

## **The Effectiveness of Digital Marketing in promoting the digital services of Egyptian government institutions**

**Prof. Maysoon Mohamed Qutp**

**Dean of the Faculty of Applied Arts - Professor of Advertising Design - Helwan University**

**Prof. Enas Mahmoud Hassan**

**Professor of Advertising Design - Faculty of Applied Arts**

**Assist. Lect. Heba Shaaban Abdelmonam Mohamed Ahmed**

**Assistant Lecturer - Faculty of Applied Arts- October University**

[heba\\_shaaban.art@o6u.edu.eg](mailto:heba_shaaban.art@o6u.edu.eg)

### **Abstract**

In our time especially with the fast spreading of technology and social media, many people spend a very long-time browsing web, YouTube, and social media, such times have been increased in the last two years, especially after the Corona epidemic, and the curfew. That's why 2020 was a central year in enhancing the digital means, after the quick increases in digital means in many of the institutions as a result of the spread of the epidemic, so they resort to using the digital means in marketing planning for investments, many institutions concentrate on the stations of the contact through the internet, as they can't ignore the digital technology and at sometimes the human conduct's changes (as regards the use of the social media) which give good chances to establish digital markets for the institutions, despite the progress achieved by the digital means in the latest years, and the development of many digital means to be a strategy of better marketing for the institutions, a belief that the digital marketing is directed only to the private institutions and has nothing to do with the government institutions is wrong as any institutions can use the digital marketing and achieve a positive reward of investment through their campaign of digital marketing directed to audience, on condition that such a strategy must be adapted to achieve benefits for the comprehensive marketing strategy of the institutions.

Digital marketing as a strategy has great importance for the governmental institutions which developed their strategies for digital change.

The quick digital change high lightened many disadvantages in the traditional marketing of the governmental institution's services at the sometimes, for the changes of the audience behavior it helps to their expectations and meet their different natures and desires, it also helps to change channels to introduce the correct type of services, to achieve constant development and to guarantee competitive advantage and a good mental image, thus the governmental institutions confront numerous challenges including the increasing competition which spotlights the method of using the digital marketing for supporting the governmental services.

Research is summarized in studying the effectiveness of digital marketing of institutions and applying it to Egyptian government institutions and its benefits in marketing digital government services via the Internet and social media. The research ends with the analytical study of a model of digital marketing for government services in the advertising campaign for the Egyptian Tax Authority.

### **key words:**

- Digital Transformation Digital Marketing -Government Digital Service .