

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

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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 .

The Introduction:

Applying the concept of digital marketing in government institutions in a tangible and real way did not come except in late periods compared to the global Corona epidemic. The rapid development that occurred in societies and the increase in complexities in them led to an increase in the need for marketing digital services as a result of the increase in digital awareness among users, which It prompted government institutions to study their needs and desires and try to meet them with digital services in order to be able to withstand the fierce competition, which prompted them to adopt digital marketing for their services.

Government digital marketing is an effective way to communicate with users in innovative ways and reach the goals of the government institution. Users are exposed to information every day, so the institution needs new and effective ways to reach them and deliver its message. . It helps to communicate and enhance the image of the government institution through its mission and societal goals. It also helps to achieve the service and political goals of government institutions by understanding and meeting the needs of users effectively, as well as changing their behavior for personal and societal benefit. It also affects attitudes and behaviors and helps enhance government services effectively and efficiently. ..Hence came the research problem, which is summed up in an attempt to answer the following questions:

Research Problem:

- 1- How can digital marketing methods influence user interaction with digital services of government institutions?
- 2- How can digital marketing strategies be utilized to create a positive image of government institutions among the Egyptian user?

Research Hypotheses: The Research Assumes That:

- 1- Using digital marketing methods in a government institution may contribute to increasing user interaction with its digital services.
- 2- Digital marketing as part of marketing activity may contribute to creating a positive image of government institutions among the Egyptian user.

Reasons For Choosing The Research Topic:

- 1- Changing the methods of collecting information and receiving mechanisms for the Egyptian user, because the user has become more involved and interactive, which has led to the need for digital marketing for the services of Egyptian government institutions to keep pace with the current change.
- 2- The spread of digital transformation for institutions in light of the Corona epidemic and the state's tendency to digitize governments. Traditional marketing methods have become very old, and digital marketing has spread with the spread of new interactive technologies and smart phones that have a wide segment of users in Egyptian society.

3- The importance of the value that the Internet adds to doing business and marketing activities for government institutions in terms of speed and ease of receiving services.

Research Importance :

The importance of the research lies in shedding light on the importance of changing the strategies of government institutions from traditional marketing to digital marketing to increase the effectiveness of their services in light of digital transformation as a new trend within the trends of government digitization.

Research Aims :

- 1- Emphasizing the importance of employing digital marketing as a means of communication that contributes to raising the efficiency of Egyptian government institutions' services.
- 2- Benefiting from digital marketing to make government institutions unique in their services and reach all users of all categories.
- 3- Placing digital marketing in the organization's strategic planning and linking it with its goals with the aim of keeping pace with the digital transformation of Egyptian government institutions and creating a positive mental image for them.

Research Methodology :

The research follows the descriptive approach of the theoretical framework of the research, and the analytical study to identify digital marketing applications in government institutions by presenting and analyzing a digital marketing model for the services of the Egyptian Tax Authority.

Search Limits:

Time limits: 2018-2021 (The time limits were chosen from 2018 because it is the actual beginning of the digitization of governments)

Spatial boundaries: Egypt - Egyptian government institutions.

Objective limits: digital marketing advertising campaigns for Egyptian government institutions.

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