing strategy in achieving competitive excellence for organizations in light of digital transformation. The research adopted the descriptive analytical method to identify relationships, and a structural model was built and tested through regression and structural modeling. The research concluded that digital marketing strategy plays a crucial role in achieving competitive differentiation for a brand, as digital marketing strategy can accurately identify and target customers. Using data and audience analysis, you can identify which prospects engage most with your products or services, so you can effectively target your marketing efforts and gain an advantage over competitors.

Keywords: Digital marketing strategy , competitive excellence , digital transformation.

INTRODUCTION

The digital generation, also known as digital natives (those born after 1995 who have local knowledge of using new technologies), have created new consumption habits, new lifestyles, and new ways of communicating online (Goldie, 2016). For this reason, marketing is advancing significantly at the speed of technology as a strategic ally, allowing us to know in real time the consumer behavior that leaves its mark on web analytics, a scenario where everything is measurable and offers a behavior study. One of the most reliable and spontaneous consumers. This variable is forcing marketing consulting professionals to be more creative to reach increasingly fragmented segments (Reimann,202). In this sense, it is necessary to analyze the alternatives that define the new direction taken by current marketing and advertising in the world, and to analyze the current context, to generate greater effectiveness in influencing and improving investment. It is essential to identify trends regarding the usability of the ad game as a digital marketing strategy (Dwivedi et al., 2015). In the same context, the importance of competitive excellence in organizations is that it provides a framework for achieving long-term success by focusing on identifying and addressing the needs and desires of customers, while also taking into account the strengths and weaknesses of competitors (De Mooij,2019). It also helps organizations build a strong brand and enhance customer loyalty, which can lead to long-term success and profitability (O'shaughnessy,2022). Competitive excellence as a necessity of administrative development requires raising performance levels through developing the skills and capabilities of employees and members of the organization, and this in turn requires an effective organization in which the spirit of teams, innovation, initiative

and competition prevails, so that every individual worker feels that he is a member of the organization.

This feeling motivates employees to exert all their energies and efforts and give everything they have for the sake of the organizations' excellence and success.

Accordingly, the current research aims to identify the role of digital marketing strategy in achieving competitive excellence

LITERATURE REVIEW

DIGITAL MARKETING STRATEGY

Marketing has been integrated into the strategy of companies to the point of becoming an inseparable part of their DNA, as organizations that compete in the market to offer value to their customers (Chaffey & Smith,2022) . The function of marketing has extended to all organizations and companies, large, medium or small. Almost all of them "do marketing " although sometimes they do not know it or do it unconsciously or rudimentarily (Baines & Rosengren,2017). Market regulations are always changing, and "digital changes everything" for businesses (Florez, 2012). It must be emphasized that while technology plays a role, customer attitudes and behaviors also need to transform as a result of the use of new technologies. As the digital world permeates society, it creates new ways of life and contemporary consumer behaviors. (Kotler et al., 2021).

A digital marketing strategy can be defined as the set of tactics, media and online resources to attract, convert and retain target customers through digital channels, such as web search engines, social networks, paid advertisements, website, email, digital events , etc (Chaffey, 2019). The goal of a digital marketing strategy is to increase awareness of business and attract new customers. Through it is possible

for business to achieve specific objectives in digital media according to its needs (Olson et al., 2021). The term digital marketing strategy is often confused with other related concepts, such as marketing plan or marketing tactics. Therefore, it must be understood that a digital marketing strategy is a detailed plan that describes the different actions and means to reach a target audience and convert them into customers, based on the business objectives of organization ,while marketing tactics are the specific actions carried out to implement the marketing strategy (Drummond et al., 2020) .

Digital marketing is developing significantly, as the report on the size of the digital marketing software market indicates a significant increase in future expectations (GVR, 2020), as shown in Figure 1.
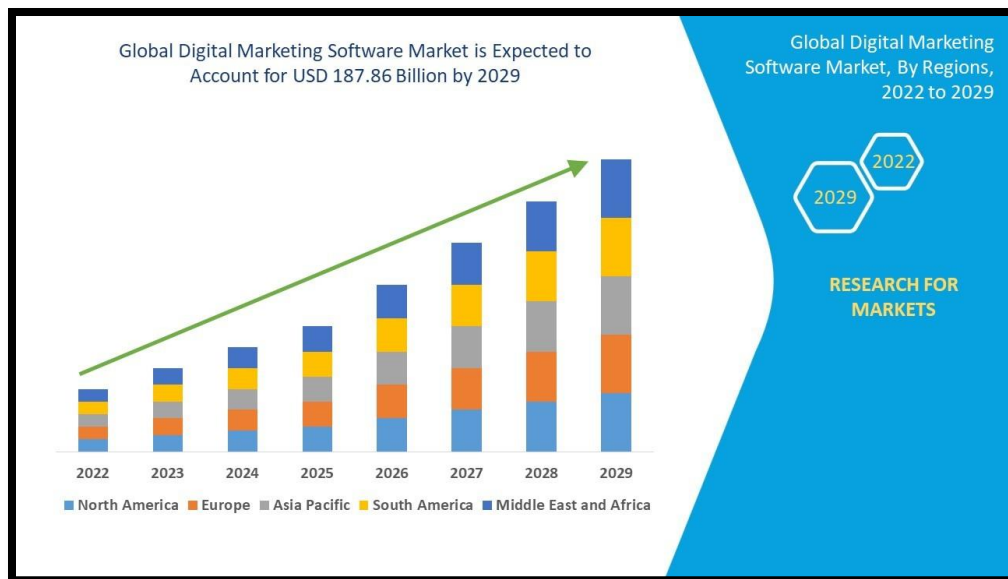

Figure 1: Global Digital Market expectations

THE IMPORTANCE OF DIGITAL MARKETING

Digital marketing gives organizations the ability to reach a global audience. Any organization, regardless of its size, can expand its operations and reach customers around the world through the Internet.

The importance of electronic marketing are:

- Giving organizations the ability to reach a global audience easily. Thanks to the Internet, organizations can transcend geographical boundaries and reach customers all over the world (Das, 2021).

- Use multilingual websites and global social media platforms, so organizations can communicate with audiences in different countries. Content can also be customized to meet the needs of a local audience (Chaffey,2019).

- Continuity of sales as it does not depend on a specific date. Goods can be advertised continuously at any time. This refers to the ability to communicate with potential customers during and outside business hours.

- The ability to communicate with distant customers, as e-marketing is not limited to a specific region.

- Low marketing costs: Investors are concerned about the high cost of opening a display store as these costs include display rental, fees, and warehouse space. However, e-marketing can eliminate these problems (Kingsnorth, 2022).

DIGITAL MARKETING STRATEGY DIMENSIONS

E-marketing strategies include (attraction, retention, communication)

- Customer attraction: It is how to attract customers to the organization based on digital marketing methods and retain them. This indicates the positive

relationship between the customer attraction strategy and brand loyalty, as social media contributes to attracting and retaining the customer (Saura,2021).

- Retention: Marketing requires marketers to focus on e-marketing practices and achieve commitment to customer requirements, as the customer does not return to the site without a reason, so it requires attention to the process of continuous renewal and innovation in order to retain the customer.

- Learning: Social media provides many opportunities for marketers to learn more information and data about customers, and this helps to know their desires and behaviors and identify information that can contribute to improving marketing and achieving competitive distinction.

- Communication: It is the transfer and exchange of information with the customer and their reaction, whereby one can interact with them and determine their needs and requirements (Velev & Tsvetanova,2020).

COMPETITIVE EXCELLENCE

Competitive excellence is an area in which an organization has a higher ability than its competitors in exploiting external opportunities or reducing the impact of threats. A company's ability to utilize its human or material resources gives it a competitive advantage. It may be related to research and development, quality, technology, cost reduction capabilities, marketing effectiveness, or availability of financing. Or to have highly skilled human resources, or excellent management thinking (Moore et al., 2017).

Competitive differentiation is the ability to outperform competitors in local or global markets by offering customers products with the necessary efficiency (quality, price, time, etc.) to secure an appropriate market share. It is a motivating

and supportive factor with enduring core values. (Bag et al., 2020). The extent that the organization enjoys and affects the behavior of customers in the context of their dealings with the organization and lasts for a longer period regardless of the length or short of the life cycle of the product provided by the organization (Moorman, C., & Day,2016).

It is employing the competitive advantage that represents the unique characteristics that distinguish the organization from its current and potential competitors. These are the new advantages that the organization obtains, which places it in an advanced position in terms of sustainable competitive advantage and the relationship with its competitors. And the benefits obtained by the organization to the greatest extent possible which cannot be imitated or copied (Liu et al., 2019). Competitive excellence can be achieved through continuous improvement, innovation and adaptation. It involves setting high standards and striving to exceed them. Through some steps that include setting clear goals and objectives, embracing innovation, and developing competitive strategy (Chaffey, D., & Smith,2022).

MATERIAL AND METHODS

The materials and methods are intended to explain the specific methods used to test and describe the empirical relationships between the variables studied: digital marketing strategy in achieving competitive excellence ,This section covers the research design, research philosophy, target audience, research sample, research tools used for data collection, data collection methods, research framework or model, techniques used to analyze data, and research ethics, the population considered for this study included managers of social platforms.

INSTRUMENT

The research used the analytical method by adopting an electronic questionnaire, which was distributed to a sample of managers of social platforms (105). The research hypotheses were tested through the data for the questionnaire, which consisted of two types of variables: the independent variable (X) and its dimensions (X1, X2, X3, X4) and the dependent variable (Y).

SAMPLE

The data were collected as part of a self-administered survey. A sampling frame was developed that contained all data and supported sample selection. A sample of 87 teachers was selected for this study. The data of the selected sample was collected using stratified random sampling technique as stratified random sampling helps the researcher to ensure that the selected sample is a good representation of the population.

MEASUREMENT OF VARIABLES

The reliability and validity of the questionnaire used in this study were measured and evaluated. This particular study evaluated X using four different constructs from previous studies and Y. The selected structures of X include (X1,X2,X3,X4) as shown in Table 1. and according to Cronbach Test all values are accepted due the all more than 0.70.

Table 1: Reliability And Validity Test

Variable	Reliability
X1	0.815
X2	0.741
X3	0.761
X4	0.778
X	0.864
Y	0.888
ALL	0.831

DATA LINEARITY TEST

Linear analysis can be used to analyze data by creating charts and graphs to represent data more clearly and easily to understand. These graphs can be used for several purposes, including: 1- Analyzing trends and key features in the data. 2- Analyzing changes in data over time or in different locations. 3- Show relationships between data sets. 4- Analyzing deviations and errors in the data. 5- Choosing appropriate statistical tools.

In order to test the linearity of the data, the linearity test is used, which indicates that the data must be distributed around the scattering line to confirm that the data is linear. Figure 2 indicates that the data is distributed in an acceptable manner around the scattering line, and this confirms that it has acceptable linearity.
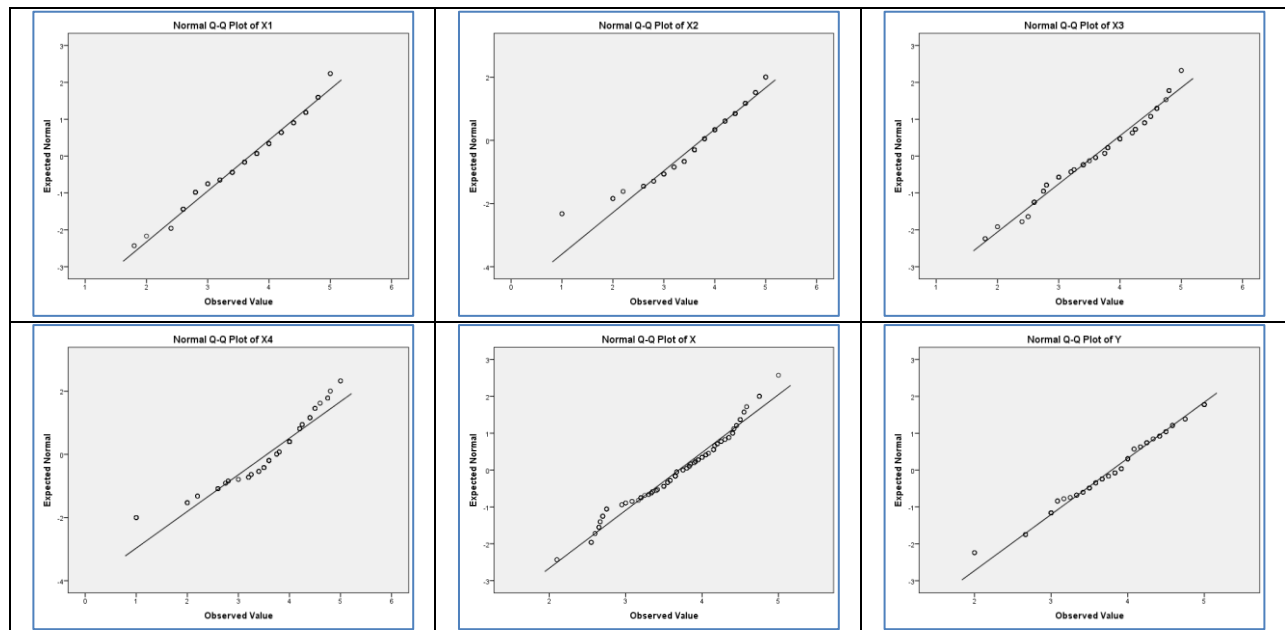

Figure 2: Data Linearity Test

CORRELATION ANALYSIS

Correlation analysis was used to find relationships between the variables that were not caused by each other. Not Pearson's correlation, but Spearman's rho was used instead because the variables in this study were a mix of categorical and scale variables. Table 2 shows the results that indicate that there is a strong relationship between X and Y the coefficient is (0.890 **) and the (t-test) is higher than its table value which refer to significant relationship, and support H1. Also, the result indicate that there is a strong relationship between X1 and Y the coefficient is (0.772 **) and the (t-test) is higher than its table value which refer to significant relationship, and support H1a. And there is a strong relationship between X2 and Y the coefficient is (0.783**) and the (t-test) is higher than its table value which refer to significant relationship, and support H1b. Also, there is a strong relationship between X3 and Y the coefficient is (0.849 **) and the (t-test) is higher than its table value which refer to significant relationship, and support H1c. And there is a strong relationship between X4 and Y the coefficient is (0.873 **) and the (t-test) is higher than its table value which refer to significant relationship, and support H1d.

Table 2: Correlation Matrix

		X1	X2	X3	X4	X	Y
X1	Pearson Correlation	1	$.907^{**}$	$.839^{**}$	$.847^{**}$	$.936^{**}$	$.772^{**}$
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	91	91	91	91	91	91
X2	Pearson Correlation	$.907^{**}$	1	$.763^{**}$	$.856^{**}$	$.927^{**}$	$.783^{**}$
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	91	91	91	91	91	91
X3	Pearson Correlation	$.839^{**}$	$.763^{**}$	1	$.837^{**}$	$.911^{**}$	$.849^{**}$
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	91	91	91	91	91	91
X4	Pearson Correlation	$.847^{**}$	$.856^{**}$	$.837^{**}$	1	$.936^{**}$	$.873^{**}$
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	91	91	91	91	91	91
X	Pearson Correlation	$.936^{**}$	$.927^{**}$	$.911^{**}$	$.936^{**}$	1	$.890^{**}$
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	91	91	91	91	91	91
**. Correlation is significant at the 0.01 level (2-tailed).							

PATH ANALYSIS

Once the goodness of fit of the structural equation model was verified, the structural relationship of X-Y was analyzed and the results obtained are presented in Table 3, Figure 3,4.

According to the data obtained and presented in the results , the value of the standardized factor loading that relates the X variable to Y is 0.943 and there is a robust T value of 18.54, the which is significant at 0.001. A coefficient of determination (R^2) of 0.815 was obtained , which demonstrates a causal

relationship: that is, that X has positive and significant effects on Y . Therefore, the proposed hypothesis H 2 is accepted : X significantly effects Y. Goodness-of-fit measures are in the range of parameters accepted as good; That is, the theory is well represented in the reality of the sample. The findings of this research allow to establish that X positively and significantly to Y.

H2a :The value of the standardized factor loading that relates the X1 variable to Y is 0.881 and there is a robust T value of 16.13, the which is significant at 0.001. A coefficient of determination (R^2) of 0.761 was obtained , which demonstrates a causal relationship, that X1 has positive and significant effects on Y . Therefore, the proposed hypothesis H2a is accepted : X1 significantly influences Y.

H2b :The value of the standardized factor loading that relates the X1 variable to Y is 0.902 and there is a robust T value of 17.11, the which is significant at 0.001. A coefficient of determination (R^2) of 0.761 was obtained , which demonstrates a causal relationship, that X1 has positive and significant effects on Y . Therefore, the proposed hypothesis H2b is accepted : X2 significantly influences Y.

H2c :The value of the standardized factor loading that relates the X1 variable to Y is 0.951 and there is a robust T value of 19.23, the which is significant at 0.001. A coefficient of determination (R^2) of 0.761 was obtained , which demonstrates a causal relationship, that X1 has positive and significant effects on Y . Therefore, the proposed hypothesis H2c is accepted : X3 significantly influences Y.

H2d :The value of the standardized factor loading that relates the X1 variable to Y is 0.992 and there is a robust T value of 19.95, the which is significant at 0.001. A coefficient of determination (R^2) of 0.761 was obtained , which demonstrates a causal relationship: that is, that X4 has positive and significant effects on Y .

Therefore, the proposed hypothesis H2d is accepted : X4 significantly influences Y.

Table 3 : Results Of The Tested Model

Hypothesis	Relation	Estimation	T	R^2	Sig.
H2a	X1....> Y	0.881	16.13		0.000
H2b	X2....> Y	0.902	17.11	0.761	0.000
H2c	X3....> Y	0.951	19.23		0.000
H2d	X4....> Y	0.992	19.95		0.000
H2	X.....> Y	0.943	18.54	0.815	0.000

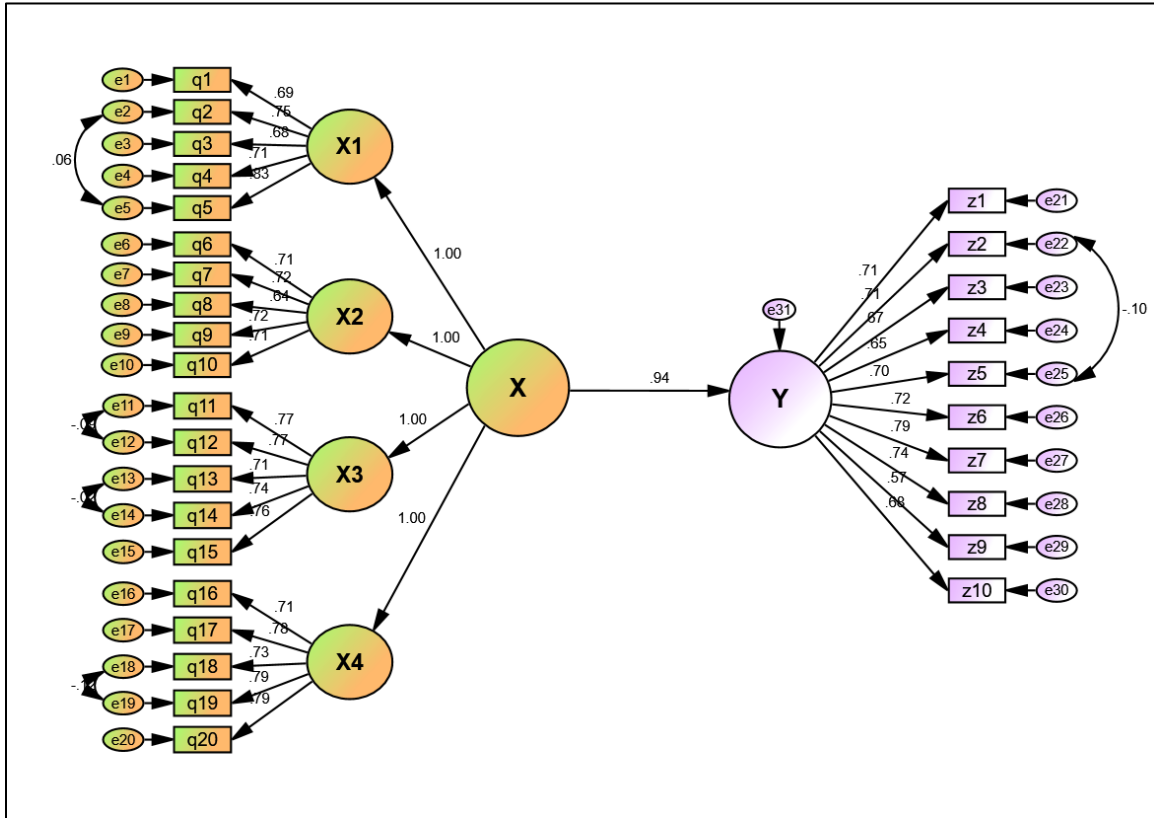Figure 3: Model Of The Effect Of X Dimensions On Y
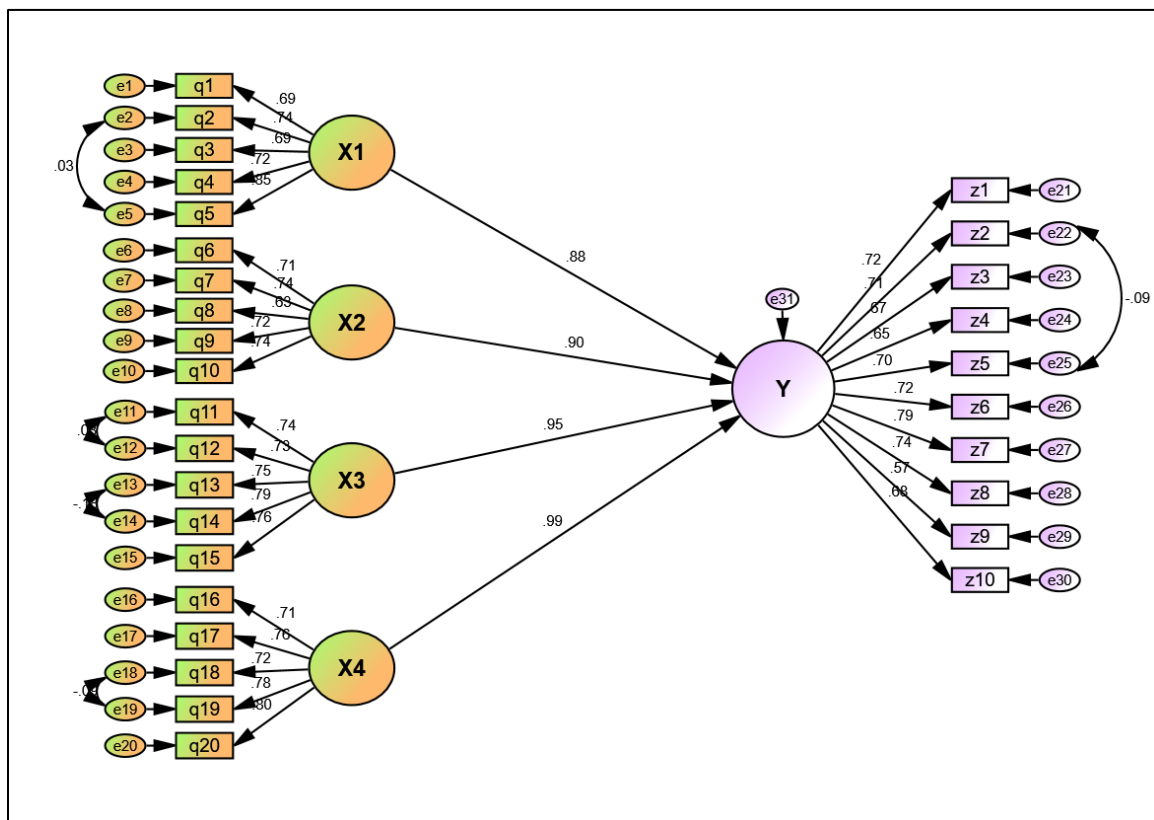
Figure 4: Model Of The Effect Of X On Y

DISCUSSION AND CONCLUSIONS

In today's digital age, organizations and companies have turned to e-marketing, also known as digital marketing or online marketing, as a way to reach their customers more effectively, which is the practice of promoting products or services using digital channels. There are many advantages to digital marketing, and different types of it that companies can use to reach their target audience.

The aim of this research is to identify the role of digital marketing strategy in achieving competitive excellence. The research found that digital marketing

strategy has a positive impact on achieving competitive excellence, digital marketing is more cost-effective than traditional marketing methods. Through digital marketing, organizations can reach a larger clientele for a fraction of the cost of traditional marketing. Attracting customers has a positive impact on gaining competitive advantage as it increases market share, increases customer loyalty and expands the consumer base. Maintaining a strong customer base helps a company grow its customer base, improve its reputation, and gain competitiveness.

Competitive advantage benefits from learning as it provides further insight into customers, their needs and how to satisfy them. Effective customer communication contributes to competitive excellence. Contacting customers and providing information about services can help convince them to do business with the company and become familiar with its products.

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