Forecasting the Trend of Specialized Digital Marketing of social media In Iran

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ABSTRACT

This article examines the role of social media as a powerful factor in marketing and its impact on organizational structure with a special focus on digital marketing. It outlines the components and roadmap for integrating digital marketing into social media. This research used customers who used the services and products of Internet businesses. 384 people were randomly selected

The research questionnaire has been given to them. After providing them with the questionnaire, the analysis of the information obtained from the implementation of the questionnaires has been done using the method of structural equation modeling and with the help of PLS software in two parts the measurement model and the structural part. The results showed that social networks have a positive and meaningful role in the development of digital marketing of Internet businesses. It was also found that social networks can play an effective role in digital marketing website development, digital marketing search engine optimization development, digital marketing click-based advertising development, digital marketing online public relations development, and digital marketing email marketing development.

1. Introduction

Social media refers to online platforms used by people to publish content, profiles, views, experiences, and reflections. It is important to distinguish social media from social networks, as the former serves as a means of mass transfer or exchange of information, while the latter facilitates interaction between individuals. Social networks are formed by groups of people who share common interests or share similar mindsets and communicate through social networking sites. As a result, social media represents the socialization of an organization and involves the participation of human elements in organizational procedures and philosophies. Considering the increasing importance and influence of social networks and digital marketing in these platforms, designing a social network marketing strategy in 1401 is very important, especially for Iranian companies facing sanctions, financial crises, and inflation. In general, a comprehensive strategy consists of two basic components. The first component includes the tactical aspect of social media presence, while the second component focuses on developing a specific social media marketing strategy for 2014.

In today's Internet business environment, which is characterized by high uncertainty, high dynamism, intense competition, and tough economic conditions; Businesses conduct their social network activities to obtain competitive resources from outside, and to overcome these challenges as a single relationship, all the required resources cannot be provided. Therefore, the creation of social networking capabilities between organizations has recently accelerated in strategic practice. The social network enables these businesses to reliably and quickly acquire information and competencies, thus making a business strategically agile because it is at the core of its strategic network. They can get better opportunities faster and deal with any competition and potential threats (Kurtiavan et al., 2020). Today, Internet businesses can monitor their social network activities to control their digital marketing performance and to develop To develop digital marketing involve business members in team activities and share information in real time, businesses can create informal social network groups. Researchers have stated that now social networks have changed specific planned scenarios because all team members are involved with these scenarios, so they follow social networking to communicate the organization's activities and information with their members. Internet businesses design social media communication strategies so that they can monitor marketing activities that can affect their performance increase information sharing in real-time databases and use it in line with their digital marketing development. to use identification (Jaya Mangala, 2017) Therefore, the current research in this regard examines the role of social networks in the development of digital marketing of Internet businesses and answers the important question of whether social networks in the development of digital marketing of businesses and Does internet work have a positive effect or not?

An overview of the theoretical foundations of research
In today's business environment, which is characterized by high uncertainty and dynamic economic conditions, companies perform network activities to obtain competitive resources from outside, and to overcome these challenges as a single relationship, all the required resources cannot be provided. provided, Therefore, networking between companies has recently gained momentum in strategic practice.
Networking ability has been highlighted as an important ability for media technology and organizations that play an undeniable role in improving their performance (Yang et al., 2018).
Social networks are a set of actors who, while interacting and exchanging with each other, perform interconnected activities by tying their resources to each other to create value. Social network means applying the network form to perform a specific set of activities and refers to management measures that regulate the relationships of organizations in a network. On the other hand, networking has a prescriptive nature and includes a set of activities that are carried out to create and manage networks. From the point of view of Muller and Press (2019), the social network refers to capabilities that lead

to improved performance with features such as connection coherence and brevity and can provide benefits such as facilitating broader social relationships with a wider scope, better capacity for monitoring and their analysis and increasing symbiosis of consumption and social interactions and provide companies with more tools to manipulate these interactions and potentially influence the influence process (Mueller and Press 2019)

A social network is an online interactive media that allows people to establish relationships. Share your ideas, share information, and limit society in the flow of emotions. Social networking is currently growing in a dynamic environment. People use social media to express their human feelings. Social networking motives can be different for different people. People turn to networking for professional purposes, for personal motivation, and personal thoughts and perspectives. The motivation to use social networking can change, but the ultimate logic of connection is creating social connections and sharing (Ashraf and Javad, 2014).

From the point of view of Jafarpanah et al. (2013), the social network is based on the assumption that one relationship is negatively or positively influenced by other relationships, and the effects of strengthening, weakening, or removing existing relationships and establishing new relationships cannot be done individually and separately. be determined and this can help create organizational value.

On the other hand, one of the important topics for businesses, especially internet businesses, is the development of their digital marketing. Digital marketing is known as one of the most important factors in the development of Internet businesses in this era.

Digital marketing has provided two-way and efficient communication for managers and customers. The concept of digital marketing was first used in the 1990s. Although at that time it was mainly about advertising for customers. However, during the 2000s and 2010s, the concept expanded with the advent of new social and mobile tools. This method evolved from an advertising-driven method for users to a concept of creating an experience that engages them. Digital marketing has become an essential tool to compete in the market. Because everyone is unwittingly immersed in the digital age. Using it is the most efficient tool to reach potential consumers (Kanan, 2017).

The goal of digital marketing is to increase the efficiency of business activities in the ecosystem of businesses. From Purvanti's (2021) point of view, digital marketing is a social and management process through which different groups and people get what they need and want and create and exchange valuable products for others (Purvanti, 2021).

The basic basis for the development of digital marketing in the business space is the Internet. It is this technology that allows the use of electronic marketing techniques and has allowed the creation of the World Wide Web as we know it today. It is this technology that has enabled the evolution and adaptation of traditional marketing methods for the new digital environment. Some other definitions of digital marketing are given below in Table 1 (Luiz Garcia et al., 2019).

Table 1- Definitions of digital marketing

Definition	the writer
Digital marketing is the activity of a set of institutions and processes of creating communication, delivery, and exchange of offers that are valuable for customers, partners, and society in the context of information technology in general.	American Marketing (2013) Association
What a company does to advertise and sell its products and services on the Internet.	(2008) cutlet

Finally, it can be said that marketing trends in the world are changing from normal (offline) to digital (online). This digital marketing strategy is more futuristic because it allows potential consumers to get all kinds of information about products and make transactions over the Internet. Digital marketing is an advertising and market research activity through online digital media using various tools such as social networks. The virtual world can now not only connect people with devices but also people with other people around the world. Digital marketing, which usually includes interactive and integrated marketing, facilitates interactions

between producers, market intermediaries, and potential consumers. On the one hand, digital marketing makes it easy for business owners to monitor and satisfy all the needs and desires of potential consumers. On the other hand, potential consumers can search and obtain product information by exploring the virtual world. Shoppers are now increasingly independent in making purchase decisions based on search results. Digital marketing can reach entire communities without geographic restrictions with time limits. The digital market currently plays a very important role in the development of the national economy. Digital marketing can be related to direct marketing because companies that do digital marketing activities can shorten the supply chain and of course, can reduce their operating costs. (Purvanti 2021)

The development of digital marketing through websites, mobile phones, and gaming devices provides new access to advertising without compromise and is very effective. Digital marketing can also create or open new markets that were previously closed due to time constraints and distance. From the point of view of Ryan and Calvin (2009), the dimensions of digital marketing in terms of promotion as part of the marketing mix (P4) include website, search engine optimization (SEO), click-based advertising, online public relations, and email marketing.

According to the literature, the following hypotheses were formed, which were presented by the conceptual model of the research (Figure 1) as follows.

Hypothesis 1: Social networks play a role in the development of digital marketing websites for Internet businesses.
Hypothesis 2: Social networks play a role in the development of digital marketing search engine optimization of Internet businesses.
Hypothesis 3: Social networks play a role in the development of click-based advertising and digital marketing of Internet businesses.
Hypothesis 4: Social networks play a role in the development of online public relations, digital marketing, and Internet businesses.
Hypothesis 15: Social networks play a role in the development of email marketing and digital marketing of Internet businesses.
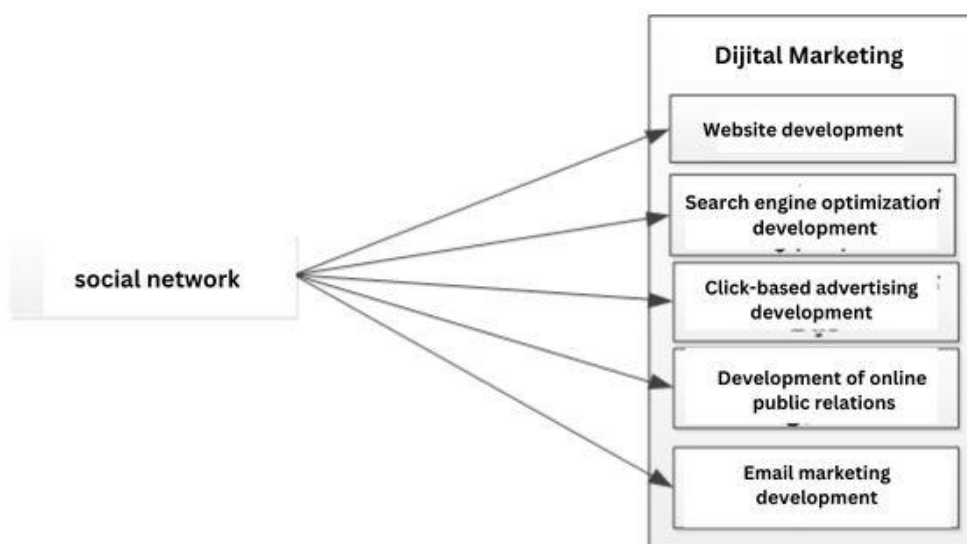

Figure 1- Conceptual model of the research

Background of research literature

The rapid pace of technological advancement has led to the emergence of several advanced trends in the field of marketing. However, since the start of the COVID-19 pandemic, businesses have faced increasing pressure to prioritize the rapid digitization and automation of their interactions with partners and consumers. As technologies like artificial intelligence and data-driven marketing continue to grow, the focus is shifting from technology to people. Because it is the experience economy that ultimately determines the success of today's businesses. Prominent institutions such as Gartner have made predictions about the dominant marketing trends in the coming months and published the Global Eradication of the Corona Pandemic. These trends are predicted to revolve around customer experience, employee engagement, and content visualization. As a result, the definition of marketing is constantly changing and goes beyond mere branding and advertising. Marketers are now expected to collaborate with different departments within their organization to create exceptional customer-centric experiences. They should also use a variety of strategies to encourage customers to stay up-to-date and provide feedback on products (Mohsani et al., 1402). Prominent companies like Amazon have embraced the idea that each new year puts more emphasis on customer centricity. Statistical data suggests a significant transformation in marketing communications is on the horizon. Instead of focusing solely on convincing people to buy their products or use their services, organizations are shifting their focus to providing exceptional customer experiences. The goal of this strategic change is to create a long-term interaction between people and the organization's offerings. By prioritizing a positive business culture and providing exemplary service, significant progress can be made on a difficult marketing journey. In today's landscape, customers are not only impatient but also demand products or services free of conventional complications. As a result, they expect to receive comprehensive after-sales support. This requires sending a personal message to them with Informed purchasing decisions and a customer-centric atmosphere to help in the purchasing process. Customers are constantly looking for comprehensive support from companies and organizations.

In addition to personalized marketing messages, customers increasingly rely on questions and answers provided by other consumers to identify products of interest. As a result, the digital marketing team needs to coordinate seamlessly with the sales and customer service teams to provide the right customer service. The proliferation of online content gives consumers plenty of choice. They no longer expect companies to simply extol the virtues of their products. Instead, they enter the digital realm conduct research, and select products based on their findings. Consequently, companies must provide more than just information. Research shows that 73 percent of people consider customer experience a key factor in their purchasing decisions, yet only 49 percent of American consumers believe that companies provide a satisfactory experience. A superior customer experience emphasizes efficiency, convenience, knowledgeable and responsive service, as well as simple payment options. Social networks have a significant impact on various aspects of people's lives. As such, online social networks have emerged as very powerful platforms for marketing and advertising efforts. This is primarily due to the persuasive power of peer influence among users. Using word of mouth, also known as viral marketing, on social networks can effectively increase product adoption. The popular concept of digital marketing as a cost-effective, easy-to-implement, and highly efficient approach has made it a viable alternative to traditional advertising methods. However, recent research shows that traditional advertising is losing its effectiveness. Viral marketing, a technique that spreads promotional information through social networks, has gained popularity. However, decentralized viral marketing faces several challenges, including the spread of unreliable information and limited network knowledge. Therefore, viral marketing is one of the most necessary and effective strategies in social networks (Moydi and Ashtakhrian, 1400).

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Mohammadi and Mehri (2019) conducted a study to identify and prioritize marketing factors for

brand value in cellulose industry companies. The findings of the research can be summarized as follows: Among the different factors of social marketing that were evaluated in terms of brand value, customers' perception of the services received had positive results. In addition, this study examined the effect of social marketing factors on each of the dimensions of brand value, and based on the results of the Ben Feroni test, it was found that social marketing factors have the strongest effect on brand satisfaction, while They have a brand.

Nader Jafari Haftkhani et al. (2019) investigated the factors affecting the change in consumer behavior towards domestic goods in the men's clothing industry of Iran by using the social marketing approach. The research findings showed six key factors that play a role in changing consumer behavior. These factors include the competitiveness of the clothing industry, consumer culture and attitude, governance background, economic background, scientific background, and the role of universities, as well as partnerships with foreign manufacturers and prominent companies. In addition, the study concludes by presenting a comprehensive model that highlights the roles played by each actor in the domestic apparel industry.

Noami and Mostofi (2019) conducted a study on the effect of social marketing components on brand equity in companies listed on the Tehran Stock Exchange. The research findings showed that advertising, favorable behavior, and integrated marketing have a positive and significant effect on brand equity compared to other elements of social marketing. Furthermore, the effect of customer perception of nature and benefits on brand equity was positive but relatively weak. However, no significant relationship was observed between nature and brand awareness, nature, and brand association, public relations and brand loyalty, favorable behavior and brand association, marketing mix, and brand loyalty, as well as audience benefits and brand awareness.

Agha Mohseni et al. (2018) conducted a study on marketing strategies used by media organizations through social media platforms. In general, the researcher analyzes the findings and compares the strengths and weaknesses (internal factors), threats and opportunities (external factors) and combines and compares strengths and opportunities (SO), weaknesses and opportunities (WO), Strengths and Threats (ST) and Weaknesses and Threats (WT) reached the results that by doing and observing these points, effective solutions can be found in the direction of applying strategies for social marketing in media organizations. including the need for a comprehensive pathology in Iran's media organizations, the need to review the goals and structures of Iran's media organizations, the formation of a new strategic council for cyberspace and the implementation of effective strategies, a review of the human resources chart of Iran's media organizations, Improvement in the technical systems of Iran's media organizations and the need to form research committees, prepare content in the field of social marketing, study and compile content for social networks, interact with governmental and non-governmental organizations and institutions, and attract participants are the most important of these results.

Tarshizi and Waqfi (2018) conducted a study on the effect of social marketing strategies on brand loyalty, with a special focus on Asia Insurance, Mashhad, and the mediating role of brand trust. Research findings showed that social marketing strategies significantly affect brand loyalty and this relationship is mediated by brand trust.

Research Methodology

The method used in this research is applied in terms of purpose and descriptive survey in terms of data collection. Also, based on the type of data collected, it is of a quantitative type, in this regard, questionnaires have been distributed to receive the opinions of Internet business customers and the results have been included. Since a cause-and-effect relationship is examined in this research, the research method is causal in terms of the relationship between the variables, and the structural

equation model has been used to comprehensively examine the conceptual model of the research. The statistical population of this research included customers who used the services and products of online businesses. Due to the unlimited statistical population and using Morgan's table, 384 people were randomly selected, and the questionnaire

Research has been given to them. A standard questionnaire was used to collect data. The questionnaire of Mofar and Perez (2019) with a five-point Likert scale was used to measure the variable of social networks. This questionnaire has a total of 5 items. Also, the questionnaire of Ryan and Calvin (2009) with a five-point Likert scale was used to measure the variable of digital marketing. This questionnaire has a total of 15 items.

Factor loadings were used to check the reliability, which shows the degree of correlation between the indicators of a structure and that structure. In the present research, the results of the factor loadings showed that most of the questions had a factor loading above 4. The validity of the questionnaire was also checked by convergent validity, which is specific to structural equation modeling. In the convergent validity part, the AVE (Average Variance Extracted) criterion was used, and the results of this criterion for the research variables are shown in Table 2.

Table 2- Convergent validity check

Digital Marketing					social network	Variable
Email marketing	Online public relations	Click-based advertising	Search engine optimization	website	–	Dimensions
0.659	0.768	0.618	0.537	0.653	0.589	AVE

The criterion value for the acceptance level is AVE. As it is clear from the table above, all the AVE values of the constructs are greater than 0.5 and this confirms that the convergent validity of the present questionnaire is acceptable.

research findings

At this stage, the cause-and-effect relationship between social networks and digital marketing has been measured in the form of a structural model section. At first, t coefficients were used to test the significance between the hypotheses, which can be seen in Figure (2). Since all values are above 1.96, all hypotheses are confirmed. In the following, path coefficients are used to identify the percentage of influence between variables. As shown in Figure 2, the influence of social networks on digital marketing factors is positive. This means that by improving the status of social networks, digital marketing factors are also improved.
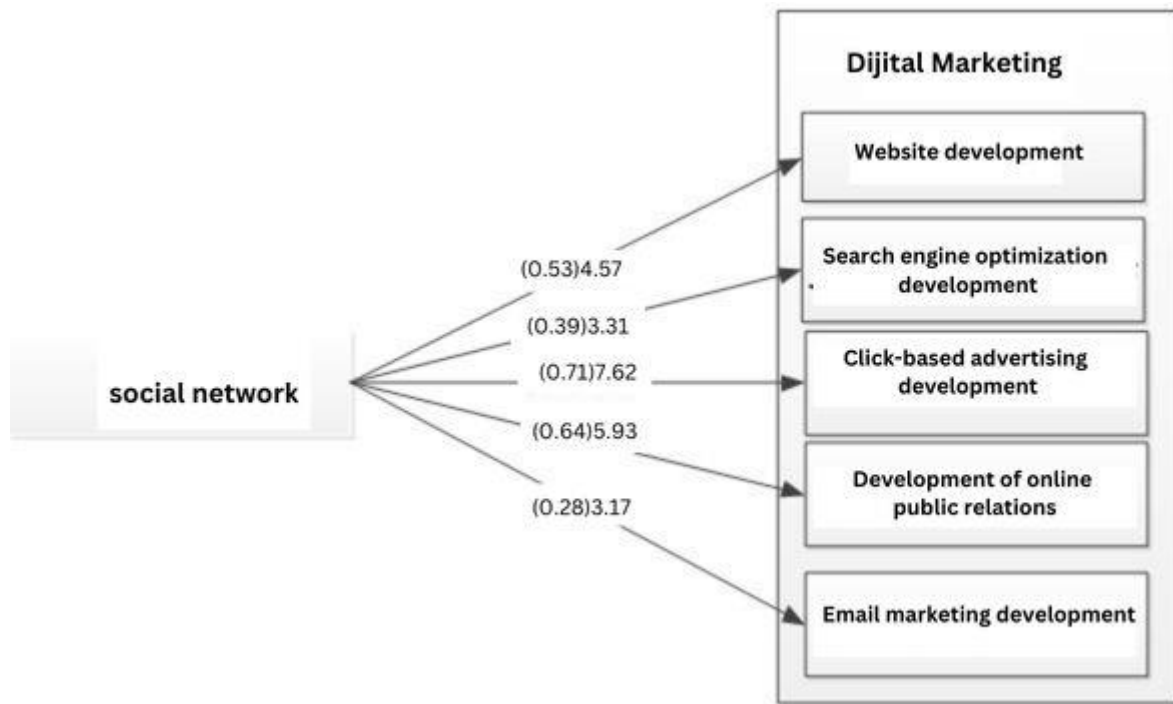
Figure 2- Model in standard estimation mode

Finally, to calculate the suitability of the conceptual model from two indicators of the average communality values (Community) of the first order variables and the average of the second power of the correlation coefficients (R) are used to connect the measurement part and the structural part of structural equation modeling and show the impact of a The independent variable has the dependent variable. The overall model fit evaluation criterion is obtained from the GOF criterion based on the following table.

Table 3- Communality and R2 values

Email marketing	Online public relations	Click-based advertising	Search engine optimization	website	social network	Variable
0.659	0.768	0.618	0.537	0.653	0.589	Communality
0.0708	0.409	0.504	0.152	0.280	–	R^2

$$GOF = \sqrt{0.637 * 0.284} = 0.425$$

According to the obtained value which is 425, it can be said that the research model has a high and strong fit.

Conclusion

Virtual social networks play a fundamental and essential role in shaping our understanding of the world. By depicting the complex web of relationships that govern our lives, they introduce a novel way of being and thinking to their audience and subsequently influence their lifestyles. The prominence of digital marketing and the risks associated with it in product promotion necessitate significant changes in various sectors. Among the aspects of the use of information technology, the use of the Internet in the marketing of food and health products is raised as a significant dimension. To achieve relatively fast and targeted growth in social networks, Iranian companies can use specialized services of business social networks, such as WhatsApp or Instagram business accounts, which are expressly designed for this purpose.

As mentioned, today with the expansion of digital and Internet, the attention of most small, medium, and large companies and internet businesses has been drawn to providing services of social networks, group media, web portals, etc. The multiplicity and different features of social networks have made everyone interested in one or more social networks and operate in these social networks, according to their interests, needs, tastes, etc. The range and attractiveness of each of these social networks have caused that

People of any age, gender, race, opinion, etc., even use these social networks to fill their free time. The popularity and acceptability of each of these social networks have caused businesses and brands in any field to focus on these social networks for marketing, advertising, and getting to know themselves the audience of products and services. Therefore, it is clear for all brands and businesses that to start or continue their digital business, they must have extensive and useful activity in the internet, social networks, and mass media, and if they are indifferent to this issue, or account activity If they don't have a plan, they will not only be unable to attract new audiences, but they will also lose their old customers. Finally, it can be concluded that by using social networks, you can easily attract more customers. These networks help to find customers and target contacts for their services and products. Social networks provide a great opportunity to quickly respond to product request feedback by answering questions about products and services. If you help your contacts to solve their questions and problems, it will help in customer retention. If you update your page on social networks every day, surely people will visit your page and business account regularly. Social networks help you to update and provide new information to your contacts. This will attract the attention of new customers and improve the brand as well as increase sales. The main thing about the role of social networks in digital marketing is to build trust about the brand among people. This improves credibility in social networks and the business world.

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