

Mastering the Art of Marketing Communications: Strategies for Success in the Digital Age

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ABSTRACT

The research topic was chosen as a result of the importance of communications in organizations in general and the marketing process in particular. Without communications, the organization cannot survive and continue. The problem of the study was diagnosed in the lack of sales of some types of products of the General Company for the Production of Vegetable Oils, despite their distinction, position, and reputation in the market and so on. Its products have standard specifications, lack of channels for communicating with customers, and find out whether the management of the researched company has a comprehensive perception of the concept of integrated marketing communications. Therefore, the research aimed to know the type of relationship and the extent of the influence occurring between integrated marketing communications as an independent variable represented by its nine dimensions and marketing performance. As a dependent variable, represented by its four dimensions, using the descriptive and analytical approach, and for this reason, two main hypotheses were formulated for the research, from which nine hypotheses branched. In order to achieve these goals, the study was applied in the General Company for the Manufacture of Vegetable Oils using the descriptive and analytical approach, with a purposive sample of (84) individuals from the department managers and the company's employees. Through the questionnaire and analyzing it statistically using statistical methods (arithmetic mean, standard deviation, relative importance, coefficient of determination, R, simple correlation coefficient, test 2, exploratory factor analysis test, latent root KMO scale, Bartlett's test) in the statistical analysis program 23 SPSS, as well as personal interviews conducted by the researchers, which showed the methods. There are a number of statistical results, the most important of which is the existence of a significant correlation and influence between marketing communications and marketing performance. In conclusion, the researchers presented a set of recommendations and proposals, the most important of which can be mentioned, the most important of which is the need for the state to protect and support the company's products by imposing a customs tax on similar imported products, as well as the necessity of managing the company. The research subject raised her employees' awareness of her desire to increase marketing performance and informed them of her level of performance on a regular basis, in order to detect and correct deviations. And we can say The current research aims to test the extent of the impact of marketing communications, represented by its elements (advertising, personal selling, sales promotion, public relations, publishing, and direct marketing, on customer satisfaction, and through it, we can determine the extent of the impact of the marketing communications strategy on customer satisfaction. The problem of the research was represented by the difficulty of marketing services due to the lack of special customizations. Marketing activities, and the importance of research stems from the importance of the role.

What marketing communications perform in achieving the objectives of the researched organization, the Iraqi Library and Documentation House, is to accomplish its work with high efficiency and gain the satisfaction of its customers. Data were collected through the use of a questionnaire that was distributed to a purposive sample of (40).

Researched, and a set of statistical methods were used to determine the level of importance of the research variables, as well as to test the extent of the influence of the independent variable, marketing communications, on the dependent variable (customer satisfaction through the use of the statistical program (SPSS25), and all results were identical to the research hypotheses.

The researcher reached a set of conclusions, the most important of which was the lack of a clear marketing communication strategy adopted by the researched organization. The researcher also reached a set of recommendations, the most important of which was that the researched organization adopt a payment strategy to promote its services.

Keywords- integrated marketing communications, marketing performance.

I. INTRODUCTION

The marketing communications process is one of the important and fundamental factors that contribute to conveying the organization's message and building relationships according to foundations based on its social responsibility towards the needs and requirements of its customers. In order to bring about cases of change in the behavior and habits of the targeted customers, the organization's management resorts to adopting the process of communication and exchanging information and ideas with them through the use of several marketing methods for this purpose leads to an interactive process between the two parties. The customer seeks to obtain information that includes the nature of the product (good - service), its specifications and price, while the marketer seeks to try to influence the customer and persuade him to achieve the exchange process. To achieve this, the marketer must know the audience. The target, his needs and desires, in order to determine the nature of the content and form of the message.

Choosing the communication channel that is compatible with it, leading to adopting a specific and appropriate marketing communication strategy that contributes to achieving the organization's goals and at the same time works to gain the satisfaction of its customers.

The research problem was formulated in the form of questions that were answered in the practical aspect through diagnosing and analyzing the research results to determine the level of the responses of the sample studied and the extent of the influence of the independent variable, marketing communications, on the dependent variable (customer satisfaction, leading to determining the marketing communication strategy adopted by the researched organization.

The importance of the research was embodied in two aspects, the first of which is the scientific importance, which is represented in the fact that the research is considered one of the specialized scientific research that can help the managers of organizations to employ marketing communications in a way suitable to achieve the satisfaction of its customers and reflect this positively on the organization, in addition to combining two very important variables, which are the marketing communications strategy and customer satisfaction, and the second aspect is the practical importance through Providing direct and important information to the senior management of the organization under study that can be used to support the future direction, as it is of an analytical nature for the organization's current and future activities, as well as achieving theoretical interaction and applied by presenting options to senior management and giving a more objective picture to identify what they are Marketing communications, their strategies, and their importance in gaining customer satisfaction. The research sought to achieve a number of objectives, the most important of which was drawing the attention of senior management in the organization under study to the importance of the current research variables, providing an intellectual framework on the nature of marketing communications, its importance and elements, and knowing the extent to which Its impact on customer satisfaction.

II. RESEARCH METHODOLOGY

First: The research problem-

The current research combines two very important variables, the first of which is the marketing communications strategy, which is the process of planning and implementing effective and efficient communications by business organizations with their current and potential customers with the aim of influencing them and convincing them to buy their products, and the second variable is customer satisfaction, which is one of the important goals.

Which business organizations seek to achieve by meeting the needs and requirements of their customers and ensuring them on time. The current research contributes to presenting some previous studies that sought to frame marketing communications and its strategies, in addition to those that contributed to addressing customer satisfaction... The current research contributes to enriching the local and Arab scientific library and works to communicate the efforts of researchers.

The current research provides direct and relevant information that can be useful to senior management in the organization under study Among them is to support the future direction as it is of an analytical nature for the organization's current and future activities.

The current research contributes to measuring the importance of marketing communications in gaining customer satisfaction as interaction is achieved Theoretical and practical by presenting options to senior management and giving a more objective picture to identify the nature of marketing communications and its strategies and the extent of their importance in gaining customer satisfaction and thus achieving Financial and moral return to the organization.

Research objectives

The current research seeks to achieve the following goals:

- 1- Draw the attention of senior management in the organization under investigation to the importance of the current research variables.
- 2- Providing an intellectual framework on the nature of marketing communications, its importance, its elements represented by (advertising, personal selling, sales promotion, public relations, publishing, and direct marketing) and

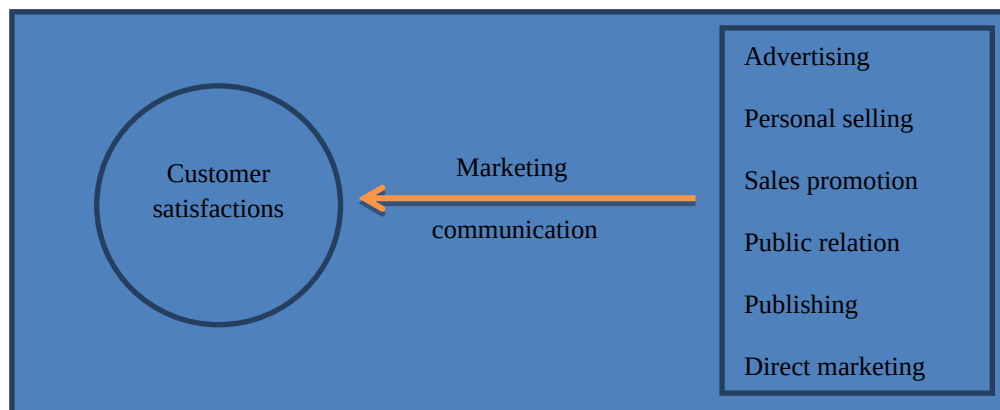
its strategies.

3- Know the extent of the impact of marketing communications and its strategy on customer satisfaction.

Hypothetical research plan:

Based on the literature on marketing communications and customer satisfaction, a procedural scheme for the research can be represented that shows the impact.

The independent variable (marketing communications) in the dependent variable (customer satisfaction) as shown in Figure (1).



Hypothesis research scheme

Research hypotheses

The current research seeks to test the effect of the independent variable (marketing communications) and its elements represented by (advertising, personal selling, sales promotion, public relations, publishing, and direct marketing) on the dependent variable (customer satisfaction). The research hypotheses will be as follows:

The main hypothesis: There is a significant, statistically significant effect of marketing communications on customer satisfaction and its consequences

The following secondary hypotheses:

The first secondary hypothesis: There is a statistically significant effect of advertising on customer satisfaction.

The second secondary hypothesis: There is a statistically significant effect of personal selling on customer satisfaction.

The third secondary hypothesis: There is a statistically significant effect of sales promotion on customer satisfaction.

The fourth secondary hypothesis: There is a statistically significant effect of public relations on customer satisfaction.

The fifth secondary hypothesis: There is a statistically significant effect of publishing on customer satisfaction. The sixth secondary hypothesis: There is a statistically significant effect of direct marketing on customer satisfaction.

Research methodology

The current research has adopted the (descriptive - analytical) approach in dealing with the research variables because it is appropriate for many studies and researches that adopt the cognitive approach. In the theoretical aspect, theoretical references were adopted to describe the phenomenon, followed by the role of the practical aspect to analyze the research variables and test hypotheses through field surveys.

The research population and sample

The current research community is represented by those working in the Iraqi House of Books and Documents, which is one of the formations of the Iraqi Ministry of Culture, Tourism and Antiquities. The following is a brief overview of that house:

The founding of the house dates back to the period of the British occupation in the year 1920, when a special committee consisted of a group of prominent Iraqi writers, scholars, and notables, which began collecting donations of money and books to establish a public library. It was officially opened on April 16, 1920, and by the order of King Faisal I, it became the official library of Iraq under the name of the library. The National Library was allocated a separate building at the Bab al-Muadham intersection in 1961. The National Library Law No. 51 of 1961 was issued, which stipulated the establishment of a library in Baghdad called the National Library. In 1964, the library was attached to the Ministry of Culture and Guidance at that time, and in 1970 the Deposit Law No. 37 was enacted, according to which it was restored. The library is a center for legal deposit, and in 1977 it moved to its current building in Bab al-Muadham. Then in 1987, the National Library was merged with the National Document Center to form the House of Books and Documents. The House provides many services to its customers, as it provides books, periodicals, and modern and old documents to researchers, in addition to providing a reading room. It includes all library services, including the provision of books and periodicals and the presence of the Internet service that allows customers to search the house's website through book indexes and thesis

indexes, as well as important historical documents approved by all official departments, in addition to the manuscripts available in the house's stores. The house has a number of representatives distributed throughout Governorates of Iraq, and they are considered representatives. The number of employees at the House of Books and Documents reached (506) individuals, who are experienced technical and office staff. In library management, cataloging and classification, as well as the administrative and accounting specializations that undertake administrative and financial tasks in the House. The research community can be clarified through the organizational structure of the House of Books and Documents. A purposive sample of (40) respondents was selected, represented by the general director, his assistant, department heads, and officials. People in the Iraqi House of Books and Documents.

Methods of collecting and analyzing data

The current research relied on a set of tools to collect and analyze data, as follows:

1. Theoretical references: The theoretical side was concerned with developing a theoretical framework related to the research topic, represented by reliance on Arabic and foreign books, university theses and dissertations, and the use of the Internet.

2. Interviews: were conducted with some members of the research sample (10), in order to obtain information through asking a set of questions that helped the researcher crystallize the research problem and formulate questionnaire questions. Questionnaire: It is the basic measurement tool for current research and is reliable in collecting data because it is suitable for many people. Descriptive research and studies were designed according to the variables adopted by the research and referred to in the hypothetical procedural plan. The questionnaire form was presented to a number of specialized arbitrators to take stock of their observations to make the necessary amendments. Then the questionnaire form became in its final form, and the triple Likert scale was adopted in distributing the weights of the research sample's responses (3 agreed, 2 neutral, 2 disagreed): (1) (40) questionnaire forms were distributed to the sample studied, and all of them were approved in the practical aspect of their validity. The questionnaire was subjected to validity and reliability tests.

III. THE THEORETICAL SIDE

This section includes research variables as follows:

First: Marketing communications strategy: It includes the following paragraphs:

1. The concept of marketing communications strategy

Before addressing the concept of marketing communications strategy, it is necessary to clarify the overall concept of strategy, communication, and marketing. If Al-Khafaji 2010 (35) defined strategy as "identifying where the organization wants to go to achieve its purposes and reach its message, it is a framework that guides the specific choice of the nature of the organization and its direction, and constitutes the basis of strategic management. As for communication, Faraj (2009 137) indicated that it is "the continuous transfer of information and ideas between individuals and each other at all organizational levels, between senior management and organizational managers and supervisors, that is, a network that connects all members of the organization." As for marketing, the American Society defined it as "operations." Related to planning and implementing concepts related to pricing, promotion, and distribution of ideas, goods, and services in order to achieve exchange operations towards satisfying individuals and meeting the organization's goals (25) Al-Bakri 2011)

After clarifying the concept of strategy, communication and marketing, marketing communications is considered the means by which business organizations can begin dialogue with target markets and other concerned

As for the marketing communications strategy, it is considered one of the modern activities used in business organizations, which aims to achieve efficient and effective communication with the customer without there being any deviation or confusion in the contents of the marketing message addressed to him. Al-Bakri 2012 (289), and Al-Sumaidaie 2010 (270) added.) as "creating a state of coordination for the efforts made by the organization that targets a specific group of consumers in accordance with the objectives of the marketing strategy that the organization wishes to achieve," and (Abdul Razzaq 2018 (62)) stated that the marketing communications strategy is "planning and implementing convincing communications with existing customers." Communications are an integrated program through which organizations aim to attract and influence them."

2. Elements of marketing communications

The organization uses elements of marketing communications to communicate with its current and potential customers with the aim of conveying its marketing message to them.

The marketing communications mix consists of the basic elements: advertising, personal selling, sales promotion, public relations, publishing and direct marketing (Al-Dhalmi 2018 (43), which It can be explained as follows:

A. Advertising

After advertising, it is a form of non-personal communication that takes place through the media, such as television, radio, newspapers, etc., to persuade the consumer to buy goods and services, and it is carried out by organizations, whether those that aim for profit or those that do not. The American Marketing Association has defined

advertising as a means Impersonal communication To provide goods, services, and ideas by a known entity in exchange for a paid fee (Al-Zoubi 2010, 225-226)

B. Personal selling

Personal selling is the personal presentation by an organization of its products with the aim of selling and building a relationship with its customers. It is a personal interaction that takes place between the organization and the customer face to face, based on direct communication through which you can organization recognizes the customer's reaction immediately. The person who carries out the task of personal selling and representing the organization is called a sales employee, sales representative, sales agent, sales consultant, personal seller, and other many different designations, even if they agree in their content and meaning. The selling process includes helping or convincing the customer. To buy a good or service or introduce him to the ideas the organization offers and promote them, personal selling is an element Essential in the marketing communications mix, through which customers are listened to, their needs are identified, and the organization's efforts are organized to solve its customers' problems (1699) 2014, Anyadighibe et al) and (Al-Bakri 2015 (296))

C. Sales promotion

It is the provision of incentives and rewards with the aim of urging the customer to make a purchase decision now and not later

A promotional system that uses a motivational strategy to encourage the customer and push him towards a purchase decision. Aladdin et al. 2017 (40) defined it as direct and personal contact between salesmen and buyers in various forms. It is between the product and the wholesaler or retailer, or between the retailer and the consumer himself."

D. public relations

Public relations can be defined as the management of strategic relationships because this embodies the basic concepts of relationships Public relations, which includes management, planning, organization, evaluation, and corrective reactions. Public relations works on Effective communication, mutual compatibility, dependence, shared values, trust, and commitment between the organization and its audiences. Interactive websites on the international information network, the Internet, and other means aimed at marketing and introducing customers to the goods and services provided by the organization Al-Ta'i and Al-Askari 2009 (166) (Al-Ta'i 2008

E. Payment strategy

The push strategy is defined as "a promotional strategy that relies on sales forces and activating sales directed to intermediaries to push the organization's products through distribution channels to the final consumer" (Matali 2016 (98), as this strategy directs the promotional effort by the organization towards the first ring of the distribution rings, which is Wholesalers, who in turn direct the promotional effort to retailers, who in turn influence The customer and urging him to buy, Abdel Hamid, 2011 (197).

F. Attraction strategy

The pull strategy follows a pattern different from that of the push strategy, as the organization that uses the pull strategy focuses and directs its promotional efforts directly towards the consumer to influence him and encourage him to requesting its products, whether goods or services, then the consumer, in turn, orders the products from retailers, which then request them from wholesalers, which prompts wholesalers to go and order those products from the organization. (Marcos & Richardo, 2018: 42)

Second: Customer satisfaction: It includes the following paragraphs:

1. The concept of customer satisfaction

Before discussing the concept of customer satisfaction, it is necessary to refer to both the concept of satisfaction and satisfaction. Satisfaction is the degree of acceptance or approval that an individual experiences as a reaction to a situation. However, the word satisfaction has been used in business organizations to describe the level of compatibility between the customer's expectations and what he obtained. Indeed, as a result of the use or consumption of its products, Al-Tawil and Al-Abadi 2013 (128), as for the customer, Al-Ta'i and Al-Abadi 2009 (60) defined him as "the final user of the organization's services, whose decisions are affected by internal factors such as personality, beliefs, methods, motives, and memory, and external factors such as resources and influences of family, preference groups, and friends." Customers may be individuals or organizations.

As for customer satisfaction, Chong et al (2015, 1084) defined it as an evaluation process between what is expected and what was received, while Levens (2012, 2012) (71) defined it as "the extent to which customers continue to contact the organization and interact with it." The product is offered because of the special experience of the product."

2. The importance of customer satisfaction

The importance of customer satisfaction is one of the most important criteria that business organizations adopt in evaluating their performance, and it is considered an important and influential factor in determining their future directions. The importance of customer satisfaction for the organization is highlighted through the following:

A. satisfied customer will talk to others and thus the organization will get new customers

B. customer Those who are satisfied with the organization's products repeat the purchase process

C. The customer's satisfaction with the service provided to him by the organization will reduce the possibility of him turning to competing organizations

D. An organization that seeks to measure customer satisfaction can determine its market share. Satisfaction creates loyalty. Achieving customer satisfaction is the gateway to achieving customer loyalty to the organization After customer satisfaction, there is feedback for the organization, as there will be more interaction and awareness of his needs

IV. PRACTICAL SIDE

The statistical results for the independent variable, marketing communications, its elements, and the dependent variable, are as shown in the following table.

code	Variables	Weighted Arithmetic mean	S.D	Relative importance	Response level
X1	Advertising	2.46	0.76	82%	High
X2	Personal selling	2.19	0.86	79%	Medium
X3	Sales promotion	2.21	0.53	77%	Medium
X4	Public relation	2.66	0.51	81%	High
X5	Publishing	2.33	0.47	90%	High
X6	Direct marketing	2.46	0.72	73%	Medium
X	Marketing communications	2.389	0.87	85%	High
Y	Costumer satisfactions	2.727	0.92	90%	High

Table (1) indicates that the value of the weighted arithmetic mean for the independent variable represented by marketing communications reached (2.38), which is greater than the value of the hypothesized mean that represents the limit between agreement and disagreement, which is (2), especially since the value of the weighted arithmetic mean for the independent variable fell within Category (from 2.34 to (3) in the response strength matrix. This indicates that the level of response of the sample members to the items of the independent variable was high, and the standard letter reached a value of (0.73), which indicates the presence of homogeneity in the sample's answers regarding the items of the marketing communications variable. It was recorded the relative importance of the independent variable (79.65%), which shows the agreement of most members of the study sample on the paragraphs of the independent variable represented by marketing communications, and from it it can be inferred that marketing communications clearly derives its strength and effectiveness in the Iraqi Library and Documentation House from the Sunnah elements represented by advertising, personal selling, sales promotion, and relationships. Public, publishing and marketing Direct.

The levels of importance of marketing communications elements were distributed among the highest level of response achieved by the expressive element About public relations between all elements within the independent variable, with a weighted arithmetic mean of (2.66) and a standard deviation of (0.63), and a relative importance of (88.75). This confirms the agreement of most members of the study sample that marketing communications in the Iraqi Library and Archives depend largely on public relations. This is according to the answers of the study sample, while the personal selling element achieved the lowest level of response among the marketing communications elements, as the value of the weighted arithmetic mean for this element was (2.19), and the standard deviation of the personal selling element was (0.83), and the relative importance reached (73.12%) to confirm.

Most of the study sample members agreed that there was a lack of tangible interest in relying on sales in the marketing communications found in the Iraqi Library and Documentation House Personal compared to other elements. As for the dependent variable (customer satisfaction), Table (1) also indicates that the value of the arithmetic mean. The weighted mean value of the dependent variable represented by customer satisfaction reached (2.72), which is greater than the value of the hypothesized mean that represents the limit between agreement and disagreement, which is (2), especially since the value of the weighted arithmetic mean of the dependent variable fell within the category (from 2.34 to (3)) In the response strength matrix, this indicates that the level of response of the sample individuals to the items of the dependent variable was high, with a standard deviation of (0.53), which this indicates the presence of homogeneity in the sample's answers regarding the paragraphs of the customer satisfaction variable, and the relative importance of the dependent variable was recorded (90.92%), which shows the agreement of most members of the study sample on the paragraphs of the dependent variable represented by customer satisfaction.

2. The results of testing the research hypotheses were as shown in Table (2)

Hypothesis	Variables		R2 interpretation rate	B beta	Alfa a	F test F	Researcher comment
	In depended	fixed					
1-1	Advertising	Costumer satisfactions	2.7	0.44	31.2	17.2	Accept Hypothesis
2-1	Personal selling	Costumer satisfactions	3.2	0.65	16.9	7.5	Accept Hypothesis
3-1	Sales promotion	Costumer satisfactions	2.9	0.34	22.8	24.1	Accept Hypothesis
4-1	Public relation	Costumer satisfactions	2.5	0.67	39.9	22.7	Accept Hypothesis
5-1	Publishing	Costumer satisfactions	2.9	0.52	30.9	16.8	Accept Hypothesis
6-1	Direct marketing	Costumer satisfactions	2.6	0.96	23.6	20.8	Accept Hypothesis
Main	Marketing communications	Costumer satisfactions	1.4	0.74	49.6	56.8	Accept Hypothesis

The value of the coefficient of determination (56.6%) indicates the percentage of interpretation of marketing communications for customer satisfaction. The value of the coefficient () was (0.707), which indicates that changing one unit in the marketing communications variable will lead to a change in The value of the customer satisfaction variable is (0.707). The table also indicates acceptance of all secondary hypotheses, which reinforces the acceptance of the main hypothesis.

V. CONCLUSIONS AND RECOMMENDATIONS

First: Conclusions

1. Lack of financial allocations allocated to the marketing communications process by the management of the House of Books and Documents Iraqi.
2. Lack of interest from the management of the researched organization in adopting personal selling as a basic element in the marketing communications mix when promoting its services compared to the rest of the other elements.
3. Lack of interest from the management of the researched organization in adopting the method of providing souvenirs to its customers, which is considered a motivating method.
4. The results showed that the public relations element achieved the highest relative importance compared to the rest of the elements of the marketing communications mix, which shows the lack of a clear marketing communications strategy adopted by the organization.
5. Lack of interest by the management of the researched organization in the element of publishing in the media.
6. The researched organization adopts modern means of communication with its customers and business organizations to encourage them to respond quickly.
- 7 There is a significant effect of the marketing communications strategy on customer satisfaction.

Second: Recommendations

1. The administration of the Iraqi Library and Documentation House should be interested in allocating part of its budget to advertise its services, especially since the organization seeks to have multiple sources of funding.
2. The management of the researched organization should pay attention to the personal selling element as an essential element in the marketing communications mix Personal selling is the backbone of marketing services. Whereas the researched organization is an organization. Service, and selling the service requires a person who has the ability and ability to persuade the customer and thus accept the deal.
3. The organization's management should focus its first attention on the personal selling component, followed by sales promotion then advertising or publishing, then public relations, which leads the organization to adopt a push strategy. 4 The management of the researched organization should reconsider the importance of adopting the method of presenting souvenirs as an attractive factor for its current and potential customers.
5. The management of the researched organization pays attention to the element of publishing in various media, as it is a non-profit organization, in addition to the lack of financial allocations allocated for advertising.
6. The researched organization should adopt direct marketing as an interactive tool in marketing its services.

7. It is necessary for the management of the researched organization to adopt a clear strategy in its marketing communications with its customers (individuals or organizations because they contribute to gaining their satisfaction.

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