

## **Boosting Online Visibility in the Heavy Machinery Market (An Applied Study on SEM Effectiveness for EJAR - The Machinery Alternative Company)**

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### **Abstract**

This study aims to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the Ejara website in achieving top -ten rankings on Google's search results and evaluation of SEM Strategies, and know the future Improvements. A questionnaire was developed as a tool for the study consist of two sections, The first section included the demographic data of participants, and the second section consists of five main axes to answer the study questions. The study sample consisted of 35 employees at EJAR - The Machinery Alternative Company. The results showed that The General Perceptions of SEM, and Effectiveness of SEM Campaigns, and The User Engagement Metrics, and The Evaluation of SEM Strategies in EJAR - The Machinery Alternative Company come with a high degree. The study recommended Improving click-through rates by writing engaging ads that are relevant to target keywords and combination SEM campaigns with social media marketing efforts to increase brand awareness and encourage engagement, and Combine SEM campaigns with social media marketing efforts to increase brand awareness and encourage engagement, also Use retargeting techniques to target users who have previously visited the company website and show them personalized ads.

**Keywords:** Digital Marketing, SEM, Heavy Machinery Campaigns, EJAR Company.

## 1. Introduction

Heavy industry represents one of the fundamental pillars of the global economy, being crucial for the industrial development and infrastructure of various sectors. This sector encompasses activities that involve the production of goods and materials on a large scale, requiring robust machinery and intensive processes (Dayandri, 2023).

In addition, these industries are fundamental for critical infrastructure, providing the materials and components necessary for the construction of roads, bridges, buildings and other large-scale projects that drive economic growth and social progress (Blaettchen et al., 2024).

In an increasingly interconnected and competitive world, the ability of heavy industries to innovate and adopt advanced technologies not only improves their operational efficiency but also strengthens their position in the global market (Puntadewa and Widyastuti, 2021).

The heavy construction and mining equipment sector is constantly evolving. With increasing competition and the rapid adoption of advanced technologies, it is crucial that companies in this sector stay on top of strategic marketing best practices (Dayandri, 2023).

In the digital age, companies that fail to take advantage of online opportunities risk being left behind. This is especially true in the heavy construction equipment industry. Many buyers now begin their search for equipment online, so it is critical that the heavy construction equipment industry have a strong digital presence Golchi et al. (2023).

Based on the above, it becomes clear to the researcher that digital marketing is of great importance in the field of heavy industries. Therefore, the study aimed to determine the impact of digital marketing campaigns on the heavy equipment sector by applying it to Machinery rental alternatives co. ltd (EJAR).

### 1.1. Research problem

With more than half of the world's population using the internet, it's no surprise that businesses around the world have turned their marketing efforts to the internet. Broadly speaking, digital marketing is a set of tools used to promote a brand's products or services through digital platforms such as websites, email, or social media.

Digital marketing refers to all the digital strategies and actions that companies carry out in order to promote their products or services. It definitely plays a fundamental role in directing corporate strategies towards their target audience, because the era of immediacy and constant evolution in which we live has revolutionized the way consumers research and make purchasing decisions.

Therefore, adopting a solid digital marketing strategy that is in tune with market trends and discourse has become a necessity for organizations to remain positioned within their economic sector and meet the changing demands of customers.

The study Owuor (2022) confirmed that unlike traditional marketing, which involves physical resources such as billboards or traditional media ads, digital marketing takes place on online platforms. Interaction with the target audience is more direct and personalized, allowing for a greater degree of segmentation based on demographic criteria, interests, behaviors, and location. This personalization increases the relevance of the content and improves the customer experience, leading to greater loyalty and retention.

The study Purnomo (2023) confirmed that digital marketing has a privileged position in the marketing strategies of most companies. Implementing digital marketing practices allows companies to reach a much larger audience than they would with traditional marketing strategies. Digital marketing has much lower costs than traditional marketing. This makes digital marketing a particularly convenient option for small businesses, as this type of marketing allows them to expand with fewer resources.

Therefore, the research problem can be defined through the following question:

- What is the impact of digital marketing on the heavy equipment industry?

### **1.1. Research Questions:**

This study is guided by the following research questions:

1. What are the General Perceptions of SEM in at EJAR - The Machinery Alternative Company?
2. How effective was the SEM campaign in positioning Ejar in Google's top ten search results for specific keywords?
3. What was the effect of ranking improvements on user engagement metrics, such as click-through rate and bounce rate?

### **1.2. Aim of the Researcher's study**

The primary aim of this study is to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the *Ejar* website in achieving top-ten rankings on Google's search results. By analyzing the impact of specific keyword strategies and SEM practices, the study seeks to determine how these efforts influence *Ejar*'s ranking positions, user engagement metrics, and overall online visibility in the competitive property rental market. Additionally, it aims to identify key factors that contribute to ranking improvements and highlight the SEM tactics that best align with *Ejar*'s objectives.

### 1.3. Research Importance

#### 1.3.1. Theoretical importance

This study contributes to the field of digital marketing and search engine optimization (SEO) by providing empirical insights into the mechanics of SEM and keyword strategy. Specifically, it explores how SEM campaigns can drive visibility in search engine results, thus offering a practical framework for understanding the relationship between ad spending, keyword selection, user engagement, and search engine algorithms.

The theoretical importance lies in its examination of the underlying principles of SEM effectiveness:

**- Keyword Relevance and Competitiveness:**

The study tests the hypothesis that well-chosen, relevant keywords enhance search rankings and engagement, adding to the theory that search engines reward contextual alignment between queries, ad content, and landing pages.

**- Bid Strategy and Ranking Impact:**

By evaluating how bid amounts and quality scores affect rankings, the study supports or challenges the idea that paid search rankings can influence overall website visibility and user interaction.

**- User Engagement Metrics as Indicators of SEM Success:**

The study investigates whether improvements in ranking due to SEM correlate with deeper user engagement metrics, contributing to the understanding of how search ranking improvements translate into user behavior on the site.

By addressing these theoretical aspects, the study aims to bridge the gap between SEM tactics and measurable outcomes, offering a model that other businesses and researchers can adapt to analyze the effectiveness of SEM campaigns in various contexts.

#### 1.3.2. Practical Importance

SEM campaign can provide valuable, industry-specific insights for digital marketers, business owners, and professionals in the heavy machinery sector. Here's how could be practically beneficial:

**- Optimizing SEM for Niche Industrial Keywords:**

In the heavy machinery sector, search terms are often highly specific and technical. This study's findings on effective keyword strategies can guide companies in targeting specialized

terms, making it easier to reach potential clients who are actively searching for machinery solutions.

**- Maximizing ROI on Advertising Spend in a Competitive Market:**

Heavy machinery companies face high costs for keywords due to competitive bidding. By evaluating the impact of bid strategies and ad relevance, the study will offer practical insights into how to allocate SEM budgets effectively, helping Ejar achieve visibility without overspending on high-cost keywords.

**- Improving Engagement with Targeted Audiences:**

SEM campaigns can attract a broad range of viewers, but not all of them will be relevant in the heavy machinery market. The study's focus on user engagement metrics like click-through rates (CTR) and conversion rates will help identify which ads and keywords attract quality leads, enabling Ejar to refine its ad copy and landing pages for maximum impact.

**- Reducing Dependency on Trade Shows and Physical Marketing Channels:**

Many heavy machinery businesses traditionally rely on trade shows and in-person networking for customer acquisition. Insights from this study will support Ejar in shifting toward digital channels, making it easier to reach a broader audience, especially in regions where physical marketing may be limited.

**- Establishing a Measurement Framework for SEM Success:**

The study can establish benchmarks and key performance indicators (KPIs) tailored to the heavy machinery industry, helping Ejar

and similar companies track SEM success. This enables data-driven decisions and continuous refinement based on metrics that directly correlate with business objectives.

**- Competitive Advantage through Enhanced Visibility:**

As heavy machinery buyers may have specific requirements and a smaller pool of potential vendors, the study's findings on securing top-ten SERP rankings can help Ejar gain a competitive edge. By appearing at the top of search results, Ejar is more likely to capture early-stage buyers and build brand recognition among those researching machinery options.

In summary, this study's findings will support Ejar in implementing more targeted and cost-effective SEM strategies, tailored to the unique demands of the heavy machinery market. The practical guidance from the research will empower Ejar to drive high-quality traffic, improve conversion rates, and ultimately boost its online presence in a competitive industry.

#### 1.4. Background and Context:

Search Engine Marketing (SEM) has become a critical digital marketing strategy for enhancing website visibility and driving traffic. This study investigates the efficacy of a targeted SEM campaign for (*Ejar Company*), a website that aims to secure top-ten rankings on Google for relevant keywords related to property rentals and leasing services in the region.

*Ejar's* goal was to improve organic and paid search visibility using SEM tactics, particularly through Google Ads and keyword optimization. This study will evaluate how effectively these efforts improved *Ejar's* position on Google's search engine results pages (SERPs) over a set period and identify key factors contributing to their success or failure.

#### 1.5. Research Objectives:

To analyze the impact of a targeted SEM campaign and keyword strategy on the *Ejar* website's Google ranking, measuring improvements in position, click-through rate (CTR), and overall user engagement.

#### 1.6. Hypotheses:

The first hypothesis: There is a significant difference in the participants' attitudes to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the *Ejar* website in achieving top -ten rankings on Google's search results according to gender.

The second hypothesis: There is a significant difference in the participants' attitudes to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the *Ejar* website in achieving top -ten rankings on Google's search results according to Qualification.

The third hypothesis: There is a significant difference in the participants' attitudes to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the *Ejar* website in achieving top -ten rankings on Google's search results according to Experience.

### 2. Theoretical Framework

#### Digital marketing

##### Definition of digital marketing

Digital marketing encompasses all marketing efforts that use an electronic device or the Internet. Businesses leverage digital channels, such as search engines, social media, email, and other websites, to connect with current and potential customers (Ijomah et al., 2024, 2173).

##### History of Digital Marketing

For many experts, the history of Digital Marketing began in the 19th century, when some means of communication, such as radio (which began using wireless waves), began to influence

the purchasing power of viewers. Unlike Advertising and Propaganda, where companies, brands and institutions themselves talk about their own product/service to the general public, Marketing is directed at a specific target audience.

In addition, this last communication process is a two-way street between companies, brands and institutions and the consumer, who tests their purchase and moves the market by encouraging, talking about, and adding value to their experience with the purchase (Busca and Bertrandias, 2020, 6)

Considered the father of Modern Marketing, Philip Kotler was one of the first to talk about the future of communication. The professor analyzed the evolution of Marketing and defined the guidelines for the digital process.

Thus, the term Digital Marketing emerged in the 1990s along with the invention of the Internet. Initially, the communication channel was direct: The content producer (companies) produced material for the public through communication channels.

With the democratization of the use of the internet and search engines (hence the emergence of Google and other mechanisms), the public, the consumer, or the client (as they prefer to call it), could do the opposite, becoming a content producer themselves, giving their opinions, talking about the products/services they tried.

Soon, these digital influences began to have more relevance for other potential buyers, since they trusted the opinion of a third party more than the company itself (which only spoke well of itself). It seems logical, but at that time, a true revolution was taking place in the purchase and sale relationship (Ijomah et al., 2024, 2173).

### **The importance of digital marketing**

1. Traditional advertising only allowed a message in one direction. It is true that it allowed the mass dissemination of a certain advertising content, but it did not allow interaction with consumers. Thus, digital marketing allows feedback. There is direct contact, it is possible to respond through emails, interactions on social networks and comments on websites.
2. A second argument in favour of digital marketing is visibility. Being excluded from the internet, from search engines, from social networks, from the main blogs, means commercial ostracism. Advertising on the internet will contribute to making the brand visible, to being identified by the public and even to gaining a certain reputation (Mohammad, 2022, 104).

3. This greater visibility is also transmitted in an increase in reach. Therefore, it will be easier for the company's message to reach the customer. And the internet is a platform that is very easy for the public to access (Dunakhe and Panse, 2022, 509).
4. It is clear that digital marketing contributes significantly when it comes to giving notoriety to a company and its products. It is also evident that it is easier to convey a message to a large number of people. However, it is advisable that this content is not transmitted indiscriminately. Ultimately, the target audience must be selected.
5. Big Data also reveals a very valuable amount of information about the public. It is a colossal source of information that reveals data on frequency and types of purchases, searches, commercial transactions and daily habits of people. By analyzing this information, companies have a great advantage when it comes to implementing their commercial strategies>
6. Companies have very accurate information on consumer preferences. Not only is it possible to consolidate a certain market segment, but it is also possible to attract new customers. From the point of view of regular customers, it should be noted that it contributes to strengthening the company-customer relationship, since their tastes are known more accurately.
7. Marketing and psychology go hand in hand and in the case of digital marketing it is no less so. This accurate knowledge of the customer's needs improves relationships, creating a certain emotional bond and relationships of trust between companies and customers.
8. Traditional advertising campaigns entailed significant costs that covered a substantial part of the companies' budget. Unlike this classic approach, digital marketing entails fewer costs. Digital content requires less outlay than traditional advertising and, through videos, blogs and downloadable material, it is possible to reach a wide audience (Jadhav et al., 2023, 77).

### **Digital Marketing Goals:**

There are different digital marketing objectives that each company can define in its marketing plan. The most general and used in almost all industries are:

1. Increase brand visibility: This involves improving search engine rankings, presence on social media and other online channels, to reach a wider audience.
2. Generate leads and conversions: These two marketing objectives are essential to increase sales and foster company growth. Examples that meet this objective are increasing the conversion rate on a website, obtaining a number of subscriptions, etc.
3. Improve customer retention: Keeping customers satisfied and fostering loyalty is a long-term goal. This can include delivering excellent customer service that is measurable with KPIs such

as retention rate, customer lifetime (CLV) calculation, or Net Promoter Score (NPS) ratings (Mohammad, 2022, 105).

4. Increase online sales: Increasing online sales is a common goal for e-commerce companies. To do this, companies need to measure KPIs such as sales revenue, conversion rates, average order value, cart abandonment rate, online advertising ROI, etc. and set corresponding goals (Jadhav et al., 2023, 77).
5. Improving online reputation: Online business reputation is critical in a connected and competitive world. Some KPIs to measure it are the average online review rating, the number of “likes” and mentions on social networks, email abandonment rate, etc (Magano and Cunha, 2020, 3).

### Digital Marketing Principles

- **Customer Insights and Target Audience Definition:** Before launching any marketing initiative, it is crucial to thoroughly understand audience. This involves researching and analyzing the demographics, purchasing behaviors, interests, and needs of potential customers. By clearly defining target audience, we will be able to create more effective and targeted marketing strategies, resulting in increased engagement and conversion.
- **Relevant and Valuable Content: Content is still king in the world of digital marketing.** Creating relevant, valuable, and engaging content is critical to attracting and retaining audience’s attention. Whether through blogs, videos, infographics, or social media, content should provide solutions to audience’s problems, inspire trust in brand, and encourage interaction and participation.
- **User Experience:** User experience plays a crucial role in the success of digital marketing strategy. Website should be easy to navigate, fast to load, and mobile-friendly to ensure an optimal experience for visitors. Additionally, website's design and usability should be user-centric, meaning it should be intuitive, engaging, and action-oriented
- **Social Media Presence:** Social media is a powerful tool to connect with audience, build relationships, and promote brand. It's important to identify the right social media platforms for business and create a content strategy that aligns with audience's interests and behaviors (Nosalska and Mazurek, 2019, 10).
- **Multi-Channel Content Strategy:** Content marketing isn't limited to just one channel. It's important to develop a multi-channel content strategy that spans multiple mediums, such as blogs, social media, email, and video. By using multiple channels, companies can reach a larger

and more diverse audience, increase brand visibility, and strengthen the connection with potential customers at different stages of the buying process.

- **Personalization and segmentation:** Personalization is key to engaging audience and increasing conversions. companies use segmentation tools to divide audience into smaller, more specific groups, and then personalize content and messages to fit the needs and interests of each segment.
- **Analytics and performance measurement:** Analytics and performance measurement are critical to assessing the success of digital marketing efforts. companies use tools like Google Analytics to track key metrics, such as website traffic, conversions, bounce rate, and more (Bala and Verma, 2018, 325).

#### **E-marketing channels:**

- **Email:** Email Marketing is perhaps one of the channels that can bring the most short-term results - and also one of the cheapest if we consider the number of people that can be reached through a campaign. If used correctly, email is also a very effective resource to be used in Lead nurturing, as you can deliver relevant content and, with a good strategy, do so periodically, increasing the Lead's engagement with your company and making them return to the website.
- **Social networks:** A social network offers visual and interactive resources that help to offer products with maximum information about their attributes and ways of use. This way, leads are educated about their benefits and the chances of satisfaction and repurchase are much higher. In addition, by being able to interact with potential customers in real time, generate exclusive advertising campaigns and apply other relationship-building actions, customer loyalty can be much higher (Akash, 2020, 58).
- **Website:** A website for large and established businesses is a showcase to highlight their success stories and stay current in the face of competitors. This helps them to highlight the achievements they have had over time, as well as the type of clients they work with. It is evident that the greatest potential is for small businesses, who will seek as a first objective to make themselves known by talking about their history, products, services and solutions that they will give to the market, in their respective areas of specialization.
- **Search Engine:** Search engine is an automatic mechanism that helps the user find information on the Internet. This tool is based on algorithms that take into account different ranking factors, which range from user behavioral data to the search term used to perform it. Search Engine Marketing is the action of paying to appear at the top of the list of organic results and on the

right side of the screen. SEM offers company the promotion of its website and positioning it in the privileged places of search engines, this high position will help it generate more traffic and gain more customers (Fadhil et al., 2022, 583).

### **Advantages of digital marketing:**

#### **A) For companies**

- **Greater Segmentation:** only through online campaigns is it possible to create different messages for each of the company's target audiences, going far beyond standard items such as age group, city and social class. In digital marketing, it is possible to segment to the extreme: from consumer habits to tastes and places frequented.
- **Wide Reach:** there are no barriers online, so a web presence guarantees brand exposure to people all over the world. If the company's goal is to expand its business to other neighborhoods, cities or even countries, then having a good presence on the web is essential;
- **Fast:** unlike offline means, digital marketing actions have instant results, as the consumer can make a purchase in a few minutes, from anywhere.
- **Measurable:** it is possible to measure the results accurately and in real time, monitoring which actions are generating positive results for the company.
- **Adjustable:** if a company notice that a certain action is not producing good results, a company can adjust it or remove it immediately, preventing the company from losing money.
- **Viral Power:** If a company has good content, the chances of people sharing it with friends and acquaintances are huge. This increases brand exposure, impacting a new and different audience, at a very low cost (Veleva and Tsvetanova, 2020, 3).

#### **B) For customers:**

- Keeps customers informed of the latest trends, as they have immediate access to new products or services launched.
- Customers' choices increase as they can select any type of product or service and get the best deal.
- Customers have more power, because they have the option to give feedback on products or services and, consequently, make an informed and intelligent purchasing decision;
- Convenience and fast service – customers can obtain information about the desired product with a simple click and make quick purchasing decisions, without spending time in a store.
- Relationships are improved, as customers receive an excellent service, which reveals the great impact of digital marketing on their behavior.

## **Positive Features of Digital Marketing:**

### **Digital marketing has many valuable features:**

- **Globality:** Digital marketing allows advertising campaigns to be visible anywhere in the world. This gives small startups the rare opportunity to go global through the immense exposure it provides.
- **Precise Targeting:** Marketing through digital platforms not only allows campaigns to be targeted at specific customers, but also allows for customer segmentation. Segmentation is the process in which large customer groups are divided into smaller groups of customers according to a particular classification. The importance of market segmentation is that it makes it easier to focus marketing efforts and resources on reaching the most valuable audiences and achieving business goals (Veleva and Tsvetanova, 2020, 3).
- **Easy to Measure:** The tools made available to companies by Google and the different social platforms, as well as many other independent companies in the market, give an account of countless data.
- **Low Cost:** The cost of marketing and advertising is one of the biggest financial burdens that companies must bear. While large companies may not have as much trouble dishing out millions on marketing and advertising, for small businesses this can be impossible or an unbearable nightmare. Marketing through digital platforms offers a more affordable alternative to the traditional method. They create just as much impact yet cost much less (Hussain et al., 2023, 98).

## **Negative characteristics of digital marketing:**

### **The digital marketing comes with negative results:**

- It is necessary to invest in Digital Marketing: Having an internal digital marketing team can imply high costs and, above all, quality. A professional, no matter how competent, will hardly be able to manage all of this and have time to think of a more effective strategy. Often, the solution that companies find is to outsource the services to a digital agency.
- In addition to the cost of a team or an agency, company will have to invest in sponsored ads, as in the case of Google and Facebook, for example. Having a monthly budget is essential, because without it, company will not be able to connect with its target audience quickly and accurately (Veleva and Tsvetanova, 2020, 4)

- Digital Marketing is complex and changes all the time: Even for a qualified and trained team, digital marketing and its work and analysis tools are not as simple as one might think. Planning digital marketing campaigns, creating the best type of ad, dealing with errors and bugs in tools, among other challenges, is something routine and requires patience and perseverance.
- It is not so easy to measure the results in Digital Marketing: It is a fact that digital marketing is more analytical, generates more accurate data and monitors all campaigns carried out in real time. However, it is not always easy to calculate whether the work done generated a return on investment.
- Digital Marketing is not the solution to operational problems: Of course, digital marketing, in general terms, has an interesting cost-benefit ratio, bringing almost immediate results. However, it will not solve the quality of the product, the delivery method or other bottlenecks (Hussain al., 2023, 100).

### **Digital marketing strategies:**

Although there is a wide variety to choose from, the main digital marketing strategies are:

#### **- Search Engine Optimization**

Usually called Search Engine Optimization (SEO), it is about adapting a website so that search engines—such as Google, Bing or Yahoo—position it among the first places presented to users, increasing its presence on the Internet without paying for it.

#### **- Content Marketing**

This type of digital marketing strategy seeks to attract customers and increase the network of leads—a lead is generated every time a user provides their data. To achieve this, the design, creation and distribution of valuable content in different media and channels is used, which will help people to learn about a certain subject. To be successful, it is important to plan the topics to be presented, taking into account the preferences of potential buyers and the searches they normally perform on the Internet.

#### **- Search Engine Marketing**

Known as Search Engine Marketing (SEM), it involves using the tools provided by search platforms in order to position a website among the top spots. To reach the target audience, sponsored ads are used, generally based on pay per click (PPC). The advantage of this type of strategy is that the organization's pages appear among the top spots from day one (Saura et al., 2019, 92).

**- Email marketing:**

This type of technique is based on sending email messages to attract new customers, create loyalty with them, interact with people and generate trust in a brand, to finally increase sales. A good campaign of this type is distinguished because the texts sent will take into account the interests of the potential client or consumer, so they will have a certain personalization to avoid being marked as spam.

**- Social Media Marketing:**

Social Media Marketing (SMM) is the use of social media to create business opportunities, build a brand image, attract new customers and increase the loyalty of existing customers. Interactions, images, videos and shared files can make people aware of the products or services offered by a company and turn them into repeat buyers (Ijomah et al., 2024, 2177).

**- Video marketing:**

This is when audiovisual material is used on the Internet to promote a brand, product or service, to achieve certain previously established objectives. The key to the success of this technique is the creation of content that provokes conversation among the public, in order to try to go viral. Videos about products, events, interviews and opinions can all be useful to improve a company's image and increase sales.

**- Inbound marketing:**

It mixes different digital marketing strategies to attract customers, such as content marketing, SEO, SEM, email marketing and good management of social networks. At the same time, it uses web analytics and automation to create a pleasant experience for each of the people who approach the company. It is a non-intrusive tactic. It starts by generating valuable content focused on potential clients to solve their problems and meet their needs. In this way, an attraction model is started to convince, sell and, finally, captivate people (Darma and Noviana, 2020, 2258).

**Digital Marketing Stages:**

- **Market study:** Before starting any digital marketing plan, it is necessary to research and study the market in general. In this study, some points must be considered, such as the characteristics of the market, the available leads, the areas to prospect, where to focus sales and other information. During this research, the niche that the company works with should be the main target. After all, understanding these specific customers is important to be able to optimize marketing actions and also prepare for campaigns. Therefore, the more focused and personalized the marketing is, the more efficient it will be.

- **Understand the target audience:** A company must understand everything about its target audience, how they behave, how they act, their purchasing habits and other details of their activities. This is essential knowledge to be able to put into practice any type of marketing, especially digital marketing. The more focused on the habits and characteristics of target audience, the better the marketing plan. Therefore, this type of study should be one of the first to be undertaken in order to be able to personalize the entire service as much as possible.
- **Competitor Analysis:** Competitors should be analyzed to improve marketing and other company actions. The more business can distance itself from the competition and ensure originality, the better. This study can be carried out at the same time as the market and target audience are analyzed. This way, it is possible to identify how the competition deals with market segments and, thus, create a method that is original and more appropriate (Saura et al., 2019, 95).
- **Determine marketing plan objectives:** A marketing plan needs well-defined goals and objectives, which must be reasonable and realistic, always based on the previous studies we mentioned. This way, marketing can have its results analyzed objectively and fairly by all professionals involved. Marketing objectives also serve as a guide to overcome many of the difficulties in implementing digital marketing strategies, especially during their processes. The better defined and known they are by project collaborators, the better it will be for everyone to evaluate their own performance.
- **Identify ways to attract audiences:** Before implementing the digital marketing plan, it is necessary to choose the appropriate means to reach the target audience. Understanding this is essential for a company to be able to adapt these small strategies, reinforcing the conception of several details about its business. Each available channel can connect with a type of persona or, at least in a different way, with its target audience.
- **Set goals and KPIs:** Having goals and objectives is important, but, more than that, it is very good for digital marketing to have KPIs that are efficient in measuring performance. KPI stands for key performance indicator, which indicates the performance of marketing plan and how it is achieving its goals. Good KPIs show how well marketing is going and whether it is actually reaching the planned target audience. The marketing team must invest in good KPIs, capable of measuring the results of the strategies accurately, in a practical way and that offer a complete view of what was achieved (Ijomah et al., 2024, 2176).

- **Monitor results:** Goals and KPIs should not be assessed just once; on the contrary, they need to be monitored constantly and periodically. This way, any and all changes will be visualized to check if there is a possibility of improving and adapting certain paths followed by digital marketing. A plan of this type of marketing must have teams capable of observing these opportunities for improvement in results and making changes in real time. This requires a lot of creativity, quick thinking and proactivity from employees to be able to adapt to possible difficulties.
- **Invest in analysis tools:** This is essential not only to identify the data relevant to the progress of marketing, but also to analyze it. It is advantageous for these tools to be available full-time during the digital marketing plan and accessible to employees (Tien et al., 2020, 3).

### Digital Marketing Challenges:

1. **Creating Relevant and Engaging Content for Target Audience: The Foundation for Success in Digital Marketing** Producing high-quality content that is relevant to target audience and that stands out in the vastness of the internet is one of the biggest challenges in digital marketing. It is crucial to understand the needs, desires and pain points of potential customers in order to create content that is informative, useful, engaging and that generates real value for them.
2. **Keeping Up with Constant Changes in Social Media Algorithms: Adaptability is Essential.** Social media is an essential tool for digital marketing, but the algorithms that define what users see in their feeds are constantly changing. Keeping up with these changes and adapting strategies according to the new rules is essential to maintain the reach, engagement and visibility of audience on social media and overcome marketing challenges (Veleva and Tsvetanova, 2020, 7).
3. **Effectively Manage Multiple Digital Marketing Channels: Integration and Automation:** Digital marketing involves several channels, such as websites, blogs, social media, email marketing, online ads, among others. Managing all of these channels effectively, in an integrated and strategic manner can be a marketing challenge for companies that do not have a dedicated marketing team or expertise in this area.
4. **Measuring the ROI of Digital Marketing Campaigns: Turning Data into Valuable Insights:** Measuring the return on investment (ROI) of digital marketing campaigns is essential and can be one of the marketing challenges to assess the effectiveness of strategies, optimize budgets and make more assertive decisions when allocating resources. However, many companies face difficulties in correctly measuring the impact of digital marketing campaigns, mainly due to

the lack of adequate tools, well-defined KPIs and expertise in data analysis (Ijomah et al., 2024, 2176).

5. **Maintain Compliance with Data Privacy Laws and Regulations:** Data privacy is an increasingly important issue in digital marketing and can pose challenges for marketing in this privacy.

The marketing mix is one of the most important concepts in the sector, a must-have in any Marketing or Advertising course. Those who are not specialists may not be familiar with the 4 Ps, but they certainly appreciate their results. They represent the pillars of any marketing strategy, the reason why products or services are purchased by the public (Saura et al., 2019, 94).

### **Differences between traditional marketing and digital marketing:**

1. In traditional marketing, segmentation is carried out taking into account data such as age, location, purchasing power and level of education, while digital marketing considers factors such as the interests and tastes of the target group, as well as age, income, geolocation and level of education.
2. In traditional marketing, communication is 100% linear, meaning that the message is broadcast through mass media with the aim of influencing the target group's purchasing decision, but the recipient of the message does not have the possibility of generating a direct response. On the other hand, in the digital space, communication is bilateral and interactive between brand and user, which allows for immediate reactions and responses, generating closer relationships and the tangible possibility of adapting the message to the needs of the public.
3. In digital marketing, the execution of the strategy reaches exclusively an audience with internet access, while in traditional marketing, the message reaches people who do not have access to the internet and prefer to consume mass media. It should be noted that the present and the future are marked by technology, which means that the presence on the Internet has become essential to immediately reach users who search for everything they need from their browsers (Veleva and Tsvetanova, 2020, 2).
4. One of the advantages of digital marketing over traditional marketing is that large amounts of money are not needed for its execution. For example, it is cheaper to create a website and manage social networks than to create a conventional commercial, which requires, in addition to production, hiring spaces on TV, radio or print media.
5. Digital marketing is 100% measurable since it has tools to calculate effectiveness and reach in real time. On the other hand, traditional marketing is measured by satisfaction surveys and levels of tuning, resources that need to be analyzed and tabulated (Dayandri, 2023, 2211).

**Marketing mix elements:****– Product:**

This is everything that refers to the “goods and services” that a company makes available to the target market, for “attention, acquisition, use or consumption”, with a view to satisfying the customer’s needs. Every product or service contains a set of benefits, with tangible and intangible elements, that generate physical and psychological satisfaction in the consumer when making a purchase.

**– Price:**

The price consists of the “sum of all the values that consumers exchange for the benefits of having or using a good or service”.

The process of defining a price for the product, including discounts and financing, takes into account not only the economic but also the psychological impact of pricing. It is important to check whether the price will be competitive compared to the competition. The definition of a product's price must take into account the value created for the consumer (Hanaysha et al., 2021, 58).

**- Place:**

The place is related to the availability of products to the consumer market. Producing a product and making it available to the end consumer requires a network of relationships between customers, suppliers and resellers, integrated into the company's logistics chain. Thinking about channels will help define where and how the product or service will be accessible to consumers. Thus, distribution refers to the channels through which the product reaches customers and includes points of sale, ready delivery, opening hours and days and different purchasing channels.

**- Promotion:**

Contrary to what many people think, promotion does not mean price reductions, but rather ensuring that your brand's marketing message reaches the right customers. Promotion is done through a set of tools that combine advertising, sales promotion, public relations, personal selling, direct and online marketing. The purpose of promotion is always to communicate value proposition, develop and maintain favorable relationships with the customer, informing and persuading them, so that they better accept the company's product, thus encouraging demand (Darmawan and Grenier, 2021, 77).

**Importance of the Marketing Mix:**

By understanding and operating on the variables of the Marketing Mix, a company can create solid strategies for business success.

Some important points to consider are (Hanaysha et al., 2021, 59):

- Competitive advantages: The marketing mix allows a company to identify and capitalize on its competitive advantages, standing out in the market and attracting the right consumers.
- Strategic alignment: Basing actions on the marketing mix helps align the company's business objectives with its vision and mission, creating a cohesive and consistent strategy.
- Market knowledge: By analyzing the elements of the marketing mix, a company can gain valuable insights into its target market, consumer preferences and industry trends.
- Responding to change: The marketing mix allows a company to adapt quickly to changes in the market, adjusting its product, price, place and promotion strategies as needed.

### **SEM (Search Engine Marketing):**

#### **SEM definition:**

This is a set of advertising actions on search engines and websites. It helps give visibility to the brand and the services and products it offers (Sholichah et al., 2022, 446).

SEM is a set of marketing strategies that help attract more traffic to websites or web pages, using search engines. It is generally used through the pay-per-click or PPC method (Panchal, et al., 2021, 17).

#### **Benefits of SEM:**

The benefits of running a SEM campaign:

##### **1. Improve positioning on Google**

SEM campaigns allow company to improve its positioning in search results with the keywords that interest its business. Company must choose two or three keywords specific to its product or service that, in turn, are directly related to the final text of the ad.

##### **2. Segment the customer**

Company can segment its audience by location, language, keyword and type of device. These platforms even allow to show its ads only to those people who have previously visited its website through retargeting actions.

##### **3. Increase the visibility of company**

With a SEM campaign, company can reach the customer who is interested in its business and make its brand known. This step is essential to maximize conversions, whether through a purchase, a registration in the form, etc (Peter and Dalla Vecchia, 2021, 256).

#### **4. Get traffic to website**

Having a website without traffic is like having a physical store without customers who go to see the products or services it offers. Therefore, getting traffic to website is one of the key points to continue promoting search engine positioning **strategy (Sholichah et al., 2022, 447).**

#### **5. Measuring the results**

A SEM campaign allows company to obtain various metrics of the advertising action: number of impressions, clicks, conversions, cost per click, cost per acquisition, etc. With this type of campaign, it is easier to measure the return on investment.

#### **6. Controlling costs**

In SEM campaigns, company can determine the amount it want to pay when some interaction with users occurs. Normally, payment is made when users click on its text ads, that is, cost per click. In addition, the tools allow it to pause SEM campaigns when it considers it appropriate to maximize its investment (Nyagadza, 2022, 409).

#### **7. Taking advantage of the flexibility of the tools**

Many SEM tools allow to access them for free, make different configurations and familiarize itself with the program panel before implementing the campaign.

#### **8. Digital advertising is a guarantee of success**

Once campaigns have been created and launched, they need a period of adaptation and adjustment to objectives through continuous optimization and revision. If the campaign has an appropriate structure, segmentation and budget, companies are likely to obtain benefits, either in terms of customer acquisition and sales or in terms of brand image (Peter and Dalla Vecchia, 2021, 254).

### **Advantages of using SEM**

#### **1. Increases web traffic**

A good SEM campaign can generate visits to company website. However, the objectives can be varied from selling its product or service to promoting our brand or making itself known. Therefore, it is necessary to adapt the campaigns to the established objectives.

#### **2. Instant positioning**

The main advantage over organic positioning is that it allows company to position its business in the first search results from the moment we activate the campaign, which means it can instantly increase traffic to its page.

### **3. Customized budget**

One of the reasons for using SEM and no other advertising actions is the possibility of controlling and adjusting the budget at any time. Company can define the maximum budget it is willing to spend on the campaign, how much will be invested daily or decide on the maximum amount it is willing to pay for each click (maximum CPC) (Panchal, et al., 2021, 17).

### **4. Segmentation**

Campaigns can be very personalized with segmentation. This segmentation is key to making SEM campaign effective. With it, different messages can be offered to different customer profiles. For example, it can be segmented by age, sex, location, tastes, hobbies, etc.

### **5. Perfect for testing and obtaining data**

Carrying out a search engine campaign can be really useful for gathering information about audience, which is very valuable for the business. Among the most significant data, company can analyze what type of message its audience likes the most, what keywords are the most important, the position our ads have achieved, etc. Furthermore, by linking company's Google Ads account with the Google Analytics account, it will obtain more in-depth data about the users who visit our website and what they do on its site (Nyagadza, 2022, 411).

### **Disadvantages of SEM positioning**

#### **1. Continuous payment**

The visibility of company's ads and the number of visits will depend on the investment made. That is, the moment it decides to stop paying and the campaign ends, the ads will no longer appear in the results.

#### **2. High level of competition**

In highly competitive sectors, where it is difficult to position of company organically, the use of SEM campaigns is becoming common. This competition means that there are many companies competing for the best keywords to position, which leads to an increase in the cost per click, and therefore causes a decrease in ROI (return on investment).

#### **3. It generates less confidence than SEO positioning**

Many users already know how to differentiate between organic results and paid results. They know that any website can appear in the top positions simply by activating a campaign, so this generates distrust. However, this does not happen with organic results. A company that appears in the top positions, organically, means that it works on its content and provides value (Panchal, et al., 2021, 17).

#### **4. It can saturate the user**

In display campaigns, online advertising that consists of showing ads in the form of banners on the landing pages, company must be careful and avoid showing the ad too many times, since they can seem intrusive and users value this negatively, affecting the brand image. Therefore, it is recommended to correctly configure the frequency with which it wants to show the ads (Peter and Dalla Vecchia, 2021, 254).

#### **Effective advertising strategies of SME:**

There are two ways to use the most effective advertising strategies:

##### **1- Choose keyword bids**

When a user is interested in a product or service, they search online and enter words related to it into the search engine. For this reason, it is very important that the keywords company choose match those that users will type in to find its service or product. However, it is very likely that other users will use the same keywords, in which case it can bid on the keyword so that its ads are positioned ahead of those of other businesses. It is very important to know how to correctly identify the keywords you are going to bid on.

##### **2- Focus strategies on relevant customers**

There are currently platforms that allow to show company's ads by city, state, country or internationally. In addition, it can segment by choosing times, days and devices on which it wants its ads to be shown. This way it can spend money only on relevant customers. Once it has obtained information from the campaigns, it will have the opportunity to analyze which tactics work best and this will lead it to better optimize its campaigns in the future. In this sense, it is necessary to work on a narrative that emphasizes the user's expectations, so that the user identifies the ad with the needs they demand (Peter and Dalla Vecchia, 2021, 256).

#### **SEO and SEM strategies**

For a marketing plan to be successful, although SEM has a higher conversion rate, it is necessary to combine both SEO and SEM strategies. Both seek to improve the search engine positioning of the business's products or services.

SEO positions organically, this requires consistency, work, identifying the most suitable keywords for the content to be positioned, publishing frequently and offering quality content. SEO positioning is cheaper than SEM, as it does not require any type of expense except for hiring personnel to create content. At the same time, it allows to gain authority in the digital field. As for keywords, it is important to note that those with a higher volume (demand) attract more

competition and that can also lead to a loss of relevance. The perfect point is to find keywords with a high volume that are relevant and with low competition. SEO is an important part of the marketing plan, as it generates traffic constantly (Panchal, et al., 2021, 17).

On the other hand, SEM is much more agile in attracting those who are truly interested in the product or service at that time. It also offers the option of real-time monitoring of results and being able to segment users well. However, in the long term it is more expensive, especially in sectors where there is a lot of competition (Nyagadza, 2022, 412).

### 3. Literature Reviews

#### a) Digital marketing

In the below literature review, the researcher has referenced research papers published between 2020 and 2023, which focus on the implementation and development of digital marketing strategies and tools. These studies were analyzed to gain a deeper understanding of the impact that digital marketing has on the heavy equipment industry.

**Dayandri (2023):** this study aimed to investigate implement digital marketing in heavy vehicle rental of a construction company. The study relied on qualitative methods during the collection of secondary data from PT. Tussens Krida Utama. The study relied on qualitative methods during the collection of secondary data from PT. Tussens Krida Utama. Data were collected through direct observation and searching of documents relevant to the study topic. The results of the study confirm that there are many marketing methods that generate significant income for the company. This study shows that the PT. Tussens Krida Utama has a high desire for digital marketing in order to develop the company.

**Samad et al. (2023):** this study aimed to know strengths, weaknesses, opportunities as well as threat of the promotional strategy implemented kukan company and also for know appropriate alternative promotion strategy used by companies. The study relied on qualitative methods. The study was based on primary and secondary data sources from the company. The researcher relied on collecting information through in-depth interview as primary sources. Secondary data obtained direct in already form So like document contains sales data, then from studies References with learn related articles, books and theses with study this. The study results confirm that Toyota's Marketing Mix strategy is very effective and successful. The reason for the success of marketing is that Toyota publishes advertising and publicity in many media and social media.

**Puspitasari and Hamdi (2023):** This study focuses on Carimontir, a mobile application for vehicle repair services. The researchers were interested in studying the marketing plan of the

Carimechanir company that it created with determining the segmenting and targeting of potential partners and customers by determining the company's positioning. The study is based on qualitative methods. Primary and secondary data were collected during the study. Primary data was obtained by researchers during field research. Carimontir provides a flexible solution to the problem of vehicle service access, particularly in emergency situations, using a comprehensive marketing strategy to grow its user base and drive revenue. Carimontir's marketing mix uses the 4P method, namely Product, Price, Promotion, and Place. This marketing plan was a great success for the company. Carimontir provides a flexible solution to the problem of vehicle service access, particularly in emergency situations, using a comprehensive marketing strategy to grow its user base and drive revenue.

**Purnomo (2023):** this study aimed to analyse and identify effective digital marketing strategies in increasing sales conversion on e-commerce platforms. The study was based on the qualitative approach to collect information and data. The study results confirm that digital marketing plays an effective role. Focus on SEO, content marketing, social media, paid advertising, and improving user experience. During digital marketing, the focus should be on search engine optimization, content marketing, social media, paid advertising, and improving the user experience.

**Golchi et al. (2023):** this study aimed to explaining the impact of digital transformation and digital marketing on brand promotion, positioning, and e-commerce. The study was based on the descriptive and survey approach to collect and analyze data. The research community consists of Digikala store customers and consists of approximately ten thousand people per year. Four standard questionnaires were used: 1) digital transformation, 2) brand promotion, 3) brand positioning and 4) e-commerce. The study results reached:

1. Digital transformation plays an important role in brand promotion.
2. Digital transformation has an important role for e-commerce.
3. digital marketing has an effect on Brand positioning has an impact and
4. digital marketing has an impact on e-commerce.

**Owuor (2022):** This study aimed to establish the effect of social media marketing, website marketing and search engine optimization on consumer purchase intention. The study was based on the descriptive approach to analyze the information and identify the relationship between the research variables. The study sample consisted of 197 registered merchants (new and used) operating in that operate within Nairobi City County. A structured research questionnaire was used in data collection with Google forms used to compliment the data collection procedures.

Using Yamane formula, the calculated sample size for this survey was 131 respondents. The study found that there is a positive relationship between digital marketing tools and consumer purchase intention. The study recommended that automakers should invest in digital marketing.

**Wibowo et al. (2021):** this research focuses on improving sales operations for heavy equipment spare parts through the use of digital tools. Research helps parts sellers identify customer needs and run promotions to increase sales. In this research, the study depended on Focus Group Discussion (FGD) with the team and DMAIC analysis in finding the necessary improvements. The study concluded that it is necessary to use and analyze the historical demand and sales approach based on the machine learning algorithm to predict the required opportunity. the Author also uses the End of Life (EOL) Spare Parts approach to predict when there will be a change. To correctly forecast heavy equipment spare parts needs a hybrid of the two methods can be used.

**Effendy et al. (2021):** This study aimed to determine the implementation of digital marketing strategies and how effective digital marketing strategies are to increase sales during the Covid-19 pandemic (Studies on SMEs in South Tangerang City). The study was based on the qualitative method in order to collect data and information through observation and predetermined interview guides for several informants to MSME actors in the city of South Tangerang. The results showed that digital marketing is the most effective type. MSME operators in South Tangerang prefer to sell their products via Facebook, Instagram, Online Shop, then WhatsApp. Sales were high during Covid-19 due to reliance on digital marketing.

**Zahara (2024):** This study aimed to determine the Influence of Marketing Strategies on the Sale of Kobelco Heavy Equipment at PT. X Constructions Machinery Indonesia Branch Pekanbaru. The analysis method used is quantitative analysis, namely multiple regression analysis. The population in this study were consumers of PT X Contructions Machinery Indonesia at the Pekanbaru branch. The number of samples taken randomly, namely 61 respondents using the Slovin method. The results showed that the publicity variable has the greatest influence on purchasing decisions.

**Prajapati and Bhatt (2019):** This study aimed to focused on Influencing Factor in the Expansion of Brand in the Road Machine Market. The study used applied and descriptive approach. The study used a questionnaire as tool to collect information. And the sample was 87 heavy machinery companies. The results showed There's no relationship between the extension of the HEPCO nut brand and the perceived fit and between perceived quality and consumer attitudes.

**Myint, M. M. (2022):** This study intends to analyze the effect of brand equity and market stimuli on customer perceived value of heavy machines at Joseph Cyril Bamford (JCB) and to examine the effect of customer perceived value on heavy machines purchase decision at JCB. The research sample consisted of 147 random customers from JCB customers from the year (2017-2022). Descriptive and regression analysis was used. The results of the study showed that (brand awareness, brand association, and brand loyalty) of brand value have a positive impact on customers' perceived value of JCB products. JCB's marketing strategies (triggers) such as pricing, product quality and safety, after-sales service, and resale value affect customers' perception of the value of JCB products. This perceived value generates confirmation of the purchase decision.

#### **b) SEM (Search Engine Marketing)**

**Sholichah et al. (2022):** This study showed purchase intention through search engine marketing: E-marketplace provider in Indonesia. The study relied on a questionnaire to collect information. The study sample consisted of 351 customers who have online shopping at the leading companies that provide the largest e-marketplace in Indonesia. The results showed that “Interactivity” on online shopping correlates with “Hedonic Motivation” and “Purchasing Intention”. “Informativeness” on online shopping correlates with “Performance Expectancy”, and the “Habit” of online shopping relates with “Purchase Intention”.

**Nyagadza (2022):** this study aimed to analysis the search engine marketing and social media marketing predictive trends that are occurring both regionally in Africa and on a global scale. The study used the systematic literature survey approach and the inductive research approach. The literature results showed that it is necessary to use new search engine marketing and social media marketing techniques to develop marketing strategies.

**Daoud et al. (2023):** This study aims to determine the factors that influence the improvement of the mental image of Jordanian private university students who primarily use Google. The study tool was the questionnaire. The research sample consisted of 400 respondents. The results showed there is strong relationship between search engine optimization (as an independent variable) and the creation of a positive mental image (as a dependent variable).

#### **General Conclusion of the previous studies:**

Across industries and sectors, digital marketing is increasingly recognized as an essential tool for driving business growth. However, each sector faces unique challenges in the development, implementation, and evaluation of digital strategies. Successful digital marketing requires an integrated approach, a focus on customer experience, and continuous adaptation to evolving

market and technological trends. The common thread in these studies is the importance of digitalization in improving operational efficiency, enhancing customer engagement, and staying competitive in a fast-paced digital world.

#### **4. Methodology**

##### **Overview:**

In this chapter, the participants of the study and the instruments employed are introduced. Moreover, the procedure of the research, the design and data analysis are presented in detail where This study aim to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the Ejar website in achieving top -ten rankings on Google's search results.

##### **4.1. Research Design:**

In this study, the researcher will use a quantitative research approach to gather numerical data on the worker attitude on the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the Ejar website in achieving top -ten rankings on Google's search results.

##### **4.2. Participants:**

The population of study consisted of all workers at EJAR - The Machinery Alternative Company and the sample study was (35) participants.

##### **4.3. Instrument:**

The questionnaire was developed by the researcher based on a thorough review of the theoretical background and existing literature; the questionnaire consisted of two main sections as the following:

- The first section included the demographic data of participants.
- The second section consists of five main axes.

##### **The validity of Instrument:**

##### **Validity**

To ensure the instrument's validity, the researcher enlisted the help of a panel of experts whose involvement was required to determine the questionnaire's content validity. The jurors were instructed to review the questionnaire items for language, applicability, and consistency. Some suggestions and comments were received, and minor changes to the questionnaire were made as a result.

##### **The internal consistency:**

Internal consistency was calculated by Pearson correlation coefficient between each item and the axis that belonged to, and the results shown as the following:

**Table (1) internal correlation between phrases and the axis belonged to it**

| N | correlation coefficient | N  | correlation coefficient |
|---|-------------------------|----|-------------------------|
| 1 | .537**                  | 10 | .555**                  |
| 2 | .616**                  | 11 | .593**                  |
| 3 | .694**                  | 12 | .694**                  |
| 4 | .627**                  | 13 | .821**                  |
| 5 | .655**                  | 14 | .710**                  |
| 6 | .469**                  | 15 | .738**                  |
| 7 | .582**                  | 16 | .629**                  |
| 8 | .726**                  | 17 | .720**                  |
| 9 | .739**                  | 18 | .715**                  |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

From the above table we conclude that all Pearson correlation coefficients between each item and the axis that belonged to it come with high degree and significant (where significant value less than 0.05) Which indicates a high degree of validity of the internal consistency of the terms of the questionnaire.

#### **The reliability of Instrument:**

The reliability of the study tool means that the tool will give approximately the same results when applied multiple times to the same sample. The reliability of the questionnaire was checked through Cronbach's alpha Coefficient, as shown in the following table.

**Table (2) Cronbach's Alpha coefficients**

| Axis                           | N of Items | Cronbach's Alpha |
|--------------------------------|------------|------------------|
| General Perceptions of SEM     | 4          | .801             |
| Effectiveness of SEM Campaigns | 4          | .814             |
| User Engagement Metrics        | 3          | .785             |
| Evaluation of SEM Strategies   | 4          | .802             |
| Future Improvements            | 3          | .703             |
| Total degree                   | 18         | .897             |

From the above table we conclude that the reliability coefficients value of all axes of questionnaire were all high scores approaching the correct one and the total degree of reliability

was (.897) which is high value and approaching the correct one and it refers to the reality of the questionnaire for the application.

#### 4.4. Data Analysis

After the collection of data, the variables will be checked and entered a computer, and statistical analyses will be conducted by appropriate methods using Statistical Package for Social Sciences (SPSS) version (24.0). Continuous variables will be represented as mean  $\pm$  standard deviation (SD). The Frequency will be counted for categorical variables.

#### 4.5. Ethical concerns

The researcher will obtain informed consent from all participants, clearly explaining the purpose of the study and ensuring confidentiality. Also, he will seek ethical approval from relevant institutional review boards to ensure the research adheres to ethical guidelines.

### 5. Results

#### 5.1. Study demographic data

The frequencies and percentages of the sample were calculated according to the following:

##### 1- Gender

**Table (1) the gender of the sample**

| Gender       | Frequency | Percent     |
|--------------|-----------|-------------|
| Male         | 23        | 65.7        |
| Female       | 12        | 34.3        |
| <b>Total</b> | <b>35</b> | <b>100%</b> |

From the above table, we conclude that (65.7%) of the participants are males, and (34.3%) of the participants are females.

##### 2- Qualification

**Table (2) Qualification of the sample**

| Qualification | Frequency | Percent     |
|---------------|-----------|-------------|
| Bachelor      | 22        | 62.9        |
| Diploma       | 6         | 17.1        |
| Masters       | 7         | 20.0        |
| <b>Total</b>  | <b>35</b> | <b>100%</b> |

From the above table, we conclude that (62.9%) of the participants their qualification is Bachelor, (20%) of the participants their qualification is Masters, and (17.1 %) of the participants their qualification is diploma

### 3- Years of Experience

**Table (3) Experience of the sample**

| Experience         | Frequency | Percent     |
|--------------------|-----------|-------------|
| Less than 5 years  | 11        | 31.4        |
| From 5 to 10 years | 12        | 34.3        |
| More than 10 years | 12        | 34.3        |
| <b>Total</b>       | <b>35</b> | <b>100%</b> |

From the above table, we conclude that (34.3%) of the participants have more than 10 years of experience, (34.3%) of the participants have from 5 to 10 years of experience, and (31.4%) of the participants have Less than 5 years of experience.

### 5.2. Answering the questions of the study

**The first question: What are the General Perceptions of SEM in at EJAR - The Machinery Alternative Company?**

To study the General Perceptions of SEM in at EJAR - The Machinery Alternative Company, mean and standard deviation was calculated the first axis as the following.

**Table (4) mean and standard deviation to the first axis**

| No           | Item                                                                                             | Mean | Standard Deviation | Rank           | Degree         |
|--------------|--------------------------------------------------------------------------------------------------|------|--------------------|----------------|----------------|
| 1            | SEM campaigns are an effective tool for improving a company's online visibility.                 | 4.40 | .812               | 3              | Strongly agree |
| 2            | Using SEM allows businesses in the heavy equipment industry to attract more potential customers. | 4.49 | .612               | 1              | Strongly agree |
| 3            | Search Engine Marketing is more cost-effective than traditional marketing strategies.            | 4.26 | 1.010              | 4              | Strongly agree |
| 4            | SEM strategies are essential for remaining competitive in today's digital marketplace.           | 4.49 | .853               | 2              | Strongly agree |
| General mean |                                                                                                  | 4.41 | 0.82               | Strongly agree |                |

From the above table we conclude that the General Perceptions of SEM in at EJAR - The Machinery Alternative Company with degree (Strongly Agree), mean (4.41) and standard deviation (0.82) low value, indicating the homogeny opinions of the study sample on the items of this dimension

In the first order (Using SEM allows businesses in the heavy equipment industry to attract more potential customers.), with a mean (4.49), a standard deviation of (0.612) and a degree of (Strongly Agree)

In the second order (SEM strategies are essential for remaining competitive in today's digital marketplace.), with a mean (4.49), a standard deviation of (0.853) and a degree of (Strongly Agree).

While in the last order (Search Engine Marketing is more cost-effective than traditional marketing strategies.) with a mean of (4.26) and a standard deviation (1.01) with a degree of (Strongly Agree)

From the results we conclude that the General Perceptions of SEM in EJAR - The Machinery Alternative Company - come with a high degree.

### **The second question: How effective was the SEM campaign in positioning Ejar in Google's top ten search results for specific keywords?**

To study the Effectiveness of SEM Campaigns in at EJAR - The Machinery Alternative Company, mean and standard deviation was calculated to the second axis as the following.

**Table (5) means and standard deviation to the second axis**

| No           | Item                                                                                                              | Mean | Standard Deviation | Rank           | Degree         |
|--------------|-------------------------------------------------------------------------------------------------------------------|------|--------------------|----------------|----------------|
| 1            | Ejar's SEM campaign successfully positioned the website in Google's top ten search results for specific keywords. | 4.29 | 1.100              | 4              | Strongly agree |
| 2            | The keywords used in Ejar's SEM campaign were relevant to the target audience.                                    | 4.40 | .847               | 2              | Strongly agree |
| 3            | The SEM campaign significantly improved the visibility of the Ejar website.                                       | 4.54 | .657               | 1              | Strongly agree |
| 4            | The SEM campaign led to an increase in overall traffic to the Ejar website.                                       | 4.40 | .775               | 3              | Strongly agree |
| General mean |                                                                                                                   | 4.41 | 0.84               | Strongly agree |                |

From the above table we conclude that the Effectiveness of SEM Campaigns in EJAR - The Machinery Alternative Company with degree (Strongly Agree), mean (4.41) and standard deviation (0.84) low value, indicating the homogeny opinions of the study sample on the items of this dimension

In the first order (The SEM campaign significantly improved the visibility of the Ejar website.), with a mean (4.54), a standard deviation of (0.657) and a degree of (Strongly Agree).

In the second order (The keywords used in Ejar's SEM campaign were relevant to the target audience.), with a mean (4.4), a standard deviation of (0.847) and a degree of (Strongly Agree).

While in the last order (Ejar's SEM campaign successfully positioned the website in Google's top ten search results for specific keywords.) with a mean of (4.29) and a standard deviation (1.1) with a degree of (Strongly Agree)

From the results we conclude that the Effectiveness of SEM Campaigns in EJAR - The Machinery Alternative Company - comes with a high degree.

### **The third question: What are User Engagement Metrics in at EJAR - The Machinery Alternative Company?**

To study the User Engagement Metrics in at EJAR - The Machinery Alternative Company, mean and standard deviation was calculated to the third axis as the following.

**Table (6) means and standard deviation to the third axis**

| No           | Item                                                                                                | Mean | Standard Deviation | Rank           | Degree         |
|--------------|-----------------------------------------------------------------------------------------------------|------|--------------------|----------------|----------------|
| 1            | Improvements in Ejar's search rankings resulted in a higher click-through rate (CTR).               | 4.37 | .731               | 3              | Strongly agree |
| 2            | The SEM campaign reduced the bounce rate for the Ejar website.                                      | 4.40 | .775               | 1              | Strongly agree |
| 3            | The increase in rankings translated into a better user experience for visitors to the Ejar website. | 4.40 | .881               | 2              | Strongly agree |
| General mean |                                                                                                     | 4.39 | 0.80               | Strongly agree |                |

From the above table we conclude that the User Engagement Metrics at EJAR - The Machinery Alternative Company with degree (Strongly Agree), mean (4.39) and standard deviation (0.80) low value, indicating the homogeny opinions of the study sample on the items of this dimension

In the first order (The SEM campaign reduced the bounce rate for the Ejar website.), with a mean (4.4), a standard deviation of (0.775) and a degree of (Strongly Agree).

While in the last order (Improvements in Ejar's search rankings resulted in a higher click-through rate (CTR).) with a mean of (4,37) and a standard deviation (0.731) with a degree of (Strongly Agree)

From the results we conclude that the User Engagement Metrics at EJAR - The Machinery Alternative Company come with a high degree.

#### **The fourth question: What is the Evaluation of SEM Strategies in EJAR - The Machinery Alternative Company?**

To study the Evaluation of SEM Strategies in EJAR - The Machinery Alternative Company, mean and standard deviation was calculated to the fourth axis as follows.

**Table (7) means and standard deviation to the fourth axis**

| No           | Item                                                                                           | Mean | Standard Deviation | Rank           | Degree         |
|--------------|------------------------------------------------------------------------------------------------|------|--------------------|----------------|----------------|
| 1            | The SEM tactics employed aligned well with Ejar's business objectives.                         | 4.40 | .881               | 3              | Strongly agree |
| 2            | Targeting specific keywords is the most important factor in improving search rankings.         | 4.60 | .775               | 1              | Strongly agree |
| 3            | The cost of running an SEM campaign is justified by the results it delivers.                   | 4.34 | .873               | 4              | Strongly agree |
| 4            | SEM campaigns should be prioritized over traditional marketing methods for similar industries. | 4.46 | .780               | 2              | Strongly agree |
| General mean |                                                                                                | 4.45 | 0.83               | Strongly agree |                |

From the above table we conclude that the Evaluation of SEM Strategies in EJAR - The Machinery Alternative Company with degree (Strongly Agree), mean (4.45) and standard deviation (0.83) low value, indicating the homogeny opinions of the study sample on the items of this dimension

In the first order (Targeting specific keywords is the most important factor in improving search rankings.), with a mean (4.6), a standard deviation of (0.775) and a degree of (Strongly Agree).

In the second order (SEM campaigns should be prioritized over traditional marketing methods for similar industries.), with a mean (4.46), a standard deviation of (0.78) and a degree of (Strongly Agree).

While in the last order (The cost of running an SEM campaign is justified by the results it delivers.) with a mean of (4.34) and a standard deviation (0.873) with a degree of (Strongly Agree)

From the results we conclude that the Evaluation of SEM Strategies in EJAR - The Machinery Alternative Company come with a high degree.

### **The fifth question: What are the Future Improvements in EJAR - The Machinery Alternative Company?**

To study the Future Improvements in EJAR - The Machinery Alternative Company, mean and standard deviation was calculated to the fifth axis as the following.

**Table (8) means and standard deviation to the fourth axis**

| No           | Item                                                                                | Mean | Standard Deviation | Rank           | Degree         |
|--------------|-------------------------------------------------------------------------------------|------|--------------------|----------------|----------------|
| 1            | Ejar could achieve better results by refining its keyword strategy                  | 4.26 | 1.094              | 3              | Strongly agree |
| 2            | Additional SEM tools and practices should be explored to optimize future campaigns. | 4.54 | .817               | 1              | Strongly agree |
| 3            | Regular monitoring and adjustment of SEM strategies improve campaign effectiveness. | 4.54 | .657               | 2              | Strongly agree |
| General mean |                                                                                     | 4.45 | 0.86               | Strongly agree |                |

From the above table we conclude that the Future Improvements in EJAR - The Machinery Alternative Company with degree (Strongly Agree), mean (4.45) and standard deviation (0.86) low value, indicating the homogeny opinions of the study sample on the items of this dimension

In the first order (Additional SEM tools and practices should be explored to optimize future campaigns.), with a mean (4.54), a standard deviation of (0.817) and a degree of (Strongly Agree).

While in the last order (Ejar could achieve better results by refining its keyword strategy) with a mean of (4.26) and a standard deviation (1.094) with a degree of (Strongly Agree)

From the results we conclude that the Future Improvements in EJAR - The Machinery Alternative Company - come with a high degree.

### **5.3. Study hypotheses**

#### **Study the normality of data**

To study the normality of data (Kolmogorov-Smirnova - Shapiro-Wilk) tests were used and the results as following

**Table (9) normality test**

| Kolmogorov-Smirnova |    |      | Shapiro-Wilk |    |      |
|---------------------|----|------|--------------|----|------|
| Statistic           | df | Sig. | Statistic    | df | Sig. |
| .254                | 35 | .000 | .829         | 35 | .000 |

From the table we conclude that the data significant where significant values less than (0.05) means that the data doesn't follow the standard normal distribution, so to study the hypotheses non-parametric tests were used as the following

**The first hypothesis: There is a significant difference in the participants' attitudes to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the Ejar website in achieving top -ten rankings on Google's search results according to gender**

To study the hypothesis (Mann-Whitney Test) was used and the results shown as the following

**Table (10) the differences according to gender**

| Gender | N  | Mean Rank | Sum of Ranks | Z     | Sig  |
|--------|----|-----------|--------------|-------|------|
| Male   | 23 | 19.15     | 440.50       | -.927 | .354 |
| Female | 12 | 15.79     | 189.50       |       |      |
| Total  | 35 |           |              |       |      |

From the table we conclude that there is no significant difference in the participants' attitudes to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the Ejar website in achieving top -ten rankings on Google's search results according to gender where significant value (0.345) more than (0.05) which means that there is no significant differences

**The second hypothesis: There is a significant difference in the participants' attitudes to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the Ejar website in achieving top -ten rankings on Google's search results according to Qualification**

To study the hypothesis (Kruskal-Wallis Test) was used and the results shown as the following

**Table (11) the differences according to Qualification**

| Qualification | N  | Mean Rank | Chi-Square | df | Sig  |
|---------------|----|-----------|------------|----|------|
| Bachelor      | 22 | 18.82     | 1.026      | 2  | .599 |
| diploma       | 6  | 14.17     |            |    |      |
| Masters       | 7  | 18.71     |            |    |      |
| Total         | 35 |           |            |    |      |

From the table we conclude that there is no significant difference in the participants' attitudes to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the Ejar website in achieving top -ten rankings on Google's search results according to Qualification where significant value (0.599) more than (0.05) which means that there is no significant differences

**The third hypothesis: There is a significant difference in the participants' attitudes to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the Ejar website in achieving top -ten rankings on Google's search results according to Experience**

To study the hypothesis (Kruskal-Wallis Test) was used and the results shown as the following

**Table (12) the differences according to Experience**

| Experience         | N  | Mean Rank | Chi-Square | df | Sig  |
|--------------------|----|-----------|------------|----|------|
| Less than 5 years  | 11 | 16.14     | 6.473      | 2  | .001 |
| From 5 to 10 years | 12 | 19.29     |            |    |      |
| More than 10 years | 12 | 27.42     |            |    |      |
| Total              | 35 |           |            |    |      |

From the table we conclude that there is a significant difference in the participants' attitudes to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the Ejar website in achieving top -ten rankings on Google's search results according to Experience where significant value (0.001) less than (0.05) which means that there is a significant difference and these differences were to the more experience (More than 10 years) with mean rank (27.42).

## 6. Conclusions

- The General Perceptions of SEM in EJAR - The Machinery Alternative Company with degree (Strongly Agree), mean (4.41) and standard deviation (0.82), means that the General Perceptions of SEM in EJAR - The Machinery Alternative Company - come with a high degree.
- The Effectiveness of SEM Campaigns in EJAR - The Machinery Alternative Company with degree (Strongly Agree), mean (4.41) and standard deviation (0.84), means that the Effectiveness of SEM Campaigns in EJAR - The Machinery Alternative Company - come with a high degree.
- The User Engagement Metrics at EJAR - The Machinery Alternative Company with degree (Strongly Agree), mean (4.39) and standard deviation (0.80), means that the User Engagement Metrics at EJAR - The Machinery Alternative Company come with a high degree.

- The Evaluation of SEM Strategies in EJAR - The Machinery Alternative Company with degree (Strongly Agree), mean (4.45) and standard deviation (0.83), means that the Evaluation of SEM Strategies in EJAR - The Machinery Alternative Company come with a high degree.
- The Future Improvements in EJAR - The Machinery Alternative Company with degree (Strongly Agree), mean (4.45) and standard deviation (0.86), means that the Future Improvements in EJAR - The Machinery Alternative Company - come with a high degree.
- There is no significant difference in the participants' attitudes to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the Ejar website in achieving top -ten rankings on Google's search results according to gender
- There is no significant difference in the participants' attitudes to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the Ejar website in achieving top -ten rankings on Google's search results according to Qualification
- There is a significant difference in the participants' attitudes to evaluate the effectiveness of a targeted Search Engine Marketing (SEM) campaign for the Ejar website in achieving top -ten rankings on Google's search results according to Experience and these differences were to the more experience (More than 10 years).

## 7. Recommendation

- Improve click-through rates by writing engaging ads that are relevant to your target keywords.
- Target a wider range of relevant keywords to increase your reach to a wider audience.
- Use offer ads to engage customers and encourage them to act.
- Combine SEM campaigns with social media marketing efforts to increase brand awareness and encourage engagement.
- Use retargeting techniques to target users who have previously visited your website and show them personalized ads.

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