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| Academic Year/ Semester: 2021 | CRN:22139 |
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**The College of Administrative and Finance Sciences**

**E-commerce Department**

# E-Marketing (ECOM301)

# Digital Marketing Plan Project

You work for a company as a digital marketing manager and you've been asked to prepare a comprehensive digital marketing campaign. The campaign will run for the duration of one year, starting January until December 2021.

**Important note:**

You can choose any company to work with as long as:

* It is a local company.
* It is a startup that was established in the last (3 – 6) years, 2014 onwards.
* It can belong to any industry sector.

# Requirements

**Part 1, around (500) words: Due week 6, on 27/2/2021. (Refer to the Textbook Chapters 2&3, and apply the followingin the context of your company)**

1. Investigate the micro-environment as part of the situation analysis for your company.
2. Competitors analysis
3. Suppliers and/or Digital Marketing intermediaries.
4. Customers’ persona.
5. Summaries the macro-environment variable your company needs to monitor when operating the digital marketing campaign.**(two or three variables for each force are sufficient)**
   1. Technological forces.
   2. Legal forces.
   3. Economic forces.
   4. Political forces.
   5. Social forces.

Introduction

Scope Technologies Company is located in Saudi Arabia and was founded in 2017. This company specializes in information technology. It provides the latest technologies and methods to deliver solutions and quality services to various entities (Alharbi, 2019). The services provided include data analysis, artificial intelligence, software, applications, and virtual reality. This company has helped many entities dominate their market. The vision of Scope technologies Company is to be the leading provider of powerful IT solutions, to deliver quality services and innovations across the globe (Moshashai, Leber, & Savage, 2020). The mission of the company is to empower all businesses in the best way possible by ensuring that there is a simple, powerful, and reliable system.

**Question 1**

The competitor analysis is important in finding a gap in the market. It also helps in understanding the competitors' strengths and weaknesses in the marketing sector. Scope Technologies Company has competitors such as OpenXcell, Utility, Unified Infotech, and WebFX. These companies offer similar services as Scope (Kannan, 2017). This can be a challenge since most companies have been in the market for a long time. Hence it is recommended to conduct a thorough competitor’s analysis to provide the best quality services to customers.

Scope Technologies Company is in its early development stage and there is a need to have various links and partnerships with other firms. This will help uplift the company's Logo and marketing services (Alsharidah, &Alazzawi, 2020). There are four types of intermediaries namely wholesalers, agents, retailers, and distributors. They assist in the flow of business by ensuring that goods and services are transferred from producers to end-users on time. The scope has a partnership with companies such as CISCO, Microsoft, Intel, ENRICH Group, and Yealink. These companies act as suppliers and ensure goods and services are available at all times.

Similarly, Scope Technologies Company has around 249 employees who often ensure proper analysis of customer's persona. A persona can be created for the target audience to make the services offered more understandable to all customers (Faridi, & Malik, 2019). The persona can be illustrative pictures and fictional names of ideal customers. This helps understand users' needs, goals, behaviors, and experiences. The pictures and charts about the Scope Technologies Company should clearly show the services offered and the target audience.

**Question 2**

Technology is becoming newer and newer every day with enough creativity targeting marketers. Scope Technologies Company is positively transformed by the changing technologies in digital marketing (Oklander, et al., 2018). The use of GPS, Smartphone applications, and DVRs improves the customer relationship management system. Technology has made campaigns more easily and personalized for companies to sell wide in the digital markets.

To operate a business in Saudi Arabia, companies must acquire a legal permit to work. This can be in terms of the contract and temporary permit for a given period (Kingsnorth, 2020). Scope Technologies company is fully licensed to operate its business in the country. Having satisfied the terms and conditions put in place by the Saudi government.

Furthermore, Scope Technologies Company generates revenue for the country. This revenue is used for development in Saudi Arabia. The tax generated through this business is also used to run the country’s economy (Scharkow, et al., 2020). Scope Company receives $50- $99/hr. This means that the company has to budget properly to realize the profit. The profit realized will be used to run and maintain the business.

Political influence is important in keeping the business running. The government and individual politicians will invest in the Scope Company (Akre, et al., 2019). The shares bought will make the company have good management in its operations. The government can also loan the company enough funds in case of bankruptcy.

The relationship between the employers and the employees constitutes social forces. The culture of the Saudi people must also be taken into consideration (Al-Thagafi, Mannion, & Siddiqui, 2020). Scope Company is well organized in terms of administration. The relations create a conducive environment to operate the business.

Conclusion

In conclusion, it is wise to monitor the macro-environment variable when operating the digital marketing campaign. These variables are technological forces, legal forces, economic forces, political forces, and social forces. To be the leading digital marketing company globally it is important to ensure that the company’s vision and mission statements are met. Competitors’ analysis, digital Marketing intermediaries, and customers’ persona constitute the micro-environment situation analysis of Scope Technologies Company.

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