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Analysis of Digital Marketing Strategies and Their Impact on Business Success: A Case Study of Zain Iraq

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Abstract

In light of the intense competition across various labor market sectors, digital marketing stands out by providing a comprehensive framework for understanding how these strategies impact company success. This framework aims to help businesses gain a competitive edge, particularly for Zain Iraq Telecommunications Company, by leveraging digital marketing within their work environment to keep pace with local and global developments in the provision of services and products. This is achieved through a marketing strategy that heavily relies on modern digital marketing tools and minimizes reliance on traditional methods. The research also contributes to providing detailed data and analyses that help develop existing theories. The research objectives included identifying a set of determinants or characteristics that contribute to developing a scientific and applied understanding of digital marketing strategies and their impact on company success. Among these objectives was expanding the scope of knowledge. The research reached a number of conclusions and recommendations. The most prominent conclusion was the finding of weaknesses in the way products and services are presented and delivered to consumers. One of the key recommendations is the need for Zain Iraq to increase its focus on adopting a brand awareness website. The company is active in search engines and various social media platforms in attracting the attention of customers, both current and potential in the future.

Keywords: Strategies, Digital Marketing, Business Success

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تحليل استراتيجيات التسويق الرقمي وتأثيرها على نجاح الأعمال: دراسة حالة لشركة زين العراق

كرار علي الغزاوي [1]

المستخلص

في ظل المنافسة الشديدة في مختلف قطاعات سوق العمل، يبرز التسويق الرقمي بتقديمه إطارًا شاملًا لفهم كيفية تأثير هذه الاستراتيجيات على نجاح الشركات. يهدف هذا الإطار إلى مساعدة الشركات، ولا سيما شركة زين للاتصالات في العراق، على اكتساب ميزة تنافسية من خلال الاستفادة من التسويق الرقمي في بيئة العمل لمواكبة التطورات المحلية والعالمية في تقديم الخدمات والمنتجات. ويتحقق ذلك من خلال استراتيجية تسويقية تعتمد بشكل كبير على أدوات التسويق الرقمي الحديثة وتقلل الاعتماد على الأساليب التقليدية. كما يساهم البحث في توفير بيانات وتحليلات مفصلة تساعد في تطوير النظريات القائمة. شملت أهداف البحث تحديد مجموعة من المحددات أو الخصائص التي تساهم في تطوير فهم علمي وتطبيقي لاستراتيجيات التسويق الرقمي وتأثيرها على نجاح الشركات. ومن بين هذه الأهداف توسيع نطاق المعرفة. توصل البحث إلى عدد من الاستنتاجات والتوصيات، وكان أبرزها اكتشاف نقاط ضعف في طريقة عرض المنتجات والخدمات وتقديمها للمستهلكين. ومن أهم التوصيات ضرورة أن تزيد شركة زين للاتصالات في العراق من تركيزها على إنشاء موقع إلكتروني لتعزيز الوعي بالعلامة التجارية. تنشط الشركة في محركات البحث ومنصات التواصل الاجتماعي المختلفة لجذب انتباه العملاء، الحاليين والمحتملين في المستقبل.

الكلمات المفتاحية: الاستراتيجيات، التسويق الرقمي، نجاح الاعمال

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معلومات البحث

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1. Introduction

Digital marketing strategies are among the fundamental elements that determine the success of companies in the modern era. With individuals increasingly relying on the internet and social media in their daily lives, it has become essential for companies to adopt innovative and effective marketing methods to reach their target audience. These strategies offer an opportunity for direct interaction with customers, contributing to building strong and lasting relationships. Social media platforms can provide companies with the analytical data necessary to understand customer behavior and needs, helping to better tailor content and offers. Digital marketing strategies contribute to increasing brand awareness and boosting sales. By analyzing the results of digital campaigns, companies can quickly and effectively adapt their strategies, enhancing their competitiveness in the market. In this research, we will explore in depth how digital marketing strategies impact business success. We will discuss the tools and techniques used, as well as the challenges companies may face in implementing these strategies. We will highlight the importance of innovation and adaptation in a rapidly changing world, making this topic particularly relevant for anyone seeking success in the modern business environment.

2. The Research Problem:

Digital marketing strategies are a vital element in determining the success of companies in the modern era. Individuals have become increasingly reliant on the internet and social media. With this shift, companies face numerous challenges related to adopting innovative and effective marketing methods to reach their target audience. The main problem is that many companies struggle to identify the most suitable strategies that align with their customers' changing needs. Despite the availability of tools such as social media marketing, SEO (Search Engine Optimization), and email marketing, a gap remains in understanding how to effectively integrate these tools to achieve tangible results. Analytical data provided by social media platforms contributes to understanding customer behavior, but many companies do not utilize this data sufficiently, impacting their ability to tailor content and offers to customer needs. Furthermore, the rapid changes in digital and technological trends require companies to be more innovative and adaptable, further complicating the marketing decision-making process. To what extent can a company analyze its digital marketing strategies to align with its financial and future position amidst intense competition?

2.1. What are digital marketing strategies? Which is most suitable for the company?

2.2. Do digital marketing strategies represent an opportunity or an obstacle to the success of companies?

3 . The Importance of the Research

The importance of this research is evident from several scientific and applied aspects. It focuses on digital marketing strategies and their impact on the success of companies in the modern era. In light of rapid technological transformations and the increasing reliance of individuals on the internet, understanding these strategies becomes essential for achieving competitiveness and sustainability.

3.1. Scientific Importance

3.1.1. Expanding the Scope of Knowledge: The research contributes to enriching the scientific literature related to digital marketing by providing a comprehensive framework for understanding how these strategies affect the success of companies. It also contributes to providing detailed data and analyses that help in developing existing theories.

3.1.2. Analyzing Tools and Techniques: By studying the tools and techniques used in digital marketing, the research offers valuable insights on how to improve marketing strategies and implement them effectively.

3.1.3. Highlighting Challenges: The research helps to highlight the challenges that companies face in implementing digital marketing strategies, thus opening the door for future studies to address these issues.

3.1.4. Practical Significance

Supporting Decision-Making: The research provides valuable information that helps companies make informed decisions regarding digital marketing strategies. By understanding the available tools and how to use them, companies can improve their performance and increase their effectiveness. Promoting Innovation and Adaptation in a Constantly Changing Work Environment: The research highlights the importance of innovation and adaptation for Digital marketing is a key driver of business success. It helps motivate companies to develop new strategies that align with market needs. By understanding how to effectively utilize digital marketing strategies, companies can enhance brand awareness and boost sales, contributing to the achievement of their financial and commercial goals.

4. Research Objectives

4.1. This research aims to achieve a set of objectives that contribute to developing a scientific and applied understanding of digital marketing strategies and their impact on business success. Among these objectives is expanding the scope of knowledge.

4.2. The research seeks to enrich the scientific literature related to digital marketing by providing a comprehensive framework for understanding how these strategies affect business success. It also contributes to providing detailed data and analyses that help develop existing theories, As shown in Figure (1).

5. The hypothetic

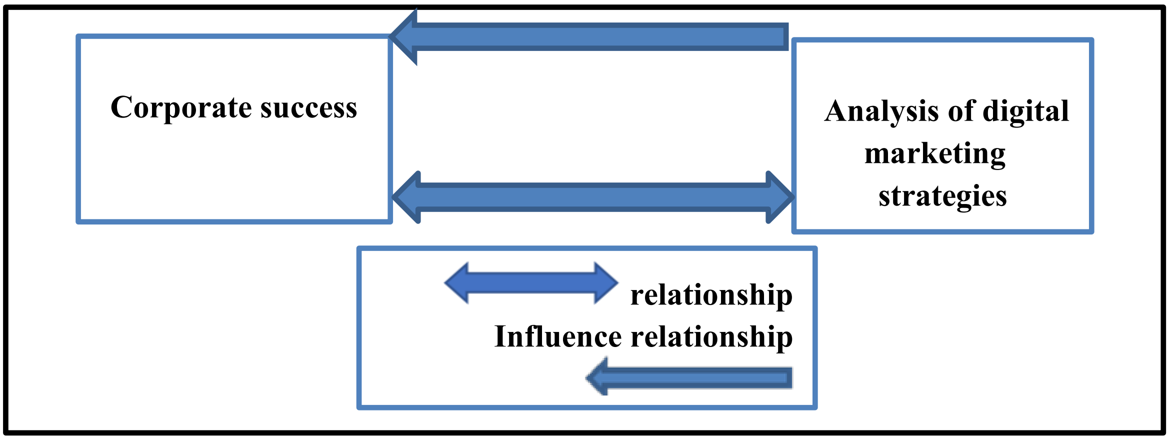

Figure (1) Hypothetical Diagram of Research Variables

Source: Prepared by the Researcher

6. Research Hypotheses: There are two main research hypotheses

6.1. The first main hypothesis: There is a significant correlation between the analysis of digital marketing strategies and the success of companies.

6.2. The second main hypothesis: There is a relationship of influence between the analysis of digital marketing strategies and the success of companies.

7. Data Collection Methods

7.1. Theoretical Aspect: The researcher relied on books, theses, and scientific journals related to the research topic, as well as sources obtained from the Internet.

7.2. Practical Aspect: Several methods were used to collect data for this aspect of the research:

a. Questionnaire: The questionnaire was used as a tool to collect data from the research sample, as indicated in Appendix (1).

8. Study Sample

The study included a number of employees in the company to examine and represent the research variables in its practical aspect. The study period extended from (November 10, 2024) to (April 10, 2025). Some Previous Studies

First: Previous Studies on the Study Variables

8.1- The Impact of Digital Marketing on Company Success / An Exploratory Study of the Opinions of a Sample of Korek Telecom Customers [1].

This research aims to demonstrate the extent of digital marketing's impact on marketing success. Digital marketing is a crucial topic for organizations, particularly mobile telecommunications companies. The research focuses on the main problem: the importance of digital marketing and its impact on success. A sample of Korek Telecom mobile customers in the Hamdaniya district was selected, totaling (60) customers. Their opinions were gathered through a questionnaire, which served as the data collection tool. After statistical analysis, the research concluded that: Digital marketing is a modern concept that has been incorporated into the practices of our local organizations, especially mobile telecommunications companies. The descriptive and diagnostic results of the digital marketing variable show that most respondents' answers were positive, albeit to varying degrees. This indicates that the marketing success of the company under study is influenced by digital marketing methods. The test results showed a significant correlation between digital marketing and marketing success. This indicates that the more the company under study utilizes digital marketing, the more it contributes to enhancing its marketing success. The research suggested several recommendations, the most important being that the company under study should innovate new and advanced digital marketing methods to provide services.

8.2. entitled: "Digital Marketing Strategies and Their Impact on Competitive Advantage"[2]

This study aimed to identify the impact of digital marketing strategies on achieving competitive advantage for tourism institutions in Egypt. The study used the descriptive-analytical method, and data was collected through a questionnaire distributed to a sample of employees and managers of tourism institutions. The results of the study showed that there is a positive and significant impact of digital marketing strategies on achieving competitive advantage for tourism institutions, and that this impact varies according to the type and size of the institution.

8.3 The Concept of Digital Marketing Strategies Analysis:

[3] indicated that online marketing of digital products and services is considered one of the most prominent developments in the field of information systems. This phenomenon has presented a unique challenge for marketing and information systems managers, as the growth of internet technology offers tremendous potential by reducing the costs of delivering products and services and expanding the geographical reach between buyers and sellers. Furthermore, the internet can be used for advertising, distributing and sharing information via email, as well as for viral marketing and partnership advertising.

Digital marketing strategies are considered strategic plans that help companies achieve their digital goals through carefully selected online marketing channels, such as earned, paid, and owned media (Alaba, 2021:9). Using digital marketing tools, such as websites, social media, mobile applications, online advertising and video, email, and blogs, is an effective way to interact with customers anytime, anywhere via their digital devices.

9. The Importance of Digital Marketing Strategies:

[4] indicate that digital marketing strategies allow organizations to design marketing campaigns targeting specific customer segments based on their age, social status, preferences, or financial capabilities. These strategies are characterized by their low cost and ability to reach a broad audience. However, organizations face new challenges related to online content creation, website management, and customer engagement, requiring them to acquire new skills to maximize the benefits of this type of marketing. Digital marketing strategies enable marketers to gather valuable information about advertised products and services, allowing them to respond quickly to market changes. Having a digital marketing strategy is crucial for organizations, as its absence can lead to missed opportunities and lost business. Developing an effective digital marketing strategy will help organizations make informed decisions and ensure their efforts are focused on the digital marketing elements most relevant to their business. It is also essential to understand how changes in the digital market impact businesses [5]. Strategy sets the direction. Many organizations lacking a digital marketing strategy suffer from a lack of clear strategic objectives, making it difficult to allocate resources adequately to individual marketing activities and to measure the achievement of desired goals through analytics. Analytics helps to better understand market share. Regardless of how efficient an organization is at digital marketing, the absence of a clear strategy can

This can easily lead to a decline in demand for digital services. Furthermore, understanding online market dynamics, including customer and competitor behavior and customer profiles, can be challenging and contributes to developing an effective value proposition. The online market is highly competitive, and to succeed, an organization must differentiate itself from its competitors. Only a well-thought-out digital marketing strategy can help achieve this and foster a better understanding of customers. Identifying digital customers requires more than just analytics; various feedback tools should be used on the website to identify and address weaknesses.

Avoiding duplication of effort and resources is also crucial. Sometimes, different departments within the marketing division purchase different tools or outsource similar marketing tasks to different agencies. You can reduce these costly duplications by adopting an effective digital marketing strategy that avoids the risks of fragmentation. Digital marketing is most effective when integrated with traditional media and response channels [6].

10. Stages of Digital Marketing Strategies:

[7] explained the most prominent stages of digital marketing, which are:

10.1. This stage involves understanding digital marketing, its key steps, and how to learn it.

10.2. This stage involves market research, which is the cornerstone of the marketing plan. Marketing specialists play a crucial role here by using market research to determine the demand for products or services, thereby building a strong database of information about the target consumers.

10.3. The third stage refers to a framework or system in which a number of practical marketing steps are established, or tasks are defined for a group or team according to a well-structured marketing plan. This plan is expected to achieve significant success, as it is meticulously divided into long-term and short-term phases. It should include a number of smart and innovative ideas to ensure the success of the marketing process and differentiate it from any competitor's marketing plan.

10.4. The fourth stage focuses on building and establishing a number of digital marketing assets. This includes creating a website to introduce and attract potential customers through digital content. It also involves maintaining professional pages on various social media platforms to build a marketing system based on purchasing different marketing and analytics software.

11. Challenges of Digital Marketing

Despite the significant and diverse opportunities offered by digital marketing in light of globalization and the growing focus on the digital economy, it faces numerous difficulties and challenges that hinder its use and utilization. Businesses also encounter many obstacles when implementing and managing marketing campaigns through digital channels. The following are the most important of these challenges [8]:

11.1. The first of these challenges is the lack of a unified strategy and operational framework across various digital channels.

11.2. The difficulty and lack of feasibility in coordinating different business processes.

11.3. The fragmented and independent nature of digital marketing.

11.4. The similarity of many information technology methods and the solutions they offer through digital marketing, providing various services across different business units and departments within the organization.

11.5. The challenge of organizations' inability to find, reuse, and reinvest in digital assets multiple times.

11.6. The presence or absence of synergy between products and markets linked to digital marketing.

11.7. The inability to leverage a detailed customer insight to benefit from them.

11.8. The inability to manage brand and reputation in a marketing environment where social media can play a significant role.

12. Challenges specific to developing countries, including:

12.1. The lack of infrastructure. B. Lack of a clear vision for the future of digital marketing among organizational managers.

12.2. High costs of transitioning to digital marketing.

12.3. Customers' reluctance to purchase digitally due to their desire to examine products and assess their quality before buying.

12.4. Lack of computers and weak internet connectivity, leading to difficulty navigating websites.

13. Main Channels of Digital Marketing

[9] explained that the emergence of digital marketing has enabled businesses to improve their marketing tools to acquire new customers, understand their desires and needs, and provide what they require to increase brand engagement. Therefore, using digital marketing technologies and tools is crucial, contributing to several measurable business benefits. Furthermore, it helps marketers improve their sales figures, gain a deeper understanding of their customers, develop personal relationships, and manage data and information. Digital marketing tools and channels are preferred methods for obtaining a base of guidelines. The most prominent of these channels are listed below.

13.1. Email

This channel is used as a promotional tool by sending direct emails to individuals or groups of people subscribed to the mailing list. Email marketing offers numerous benefits to businesses, including direct customer contact, brand loyalty, and reduced distribution costs, among others. Despite its significant advantages, it is criticized for the continuous development of spam and the ease with which some customers can ignore advertisements.

13.2. Websites

Digital marketers utilize various internet platforms and formats, such as websites, videos, mobile messaging, and advertising.

And other means through which the largest possible number of users can be reached, and the virtual space can be used to place marketing messages on websites to attract internet users. After advertising on websites)

13.3. Search Engine Optimization: Digital marketing is considered the best method for marketing on the World Wide Web. It also represents best practices, encompassing strong and effective strategies, techniques, and tactics used to serve a large number of website users by providing them with significant results on search engine results pages, including Google, Yahoo, and others. Often, the website appears automatically in the search results list, which helps its spread and reach the largest possible number of search engine users. The reason businesses focus on this type of search engine and paid advertising is due to their desire to enhance the visibility of their products.

13.4. Social Media: This is defined as the process of commercial promotion carried out through social media platforms. Many organizations promote their products by publishing frequent updates and offering special deals through social media. It is also defined as a set of internet-based applications, such as social networking sites, virtual communities, and digital games in the virtual and social world. These are built on ideological and technological foundations via the World Wide Web, allowing users to create and exchange digital content. These platforms have proven that individuals desire to exchange experiences and ideas about The organization's products and services are targeted, and the better the message, the more it contributes to attracting customers. In this way, social media platforms like YouTube, Facebook, and Twitter can help businesses reach millions of views for their products in a short time.

14. Characteristics of Digital Marketing Strategies: As Muhammad [10]

The integration and complementarity of activities: This means that marketing through digital media requires openness to a number of diverse activities that are often not substitutes for each other, but rather complementary to their presence on search engines (SEO). This is one of the earliest digital marketing practices and remains essential for marketers. It has not replaced existing social media marketing activities but rather complements them, as these activities help in accurate and appropriate predictions on search engines. In addition, digital marketing allows for the use of several complementary methods. Rapid Evolution: The increasing pace of technological advancements, particularly in the internet, contributes to higher rates of digital usage. This indicates the emergence of several new marketing practices. For example, the rise of search engines led to the emergence of Search Engine Marketing (SEM), and the development of digital banner advertising has led to the emergence of the Portal Web model. Therefore, marketers must be prepared for the emergence of these new technologies, which represent several paths that will contribute to modernizing digital marketing activities.

Multi-Measurement Channels: These channels offer the ability to measure the effectiveness of one or more traditional marketing channels. This presents a unique marketing opportunity to measure the effectiveness of any activity undertaken by the marketer. For example, when purchasing a banner ad from a magazine, it is easy to know the number of times it was published or the number of people who made a purchase from that website. All of this is done at a low cost and targets specific customer segments. Organizations often need more interactive approaches instead of relying on large markets. These approaches focus on attracting customers, retaining them, and making them partners by allowing them to evaluate and provide personalized recommendations. Easy Design: This feature can be achieved through customer support, which can lead to boundless manipulation of the digital environment by either the customer or the marketing team.

Increased Customer Role in Production: With digital marketing, customers can contribute to the design of their services and products to increase responsiveness and electronically anticipate customer needs and requirements.

Fast and Direct Access to the Audience: Digital marketing allows customers to communicate with the marketing entity at any time and in a routine manner. [11]

15. Advantages and Disadvantages of Digital Marketing Strategies:

[12] clarified the following: Digital Marketing vs. Traditional Marketing: Which Suits Your Project?

15.1. Advantages

Wider sharing options across social media platforms, enabling you to see in real time the audience's opinion of your commercial materials, as well as your marketing efforts, such as numerous comments.

15.1.1. Ease of Campaign Measurement: Exceptionally in-depth and detailed rapid and comprehensive data analysis tracks your marketing brands compared to traditional methods, making your campaigns clear and helping you develop future advertising campaigns.

15.1.2. Greater flexibility and effectiveness in targeting: If you're aiming for a specific audience, this type of marketing has the tools to reach specific age groups, countries, locations, and even keywords at specific times, resulting in more effective campaigns.

15.2. Disadvantages:

15.2.1. Somewhat annoying: The constant appearance of ads while you're searching for something is considered by many to be bothersome. Even more annoying are ads that track your privacy based on previous searches.

15.2.2. Shorter lifespan: Digital marketing uses such as Google Ads, promotional emails, billboards, and social media ads are all temporary and ephemeral. They are intangible and easily ignored, disappearing as soon as the user moves on to other pages.

15.2.3. Continuous evolution: This type of marketing is rapidly growing and evolving, requiring specialists who understand the market and can leverage it effectively.

Consider all the features and characteristics of the target market, from search engines to social media and more, to achieve a balance with your bank account.

16. Dimensions of Digital Marketing Strategies:

indicated that the dimensions of digital marketing strategies are: [13]

16.1. Online Advertising: This is a marketing strategy that relies on using the internet to attract traffic to marketing content that marketing organizations aim to deliver to a specific segment or all customer segments.

16.2. Websites: This relates to creating and directing marketing messages to the appropriate customers. These websites focus on how to appear on various websites or trending web pages in search lists and the first pages of search engine results. This is achieved by studying how these engines work and knowing how to interact with them. It is a branch of digital marketing, referring to improving a website's ranking in Google and Yahoo search results.

16.3. Email Marketing: This type of marketing uses email to send promotional messages to users. It is considered one of the most effective online marketing strategies. It's a digital method of exchanging messages via the internet and is defined as an important tool that can be used to promote organizations and their products for conducting e-business activities online. It's also defined as an advertising version that includes a full email or part of an email message. Email marketing can be unsolicited, in which case the sender may give the recipient the option to unsubscribe. Social Media Marketing: This includes a range of activities that an organization undertakes on social networks to create direct communication with users and enhance interaction between them. It also encourages building relationships between the brand and users, in addition to boosting sales.

16.4. Social Media Marketing: This includes a range of activities that an organization undertakes on social networks to create direct communication with users and enhance interaction between them. It also encourages building relationships between the brand and users, in addition to enhancing the organization's marketing efforts.

16.5. Content Marketing Sales: This is a process of delivering information in a way that benefits both parties. This is achieved through a specific article or presentation targeting a particular audience, with the goal of increasing sales or expanding the customer base. Al-Ta'i and Al-Abadi defined content as what a company owns, whether words or articles, that have been indexed by search engines. It is considered the core of the company's online presence and is very similar to the company's physical website, which must possess all the elements and characteristics of success because it presents and highlights the company's features.

17. The Difference Between Digital Marketing and Traditional Marketing:

This difference lies in the methods used to reach the target audience and interact with them. The following table details the differences between them As shown in Table (1): [14]

Table (1) Table of differences between digital and traditional marketing

digital	**traditional**	n
Online promotion, email marketing, social media, SMS marketing, affiliate marketing, search engine optimization (SEO)	It focuses on print, broadcast, direct mail, and telephone.	1
pay-per-click (PPC) marketing all involve engaging with the audience.	Participation requires human effort, marketing, persuasion, and various techniques.	2
The results are relatively easy to measure.	Audience engagement is key	3
This is achieved by planning promotional campaigns over short timeframes.	Results are easily measurable	4
Digital marketing allows for celebrating the success of its marketing strategies.	Promotional campaigns are planned over a long period.	5

Source: Saleh, Mustafa Raad, and Fakhri, Nour Hussein ."Digital Marketing Practices and their Role in Improving Company Performance," Research published in the Al-Rafidain College Journal,2022.

18. The Theoretical Framework of Corporate Success

18.1 The Concept of Corporate Success:

[15] explained that it is a comprehensive concept referring to a company's ability to achieve its organizational and strategic goals, whether financial or non-financial, in a sustainable, long-term manner. Success depends on several interconnected dimensions, including financial performance, employee job satisfaction, innovation, customer satisfaction, and positive contribution to society. Financially, success refers to achieving sustainable profits, increasing revenues, and reducing costs while maintaining stable cash flows. Internally, it reflects the company's ability to build a work environment that enhances efficiency and productivity and ensures employee satisfaction and motivation. For customers, success lies in meeting their needs and providing high-quality products and services that ensure their loyalty and enhance the company's reputation in the market. Corporate success is linked to its ability to innovate and adopt modern technologies to enhance competitiveness. It also includes its commitment to social responsibility through the implementation of sustainable practices that consider the environment and society. Therefore, success is not measured solely by financial indicators, but also includes the company's positive impact on all stakeholders, including employees, customers, shareholders, and society as a whole. A company's success lies in its ability to perform its business and how it utilizes its internal resources to achieve its goals. This is accomplished by focusing on learning from past experiences and addressing negative habits and failed attempts to develop its capacity to overcome challenges and improve its internal environment. The development process revolves around providing the necessary funds to purchase modern and advanced equipment and machinery, keeping pace with rapid technological advancements. It also involves developing employee training programs and their application methods. This is achieved through management adopting a fair incentive system that motivates employees to develop their skills and acquire new expertise within the work environment. Furthermore, establishing regulations that include policies and instructions that can be modified contributes to the success of marketing institutions [16].

19. mportance of Corporate Succe

[17] explained that corporate success is essential for the success of their business development strategies. The business environment and the world today are characterized by rapid and continuous economic changes, in addition to factors related to the desire of business organizations to achieve continuity. This has led to a conviction among the senior management of these organizations to work on improving their behaviors in order to raise their performance level amidst strong competition in the economic arena. This is one of the most important factors contributing to corporate success through a number of factors related to their financial performance, operational efficiency, or productivity, which leads to achieving targeted profits or returns. This is in addition to implementing several improvement and development programs within the framework of the Total Quality Management system, reverse engineering, or flexible auditing in order to achieve the goal of continuous or long-term success in competitive markets.

20. Measures of Corporate Success:

identified several measures of corporate success, as follows: [18]

20.1. Efficiency: The importance of efficiency lies in its ability to provide an accurate evaluation of individuals working within the organization and the institution in general, and its leadership in particular. It is a specific and defined standard based on the level of ability, which is measured by referring to various administrative matters. This serves as a means of identifying the elements that can be used to achieve the interests of the administrative body by achieving success or goals through the utilization of available material and human resources. Efficiency is the proper performance of something using good equipment, human and financial resources, and available information. An organization becomes highly efficient when it invests its available resources in areas that yield the greatest return. Efficiency means making good use of resources or using the elements that are decided upon. Management has the responsibility of using human and financial resources in the best possible way. Efficiency is defined as the ratio between outputs and inputs, and its indicators in this case are quantitative. Despite the apparent differences in the concepts of efficiency, this does not negate their reliance on common realities.

20.2. Effectiveness: The term is derived from Effectiveness is derived from the term "effect," and the term is used within the framework of cause-and-effect relationships. There has been a variation in efforts to precisely define the concept of effectiveness and its practical applications in organizations. Some attribute this variation to the multiplicity of opinions surrounding it. Effectiveness is defined as the degree to which an organization achieves its goals, or its ability to utilize specific resources to achieve a defined, measurable objective. Effectiveness is also defined as "an organization's ability and capacity to acquire various resources and use them effectively to achieve its goals."

21. Dimensions of Corporate Success: [19] indicated that the dimensions of corporate success are:

21.1. Effective Leadership

Effective leadership is considered the cornerstone of any company's success. Successful leaders define a clear vision for the company and set strategic goals that achieve this vision. In addition, an effective leader is characterized by excellent communication skills, the ability to make difficult decisions, and the ability to motivate the team and work collaboratively. Effective leadership creates a positive work environment that contributes to achieving goals.

21.2. Sound Financial Management Financial management is the backbone of corporate sustainability. Sound management requires meticulous budget planning, continuous cost monitoring, and investment allocation to achieve the highest possible return. It also includes managing financial risks and complying with financial regulations and legislation. Good financial management ensures a balance between revenues and expenses, fostering sustainable growth.

21.3. Creativity and Innovation

Creativity and innovation are the drivers of competitive advantage. This includes developing new products or services, improving internal processes, and adopting the latest technologies.

Innovation helps companies meet evolving customer needs and stay ahead of the market. It also contributes to solving problems in unconventional ways that enhance efficiency and productivity.

21.4. Customer Satisfaction

Customer satisfaction is central to any company's success. It depends on providing high-quality products and services that meet customer expectations, as well as delivering an exceptional customer experience. Customer satisfaction leads to loyalty, increased sales, and a stronger market reputation through positive recommendations.

21.5. Human Capital

Employees are the foundation of a company's success. Investing in their training and skills development contributes to raising their efficiency and achieving organizational goals. This includes building a positive and supportive work environment. Creativity and collaboration. Effective human capital management ensures maximizing employee potential and fostering team spirit.

21.6. Operations Management

Operations management includes improving the efficiency of internal processes and minimizing resource waste. Successful companies rely on modern operations management methods, such as continuous improvement and quality assurance. Effective operations management contributes to delivering high-quality products and services on time, thus enhancing customer satisfaction.

22. Characteristics of Successful Companies

There are a number of characteristics that companies follow, as noted by [20]:

22.1. Innovation: One of the advantages of startups is their ability to be creative, innovative, and continuously developing. This enables them to create a new product or develop an existing one with new specifications, a new service, a new supply method, and so on.

22.2. Risk: This refers to operating under conditions of extreme uncertainty because it relies on innovation in a non-existent market, or if it does exist, it is not widespread. Consequently, conducting market research is difficult due to the scarcity of information, as startups find themselves operating in the unknown.

22.3. Market Diversification: Startups have excelled in the field of technology, moving towards digital markets, either through their widespread adoption or their expansion into other sectors. It is currently penetrating traditional markets such as agriculture, industry, education, and others.

22.4. The Team: The entrepreneur forms a team to allocate resources according to each person's skills in their field, especially since most startup founders are young university graduates or recent graduates with limited experience. They work to achieve integration among team members to ensure the success of the idea and the launch of their company [21]

22.5. Focus on a Product: In this case, the entrepreneur focuses on a single service, developing it to avoid distractions and to achieve the desired outcome, as dealing with innovation is sensitive and requires significant effort.

22.6. Capital and Investors: Entrepreneurs usually begin by relying on self-financing or support from friends and family. However, every startup operating in the knowledge economy tends to seek two main types of investors: venture capitalists and angel investors, who provide the capital necessary for growth and development.

23. The Practical Aspect of Research Variables

[22] identified the most prominent challenges facing contemporary management:

23.1. Globalization: Globalization refers to the global interconnection and convergence resulting from the development of communications and transportation through the movement of material and human resources and products between different countries of the world, along with increased competition. This is considered one of the most important challenges that management can face today. Furthermore, the development, size, and multinational nature of organizations make it difficult for any organization to ignore international competition in terms of expanding its activities geographically, whether within a single country or on a larger international scale. This has repercussions that can be described as competition faced by the organization locally, regionally, or internationally.

23.2. Economic Blocs: Numerous economic blocs have emerged among various countries, forming organizations and economic entities that serve their own interests and those of their affiliated companies. This has created a new challenge globally. For example, the European Union, OPEC, ASEAN, and others impose standards and conditions regarding the movement of goods and people within their respective blocs. [23]

23.3. Quality and Productivity: Productivity quality is a crucial requirement for raising productivity levels and improving quality. This presents a challenge for managers in achieving high productivity levels, which are fundamental to social and economic development. Productivity levels can be affected by several factors, both internal and external to the organization. Managers must make appropriate decisions regarding these factors, including providing and designing suitable incentives for technological development, offering fair incentives, and ensuring the availability of desirable products in the market, both in terms of quantity and quality.

23.4. Business Ethics: The importance of enterprise management has become increasingly prominent in societies, and societal expectations of businesses have grown. Public opinion focuses on the ethical standards of enterprises in their dealings with employees and customers, and on their increased social responsibility through providing services and products at reasonable costs, thus contributing to the development and growth of communities. [24]

23.5. Diversity: One of the most prominent contemporary challenges is the increasing diversity of the workforce. The need for specialized human resources has grown due to the increasing complexity of production processes and their interconnectedness with the rising proportion of expatriate workers, both internationally and regionally. Therefore, these factors present a challenge for management in dealing with different groups in terms of capabilities, aspirations, motivation, and performance.

23.6. Change: Managers face rapid changes in various environmental factors, whether social, technological, economic, cultural, demographic, or others. While change was once considered an exceptional circumstance in managing organizations, it is now a normal occurrence. Managers must learn how to adapt to, manage, and respond to these rapid changes.

23.7. Innovation, Development, and Research: Many countries allocate substantial funds through business organizations to support research and development activities and stimulate innovation. These resources are fundamental pillars for entering and competing in new markets, or for remaining in existing ones. This situation presents a significant challenge for businesses in various countries. Economic freedom, on the one hand, and increasing consumer demand for goods and services, on the other, put pressure on organizations that cannot conduct continuous research and development to achieve ongoing innovation. [25]

23.8. Employee Empowerment: Business organizations must help their employees develop their capabilities and involve them in decision-making. This requires management to provide information and expand employee oversight powers within these various establishments or institutions. Several methods exist for organizations to increase employee participation in decision-making, such as forming different work groups to maximize the utilization of diverse human resources in solving problems that the organization may face, especially in a dynamic, rapidly changing, and uncertain environment. [26]

24. Characteristics of Successful Companies:

[27] pointed to several characteristics, the most important of which are:

24.1. They comprise a social spectrum of groups and individuals who cooperate and interact with each other to achieve common goals.

24.2. It typically produces a variety of goods (such as televisions, air conditioners, cheeses, bread, etc.) or provides services (cultural, scientific, equipment repair, food delivery), efficiently and at competitive prices to achieve social or financial returns.

24.3. It works to foster scientific innovation and redesign its organizational structure whenever new circumstances arise in the environment.

25. Description of the Research Sample, Presentation and Analysis of Results:

This section addresses two main points. The first point describes the research sample of employees working at Zain Iraq, focusing on their demographic variables as well as some job-related variables. The second point describes and analyzes the research variables, interprets the sample's responses, and explains the results.

25.1. Description of the Research Sample

The table below provides a detailed overview of the variables of the (40) individuals in the research sample, based on the data they provided through their responses to their respective questionnaires, As shown in Table (2).

Table (2) Results of the descriptive analysis of the identifying information

% Percentage	repetition	Target group	Introductory Information
% 65	26	male	**Gender**
%35	14	feminine	
%100	40	**the total**	
% 7.5	3	PhD	**Academic qualification**
% 17.5	7	Master's	
% 15	6	Higher Diploma	
%42.5	17	Bachelor's	
%17.5	7	Diploma	
%100	40		**the total**
%50	20	Under 10 years old	**Number of years of experience**
%12.5	5	years old 15-10	
%12.5	5	years old 20-15	
% 25	10	years old 25-20	
		More than 25 years	
%100	40	**the total**	

Source: Results of the statistical analysis of the questionnaire using SPSS v.25 statistical software.

The table above shows that the research sample included both genders, with (26) males (65%) and (14) females (35%) of the total sample of (40) individuals. This indicates that the majority of the research sample was male. Regarding educational qualifications, (3) individuals (7.5%) held a doctorate, (7) held a master's degree (17.5%), (6) held a bachelor's degree (15%), and (7) held a diploma (17.5%). This shows that the majority of the sample held a bachelor's degree or lower, while the remainder held other qualifications. The table also shows that (20) individuals (50%) had less than 10 years of experience, while those with (10-15) years of experience comprised (20) individuals. (5) The first category comprised (12.5%), and the second category had the same percentage and number, while the remainder of the sample consisted of individuals with (20-25) years of service, representing (25%). This indicates that the research sample members possess work experience.

25.2. Description and diagnosis of research variables and analysis of sample responses:

25.2.1- Independent variable: Strategic analysis of digital marketing As shown in Table (3).

Table (3): Calculations of means, deviations, and relative importance of professional ethics

Relative Importance	Standard Deviation	Arithmetic Mean	Paragraphs	n
86	3.8	4.3	The company uses online banner ads to attract customers.	**1**
91	3.306	4.55	The company uses online banner ads to attract customers.	**2**
87	3.35	4.35	The company's brand presence in search engines helps attract customers' attention.	**3**
74	3.5	3.7	The company's brand presence in search engines helps attract customers' attention.	**4**
73	3.5	3.6	The company's brand presence in search engines helps attract customers' attention.	**5**
89	3.33	4.45	The company offers additional services to customers, such as internet access, to attract and encourage them to do business with it.	**6**
84	3.388	4.2	The company considers brand presence as a key feature.	**7**
74	3.037	3.7	The company adopts a policy of engaging customers through digital channels in completing its marketing operations.	**8**
67	3.586	3.35	The company uses creative programs to encourage customers to participate in its marketing activities.	**9**
75	3.493	3.75	The company adopts a policy of holding competitions and offering prizes through digital applications.	**10**
%80.1	3.429	4.005	**Total**	

Source: Results of the statistical analysis of the questionnaire form using the SPSS v.25 statistical program.

This dimension was measured through items (1-10). Table (3) indicates the weighted arithmetic means, standard deviations, and relative importance related to the surveyed sample's viewpoint regarding the digital marketing dimension. The aforementioned table reflects an overall arithmetic mean higher than the standard arithmetic mean of (3), reaching (4.005), with a standard deviation of (3.429) and a relative importance of (80.1%). This indicates that the sample members' responses tend towards agreement with this dimension, suggesting homogeneity and agreement in the responses of the sample members. As for the items of this dimension, item (2), which stated, "The company uses advertising banners on websites to attract its customers," achieved an arithmetic mean of (4.55), a standard deviation of (3.306), and a relative importance of (91%). This reflects a high degree of homogeneity, relative dispersion, and agreement in the responses of the sample members. Item (5), which stated, (The company's brand reminder location in search engines contributes to attracting customers' attention.) on the lowest arithmetic mean at the level of this dimension, which reached (3.6) with a standard deviation of (3.5), and a relative importance of (73%).

25.2.2 Corporate Success:

After performing statistical analyses and processing on the outputs of the purposive questionnaire, the results appeared As shown in Table (4).

Table (4) Calculations of Means, Deviations, Relative Importance, and Organizational Reputation

Relative Importance	Standard Deviation	Arithmetic Mean	Paragraphs	n
70	3.55	3.5	Successful companies' electronic methods contribute to offering consumers a wide range of product and service choices, allowing them to select what suits them best.	**1**
68	3.57	3.4	Consumer Support	**2**
73	3.516	3.65	E-commerce has enabled successful companies to manufacture their products according to consumer desires at a lower cost.	**3**
72	3.528	3.6	Successful companies provide sufficient product information.	**4**
67	3.586	3.35	Successful companies facilitate the exchange of information about products and services among consumers.	**5**
71	3.539	3.55	Successful companies are characterized by continuous diversification in the way they present and offer products and services to consumers.	**6**
71	3.539	3.55	Consumers compare the prices of successful companies' products with those of other companies.	**7**

71	3.306	3.55	The electronic technologies adopted by successful companies allow consumers to evaluate the products and services offered.	**8**
76	3.481	3.8	Successful companies explain their purchase and return policies in a simplified manner to consumers.	**9**
67	3.539	3.35	Successful companies maintain a database of suppliers.	**10**
70.6%	3.154	3.53	**Successful companies collaborate with suppliers in developing their plans.**	

Source: Results of the statistical analysis of the questionnaire using SPSS v.25 statistical software**.**

This dimension is measured through items (11-20), which, as shown in Table (4), indicate the weighted arithmetic means, standard deviations, and relative importance related to the surveyed sample's perspective on the dimension of company success. The table above reflects an overall arithmetic mean higher than the standard arithmetic mean of (3), reaching (3.53), with a standard deviation of (3.154) and a relative importance of (70.6%). This indicates a group of responses from the sample members in agreement with this dimension, suggesting homogeneity and agreement in the responses of the sample members. As for the items of this dimension, item (9), which states (successful companies have a database about suppliers), achieved the highest arithmetic means with a mean of (3.8), a standard deviation of (3.481), and a relative importance of (76). Item (5), which states (successful companies are characterized by continuous diversification in the way they present and offer products and services to consumers, achieved the arithmetic means shown below. The mean was (3.35), with a standard deviation of (3.586) and a relative importance of (67%).

26. Testing Statistical Relationships

26.1. Testing the Correlation Between Research Variables As shown in Table (5):

Table (5) Correlation Relationships

Strength of relationship	Significance level	Spearman's correlation coefficient	Variables
Moderate positive	(0.00)	**0.530	**Strategic Analysis of Digital Marketing**
Moderate positive	(0.012)	*0.332	
Weak positive	(0.01)	**0.520	
Moderate positive	(0.00)	**0.594	**Corporate success**

Source: Results of statistical analysis using SPSS v.25.

The table above shows the following:

26.1.1. A positive correlation exists between strategic digital marketing analysis and overall company success. Spearman's rank correlation coefficient was (0.594) at a significance level of (0.00). Therefore, the null hypothesis was rejected, and the hypothesis was accepted, thus confirming the first main hypothesis, which states: (There is a statistically significant correlation between strategic digital marketing analysis and company success).

26.1.2. Testing the influence relationships between the research variables After performing statistical analyses and processing on the outputs of the purposive questionnaire, the results appeared As shown in Table (6):

Table (6) Table of ANOVA for the regression coefficient between the research variables

Coefficient of % ^{2}determinationR Interpretation percentage	Beta regression coefficient β	Level of significance (tailed-Sig. (2	test -F	Variables
%28	0.924	(0.00)	22.608	**Independent Digital Marketing Strategic Analysis**
%10.4	0.490	(0.012)	6.708	
%18.5	0.731	(0.001)	13.155	
%35.3	0.715	(0.00)	31.655	**Dependent variable: Business success**

Source: Results of statistical analysis using SPSS v.25.

26.1.3. The following is evident from the table above:

(2) Testing the influence relationships between the research variables:

26.1.3.1. A significant influence exists between organizational reputation and professional ethics, as the value of the ® coefficient, which represents the slope of the regression line, reached (0.715). Therefore, the null hypothesis was rejected, and the second main hypothesis was confirmed, which states that (there is a statistically significant influence relationship between strategic analysis of digital marketing and the success of companies.

27. Conclusions and Recommendations

27.1. Conclusions

27.1.1. The research results, through analysis of demographic factors, indicate that the sample members hold a bachelor's degree or less.

27.1.2. The research results indicate that the company under study uses advertising banners on its websites to attract customers.

27.1.3. The research results indicate that the company under study has a database of suppliers.

27.1.4. The research results indicate a weakness in the way products and services are presented and delivered to consumers.

27.1.5. The research results indicate a lack of interest in the company under study in utilizing its brand presence in search engines to attract customers.

27.2. Recommendations

27.2.1. The need to raise the academic level of employees by attracting holders of advanced degrees or providing them with opportunities to complete their studies.

27.2.2. The need for the company under study to continuously use advertising banners on its website to attract customers.

27.2.3. The need for the company under study to strengthen its database of suppliers to understand their opinions, suggestions, and trends.

27.2.4. The need to address weaknesses in the way products and services are presented and delivered to consumers.

27.2.5. The need for the company under study to increase its focus on using its brand presence in search engines to attract customers' attention.

Suggestions

1- The role of digital marketing in creating a safe working environment in the private sector**.**

2- The impact of artificial intelligence in supporting digital marketing.

3- The role of network security for the internet source in promoting software adoption by the private and public sectors.

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