

The digital marking tools and its reflection on furniture industry

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Abstract:

Digital marketing can be defined as promoting goods and services in innovative ways by using digital platforms in order to reach customers being cost-effective, and time saving, this thesis provides a general definition of marketing and discusses marketing on digital platforms. This thesis also introduces the two most relevant online marketing domains, which are business to consumer marketing and consumer to business marketing in a personal manner and how digital marketing, social media, E-commerce and especially brand identity which are all essentials for furniture industry as they are considered of the most important factors which affect the furniture industry positively.

Here we will specify two main topics: -

First: about E-marketing

- Marketing and digital platform: through Marketing and digital platform, we will know how this thesis provides a general definition of marketing and discusses marketing on digital platforms.
- The Need for Marketing: through the Need for Marketing, we will know what is the first thing that comes to mind of the word marketing.
- Digital Marketing: through Digital Marketing, we will know how Digital marketing can be defined as promoting goods and services in innovative ways by using digital platforms in order to reach customers cost-effectiveness, timely, and in a personal manner.

Second: marketing strategies

- Attitudes and motives affecting social media activities: through attitudes and motives affecting social media activities, we will know how people are actively using social networks such as Facebook, Snapchat, Instagram where they communicate with friends and family, stay updated on the latest news, listen to music and play games.
- Understanding customer behavior: through Understanding customer behavior, we will know how Consumer buying behaviors differ by cultural, social, personal and psychological factors.

Key Words:

(E-Commerce – Digital Marketing – Brand Identity – Furniture Industry).