

ATILIM UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION
BUSINESS ADMINISTRATION MASTER'S PROGRAMME



**SOCIAL MEDIA MARKETING, SEARCH ENGINE OPTIMIZATION, AND
PRODUCT VISIBILITY: AN EXPLORATORY STUDY**

Master's Thesis

Sepideh KAFSHI

Ankara-2023

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Ankara-2023

ACCEPTANCE AND APPROVAL

This is to certify that this thesis titled “Social Media Marketing, Search Engine Optimization, and Product Visibility: An Exploratory Study” and prepared by Sepideh Kafshi meets with the committee’s approval unanimously as Master’s Thesis in the field of Business Administration following the successful defense conducted on 04/07/2023.



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ETHICAL STATEMENT

I accept and acknowledge that I have prepared this thesis study, prepared in line with the Thesis Writing Guidelines of Atılım University Graduate School of Social Sciences;

- within the framework of academic and ethical rules;
- presented the information, documents, evaluations, and results in a way that meets the rules of scientific ethics and morality,
- I have referenced each work from which I have benefited while preparing my thesis, and that
- I hereby present a unique study.

I hereby also understand that I shall accept any loss of rights on my behalf in cases otherwise.

Date and Signature

Sepideh Kafshi

ÖZ

KAFSHI, Sepideh. Sosyal Medya Pazarlaması, Arama Motoru ve Ürün Görünürlüğü: Keşifsel bir Araştırma, Yüksek Lisans Tezi, Ankara, 2023

Ürün görünürlüğü, bir firmanın ürünlerini satın alırken en önemli kriterlerden biridir. Dijital pazarlamanın kullanımı, markalar için dünya çapında marka tanınırlığını ve teşhirini artırmak için mükemmel bir fırsat olarak görülmektedir, ancak dikkat çekmek için sürekli artan rekabet ve dijital pazarlamanın hızla gelişmesi ile müşterilerin dikkatini çekmek zorlaştı. Bu araştırmanın birincil amacı, sosyal medya platformlarında ürün görünürlüğünü etkilemek ve dijital pazarlamada başarılı araçlar olarak arama motoru optimizasyonunu geliştirmek için alınabilecek belirli etkinlikleri keşfetmektir. Ayrıca ürün görünürlüğü sürecinde arama motoru optimizasyonu ile sosyal medya pazarlaması arasında ilişki bulmak amaçlanmıştır. Bu çalışmada, bazı işletme ve kuruluşların katıldığı nitel bir araştırma yöntemi kullanılmaktadır. Arama motoru optimizasyonu ve sosyal medya, internet ile devam eden ve işletmelerin hayatta kalması ve büyümesi için sürekli ilerlemeye ihtiyaç duyan çok boyutlu kavramlardır. Bu durum İşletmelerin arama motoru yükseltmeleri ve rakiplerinin sürekli olarak bilincinde olmaları ve uygun önlemleri almaları bakımından sorumluluklar yüklemektedir. Bu araştırma, yaygın strateji ve taktiklerin bir sonucu olarak, Arama Motoru Optimizasyonu ve işletmelerin sosyal medya kullanımının mevcut durumunu incelemektedir. Veri toplamak için yarı yapılandırılmış görüşmeler yapılmıştır ve konu hakkında kapsamlı bir anlayış sağlayabilecek görüşme için kişileri seçmekte olasılıklı olmayan bir örneklem yaklaşımı kullanıldı. Verilerin analizinde tematik analiz uygulanmıştır. Görüşme bulguları, dijital pazarlama araçları olarak arama motoru optimizasyonu ve sosyal medya pazarlamasının altında ürün görünürlüğünü artıran faktörler olduğunu ortaya koymaktadır.

Anahtar Sözcükler: Arama Motoru optimizasyonu, Sosyal medya pazarlaması, Dijital pazarlama, Ürün görünürlüğü

ABSTRACT

KAFSHI, Sepideh Social Media Marketing, Search Engine Optimization, and Product Visibility: An Exploratory Study. Master's Thesis, Ankara, 2023.

Product visibility is one of the most essential criteria in purchasing a company's products. The usage of digital marketing has been viewed as an excellent opportunity for brands to boost worldwide brand recognition and exposure; but, with ever-increasing rivalry for attention and the rapid acquisition of digital marketing, attracting attention has become difficult. The primary goal of this research was to discover specific activities that may be taken to affect product visibility on social media platforms and improve search engine optimization as successful tools in digital marketing. In addition, the purpose was to find a relationship between search engine optimization and social media marketing in the process of product visibility. This research utilizes a qualitative research method, with some businesses and organizations participating. Search engine optimization and social media are multi-dimensional concepts that persist with the internet and need ongoing advancement for business survival and growth, which places the responsibility on businesses to be continuously conscious of search engine upgrades and rivals and take appropriate actions. This research proposes the existing situation of Search Engine Optimization and social media usage by businesses as a result of prevalent strategies and tactics. Semi-structured interviews were conducted for gathering data, and a non-probability sample approach was used to choose individuals for interviews who might give an extensive understanding of the phenomena. Thematic analysis was implemented for analyzing data. The interview findings reveal that search engine optimization and social media marketing as digital marketing tools are, in fact, the factors that extend product visibility.

Keywords: Search Engine Optimization, Social media marketing, Digital Marketing, Product Visibility

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INTRODUCTION

Marketing is a fast-paced and ever-changing commercial operation. Because of numerous situations such as resource scarcity, inflation, economic instability, rising unemployment, fading businesses, fading firms, violence, and war, and the consequences of rapid technological advances in some industries, the function of marketing has altered considerably. Such innovations, like the internet, have compelled today's marketing directing to become more market-oriented in their decision-making plan, necessitating a systematic method of gathering accurate information about consumers, goods, the marketplace, and the entire habitat (Bala & Verma, 2018). The term "digital transformation" relates to the worldwide increased advancement in a technological adaption by businesses and communities as a consequence of digitalization (Dwivedi, Ismagilova, Rana, & Raman, 2021). The Internet's use to promote and sell goods or services is known as Internet marketing (Bala & Verma, 2018). Digital marketing is a rapidly improving process that has had an impact on each operation that companies have used for generations, transforming the appearance of enterprises (Bala & Verma, 2018).

The development of technical devices, particularly the internet, has transformed market mechanisms, putting businesses' unique strength under pressure and increasing good reputations (Khan & Siddiqui, 2013). Client behaviors have been influenced by technological advances by providing new avenues for customers to investigate, analyze, choose, and acquire their requirements. These advancements have influenced firms to operate and modify advertising strategies on the basis of technique and by presenting executives with new challenges and the right choices (Lockett, 2018). Buyers may get knowledge from digital platforms when they want. Consumers can no longer rely just on what the business claims about its brand or product because of the advent of digital channels; they may also follow what the internet, friends, associations, and colleagues' comment (Goel, Sahai, Krishnan, Singh, Bajpai & Malik, 2017). As businesses place clients in charge, adaptability and accessibility are key to online marketing. Companies are always seeking to make digital ties with buyers and collaborate with them for enhancing consumer engagement and also gain economic rewards due to the online market enabling interactions between them both (Bala & Verma, 2018).

Currently, internet marketing has a significant influence on firms. It is critical for businesses to grasp the value of digital marketing since it could create a positive impact on how a company generates money by sustaining purchases when individuals are in lockdowns and waiting for the epidemic to end. Because digital marketing is much more vital than before, learning the concept and principles of this issue is extremely beneficial to the growth of businesses. Digital marketing can have a major impact not just on business but also on customer behavior (Onyango, 2016). A marketing expert's job is to ensure that the promotion is not only viewed but also leads to a buy intention. It is challenging, but it is possible using several ways. Internet marketing includes search engine optimization (SEO), social media marketing (SMM), content creation, and email marketing (Minculete & Olar 2018). It will be quite beneficial to outline each section and its major qualities.

The advent of digital platforms has altered how businesses engage with today's customers. A significant proportion of the entire customers possess and utilize systems and mobile phones, which adds to the explosive development of online advertising expenditure. Businesses immediately realized the value of online platforms for interaction, like Facebook, YouTube, Twitter, Instagram, Snapchat, Pinterest, and LinkedIn (Ritz, Wolf & McQuitty, 2019).

Whenever buyers desire to find out about a specific good, they will initially use a search engine or search on social media. SEO has the capacity to be hundreds of times more intense and successful than conventional methods. Conventional methods include print, broadcast, direct email, phone, and billboards. A large percentage of Web users employ search engines to gather data. This stresses the vital necessity of investigating capturing sites using internet keywords. Setting people's routes to the webpage is a key strategy for any webmaster (Berman & Katona, 2013). The web browser behaves as a middleman between buyers and businesses. This would most probably provide buyers with links to the highest-quality organic web pages. The online search engine ranks websites based on their estimated value, using data gathered from the Web using crawling calculations and information mining techniques (Killoran, 2013).

Brands must keep a close eye on neighboring queries to rank well in search engines. Since its inception in the mid-1990s, the SEO strategy has undergone steady evolution. Manual submittal, involving descriptive keyword elements in Html documents, and keyword research were the primary tactics for top search engines in also, the search engine results in pages. Going to spam backlinks with the search query, purchasing connections from an artificial blog comment, and swapping links may all be used to increase traffic. With the evolution of SEO tactics, search engines have updated their criteria and developed their optimization technique to safeguard their query results from abuse and low-quality material while simultaneously providing visitors with the greatest user experience possible (Marshal, 2021). As a consequence, certain concepts and methods that used to work may no longer function or may even harm the site. The future of SEO is unknown, but one thing is for sure: the search engine and everything associated with it are constantly changing (Killoran, 2013).

Organizational settings have grown progressively unstable and strange as a result of the digital transition and the worldwide economy. For instance, the COVID-19 epidemic's shutdown significantly reduces offline engagement and activities. Social networking might assist businesses to succeed in these enigmatic industries (Lin, Luo, Benitez, Luo & Popovič, 2021). Social media allows organizations to contact effectively with buyers while also letting users communicate (Mangold & Faulds 2009). In addition to conventional tactics, collaborations between businesses and their customers help to build product visibility (Kaplan & Haenlein, 2010), allowing for the promotion of products, services and the formation of subcultures for image enthusiasts (Kaplan & Haenlein, 2010). Furthermore, customer dialogues provide firms with additional avenues for increasing product visibility.

Social media may help organizations develop strategies to adapt, develop, and react quickly to competitive changes by facilitating knowledge transfer and contact with consumers. By increasing consumer awareness and sharing data through word-of-mouth, social media may immediately boost demand. Social media has brought about major shifts in business strategies and created value procedures of conventional sectors, including

branding, creative thinking, and managing client relationships (Lin, Luo, Benitez, Luo & Popovič, 2021).

Background of study

Because the Internet enables users to obtain data about organizations, goods, and services, as well as their prices, the growing usage of the Web in the latest days has radically transformed the way customers assess products (Panda, 2013). This has opened up a new marketplace for businesses to attract potential clients and sell products on the digital platform to raise visibility.

Marketing is a progressive, evolving, and active procedure. Because of several crises and their impacts from swift technical advancements in some businesses, the job of marketing has itself undergone a significant transformation. These modifications, especially the internet, have compelled modern marketers to base their business choices more on the market, necessitating a systematic method of gathering precise notifications on consumers, goods and the market, and the entire universe. Online marketing is the activity of utilizing the Web to advertise and offer items or services (Constantinides, Lorenzo-Romero, & Gómez, 2010). Because of the surge in web traffic, online marketing has gained a lot of popularity. The first Digital advertising operations were offered by electronic mail that gave product data. The advancement of webpages includes beyond just the selling of products; it also includes knowledge about goods, online advertisements, apps, shopping, trade systems, and communication. Product visibility refers to the frequency through which a good appears in web browser results, social websites, digital marketing, and other online marketing platforms. The mission of product visibility is to constantly publicize innovative products for getting the attention of consumers (Seng, Sum & Mahfar, 2015) At the same time, the phrase online marketing refers to the dissemination of ads using online platforms such as browsers, sites, social networks, mail, and smartphone apps. Internet marketing is the technique by which businesses increase their sales, activities, and identities using online media channels (Hoang, 2017).

The capacity of a firm to draw in and keep consumers is a key factor in determining its sustainability in today's complicated and changing market climate. Digital advertising

and marketing are described by Ramakrishnan (2006) as having the marketing objective of keeping clients away from the competition.

In the digital age, people place a higher value on different gadgets that can connect to the Internet than they do on more traditional equipment. They may get the data they require using the internet, providing details on goods or services (Arora & Sharma, 2013). Additionally, customers have access to different viewpoints on an item or service they are interested in. As a consequence, every customer seeks the greatest, most reliable, and highest-quality product. Searching for a product via a search engine is one technique to find needed items or services. The desire to look for data via the Internet has evolved into an essential component of human civilization (Bhandari & Bansal, 2018). Because of this, web browsers are one of the great means for organizations to increase traffic to their websites or reach out to prospective customers, whether through organic nonpayment search engine listings or paid advertising listings. Hence, digital marketing players contribute to the satisfaction of their clients' needs. They can offer comprehensive data on the goods, names, or services they will advertise via a webpage. Their webpage should be on the top page of a search engine for people to readily notice and visit the site (Ghose and Yang, 2010). People who are searching can view a website right away with a mention of the keywords they employed for being on the top page of the search results engine's web after typing those keywords into the search box. Search engine marketing is essentially defined as a collection of processes used to expand a company's website by enhancing its exposure in search engine results pages (Bhandari & Bansal, 2018).

Recently in the digital environment, professional marketing and SEO are closely associated. The viewers will use search engines to look for a company or brand when it becomes well-known. As a consequence, the content which is displayed in search results has a big influence on how people perceive a brand. In order to build a strong and well-known online marketing webpage, SEO is crucial (Nabout & Skiera, 2012; Yalcin & Köse, 2010).

The marketing sector has seen significant change as a result of the digital revolution (Atshaya & Rungta, 2016). There are several social media platforms out there now, and the appropriate social media platforms may be selected based on people's

hobbies, geography, age, personality, and other criteria. Most people in today's technology and virtual evolved society have at minimum one social media profile. Therefore, Businesses are responding to this client need by promoting and selling more digitally (Arora & Sharma, 2013).

Marketing via social media is indeed a type of digital marketing. Since we currently operate in an online social media world, social networking has become extremely crucial in recent years. Several individuals participate in social media more, thus advertising and marketing goods and services on social media are quite important. Content, photographs, movies, and networking are all elements of social media marketing activities that are developed using online marketing tactics. There are several social marketing networks available today, including Facebook, Twitter, LinkedIn, TikTok, Instagram, and Pinterest (Bala & Verma, 2018).

Individuals used to read blog-style material with extensive writing, but that has evolved, and individuals now devote more time to YouTube and TikTok channels, which has created a unique trend for businesses to produce video commercials in many versions to promote their brand or product (Bala & Verma, 2018). Since purchasing habits have evolved, the method has also transformed; the tendency is to buy directly via social media platforms, which is fast and easy for customers and provides more opportunities for firms to earn income (Arora & Sharma, 2013).

Research questions

According to the literature, businesses use digital marketing tools like search engine optimization and social media marketing to impress product visibility (Hoang, 2017). Considering the current literature, two research questions have developed as follows:

1. How does search engine optimization (SEO) as a digital marketing tool affect product visibility?
2. How does social media marketing (SMM) as a digital marketing tool affect product visibility?

Objectives of study

Digital marketing is becoming increasingly significant in markets with intense competition. One method for locating required things or services is to use a search engine and social media. The impulse to search for information on the Internet has developed into a necessary aspect of human civilization (Bhandari & Bansal, 2018). Because of this, it is essential for companies to carefully examine its effects in order to properly understand how it affects product visibility. This thesis aims to evaluate how the product's visibility is affected by digital marketing tools such as search engine optimization and social media marketing.

Importance of Research

This thesis gives businesses up-to-date information since prior studies on digital marketing were dispersed worldwide and contained little data about the consequence of these digital marketing strategies, like product visibility on social media. In this thesis, the author will ascertain how the aforementioned aspects impact customers' product visibility and explain the effects of digital marketing on the product. For generating brand exposure and product visibility, marketers should take into account the study's results and apply them to their plans. This will assist businesses to stand out from their rivals and place themselves higher on the priority list when compared to their rivals.

Organization of study

This thesis is divided into five chapters. The first chapter begins with an introduction that includes a short review of the study, organized research questions, and stated major and particular goals.

The second section includes evaluations of the issue, explaining the terminology, and product visibility material to provide a thorough grasp of digital marketing and its tools. The third section discussed research methodologies, such as research design, data collection, interview design, sample, size, data collection implementation, and data analytics.

The fourth section presents findings and interpretation of the obtained data, as well as a discussion of the significant conclusions. The fifth section includes the summary, conclusion, and research-based recommendations.



CHAPTER 1: LITERATURE REVIEW

1.1 Digital Marketing

Numerous studies and academic papers offer thorough explanations of digital marketing. Digital marketing is a collection of online actions a business or individual carries out by a business or individual to draw in new clients and establish a brand (Kotler, 2020). The dissemination of sales promotion through online channels, for example, search engines, webpages, social networks, and smartphone programs is referred to as digital marketing (Nevalainen, 2020). The method by which corporations advertise their goods using various Internet media channels is known as digital marketing. Business relies heavily on digital resources while conducting product research. According to Olson, Czaplewski, and Key, (2021), online business, digital marketing, internet advertising, and firm web marketing are all quite popular right now. Besides, online activity has almost quadrupled recently, and this change has had a significant impact on how people engage with marketing and make purchases. Especially in the context of cost savings, people assess and compare prices while buying food. It's significant to observe that several writers dispute this notion, claiming that, in essence, digital marketing applies to any online marketing initiatives or resources. Digital marketing techniques like email marketing, advertising, social media marketing, and indeed blogging are effective ways to draw customers to a business and persuade them to make a purchase (Hutter, Hautz, Dennhardt, & Füller, 2013).

Digital marketing is described as reaching sales objectives via the use of digitalization (Krishen et al., 2021). Using equipment to help promotional initiatives increases customer comprehension by effectively meeting their needs (Omar, Bathgate, & Nwankwo, 2011). Businesses have recognized the advantages of digital marketing. They need to blend traditional techniques with online possibilities to better meet people's desires because they hope to flourish (Parsons, Zeisser, & Waitman, 1996). Online advertising is a crucial commercial method for establishing companies and increasing visits (Onyango, 2016). Currently, digital marketing has supplanted time-consuming branding and promotion techniques (Mitiku, 2021).

In particular, for items where buyers can check reviews and leave comments concerning individual opinions, websites as digital marketing platforms have effectively increased sales income. Digital evaluations have become a tremendously effective component of firms' entire marketing strategies. Tools for digital services have greater influence than conventional forms of transmission (Helm, Möller, Mauroner, Conrad, 2013). The capability of various channels may be used for a variety of reasons to improve the business's exposure and brand recognition. A corporation must grasp the various digital marketing platforms in order to implement a successful digital marketing plan. Finding the best platforms for the organization is critical for executing a marketing plan that propels the company ahead (Tran, 2015).

Digital marketing encompasses a wide range of technical and electrical tools used for internet-based marketing. Currently, digital marketing is mostly employed by businesses since it allows them to get in touch with their customers for free. Any organization must have great digital visibility in order to have direct interactions with clients and obtain all types of thoughts, comments, and knowledge regarding the goods or services that customers use. Currently, the most popular are corporate websites, e-mail, social media, and search engines (Tran, 2015).

Large businesses are anticipated to utilize mobile-friendly web pages and they employ third-party consultants to handle search engine optimization tasks and social media advertising agencies to carry out and oversee campaigns on social media, while owners of small enterprises are anticipated to develop, shift, and grow their marketing operation knowledge via social media utilization (Ritz, Wolf & McQuitty, 2019).

Utilizing digital marketing has both pros and cons. Web 2.0 and online technology make two-way marketing interactions possible, which helps to establish brands, enhance consumer loyalty, and boost business efficiency. However, digital communication arrives a must for businesses to be transparent. Some companies connect transparency with risk and, as a result, perceptions of communication via the internet negatively. Interconnectivity necessitates that businesses provide privacy and safety while avoiding bad effects for both the client and the company (Ritz, Wolf & McQuitty, 2019).

Obtaining the knowledge required for participating in digital marketing is seen as a barrier for some businesses. To execute digital marketing, a number of talents are required, which may be classified as outside (technology) or inside (objectives and campaign outcomes). The technological tools used in digital marketing aid in the development and upkeep of internet pages and social media web pages, drafting and submitting of content, the management of external software platforms such as WordPress, search engine optimization (SEO), and the observation of success variables via analytics (Google, Facebook, and so on). Growing client engagement (comments, reviews, recommendations), understanding (shares, clicks, likes, views), boosting revenue, trust, and presenting chances for client collaboration (product creation) are a few examples of digital marketing objectives (Ritz, Wolf & McQuitty, 2019).

1.1.1 Search engine optimization (SEO)

In recent years, looking for internet data has become a common and vital action for so many businesses and services. Several online consumers increasingly reach webpages using search engines rather than straight links from other web pages. Search engines currently have a key place in the digital age (Ostberg & Bergstrom, 2016). They are accustomed to discovering all types of data about stuff, activities, individuals, and locations. Ultimately, search engines will serve an even larger responsibility to assist Internet-based businesses in developing an online image and locating their ideal clients (Wu, Cook, & Strong, 2005). Some of the popular search engines are Google, Bing, Baidu, Yahoo, Ask, AOL, Excite, and Yandex. Google is now the dominant player, ruling internationally with a massive market share (Rana, 2016). Search engines like Google, Bing, Baidu, Yandex, and others are crucial marketing tools because they enable a relationship of worth among three sorts of users: data seekers, advertising looking to get to them, and content producers. Recent research has demonstrated the value of natural search engine results and search engine optimization (SEO) strategies generally to position websites highly in Search Engine Results Pages (SERP) (Erdmann, Arilla & Ponzoa, 2022).

Search engine optimization (SEO) refers to efforts that try to enhance the position of a web page in search results in order to increase the number and the number of

visitors to that page (Samuel, 2013). Search engine optimization is basically altering your webpage so that it displays organically in search queries on Google, Yahoo, Bing, or any other search engine (Miklosik, Evans, Zak, & Lipianska, 2019). In other words, SEO is the operation of upgrading a webpage's exposure in search engines via "organic" or free search results (Vo, 2016). Google constantly changes its algorithms to ensure that simply the most relevant outcomes are listed. From a specific perspective point, many specialists argue that SEO is outmoded and that the effort is fruitless. Companies must spend money on SEO. In other terms, improved search results increase the number of contacts, demands, and sales that your business receives (Hawkins et al., 2001).

One method of enhancing a product to obtain the greatest rank or targeted position in a search engine is through SEO. The vast bulk of people who utilize search engines is more have the tendency to select one of the top five recommendations on search engine results pages (SERPS). To take benefit and attract visitors or clients digitally, the business webpage must be in one of the top rankings (Stephen, 2020). The unique value is where customers that are searching on the internet may use a web browser and find products, phrases, or web pages. The top page of a recommendation engine's website is the best example of this type of state. Websites, goods, or phrases can be quickly accessible because of being on the head page of a search engine (Vo, 2016). In the field of digital marketing, SEO is used to maximize the effectiveness of a search engine. Since a website, brand, product, or service ranks well on search engine results pages, it is more accessible to people. The primary location for data exploration and information-based decision-making is search engines. Understanding search engines and insight is done through SEO. It raises a site's position in search results. In order to improve exposure in search engines, it helps it be more pertinent to particular keywords (Vo, 2016).

SEO is an approach for building or altering a site to make it appears more valuable to search engines than other alternatives. The SEO Digital marketing approach considers search engines' function, people's search, the main search words put into search engines, and which search engines are favored by the primary audience. One of the significant uses for people using the internet is browsing. Growing the number of links to a website is part of its promotion. SEO is significant because it improves the number of visitors given to

particular websites from search engines (Kisiel, 2010), creating an excellent approach for the growth and employment of a site's visibility and exposure. Furthermore, it can increase total site traffic and boost consumer connections (Kisiel, 2010).

Search engines must arrange items in terms of significance in order to provide the most satisfactory response to consumers. This critical procedure is known as results ranking. A web page's significance rises if the website includes words related to the user's input phrase, or if links to the site originate from major sites and employ relevant backlinks. The placement of keywords or phrases on a website influence how a site ranks in Google results (Google, 2021). The greater the rank, the greater those terms show up on the page. The keyword frequency, or the number of occasions a term occurs on a website, could also have an impact on a webpage rating. While search engines evaluate a website, they also analyze the kind and number of links on the website. These connections comprise links that direct away from the site, links that head in, and links that go inside the webpage (Virtanen, 2014)

Furthermore, it is crucial to emphasize that the greatest purpose of SEO is to show a website among the first five results, based on a Moz data point regarding Google organic tab via percentages in 2014, 67% among all taps refer to the five top outcomes and visitors seem not to scroll further than the third outcomes site otherwise they will reconsider their search queries (On-Page SEO [Beginner's Guide to SEO], n.d.). To summarize, SEO, regarded as one of the most essential tactics in the Search Engine Marketing (SEM) procedure along with the Online marketing method, not only enhances a company's exposure on the web but also increases its income.

SEO, on the contrary, is a procedure that ensures a firm's webpage remains at the top of search engine results listings if people search for a specific phrase, item, brand, product, or service offered by that company (Koivisto, 2015). In other words, the significantly greater a webpage ranking, the more viewers it draws who may be turned into prospective consumers. Organizations have several chances to improve visibility to natural results regarding keywords and branding thanks to the method of applying SEO. So, SEO enables users to quickly identify company online platforms when they input brand, goods, or service-related phrases through search engines. However, the bulk of

individuals using web browsers prefers to check on the first five suggestions on the results page (Rana, 2016). Therefore, SEO is a potential marketing strategy for capitalizing on this occurrence and attracting more visits to a company's website. Hence, proper SEO implementation may boost search engine result page traffic and search engine rankings in organic search, promote the brand and constant search results, and enhance online rankings. Furthermore, numerous customers consider the greatest placement on result pages from search engines as tacit product promotion. As a result, SEO may assist firms in improving their brand by increasing their reputation (Koivisto, 2015).

People have a high level of trust in search engines. People trust search engines greater than any other source of information (including conventional media channels), and they trust information discovered via search far more than data obtained through social media. User's reliance on the top results displayed also demonstrates trustworthiness. 'Satisficing' is a term used to describe user behavior. Individuals give up looking as soon as they discover excellent data. the extremely erroneous number of sites displayed in search engine results, causes consumers to pick only from a limited selection of sites. Therefore, Businesses may establish trust by being at the top of search engine results, preferably on the first page. Overall, this indicates that the ranking of findings could be utilized to impact which items and services people purchase (Lewandowski & Schultheiß, 2022).

The optimization technique is divided into two primary parts: Off-page and On-page SEO. On-page SEO describes tactics employed on the webpage for reducing obstacles to search engine processing and to help search engines examine the content of the website. Furthermore, the primary intention of on-page SEO is to improve user experience by providing a nice user interface and useful content. Although On-page SEO does not straightly lead traffic to the website, it does assist search engine crawlers in reaching and indexing the web content along with improving user experience, which is a key determinant of if visitors would like to remain and come back or abandon the website in a first quick look. On the contrary, the Off-page SEO strategy encompasses all efforts carried out beyond the confines of a site in order to generate its position, traffic, and exposure in search engines. Among these tasks are backlinks, which are the notion of

increasing the number of links that lead to web content via using mediator tools, platforms, blog posts, and related new social media platforms (Bhandari & Bansal, 2018).

Lastly, SEO strategies serve as guidance for organizations and website owners to enhance the efficiency and customer experience of their sites. As properly executed SEO is focused on customers rather than search engines. In addition, an SEO procedure is considered effective and outstanding when it can provide consumers with useful material, a very well framework, a nice and appealing user experience, and easy exploration (Rana, 2016). There are some important factors for SEO efficiency such as keywords, link building and website visibility.

1.1.1.1 Keywords

Keywords are the essential phrases or groups of phrases that characterize the content of a website regarding SEO. Not only does it enhance the productivity of search engine indexing processes, but it also assists SEO specialists in achieving higher ranks in search engine pages and connecting purchasers to businesses' webpages (Clarke, Murphy, Wetsch, & Boeck, 2018). Keyword research is the first step in every SEO effort. The purpose is to gather all relevant terms supplied by those who use search engines. There are several instruments available online for this purpose (Cau, 2016). Google's Keyword Tool, which offers not just the predicted search traffic of a term but also dozens of comparable keywords and phrases, particularly valuable ones, is a great tool for uncovering more prospective keywords (Killoran, 2013).

The keywords picked must not be overly wide, and they ought to be phrases and terminology that clients really use. Asking targeted consumers what they would type into a browser for a service or good is one approach to learning what sorts of keywords perform better. This provides accurate statistics on the search phrase as well as important insight into how customers perceive it (Killoran, 2013). People gradually adjust their search queries; initially, they attempt specific phrases or definitions, then press on various websites, return back and narrow the phrases, and keep going until they find a webpage that contains the data they need. It is critical to remember this while picking key phrases in order to have a greater knowledge of the target consumer group's behavior (Salo, 2020).

1.1.1.2 Website visibility

Implementing the SEO technique to increase webpage positions in search engines when people are looking for search terms or phrases leads to increased website visibility. The webpage may serve as the primary platform channel for reaching prospective customers as well as all collaborators (Clarke et al., 2018). Utilizing the most recent SEO techniques may improve website exposure, usability, and brand recognition. SEO aids in boosting a website's online visibility in search engines. (Bhandari, 2017). SEO is a viable, affordable, and efficient method of increasing website visitors. Businesses should begin worrying about improving search visibility whether they wish to increase online exposure, particularly for brand recognition or marketing.

1.1.1.3 Backlink analysis

A backlink is indeed a technique of Google to locate a website to show in the search rankings. Google should proceed to retrieve the most ways of promoting specific keywords. Backlinks are designed to assist websites in being discovered by Google and appearing in search results (Dennis, 2015). The more high-quality backlinks a webpage has, the higher its Google ranking. Websites may then achieve top positions in search results (Killoran, 2013).

Backlinks will also deliver visitors via links that originated from the backlink website source, furthermore than the traffic from Google's search engine results. It can also have a major influence if the backlink offered by a website has a solid Google image and receives a significant amount of traffic (Vo, 2016) The traffic generated by the backlink providers' websites led directly to the backlink webpage target. Creating a website with excellent backlinks takes time and work. The most crucial point to accomplish before building a great backlink is to lay the groundwork, which is content (Zhang & Dimitroff, 2005). The number of backlinks isn't important if you don't have original, comprehensive, and high-quality content. Backlinks must always meet specific requirements in order to have a greater impact. Furthermore, users, therefore, must study when selecting to implement backlinks that used the stated indications. As a result, the backlinks benefit the website or blog (Vo, 2016).

1.1.2 Social media marketing (SMM)

Blackshaw and Nazzaro (2006) explain social media as customer-growing media. This type of media contains a number of novel online information formats that are created, released, shared, and utilized by consumers who are determined to educate one another about products, businesses, services, fictional people, and subjects. (Nazzaro & Blackshaw, 2006). Larson and Watson (2011) provided a unique concept in that the writer described it from the standpoint of businesses, ignoring the reality that social media emerges to benefit consumers rather than enterprises. When describing social media, Kaplan and Haenlein (2010) emphasize the importance of the technology platforms, social media is a series of world wide web programs that take advantage of the ideological and technical roots of Web 2.0 and enable the user to generate and share information. Social networking is defined as a collection of Network apps that expand on the conceptual and practical roots of the Internet, allowing the production and distribution of customer materials. Normal users build personal accounts, and blogs, and communicate with one another using a range of activities such as account browsing, messaging, uploading, and posting comments. With the advancement of social media, it has become a popular medium for businesses to use to raise brand recognition, introduce fresh goods, communicate with the intended customers, and generate performance work in a timely and effective manner (Arora & Sharma, 2013).

The interactions or relationships with other people on the platform, as well as material provided by a business, company, or individual, increase the value of utilizing social media. A social media marketing strategy is the business's coordinated efforts that transform social media connections and engagement into usable tactical techniques to accomplish targeted business objectives. The definition of social media marketing is the utilization of social media as an essential instrument to communicate with customers (Wibowo, Chen, Wiangin, Ma & Ruangkanjanases, 2020).

The benefits of using social media as an advertising technique are as follows: initially, consumers will be more amused by the business's no-cost promotional material and will engage in online social actions. Secondly, consumers may modify looking for data by using the standard query tool on social networking sites, hashtags, or the business's

straight customized searching services. Thirdly, social media is actual time and rapid, enabling clients to acquire the most up-to-date data and developments in the business's goods or services. Fourthly, a social media marketing strategy allows for personal connections among users, which can give rise to, fifth, word-of-mouth impacts, such as consumer readiness to the share data seen on the business's social media with others (Wibowo, et al, 2020).

Businesses not only need to react to client input, but also utilize social media to extend their existing customers and drive customer retention via its platforms to enhance efficacy (Leung, Law, van Hoof, & Buhalis, 2013). Companies may instantly distribute marketing information to huge viewers through social media networks. Therefore, as opposed to older tactics such as offline marketing, newspaper ads, and billboards, social media is a cheap method (Dobele, Toleman, & Beverland, 2005). Companies of all sizes are turning to social media in their marketing and consumer service methods (Naylor, Lamberton, & West, 2012). Since the number of internet users has risen substantially in the previous century, expansion of businesses is turning to social media to acquire new ones, engage with their customers, promote products, and so forth (Seo et al., 2018).

By evaluating and customizing digital media to match customer demands, different platforms provide an excellent platform for client maintenance and change (Rathnadyaka, 2018). With further online and physical platforms accessible to customers more than ever before, businesses must be able to drive people to be engaged on their platforms and encourage them to buy.

Businesses are increasingly reliant on Internet marketing platforms. The conventional decision-making procedure has developed through a digital decision-making procedure as technology has advanced. Online platforms are becoming one of the most important factors in purchasing decisions. The number of followers and overall engagement on the business channel might influence if or not a transaction is completed (Rathnayaka, 2018).

Social media marketing involves leveraging social media platforms such as Facebook, Instagram, Twitter, Pinterest, Google+, and LinkedIn to drive traffic to your website or organization. Good content spreads and is loved, to create and update material

on numerous social media platforms (Saydan & Dulek, 2019). Networking and income can both profit from your social media marketing efforts. Consumer communication techniques and tactics have changed dramatically. As a consequence, businesses must have the knowledge of using social media as a tool that complements their strategic plan (Jamali & Khan, 2018). For establishing an efficient marketing plan employing social media, a client ought to be responsive to advanced technologies.

Knowing that too many individuals utilize social media globally makes it an important part of digital marketing. Through social media, a business may interact with both present and prospective consumers and build connections with them. They may interact and contact the supplier individuals through social media when they have inquiries regarding goods and services (Milano, Baggio, & Piattelli, 2011). Additionally, a business may use social media analysis to identify important patterns and get knowledge of what customers are saying about brands, markets, goods, services, and even rivals. There are a lot of platforms such as Instagram, Facebook, Twitter, etc. that businesses use to get more visibility. Some of them are explained below.

1.1.2.1 Instagram

In terms of global attractiveness, Instagram has one billion monthly active users, with over 500 million of them using the site constantly. Because more individuals feel more comfortable on Instagram, firms aggressively market their items and communicate with their customers via social media sites (Manovich, 2017).

Based on a study, there are numerous algorithm formulae that might explain various methods and algorithms on how Instagram utilizes interaction to determine how many users view the post and how top the post would rank (Hu, Manikonda, & Kambhampati, 2014). Firstly, following uploading an image, it will be visible to a select group of followers. Then, Instagram assesses publish interaction by comments and likes, as well as the time window in which it occurs. Following that, Instagram will assess the level of post-interaction with another subsequently released content from the same site. If the post is appealing, Instagram will expose it to a larger percentage of the community and will more likely expose it on the Explore Pages. If that post is already appealing to

the viewer, Instagram will keep it at the upper edge. If a post is not visually appealing, Instagram will move it lower in the feed, resulting in fewer individuals seeing it (Shankar, Grewal, Sunder, Fossen, Peters & Agarwal, 2021).

Bloggers, influencers, entrepreneurs, educators, and others who gain some recognition and specific followers on Instagram get to be the key motive may advertise businesses. Individuals not only follow them on their Instagram profiles, but also on their lifestyles, opinions, and concepts. Individuals begin to interact with them and trust what they say and the things they utilize. That is why Instagram has become one of the finest venues for firms to market, interact, and sell their items (Shankar et al., 2021).

Instagram has launched its affiliate marketing program, particularly over the past year, and average users are now following more profiles than ever before. Thus, the growing number of popular companies on Instagram has expanded the volume of material in consumers' posts and produced more chaos on the network. As a matter of fact, companies' natural exposure and interaction rates were lower than they were previously (Cohen 2016). Nevertheless, based on the most recent figures, companies continue to receive more interaction on Instagram than on Facebook, encouraging marketers to prioritize Instagram. Nonetheless, in regard to size and impact, Facebook is considered unrivaled (Heine 2017). As a result, the joint usage of these networks is reasonable.

1.1.2.2 Facebook

Facebook is the most popular social media network. It has about 1.9 billion active users throughout the entire universe. Because Facebook users engage with other people and businesses, the network collects a great deal of data about them. Facebook represents one of the most common social media platforms for marketers since it allows them to reach particular customers using extensive information about their members (Ištvančić, Crnjac Milić & Krpić, 2017).

To determine Facebook's efficiency as a marketing network, analyze the most typical and popular user actions on social media. On Facebook, for example, news feeds and stories tend to be the most preferred ways to distribute data. Knowing the aim of a certain platform enables businesses to provide material that meets the requirements and

tastes of their intended audience. Via word of mouth (WOM), the correct material may easily generate brand awareness among customers and prospective customers (Antonov, 2021).

Most consumers dislike interruptions in the shape of adverts. Advertisements that are well created and tailored to their needs and desires, on the other hand, might generate a favorable reaction among the viewers. This function is highly helpful for small and medium-sized enterprises, which prefer to concentrate their marketing efforts on a certain geographical or demographic area. Also, businesses may avoid low click-through percentages by guaranteeing that their target audience exclusively accesses valuable content from their digital marketing initiatives. The concentration of Facebook advertising on personal interests is one of the reasons why digital marketing efforts outperform traditional offline commercials (Antonov, 2021).

There is little question that companies may become popular in local communities if they devote themselves to using social media efficiently. Engaging in their Facebook account increases their chances of brand visibility significantly. Businesses that are engaged with social media and create compelling content may attract more likes and customers (Mohamed & Dawud, 2019).

1.1.2.3 Twitter

Twitter is a social media platform service that was created in 2006. It now has over 300 billion monthly active members. Twitter users may send character-long communications known as "tweets." Members can include images, movies, and links in their posts. Twitter provides marketers with many sorts of advertising that may be tailored based on marketing efforts varying from boosting the numbers of site observations and revenues to growing the audience. Twitter also allows you to target a targeted market based on demographics, hobbies, and habits (Ištvančić, Crnjac Milić & Krpić, 2017).

Twitter networking is algorithmic however, it is quick, and its users have created a variety of guidelines for maintaining control of the conversation that arises. The utilization of the prefix '@' to express this other participant's user account, the shorthand 'RT' to show that a post has been forwarded (retweeted), and employing a hashtag (#) like

a prefix to signify a search query are all examples of these norms. These three elements can be used to increase visibility. Hashtags are a vital commodity in the speech economy of Twitter, allowing exposure and projecting possible engagement with other users. Hashtags may be employed to search a word easier and hence accessible to those who are engaged in tweets related to a particular subject (Page, 2012).

Businesses may use Twitter to track their consumers' discussions about corporate activity, for instance. Twitter has transformed the way individuals connect with one another via the world wide web. As a result, businesses must find other methods to contact their potential customers. Twitter utilization has also enabled companies to find it simpler to track their clients and their thoughts. As a result, businesses can deliver superior goods and services to them (Autio, 2019).

1.1.2.4 LinkedIn

LinkedIn is the biggest ever business social media network. It has about 460 million users who are registered. LinkedIn's principal role is to link and explore professional contacts. LinkedIn is a fantastic marketing network for showcasing business owners, their positions and experiences, and marketing items and services relevant to a large audience. Participants are targeted according to their work background, qualifications, demographic information, and group participation (Ištvančić, Crnjac Milić & Krpić, 2017). LinkedIn is excellent for recruiting and at the same time, it is much more crucial for marketing (Korpiniemi, 2016).

LinkedIn is a superior tool for marketing to other social networking websites in several respects. LinkedIn provides several methods for reaching out to the appropriate people, including Groups, Discussions, and Events. Attending various LinkedIn groups and offering relevant data to other individuals as engaging with them creates a positive image of both the individual and the organization he or she promotes. It may additionally assist in contacting possible business relationships and generating leads (Korpiniemi, 2016).

LinkedIn, like Facebook, makes sharing, liking, and commenting extremely simple. Furthermore, it is advised to do this. When a user shares a post, it becomes

accessible to that user's connections. A newsfeed on LinkedIn additionally displays the participant's likes and comments, keeping the postings available to that user's community. As a result, regularity and engagement on LinkedIn are critical for attracting new connections and ensuring that the organization is visible to prospective customers. Creating intriguing and novel material on LinkedIn on a regular basis ensures that people remain engaged in and connected with the organization (Korpinemi, 2016).

1.2 Product Visibility

The simplicity with which clients may locate a firm's goods and services on pertinent websites is referred to as online visibility (Miklosik, Evans, Zak, & Lipianska, 2019). When a company is displayed on the first page of a search engine, it demonstrates a high degree of online visibility. The user's experience can be defined as a key component of the organization's positive conclusion, regardless of the industry. A business's branding reflects how customers believe they understand or can identify it. The business concentrates on the many user experience elements to help people become more at ease with branding (Verbeke et al., 2005).

Numerous variables characterize the importance of digital marketing in business owners, including the visible presence of business owners on social media platforms, an effective system without fixed operating times and days off, the most current and accurate knowledge regarding goods on channels, and access to global brands and clients. Clients like having control over the data about businesses via various network platforms and websites since it allows them to research various viewpoints and recommendations about brand items. For several years, it has been common to advertise item brand products on the sites of bloggers and influencers. This allows shoppers to observe how the item appears in person and receive authentic comments from the bloggers they know and value (Momany & Alshboul, 2016).

Creating a great brand requires a solid digital marketing plan. There are some pointers on how to proceed. The initial is to attract viewers. When shoppers access a product's webpage or other online platforms, they type a relevant product demand into a search engine. The customer can then devote some time to the webpage and depart with

the intention of making another transaction. In today's businesses, there are several brands to choose from, and the consumer may generally ignore the goods he/she sees on the webpage. It will be really beneficial to employ a marketing display to inform a possible customer of previous activity (Cheung et al., 2019).

There are a bunch of bloggers on Instagram. People who look at their Instagram accounts spend several hours each day and are constantly getting involved with marketing as several bloggers display many ads per day. It provides the organization with various possibilities, yet social media is saturated with marketing. People are simply bored with advertisements and do not connect to them as effectively as they used to (Bilgin, 2018). Nevertheless, firms must keep searching for regular interactions. If a customer does not purchase immediately after seeing an advertisement, there is a chance that he or she will do so after perceiving more about the brand. It all comes down to building serious relationships and consumer buying behavior (Biaudet, 2017).

Clients will typically hunt for needed data either inside or outside prior to making buying selections. An inside investigation is founded on previous recollections and perspectives. When an answer to a question or want cannot be discovered through memories, it indicates that the customer lacks sufficient data to make a buying behavior. Unique data is needed, and the customer will be forced to use outside references such as personal references, social media, or online sources (Sudweeks & Romm, 1999).

1.2.1 Social media and product visibility

Social media networks like Facebook and Instagram allow for recurring customer visibility, particularly among customers who follow the company. Businesses may build brand accounts on Facebook, Instagram, and other social media platforms to increase visibility, spread data, adjust links to business websites, and upload product information. Posting product updates on a constant and continuous basis boosts the product's overall visibility among its followers. Through rewarded shares, likes, and comments, content is viewable (at minimum in part) by followers' connections (on Facebook). When purchasers notice a product on several occasions, they become more aware of it and may build a more positive view toward it (Monica & BalaAY, 2014).

The usage of Facebook and Instagram for product visibility is supported by research. Based on a Sprout Social (2016) study, more than one thousand Facebook, Instagram, and Twitter members were more inclined to purchase from a business that is recognized on social media, and some required two to four viewings of posts prior to completing a transaction. Just a few participants stated that viewing a message once was sufficient to compel them to engage in it.

Facebook and Instagram allow companies to effortlessly publish brand-related or business material and its information to their audiences. Product postings relate to all visible material produced on businesses' Facebook and Instagram pages. Product posts aspects refer to commercial interaction and factors associated with the publication of social media — that can be utilized to affect product visibility, including location, hashtags (#), other user mentions (@user), and call-to-action (CTA) (Seo & Park, 2018).

For using a network on a smartphone, various content is scrolled down the stream. That implies businesses have a mere minute to attract audience attention. (Isaac 2016) Moreover, the amount of time spent on the networks is important. This implies that companies have a short amount of time to create an impact, therefore product postings must be current, intriguing, and have distinctive elements to grab viewers. Furthermore, information and how customers respond to it are important since Facebook and Instagram utilize algorithms that influence product visibility (Seo & Park, 2018).

1.2.1.1 Call to action (CTA)

A feeling of immediacy is often necessary to provide a cause to contact the official site or buy a product. These constraints to replying to CTA may affect their activities, if that is offering an excellent platform for a restricted number of customers or providing data that is only visible temporarily period (Duffy et al.,2019). To engage followers, call-to-action messages should explicitly explain what the user ought to do, such as "click the link in the bio to..." on Instagram, where links are not permitted in posts. Furthermore, "click the link in the bio to..." is proposed that the link guide traffic to the intended endpoint (Hassan et al., 2022). For example, to a webpage in which the product displayed on the page may be purchased.

Interaction posts are designed to elicit a favorable response, while CTA posts are used to redirect potential customers through Instagram accounts to business web pages or companies. A call-to-action does not immediately improve interaction. However, it can inspire followers to get better acquainted with the company and its product offerings, and therefore more aware of the products or services and their providing (Sjöberg, 2017).

1.2.1.2 Hashtags

Hashtags help marketers to obtain visibility. Although they do not boost interaction tremendously, they do allow viewers to find product content in an efficient manner. Viewers may find branded content by browsing subjects and communities of interest. To boost visibility, marketers should employ hashtags that have garnered sufficient mentions to target people but not too many. If a hashtag has a large number of mentions, it may be tough for viewers to find it and not get drowned in the bustle. It is recommended to choose hashtags that have been used between ten thousand and fifty thousand times (Sjöberg, 2017).

1.2.1.3 Locations

Adding a location to a post allows people to locate the material in new ways. Some third-party applications also allow users to browse via location, which might result in more visibility. While location tagging is not frequently or routinely utilized, it has been discovered that posts tagged with a place receive seven percent more interaction than ones without a location (Shenoy & Prabhu, 2016).

1.2.1.4 Mentions

Ones with at minimum one @Mention from some other accounts have proved to get greater engagement than posts with no @Mention. The utilization of other people mentions can be effective since it allows you to access and connect with a larger number of followers (Shenoy & Prabhu, 2016).

Mentions might be associated with social influencer marketing. Creating your personal audience from the ground up takes time and effort. Bloggers and other sorts of social media sites have already created a target customer base. Interacting with non-

compromising influencers in a mutually beneficial manner may provide a chance to access potential customers and at the same time increase visibility (Sjöberg, 2017).

1.2.1.5 Photos and videos

Eye-catching posts are usually identified and remembered, as well as uploaded, making their utilization a powerful advertising method. It is critical to provide a variety of ideas, including links, videos, audio files, and photos, in order to raise awareness and visibility. This awareness improves interested customers' expertise to acknowledge and retrieve advertising strategies in social media under various conditions (Sundurum, Sharma & Shakya, 2020).

To several photos uploaded to Facebook and Instagram every day, text must capture the interest of audiences (Sundurum, Sharma & Shakya, 2020). Some kinds of posts, like carousel and slideshow ads, are available on Facebook and Instagram, but these are aspects of paid advertising (Lister 2017).

1.2.1.6 Post frequency

Consumers are drawn in when knowledge is shared on a regular or weekly basis. Because several users access Facebook and Instagram daily, they are likely to come across a huge variety of content throughout each visit and choose to interpret primarily those posts that entertain them or in some other manner generate their consideration (Sundurum et al., 2020). With so much material available, engagement and sharing continuously could be required to remain in the minds of customers. Indeed, at least on Instagram, the percentage of interaction is linked to the company's function. Regardless of the number of posts, capturing buyers' consideration is still difficult. Rather than concentrating also on the number of posts, businesses must concentrate on posting high-quality content that maximizes the chances of achieving the organization's goal.

1.2.1.7 E-word of mouth (E-WOM)

Marketing can affect product visibility through marketing tools and methods related to product posts and the usage of brand post aspects. Call to action and

opportunities, in contrast, can be employed to impact product visibility along with using e-WOM, which is considered interaction (Erkan & Evans, 2016).

(Positive) interactions, like comments, shares, likes, and mentions, are ways for followers and individuals on social media to express their interest in a brand, the content, and a product of a post. Likes and comments on product posts are thought to indicate product post success (de Vries, Gensler & Leeflang 2012). Favorable and free responses (e-WOM) gained from Facebook and Instagram followers, or other unknown people on these platforms are among the most impactful marketing for products since individuals are much more likely to believe other people's advice than paid advertising. E-WOM is also crucial for product visibility. Friends on Facebook can see which businesses, photos, and videos their friends have liked (at least to some extent). Because of recent algorithm changes, material that has many interactions and is shared by personal Facebook and Instagram consumers obtains more visibility than brand-shared content. Without paid advertising, Facebook has made it challenging for brands to gain attention (Nummila, 2015)

1.2.2 Search engine optimization and product visibility

The online world has become one of the most effective and profitable platforms for any organization whether they know how to effectively maximize its capabilities. As a result, SEO has evolved into a critical necessity for every small, mid-sized, and big organization as a highly practical and economical marketing technique that may help firms acquire more quality visitors and consumers (Vo, 2016).

To begin with, SEO assists search engines in indexing and ranking a webpage. Specifically, while search engines have evolved into complicated and smart computers, there are some aspects of a webpage that they cannot evaluate and comprehend like humans, such as non-text elements (picture, audio, etc.), rare keywords or phrases, and so much more (Miller, 2017). Furthermore, search engines' primary purpose is to present consumers with the highest value and most success as rapidly as possible. As a result, to be ranked and indexed, search engines demand sites to follow particular fundamentals and guidelines. Therefore, sites that do not adhere to these criteria are less likely to show up

on the first page of search engine search listings, resulting in the loss of targeted customers, collaborators, or even buyers. SEO assists search engines analyze the material of a business site and determining whether it can be useful to visitors by improving website architecture and content.

Furthermore, because of SEO, organizations have additional opportunities to boost their organic search visibility regarding labeled words and phrases. In addition, SEO makes it easier for people to reach a company's site once they input terms relating to brands, goods, or services into browsers. On the contrary, since 67% of the total of all page views relate to the primary five outcomes (Moz, 2016), a large percentage of people using search engines prefer to press the top five suggestions in the search listings, and SEO is one of the effective promotional techniques that can accept the benefit of this trend and increase traffic to online businesses. It is indeed crucial to note that individuals know about ranking for the terms or phrases they type through search engines, and ranking is viewed as a statement of reputation in their minds (Warokka et al., 2020). Thus, several customers view high ranks on search engine listings as an implied brand endorsement. As a result, an effective SEO strategy may assist a company in improving its brand by increasing confidence.

Moreover, SEO increases traffic to the company site. Certainly, the further traffic a company receives, the further people visited its webpage, and, while traffic does not always translate into financial gain, there is a good probability that some of those viewers may subsequently turn into customers, partners, or investors. Furthermore, traffic provided by SEO is an important asset. Since online marketers may use online tracking platforms like Google Analytics to measure that traffic to get an overview of the clients of organizations, including how they search, the language and technology they employ, the location they stay in when they are most engaged, and so on. In addition, by gaining traffic to the website, the company or business's product visibility increases (Vo, 2016).

CHAPTER 2: METHODOLOGY

2.1 Research Design

A research design is a method that defines the details of carrying out a research approach. It describes the information collection strategies needed to address the research's problem. A research design lays out the processes that a researcher must take in order to answer the research's questions. It is said that having a well-designed study is crucial for ensuring the research's reliability and efficiency (Hair, Page & Brunsveld, 2019).

Throughout the research design stage, the appropriate research approach and gathering information procedures are identified. Because of the nature of this investigation, a qualitative approach was used. Qualitative research is defined as an interpretive research approach that explores persons in specific situations in their surroundings and is based on numerous sorts of data that are subjective. Qualitative research is focused on based upon personal behaviors, views, and actions (Kothari, 2004). The primary objective of a qualitative study technique is to explore a certain topic by understanding the evidence from people's encounters. The basic intent of the qualitative study is to learn about viewpoints. The advantage of qualitative research is that it acknowledged facts that can be utilized to build a comprehensive understanding of the circumstances under consideration (Christensen, Johnson, & Turner, 2015)

The qualitative technique was used for this research since the phenomena of digital marketing are very novel and have not been fully researched previously. Moreover, the goal of this study is to develop a thorough implementation strategy for businesses; thus, evaluating the subjective perspectives of the firms' marketing specialists regarding the topic under consideration appears reasonable. The qualitative data gathered throughout the research offered a thorough insight into the present state of digital marketing. Furthermore, the gathered qualitative data is designed to uncover alternative approaches to the study topic in order to develop a comprehensive initiative. To summarize, addressing the study questions necessitates a full explanation of the proposed solution; hence, a qualitative method appears to be acceptable.

2.2 Interview Design

The study design framework directs the investigator in selecting a suitable data-gathering strategy and data analysis techniques. The study gathered primary data from its actual report (El-Shimi, Kalach, Kumar, Ottean, Li, & Sengupta, 2012). This type of data is helpful since it provides results that are precisely tailored to the study's requirements.

Interviewing as a method of acquiring information comprises asking questions verbally and receiving responses directly as well (Kothari, 2004). A method of collecting relevant and trustworthy data through interviews to assist explanation of the research question(s) and complete the study's goals (Saunders et al., 2016). Interviewing provides for the collection of respondents' individual views, opinions, and methods of perceiving a subject under investigation (Wilson, 2010). One benefit of this data-gathering strategy is that a scholar may obtain the precise data required for the investigation, and it will be comprehensive. Utilizing interviews as a key data collection approach, the writer sought to get to know SEO professionals, digital marketers, and social media specialists' opinions regarding digital marketing methods and product visibility.

There are various sorts of interviews for gathering data for studies, according to Saunders et. al. (2016). The sort of interview used ought to be appropriate for the specified research questions and goals, along with the general goal of the study and its approach. The researcher opted to undertake semi-structured interviews, which are a sort of qualitative research interview because the purpose of the investigation was found to be qualitative. Semi-structured interviews may be used in the study design, which was determined to be relevant for this study, and the acquired material frequently needs qualitative interpretation (Saunders et. al., 2016).

Semi-structured interview procedures include several questions or concepts to address, however, new subjects may be brought up when the interviewer interacts with the interviewee's thoughts. Furthermore, the sequence of the questions can change from that specified in the interview procedure (Bryman, 2011). The questions in these interviews are prepared in a that allows individuals to talk about themselves freely (Yin, 2011). Throughout this interview, respondents may direct the discourse to subjects that the investigator had not previously thought of, thus this might deepen comprehension and

assist respond the study questions. Since the writer sought to gather important and precise knowledge regarding the examined issue, this form of interview was deemed useful for the study endeavor. This type of qualitative interview requires that the data acquired be recorded, either verbally or in written form (Christensen, Johnson, & Turner, 2015).

Investigator tries to establish trust, assess the correctness of replies, and involve participants in a more in-depth debate. Giving participants a set of questions or topics ahead of time aids in improving accuracy and validity because respondents are informed of the study's field of study and may therefore enhance the interview. An investigator can generate interview questions based on an examination of the literature, consideration of concepts, personal experience in a specialized domain, rational thought, and talks with coworkers, scholastic advisers, and study participants (Kothari, 2004).

2.3 Sample and Data Collection

This research's aims and research questions are closely centered on the impact of search engine optimization and social media marketing on product exposure. Because surveying the whole community would be impractical. A sample should be chosen using an acceptable sampling procedure. A sample is a subgroup of the population selected to participate in the research. By analyzing only data from a selected portion of the population instead of all components of the population, sampling procedures minimize the amount of information acquired (Creswell & Creswell, 2018). Purposive sampling, a non-probability sample technique, was carried out in this thesis to select participants for interviews who may provide substantial knowledge of phenomena, contributing to the achievement of the research objectives. Participants are not picked at random, the deliberate way ensures that the selected participants will be the greatest benefit in fulfilling the study mission and replying to the questions. The study selected respondents based on their ability to get more pertinent and thorough knowledge on the particular study issue.

The sample for this study was divided into two unique categories of interviews depending on participant characteristics. The sample participants were chosen based on the predicted relevant information that every one of them may provide to the current status of digital marketing.

The first group of participants has been chosen according to their resumes and profile. Most of them are digital marketers who work as freelancers. They work remotely or for different companies or businesses. The second group of interviewees is employees at some organizations. These employees are in charge of the online promoting sector of the industry. These participants were located by the author using their Instagram or LinkedIn profiles. They were asked for the interview via message. They were selected according to their popularity in their profession. Experts with a lot of followers and experienced ones were preferred. The author asked these participants about their experiences in the digital marketing era and tried to lead them to respond to the study questions. The writer interviewed them regarding the impact of search engine optimization and social media marketing on product exposure. In general, the sample size was 15 digital marketers who either work freely or at various companies located in Iran in November 2022.

60% of participants were female, on the other hand, 40 % of them were male. 53.4 % of them were over 20 years old and 46.6% of them were 30 years or over 30 years old. Furthermore, 60% of interviewees were specialists who work in an industry, in contrast, 40% of them were freelancers.

The researcher divided participants into two categories based on their profiles to guarantee that diverse different perspectives on the same basic issue were voiced and examined. Table 1 contains a brief summary of each person who took part in the study. Because some respondents stated a wish to remain unknown, all respondents and their responses will be published anonymously.

Table 1. Profile of Participants

Gender	Age	Job title	Industry
Participant 1M	38	Chief Executive Officer	Cosmetic retail business
Participant 2F	24	Digital marketer	Music industry / Plugin audio producer
Participant 3F	43	Digital marketer	Automatic roof producer
Participant 4F	28	Digital marketer	Design and manufacture of packaging machines
Participant 5M	32	Marketing management	Design and manufacture Furniture
Participant 6F	29	SEO expert and social media specialist	Digital marketing agency
Participant 7M	38	Graphic designer, SEO specialist, social media expert	Digital marketing agency
Participant 8F	27	Digital marketer	Digital marketing agency
Participant 9M	33	Developer and SEO specialist	Digital marketing agency

Participant 10M	23	Digital marketer	Freelancer
Participant 11M	25	Digital marketer	Freelancer
Participant 12F	30	Digital marketer	Freelancer
Participant 13F	33	Digital marketer	Freelancer
Participant 14F	29	SEO expert and social media specialist	Freelancer
Participant 15F	35	SEO expert and social media specialist	Freelancer

It was ensured that the respondents were truly fascinated by the subject to be covered. The attendees were given a descriptive list of subjects to examine throughout an interview; nevertheless, the interviewer informed them that additional important subjects may develop during the discussion. The participants were informed of the research and its objectives prior to participating. It was decided prior to the discussions that no confidential data regarding the firms where the participants work would be shared or discussed.

The interview questions were pre-planned and directed by the study goals and research questions. Furthermore, the researcher used the evaluated material as well as interviews with professional experts to focus on the topics. Depending on their

characteristics and predicted ideas, each team of interviewers received an initial set of interview questions to help facilitate the conversation. Between 15 to 18 questions were prepared (Ponomarenko, 2018; Kivistö, 2016; Ajam, & Batak, 2021; Egerton, 2017). There are several questions in Table 2.

Table 2. Questions and Projection of Questions

Questions	Projection of Questions
What are the primary goals of your digital marketing efforts?	this is an introductory question to give the interviewer a basic idea about the topic. The aim is to find answers for research questions.
Do you use search engine optimization as a digital marketing tool for promoting your business?	This is an introductory question to give the interviewer a basic idea about the topic, The aim is to lead the interviewer to answer the research question: How does search engine optimization affect product visibility?
Do you use social media marketing for promoting your business? If so, which platform do you use?	This is an introductory question to give the interviewer a basic idea about the topic. The aim is to lead the interviewer to answer the research question: How does social media marketing affect product visibility?
Why did your company/business choose to use search engine optimization as a marketing method?	The aim is to find some answers to the research question: How does search engine optimization affect product visibility?
Why did your company/business choose to use social media as a marketing method?	The aim is to find some answers to the research question: How does search engine optimization affect product visibility?
Could you consider using search engine optimization/social media marketing as a digital marketing plan for increasing online visibility?	The aim is to find some answers to the research questions: How does search engine optimization affect product visibility? / How does social media marketing affect product visibility?

What is the purpose of using search engine optimization/social media in the process of online visibility?	The aim is to find some answers to the research questions: How does search engine optimization affect product visibility? / How does social media marketing affect product visibility?
Do you think Social media marketing has increased product visibility in your company/business? How?	The aim is to find some answers to the research question: How does social media marketing affect product visibility?
Do you think search engine optimization has increased product visibility in your company/business? How?	The aim is to find some answers to the research question: How does search engine optimization affect product visibility?

All studies were recorded individually, and while some were conducted in person if feasible, the majority were conducted via WhatsApp or Zoom. It should be mentioned due to the internet issues in Iran, interviewing takes a lot of time and effort. Despite the fact that all of the participants were Iranian and spoke Persian, the interviews were done in English. Because it served as the most suitable site for respondents, face-to-face interviews were conducted at the respondents' workplaces or coffee houses in November 2022. All participants transcribed and set down for subsequent examination, and the interviews obtained authorization to record the talks from each respondent. Interviews took between 20 to 40 minutes.

2.4 Data Analysis

After incipient information has been acquired, it ought to be handled and examined (Saunders et al., 2016). Analysis of information is the act of dissecting acquired material to understand the structure of its constituents and their connections. The information will be organized and structured throughout the analysis step so that the thesis questions may be replied to (Kothari 2004, 122). The practice of providing novel responses to information after breaking it down into little pieces and looking for fresh perspectives in qualitative data analysis (Creswell & Creswell, 2018).

In this thesis, two aspects are going to be analyzed. Firstly, the goals of businesses for using digital marketing tools, and secondly, the reasons for using search engine optimization and social media marketing as digital marketing methods.

It is anticipated that this study will fill a lack of knowledge of why businesses utilize search engine optimization and social media marketing as digital marketing tools for promoting their firm, as well as the impact of these techniques on product exposure. Considering the preceding material into account, this study will attempt to offer an answer to the following research questions:

1. How does search engine optimization as a digital marketing tool affect product visibility?
2. How does social media marketing as a digital marketing tool affect product visibility?

Hence, it must be conducted an investigation regarding the reasons that digital marketers use search engine optimization and social media marketing. The author has opted to use the thematic analysis method to evaluate the qualitative data acquired through semi-structured interviews. Thematic analysis arranges and characterizes data by identifying, evaluating, and access to better information within the raw data known as themes (Braun & Clarke, 2006). The thematic analysis begins with becoming acquainted with the obtained material by studying it and seeking significance and repeating connections. This method was applied to evaluate the qualitative data acquired through semi-structured interviews (Saunders et al., 2016). Thematic analysis arranges and characterizes data by identifying, evaluating, and access to better information within the raw data known as themes. The thematic analysis begins with becoming acquainted with the obtained material by studying it and seeking significance and repeating connections (Saunders et al., 2016).

The next step in theme evaluation is to organize the information collected into reasonable categories known as codes (Braun and Clarke, 2006). A code is a fundamental piece of information that an investigator finds significant in relation to the anticipated substance and that may be meaningfully studied. Through this step, the researcher coded

by selecting interesting parts of the obtained data that may serve as the foundation for recurrent themes. Then the information has been processed, and the resultant codes have been assigned to probable themes. A theme in the framework of theme evaluation is a recurrent response or significance in the information set that reveals essential features of the information that may be useful in addressing research questions. Themes are those aspects that are used to make judgments about the phenomena being examined. Because the information on the data outputs is merged into discrete themes, looking for themes places the study in a larger perspective. By the end of this step, the investigator has linked all distinct coded data items to recognized themes (Braun and Clarke, 2006).

In the subsequent stage of the topic analysis, a scholar must confirm that all of the information outputs aggregated underneath each unique theme comport effectively next to each other. Furthermore, the reliability of selected themes must be examined in reference to the entire collection of information to establish if there exists a discernible and detectable contrast across themes. The following stage is to perform a comprehensive analysis of each topic in which a researcher describes how the specific theme observes a certain component inside the data set and what findings this theme gives in connection to research objectives. At this point, topics are assigned modified titles that are brief and effectively indicate to the audience the meaning being explored within this subject. The outcomes of the study are reported in the last step of a theme investigation. The major purpose of the last paper is to describe the primary results in a way that assures the audience of the analysis's accuracy and reliability. It is critical to present a framework in regard to the research topic in addition to reporting the substance of the acquired facts (Saunders et al., 2016). In the next part, the thesis writer will review the main findings of the investigation.

Thematic analysis has six steps (Clarke, Braun & Hayfield, 2015). The first step is to become acquainted with the information. This step, which is similar to all kinds of qualitative analysis, entails completely absorbing oneself in the material by repeatedly reading written information, such as interview transcripts. The second step is creating the first codes. Through coding, the second stage starts the methodical study of the information. The third step is looking for themes. While you go from codes to themes,

your analysis begins to take direction. A theme indicates a certain degree of structured reply or significance throughout the information collection and conveys anything relevant about the information concerning the study's topic (Braun and Clarke, 2006). The fourth step is examining possible themes. During this step, the emerging themes are examined in connection to the coded information, and the whole dataset is examined in a procedure that is recursive. The fifth step is theme definition and labeling. Researcher should be able to effectively describe what is distinctive and particular regarding every topic when describing it - knowing if you can summarize the core of each subject in a few phrases is an excellent indicator of this. Finally, the last step is making the report (Clarke, Braun & Hayfield, 2015).

After gathering data, for narrowing our information, the transcription of the interview tapes was completed, as well as a review of the transcript's correctness. The interview transcript was verified at least four times to ensure quality, and the participants' comments were compared to the remainder of the interview replies. Interviews were recorded by carefully listening to them. It is a helpful method for making the analysis easy. In the following, the transcripts have been examined constantly for becoming familiar with the data. Word Microsoft has been used for making the process of analyzing easier and more accurate. Then codes were discovered and organized two times. Some codes were replaced and some were deleted after reviewing the data. After that five themes and subthemes were chosen according to the research questions and research purpose. And the end, the report was written.

2.5 Verification of Findings

The researcher of the thesis considered the concerns of validity, reliability, and objectivity to assure the accuracy of the study. Based on Bryman and Bell (2011), validity is concerned with the trustworthiness of study results. Internal validity, instead of flaws in the study structure, is focused on the degree that the results can be addressed during the real study implementation phase (Saunders et al., 2016). The author maintained internal validity by following the protocol precisely and properly responding to the study questions. The semi-structured interview questions were developed utilizing the literature review and study topics (Gray, 2004). The specialists examined and confirmed the

interview questions. The precise study design has built a connection between the thesis structure and the data-gathering strategy used.

The amount to which the study results may be extended and applied to other various contexts, including certain firms, is determined by external validity (Gray, 2004). The limited fraction of interviewed experts limit assumptions for the study results in the setting of this study. Furthermore, most respondents have comparable contexts, as digital marketing specialists, and have been recruited from a single nation, thus certain conclusions may be case-specific and context-specific. As a result, the study results are restricted and cannot be applied to different organizational contexts, the writer created an attempt to strengthen the validity of the study by gathering the perspectives of experts with various responsibilities in the study's setting.

The integrity and stability of study results are focused on reliability, which measures if comparable conclusions would be derived if the research design is duplicated (Gray, 2004). Semi-structured interviews were used to obtain information for this investigation. The results of in-depth and semi-structured interviews do not have to be repeatable since they represent a scenario at the time they were gathered, which might evolve over time. The use of semi-structured interviews was acceptable in the setting of this study endeavor since it was critical to explore difficult themes. The investigator meticulously specified the research design, guaranteeing that the selection of method and methodology was adequately described.

Objectivity is focused on reducing the impact of the author's views and beliefs on the execution and conclusions of the investigation (Christensen, Johnson, & Turner, 2015). The research questions and objectives for this research were developed in light of the business goals. The investigator avoided prejudice throughout qualitative data collection by interviewing people in accordance with a standardized approach. The writer of the thesis focused her findings and suggestions on digital marketers for increasing the exposure of their products. The aforementioned elements assured the study's objectivity.

CHAPTER 3: FINDINGS

Individuals were interviewed after receiving around 18 questions. Overall, 15 interviews were conducted, and this study gathered data from each one of them. As a result, all responses were deemed legitimate and available for investigation, producing a 100% response rate. According to the respondents' gender breakdown, 60% of them are female and 40% are male. As a result, the female sample size is bigger in this study than the male sample size.

The themes that developed from the investigation were classified as (1) the importance of digital marketing, (2) the importance of online visibility, (3) the importance of product visibility, (4) suggestions, and (5) the future of search engine optimization and social media marketing. Sub-themes were developed for each subject (see Table 3). The frequency shows the importance of the related subject. It determined the number of times that that codes were repeated by participants.

Table 3. list of Themes and Subthemes

Themes	Subthemes	Codes	Frequency
1. The importance of digital marketing	The importance of search engine optimization	The traffic of a website	5
		Top result	5
		Brand awareness	4
		Cost-effective	4
		Profitability	2
		Credibility	2
		Attracting customers	2
		Website visibility	2
		Reputation	1
		Long-term plan	1

		Engage customers	1
		Product visibility	1
		content	1
	The importance of social media marketing	Brand awareness	6
		The traffic of a website	3
		Cost-effective	3
		Backlinks on social media	3
		Faster	2
		Engage customers	2
		Indirect advertising	2
		Gather data	2
		Customer satisfaction	1
		Credibility	1
		Customer acquisition	1
		Interaction	1
		Disadvantage of Instagram	1
		Attracting customers	1
		Brand loyalty	1
		Website visibility	1
		Understanding customers' needs	1
		Product visibility	1
2. The Importance of Online Visibility	-	Online visibility	-

		Difficulties of online visibility	-
		Profitability	9
		Product visibility	5
		Reputation	5
		Brand awareness	4
		The traffic of a website	3
		Customer acquisition	1
		Top result	1
		Cost-effective	1
		Website visibility	1
3.The importance of Product Visibility	Product visibility and search engine optimization	Product visibility (SEO)	-
	Product visibility and social media marketing	Product visibility (SMM)	-
4. Suggestions	-	Understand customers' needs	2
		Determine goals	1
		Understand customers' age	1
		Using professionals	1
5. The future of SEO/SMM	-	Future	-

Theme 1: The importance of digital marketing

All the participants use digital marketing tools. They also mentioned the variety of digital marketing tools for promoting businesses.

Participant No.1, the CEO of the cosmetic retail business stated that “online platforms and digital marketing are the most important parts of our strategy.” He continued “We use many digital marketing tools. One of them is search engine optimization. Many other tools like Google Analytics, I name some other applications like Semrad, Hagel, and many other tools we use as digital marketing tools for our strategy. For example, through Hagel, you can see interactive user ticks and actions according to information and gathering the words. You can gain this data from Hagel. SEMrush is a popular search engine optimization tool for conducting keyword research.” He continued “Social media marketing besides search engines are the most important platforms for promoting your business.” Further, he mentioned “Paid advertising is also so important. A sample of paid advertising is Google Ads and Ads network. By paying them, they advertise your brand. For example, PPC (pay-per-click) is one of these methods.”

According to the participants' answers to the question “What are the primary goals of digital marketing efforts?”, most of them mentioned that they use digital marketing for attracting customers, brand reputation, increasing website traffic, and increasing sales.

Participant No.1 stated three primary goals for using digital marketing goals. He said that “We use digital marketing for three reasons, firstly, brand awareness and generation leads, secondly acquiring customers and generating sales and in the following creation a positive prescription of our brand.”

Participant No. 12 stated that “We use digital marketing for our reputation. We want to become famous in the internet era. As we know everything these days are depending on the internet, and we should be aware of that.”

Participant No. 9 claimed that “our primary goals are dependent on the product. For some products, we just want to raise our sales, on the other hand for other products we just want to increase brand awareness.

Participant 10 claimed that “goals should be specific and measurable.”

47.7% of participants (participants No. 4,5,7,8,11,14,15) stated that they use digital marketing to become visible.

Participant No. 4 believed that “Of course, every company needs more customers and also we want to have online visibility that is why we use digital marketing tools.” Participant No. 7 said that “The goals depend on the specific businesses, some businesses want to increase the traffic of a website, some want to have more product sales, some others want to have online visibility.” Participant No. 14 said that “The goals are increasing brand exposure, the website traffic, and establishing a name.” In addition, participant No. 5 who is a digital manager stated that “these

days everything is through the internet, so we use it to make our product visible and bring it to the eye of the potential customers.”

Furthermore, all participants acknowledged that online marketing in organizations is a must currently, and its importance and impact are growing all the time. It is critical for companies or businesses to keep an excellent online image in an era when everyone with a mobile device or computer can publish their thoughts about organizations, goods, and activities for the world to see. This includes keeping an eye on your brand, updating social accounts, and replying to negative reviews appropriately.

Participant No.12 claimed that “One negative comment does not jeopardize your public image, but one negative reaction to a negative comment may. Your visible response to client concerns will demonstrate to them (and all other existing and future shoppers) how much you value their feedback. However, as daunting as it may sound, all it requires is a little care and attention for your buyers. The participants give an example for some firms that have previously made mistakes in this area, the goal is merely to eliminate any unfavorable connections with their business and demonstrate to clients that they have recognized their mistakes. While changes will take time, and negative brand images can be tough to remove, the Internet is an effective tool for providing required images.”

The two sub-themes for theme 1 were (1) the importance of search engine optimization and (2) The importance of social media marketing.

Subtheme 1: The importance of search engine optimization

All the participants use search engine optimization for promoting businesses. Furthermore, businesses use SEO for so many reasons. Most of the important ones are mentioned as follows: increase profitability, increase the traffic of the website, increase brand awareness, increase top result, gain reputation, cost-effective, increase credibility, attracting customers, increase website visibility, increase customers’ engagement, increase product visibility.

Participant No. 1 who is a chief executive officer mentioned the reasons why they implement search engine optimization as one of the important tools of digital marketing. He said “Because today’s search engines such as Google is the most important way for people to find what they want. You can gain user traffic from search engines. If you optimize your website and search engine algorithm properly. According to some research, more than 99% of Google searchers click on the first page of Google and 28 % of Google searchers click on the first page on the Google result page. If you optimize and choose the right keywords you will gain considerable revenue.”

Participant No. 7 stated that “Because of gaining traffic for the website, less cost-consuming, and also because of the keywords we can attract related customers. By using SEO, we can create brand awareness and because of that people get to know our product”

According to Participant No.11 “...visibility for products is the main goal for digital marketing. So, businesses can use this method in order to access their targeted customers. Likewise, SEO increases website traffic.”

Participant No.14 believed that “Because utilizing an SEO plan would assist our company in increasing website traffic, and organic search is the key source of it. To remain top of mind, we must create trust, and credibility, and earn the click over our competition. Furthermore, because most buyers study before making a purchase these days, we need to rank high, on the first page of search engines like Google.” She continued “... Implementing an SEO plan is a long-term marketing approach that is less expensive than Paid Advertising. As a result, we use it to generate brand trust and brand recognition for our company.”

Participant No.15 stated that “Since a lot of people use various search engines such as Google to collect as much possible information regarding their targeted products, search engines in my opinion can increase online visibility and therefore, present their websites and customer visibility as well. They can increase online visibility, they can increase website traffic and therefore the product sale will increase too.”

According to Participant No. 3 “As you know, whenever people want to buy a product, before that they search on the Internet for getting information. So we need to use the SEO method to get the top result in Google. We should use keywords and backlinks.” In addition, participant No.4 mentioned “As you know, whenever people want to buy a product, before that they search on the Internet for getting information. So we need to use the SEO method to get the top result in Google. We should use keywords and backlinks.” Furthermore, participant No.5 stated that “A few years ago when the pandemic happened everything shifted to digital. Like everyone was stuck inside and couldn’t do anything. So what people did was to satisfy their needs. So they went online. And using the internet for finding their needs. With search engine optimization we can boost our products to one of the top results when we search for a product and that’s the best way to get into the eye of people. And people have this tendency to only look at the first few results. I’m sure whenever you search for something on Google, you never go to the second page.”

Participant No.14 believed that “...SEO gives us complete control over our web presence and benefits our brand authority and reputation.”

Participant No. 9 mentioned one of the advantages and disadvantages of using search engine optimization. He said “One of the main advantages of SEO is nearly costing you zero amount of money to promote your business. And also, SEO is a long-term plan but t worth it.” In addition to the advantages, participant No.10 added “SEO process improves our site and increases its visibility when people search for products or services related to the business, for example in Google and other search engines, so with that, the better visibility we have, the more likely we garner attention to the business... it makes the website more visible, and that means more traffic and more opportunities to convert prospects into customers.

And it has a lot of advantages for the business such as boosting credibility, low cost, it gives a competitive advantage, and reaching more people.”

Participant No.2 acknowledged that “We need specific customers, so for attracting these customers, we need to use search engine optimization by using keywords, and backlinks.”

According to participants, content has emerged as the most effective force in digital marketing.

According to the SEO specialists interviewed, participant No. 12 “Firms are often willing to perform solely the semi aspects of SEO because of limited promotional people abilities and economic ability.” And also he continued “According to Participant No. 12, “A webpage is a medium for conveying corporation content. High-quality content is greatly affecting search results, which implies that corporate content ought to be unique, entertaining, and valuable.” She added, “Every entrepreneur would like to have an increase in the number of viewers to their website and landing pages. Therefore, such figures are worthless if the visitors aren't the correct type. Not every viewer of your website will shop online. That's just how the System will function, and it must be acknowledged. If neither of your website viewers makes purchases (or contacts you), you are most certainly obtaining "non-qualified" traffic or people who have no purpose of being customers. You may enhance the return on investment (ROI) of your marketing strategy well as your profit—by focusing your marketing on certain characters and attempting to engage unique, suitable consumers.”

Subtheme 2: The importance of social media marketing

All the participants acknowledged that they use social media marketing for their businesses. 100% of participants prefer to use Instagram for promoting their businesses. 46.7% (participants No. 2,4,6,7,11,12,15) of them use Facebook. On the other hand, only 20% of them use LinkedIn, YouTube, and Twitter. Moreover, 26.7% of participants use other social media platforms.

Businesses use social media marketing for several reasons. Such as increasing brand awareness, increasing the traffic of the website, being cost-effective, using backlinks on social media, being faster, increasing customers’ engagement, using indirect advertising, gathering data, increasing reputation, increasing customers’ satisfaction, increasing credibility, increasing customer acquisition, increasing interactions, attracting customers, increasing brand loyalty, increasing website visibility and understanding customers’ needs.

Participant No.1, the CEO of the cosmetic retail business stated that “Social media as well as search engines are the most important platforms to introduce your brand. Social media works with different functionality from search engines. In my opinion in social media, the interaction between the company and users is more than other channels and you can receive feedback related to the products and brand faster than other channels. In social media, some marketing techniques such as growth hacking and viral marketing are faster than other channels. You can see what people are saying about your company or product or services.” He mentioned the advantages of social media marketing “We can mention about social media is to make audiences engage and build an active community for your brands.” He continued that “We also use backlinks in social media which is one of the techniques of search engine optimization and it’s a good way to increase your website traffic.”

Participant No.5, the head manager said that “When we did some mathematics stuff, we found out the most useful applications are social media. People are using them daily and the average user of social media is about 2 hours daily. So, it is one of the best ways to promote our products. Getting awareness is very good through social media.”

Participant No.10 talked about the advantages of social media marketing. “Engaging on social media gives brands the opportunity to build trust with potential customers, grow affordably, show authenticity, and of course improve brand awareness, some of the advantages are cost-effectiveness, brand loyalty, and better customer satisfaction.”

Participant No. 12 said “Using social media helps us to tell our story across different platforms and speak directly to our audience about the products and services we offer. Also, we can listen to our customers and see what people are saying about our company and products/services by implementing social listening. By planning and making the audience engage, we can build an active community around our brand; the audience that when reaches advocacy levels, will be themselves our brand ambassadors. Social media marketing allows us to increase brand visibility and stay on top of our audience’s minds. It helps us easily promote the content we are trying to share and make it viral to attract more prospects at the end. And also, we learn more about our customers and can keep an eye on the competition.”

According to participant No. 14 “Using social media allows us to convey our narrative across several platforms and communicate directly with our audience about the products and services we provide. We can also use social listening to listen to our consumers and see what others are saying about our organization and products/services. We can establish an active community around our brand by preparing and engaging the audience; once they achieve advocacy levels, they will be our brand ambassadors.” She continued “Social media marketing helps us to raise brand recognition and stay in the minds of our target audience. It enables us to simply promote the material we are attempting to publish and make it viral to attract more prospects in the end.”

Participant No. 15 believed that “Because people spend most of their time on social media it is the ideal platform to promote your business if you want to talk about its advantages of it, it can increase brand awareness and people will get to know your business more and it will increase customer attraction and also if you are using

social media, it can increase website traffic and it helps search engines. And also it is a cost-efficient platform for advertising.”

Participant No.6 mentioned the reasons they use SMM “Social media Platforms such as Instagram have made a huge impact on online marketing and we can see the results in the variety of products being introduced by the various producers all around the world. the product is introduced simply with a picture or a video that can be visually effective to the customer and promote the business. these platforms mainly increase the brand visibility and customer attraction they can also increase the website traffic.”

Participant No.9 claimed “Social media are a faster way to promote your business compared to SEO. As I said SEO is a long-term plan and it will take some time to promote your business, but when you use social media, you can promote your businesses faster. Facebook, Instagram, TikTok, and Pinterest, all of them are free, you can just post and promote your business for free.”

Although most of the participants believed that social media marketing is as effective as search engine optimization, some others had different ideas.

Participant No.2 stated “Because of the algorithms of Instagram, we don’t get that many customers from it. Because most of the people on Instagram looking for something fun not buying some products. So, sometimes we can gain website traffic through backlinks on Instagram. Especially on the profile. But YouTube can bring us more customers. Especially when other people make some videos about tutorials for our company. So, it’s really helpful for us to get traffic.” Participant No. 7 also mentioned “People spend most of their time on social media because of that we can gain and attract more people and customers. And also, we can use Instagram as a backlink for increasing our website traffic.”

Participant No.13 mentioned indirect advertising as one of the important advantages of using social media marketing. She said “I think that social media these days is a cleverer way to promote businesses. Because in my opinion, in a direct way to advertise anything that we want. Because people tend to go to social media because it’s attractive for them and more fun and we can advertise the things that we want without the customer knowing that it’s being under the influence of that business I think this is the main advantage because it’s indirect, you can have more influence of the customers.” In addition, participant No.8 claimed “We can say that social media is more attractive and entertaining to people, therefore we can indirectly promote products and services, and with the help of AI, we can anticipate what people are interested in one step ahead. The main advantage is that we can engage people without being too direct and get their attention.”

Participant No.14 stated “social media is no longer an optional approach for companies. Today, our audiences spend a tremendous amount of time on social media sites. If we are unable to communicate with them online and use social media to our advantage, the competitors will gladly steal our clients away. In summary, investment in social media methods eventually leads to increased revenue and client acquisition.”

Participant no.4 mentioned four reasons for using social media marketing “by using social media marketing, you can build brand awareness and recognition,

generates conversation around the brand, helps me to understand target Customers' interests, and gather data about the audience.”

Theme 2: The importance of online visibility

All the participants claimed that online visibility is a must for promoting a business. Online visibility is so important for them because they can increase profitability, increase product visibility, increase reputation, increase brand awareness, increase traffic of the website, increase customer acquisition, increase top results, increase cost-effectiveness and increase website visibility.

Participants' answers to the question “What is the purpose of using search engine optimization/social media in the process of online visibility?” were as followed.

According to Participant No. 1, “I'll mention five purposes. It has brand awareness, customer acquisition, gain good positioning, broadcasting brand attributes, and gain good positioning in customers' minds.”

Participant No.3 claimed “We want to gain product visibility. And increase our profitability.” Participant No.4 added, “We can get profitability by using them and we can get better traffic and customer will find us easier.” Furthermore, participant No.5 stated “The goal of our company is to get a profit. And to get a profit we should have good advertising and good marketing. So, when you gain popularity among people of course you will end up getting more profit.” Participant No.1 added, “...to enhance the company's website visibility.”

Participant No.9 said “SEO and social media If you use them together, you can promote your business or brand awareness very faster than anything else. Because nowadays, people search for things mostly on Google and then on social media. So, if you use SEO plus social media, you can increase brand awareness.”

They mentioned the difficulties of online visibility. Although a few participants believe that getting online visibility is hard, most of them think it is not hard.

Participant No. 1 mentioned “Online visibility is so important for us because of the nature of our business. We are an online business, an online platform. It is easy to become online today but also hard to be seen because of dozens of competitors in the online area.” In addition, participant No.5 mentioned “Nowadays it is very crucial for businesses as I mentioned before everything shifted to online. When the new age came, younger people now working, they are more familiar with this trend. And also, they are more familiar with online stuff and they understand their age group better than us. And it's very important but it's getting harder and harder every day to compete and become more visible. To overcome these difficulties of course we are shifting toward artificial intelligence also known as AI.” Furthermore, participant No.9 claimed “Depending on your business, if you have a lot of rivals in your industry. For example, you have a business that is about selling online products, if you have a lot of rivals then brand awareness is going to

be hard but if you don't have rivals and you are the first in your business then it is not hard to get visibility online.”

Participant No. 3 believed “It's so important. As everything depends on the internet. It is not hard if you know the methods but sometimes you should spend money for visibility.” In addition, participant No.4 mentioned “In our company and with our work that is manufacture machine, our customers use to get google search for finding us and there are very few companies that do this around us. So visibility online isn't hard for us but it is very important. And we use social media marketing and SEO for online visibility.”

Theme 3: The importance of product visibility.

Most of the participants use search engine optimization and social media marketing for increasing product visibility.

Participant No.2 stated, “Our main goal is to make our products more visible.” And also participant No.11 claimed “... visibility for products is the main goal for digital marketing. So, businesses can use this method in order to access their targeted customers.” He continued “I believe that SEO and social media have an effect on product visibility.”

Participant No.1 answered the question “Which one's more effective for increasing product visibility? SEO or SMM?” “In my opinion, for becoming visible and gaining product visibility, you must use search engine optimization and social media marketing together. I cannot tell you which one is important.”

The two sub-themes for theme 3 were (1) product visibility and search engine optimization, and (2) product visibility and social media marketing.

Subtheme 1: Product Visibility and search engine optimization

After asking the question “Do you think search engine optimization has increased product visibility in businesses? How?”, all the participants agreed that search engine optimization can be effective for increasing product visibility according to their experiences.

Participant No.3 mentioned, “SEO increases website traffic so our product got visible.” Participant No. 4 added “SEO is better for us in the process of product visibility. Because our customers often use Google search for buying our products.”

Participant No.7 acknowledged “I believe that SEO is so effective. Mostly for large companies. For example, if a person wants to buy electric pieces of equipment instead of searching on social media to get the info about the product, they search on Google. And most people visit websites that belong to the first page results.”

Participant No. 12 mentioned, “The more you can lead the customers and visitors to your website and increase the traffic of your webpage, the more you can make your product visible.” Furthermore, she continued, “SEO is the most functional method of internet marketing in the process of product visibility.” He mentioned “Google search that is the number one driver of web traffic and because of that, we need SEO to have a head start on the competition. SEO as a long-term strategy helps us to build a strong presence in our industry that leads us to increase user retention and get more conversions. And last but not least, SEO lets us have full control of our web presence and is good for our brand authority and reputation.” And then he added “The social media that isn’t an optional strategy for brands anymore. Today, our audiences spend a significant portion of their time on social platforms. If we can’t engage with them online and use social media to our advantage, the competition will happily take our customers away from us. In short, investing in social media strategies ultimately helps us increase revenue and visibility and get more customers.”

According to Participant No.13 “Well, these days I think what first people do when they want to get more data is they go through the internet and search some keywords that are important to them and then look at the results and choose among them. So, basically for increasing visibility and awareness about the product or about the business that we have.” She continued “... SEO has helped some of the more known businesses but at the same time I think it’s good even for new businesses to use both social media and SEO. Because in this case, they can attract different types of customers and each business needs to know what type of products and services they have and the audience that they have. They have to see what type of audiences they are attracting. Are they younger ones that tend to go on social media or are they some older customers that tend to go on Google, or Bing and use search engines and they use keywords? I think that they can be completely useful. But to see which one is better they have to gain more data about their customers.”

Subtheme2: Product visibility and social media marketing

100% of participants believe that social media marketing has a positive impact on product visibility. They believe that by using social media marketing businesses can gain product visibility.

Participants’ answers to the question “Do you think Social media marketing has increased product visibility in your company/business? How?” were as followed.

Participant No.1 stated “Approximately 99% of our product visibility gain by social media. Because of the nature of our business, we gain our traffic and visibility through digital marketing tools.” Furthermore, participant No.2 said, “Of course, it does, but not as much as SEO.” And also participant No.6 claimed, “Yes, social media marketing plays the main role in increasing product visibility since everyone can access these platforms via smartphones and other devices.” Moreover, participant No.7 said, “According to my experience social media marketing is one of the best ways to make your product visible.”

Participant No.10 stated “100% yes, because then, you have followers, you’re engaged with people, especially now, it’s a growing trend that increases sales and improves brand loyalty. And now, people would rather order products from websites and apps than stores and shops, I myself prefer to order from apps and websites than go out and search for them.”

Participant No. 13 talked about her experiences. “I have some experience in this field. I work also in the field of design and I created some products of my own. Going online and using social media was essential for my business because it helped me to get recognized more, all my products and I tried both the traditional way and the modern way. By traditional means going to stores and promoting my products but it was not successful as when I used social media. But in my experience, social media was more useful for my business which was a small business but maybe something more known like electronics, maybe going online and using digital marketing on websites and search engines would be more helpful.”

Participant No.9 gave an example for better understanding. He said “If you want to buy a pretty case for your phone, a customized design is hard to find on Google. Most sites are selling what any other sites sell, but if you want to find a unique design, social media, Instagram, and Pinterest is where you search for it. It depends on the products.”

Participant No.3 stated “People use social media too much these days. So it is important to make our products visible on social media..., in the past, we used to use the traditional method but we didn't use it to get attraction of customers. But by using social media we increase our product visibility.” In addition, participant No.4 stated “On social media, we can share videos of our machines and our customers can see the process of our product for packaging and it is useful for introducing our products to customers.”

Participant No.14 said “We were able to develop a good community of our readers, make our content viral, and enhance brand exposure through UGC and other types of social campaigns by utilizing content marketing and influencer marketing in addition to social media marketing. So, yes. This technique has shown to be incredibly beneficial for us, and we intend to maintain it that way.”

Theme 4: Suggestions

Participants gave some recommendations in the process of using digital marketing tools. They believed that in this process, understanding customers’ needs, determining goals, understanding customers’ age and using professionals are important.

Participant No. 1 suggested “If you are going to become online in the digital world, you should understand our audiences’ needs, what are the goals, and how we can work to provide value.” Participant No.8 added “We have to recognize our target audience and see what platform is more suitable for them.”

Participant No. 5 believed “The new age shifted attention to the use of social media. They use social media every day. So we manage our advertisements in social media to engage with them directly and get their attention for our products.”

Participant No.6 stated “I would like to recommend producers emphasize hiring a professional crew in order to get accurate instructions on using social media in order to get better results.”

Participant No. 9 believed “...depending on your project SEO can be a really good tool.” And also he continued “The one thing that I can think of is that when you are setting your primary goals in digital marketing, you should consider three keys, one is that your goal must be something that everyone can understand, the other thing is that your goal should be specific and the last thing is that your goal must be measurable.”

Participant No.15 answered the question “Should businesses use search engine optimization or social media marketing?” “depends on the product that you are willing to get into the market, it considers to whether use social media or search engines.”

Theme 5: The future of search engine optimization and social media marketing

100% of participants believed that in the future search engine optimization and social media marketing will be so important for all companies and they should utilize these tools if they want to be seen in the internet era.

Participant No. 2 believes that the future of search engine optimization is much brighter than social media marketing for promoting businesses.

She said that “people normally use social media for entertaining themselves, not for seeing advertisements. So, I believe that promoting a business through SEO would be more successful in the future.”

Participant No. 1, the CEO of a cosmetic company said, “The future belongs to digital marketing.”

According to interviewee No. 13, regarding the prediction of future status for social media marketing and SEO “the tools will be mixed with artificial intelligence.”

Participant No. 4 said that “digital marketing will be a must in the future, and every company should use SEO and SMM for competing with their rivals.”

Participant No. 11 believes that “since these tools are new subjects, professionals need to up to date themselves constantly.”

On the other hand, Participant No.14 believes that “social media is going to be everything and can make one of the most important tools. As the new regulation of the European parliament announced nowadays a platform which got the most review and rank is the best method for increasing product visibility.”

3.1 Summary of Key-Findings

Primary goals of using digital marketing

According to participants utilizing digital marketing is a must for every business these days. If companies want to compete with their rivals, they need to implement digital marketing tools. Organizations are increasingly turning to digital marketing in place of conventional marketing. Because of the absence of conventional marketing combinations, there is a strong agreement among participants that the move to digital marketing has produced a huge need to construct a good platform for how organizations will interact with marketing. Initially, the researcher confers the significance of digital marketing for promoting businesses and its usage of it at companies. All interviewees stated that companies implement digital marketing methods in order to get the attraction of customers. Additionally, they try to increase brand awareness and gain visibility. So that, their product sales and profit increase. In addition, some other participants mentioned the value of digital marketing in gaining new purchasers. There are a lot of methods to make a well-known brand and finally your product visible over the internet.

Establishing a brand is a common goal of digital marketing. This entails not just imprinting your symbol and company name in the minds of the audience, but also expressing what your firm stands for. According to this study, consumers are more willing to believe in well-known companies, particularly once they are associated with good connections. The Internet is an excellent instrument for establishing trust since it has a broad reach and enables companies to communicate straight with folks.

Participants all agreed on the main objective of every internet marketing plan, including Online advertising, is to raise income. Fortunately, the Internet offers several chances for every firm to boost its profit. The company may increase the likelihood that new buyers will discover their business on the internet by mixing search engine optimization, or SEO, with CPC (cost per click) marketing, or PPC (pay per click).

Role of search engine optimization

According to the conclusions of the literature, the most effective digital marketing techniques for assisting businesses are social media marketing and search engine optimization (Ziółkowska, 2021). Most of the participants believe that search engine optimization is the most significant instrument for digital marketing and that businesses should devote as much time as possible to its growth.

According to participants' search engine optimization, a great organic search strategy has various advantages. The most important one is to gain online visibility. SEO helps businesses to become visible in the customer's eye. It increases website traffic. If businesses have a high-quality webpage and use the SEO strategy correctly, they can transfer visitors to customers. Another advantage is being cheap. Utilizing SEO is a long-term process; however, it costs almost zero amount of money. In addition, by implementing SEO and becoming one of the top results in Google searches, businesses can gain more customers and gain trust. Furthermore, using SEO increases the ROI (Return on Investment.)

Based on digital experts, efficient search outcomes are increasingly influenced by high-quality content, which means that corporation material should be distinctive, interesting, and useful, as well as deliver a fantastic user experience. Clearly, important and relevant keyword terms pertinent to the issue ought to be included in the article. Technical systems, like Google AdWords Keyword Planner, can be used to select useful keyword terms. It was suggested to the questioned digital professionals to use keyword terms that incorporate common terminology for a larger target audience. Headers, sub-headers, and the first and final paragraphs of the content are the best locations to incorporate keywords. SEO currently entails not just optimizing a company's website but also actions generating backlinks. There are several methods for increasing the quantity and quality of incoming connections.

According to participants, many small businesses and large corporations that concentrate on generating purchases in a given location devote a significant portion of their advertising strategies to boosting their SEO Services. This entails improving

numerous features on their websites to bring in individual customers seeking the products that they offer.

Role of social media marketing

The participants all acknowledged that the most popular social media platforms in businesses today are Instagram, Facebook, LinkedIn, and Twitter. Social media is especially beneficial for brand promotion since it enables businesses to develop and share a more pleasant experience. Businesses have learned that using social media platforms such as Facebook, Twitter, Instagram, and Pinterest may help to develop this type of brand-building. Businesses may create brand awareness on these platforms by investing in adverts and promotions in concentrations of organic articles. This takes effort and time from the aspect of corporate managers since satisfaction and confidence require more time to create (Arora & Sharma, 2013). Based on participants' answers, 100% of them use Instagram as a social media marketing platform for promoting businesses. 46.7 % of them prefer Facebook and 20% of them use LinkedIn, YouTube, and Twitter.

According to digital specialists, marketing professionals should aim to harness this aspect and improve clients' engagement with the firm by building multiple interactions. Another advantage of utilizing social media in the corporate setting, according to a social media practitioner, is increased online visibility. Social media platform provides greater links to the industry's web pages, resulting in increased traffic and sales. Furthermore, generating social media material is beneficial to SEO. Furthermore, based on some participants, social media marketing is a faster strategy to promote a business compared to search engine optimization. In addition, as businesses can see the feedback of their customers about their products or services, they can easily reply to customer needs and make them satisfy.

Based on the digital professionals' questions, marketers should ensure that their targeted consumers are available on particular social media prior to accessing it.

The respondents were requested to offer their thoughts on effective social media marketing for businesses and corporations. Beforehand and foremost, it was said that a corporation must aim to attract more people in online interactions with both a brand and

products. Organizations should provide fascinating data about their operations on social media for increasing engagement: original product announcements, corporate news, inner tales, devise and implement, and others. Each content should be accompanied by media assets including images, photographs, and films. Facebook and Instagram have also been mentioned as suitable sites for disseminating corporation films. Marketers may enhance customer interaction by posting and reacting to the most recent market demand, fresh market rules, useful figures or research, intriguing publications, and others. According to social media professionals, putting inquiries within content can assist to stimulate comments and initiate interactions with clients.

When questioned concerning social media marketing, digital marketers agreed that, while they are active on platforms such as Facebook, LinkedIn, Instagram, and Twitter, their activities lack defined objectives, and a grasp of what worth is to be supplied to clients. Although every participant mentioned that they use social media as a digital marketing tool, some stated that they don't see social media as effective as search engine optimization. Since people spend their free time on social media, they are not looking for shopping or getting info about a product. Furthermore, some participants mentioned that social media is not a perfect way to advertise every kind of product.

Search Engine Optimization, Social Media Marketing, and Product Visibility

According to the interview, businesses with the use of digital marketing tools such as content marketing, email marketing, PPC (pay-per-click), mobile marketing, search engine optimization, and social media marketing, can increase product visibility. Among all the tools, search engine optimization, and social media marketing is the most useful and beneficial marketing method.

All participants mentioned that online visibility is so important for businesses as it leads to making their products visible and famous. Businesses have several reasons for using search engine optimization and social media marketing in the process of online visibility. The most crucial aim is to increase product visibility. They can expose their product through social media platforms or webpages. Another goal is to increase brand awareness. Reputation is so important for businesses since they can gain trust. In

following one of the other important goals of online visibility is to increase product sales and profitability.

On the one hand, some participants believed that getting online visibility is an easy process since everything is online now. However, it depends on how businesses use digital marketing strategies. If they utilize tools correctly online visibility is not hard. On the other hand, some participants stated because of too many competitors in the business era, becoming visible is not easy. Although it depends on the business. If the business is brand new with a few rivals, getting visible online is not that hard, but if the business has too many competitors, becoming visible is so difficult. However, some participants believe that by using artificial intelligence the process of online visibility becomes easier.

According to the experiment of some participants, using social media marketing and search engine optimization for product visibility is so useful compared to traditional methods. Businesses can expose their products easily and they can gain potential customers through these methods.

The majority of participants claimed that search engine optimization and social media marketing has a positive impact on product visibility. The more businesses can lead viewers to their pages on social media and lead them to their website, the more they can expose their products. However, choosing a good and suitable method according to the business is another factor in gaining product visibility. For example, for small size businesses, social media marketing is a better method for making the product visible. In contrast, for large-size businesses, SEO is a better option, as most of the customers use search engines to get more information regarding their targeted products. In addition, some participants believe that choosing the right method depends on the audience's age. If they are young or old. As most young people prefer to use social media, on the contrary, old people have the tendency to search on search engines. Moreover, it should be mentioned that for B2B businesses search engine optimization is a better way to increase product visibility.

As most participants said, customers frequently begin their search for a product with a wide search on search engines. They seldom look past the third page of the result pages. As a result, being visible on search engines is critical for businesses. The findings

demonstrate a clear association between the significance of SEO and product exposure, with every digital marketer claiming that it is extremely essential and numerous declaring that individuals seldom go past the first page of search results. Based on each respondent, the key goal of SEO was fairly similar, with great product visibility/findability, low cost, seeming credible to consumers, enabling the right to remain up with the competition, and delivering long-term outcomes being highlighted more than once. This provides weight to one of the study topics addressed in this thesis, which focused on the effects of SEO on product exposure, obtaining better visibility, building trust, and being a cost-effective long-term strategy for bringing more visitors to the webpage.

All the participants agreed that in the process of product visibility through SEO, using relevant keywords and gaining backlinks are the most effective methods for gaining visibility. They all agreed that in order to expose their product to more customer attention, reviews, and calls to action are so useful and effective.

Based on the findings, the more a business gets reviewed the more it becomes visible. In the process of online visibility, reputation occurs, when too many people get to know the brand or business and their tendency for buying the products. As a result, the product becomes more exposed.

Finally, based on the findings, participants believe that using search engine optimization and social media marketing along with each other is a must for all businesses if they want to gain visibility and exposure to their products in the eye of the viewers and customers.

CONCLUSION

The benefits of digital marketing are growing more widely known with each passing day (Filipović, 2020). Businesses are increasingly using digital marketing since it allows them to reach greater numbers of consumers without cost. Each firm needs to have a high level of digital visibility in order to maintain open relationships with consumers and collect all forms of opinions, comments, and data regarding the goods or services they utilize. Business home sites, e-mail, social networking, search engine optimization, and blogs are currently the most common (Tran, 2015). Clients do their investigating online, meaning that they search on the internet even before they know exactly the product or services, they would like to seek answers to their issues and to better grasp the topic. This type of information encourages businesses to employ digital marketing tactics in order to broaden their aim (Filipović, 2020).

Several businesses are seeing the value of shifting to digital channels for marketing in order to increase their exposure. The increase in search engine results and accomplishment of webpage marketing is characterized by visibility on online channels. Social media platforms like YouTube, Facebook, and Instagram have often been praised for their capacity to increase digital exposure. Visibility as a route to social connectedness, improved business, and additional benefits are provided through social media. Many market participants assume that visibility is synonymous with profitability (Sinha & Fukey, 2021).

Social media additionally serves as a great way for businesses to boost the visibility of their goods and services. Several Facebook sites use it for straight marketing tactics to increase company visibility. Instagram, a further large and popular social networking site, exhibits a similar pattern, with most bulk of users following company accounts to remain engaged (Sinha & Fukey, 2021).

Search engine optimization is the combination of the arts and sciences of modifying the features of a web page to achieve the greatest possible search engine ranking. SEO has impacted all business areas, such as micro-businesses, global companies, internal companies, training centers, financial institution industries, export

industries, etc.; as a consequence, numerous businesses have begun the procedure of utilizing SEO as a digital marketing technique because of to their low-cost and quick consumer reach and also because of increasing the business and product visibility (Poturak, Keco & Tutnic, 2022).

The present research's major purpose was to examine how digital marketing techniques like search engine optimization and social media marketing impact product exposure. Businesses should handle their internet marketing operations in order to get new foreign clientele and increase product awareness and visibility. The study focused on the digital platforms that businesses should use and the strategies managers may employ to increase the efficiency of digital marketing. For addressing the research questions, the literature was examined to understand the present condition of digital marketing. Semi-structured interviews were organized to collect helpful knowledge on efficient digital procedures for businesses and the impact of SEO and social media marketing on product visibility. Thematic analysis was carried out for analyzing the data. Based on this study, the findings and the current literature review are matching. Both literature and the study's finding indicate that one of the most important goals of businesses for utilizing search engine optimization and social media marketing is gaining visibility. Moreover, based on literature and findings, using search engine optimization and social media marketing increases profitability, increase brand awareness, increase credibility, increase customer acquisition, increase customer engagement, and attracts customers. On the other hand, in contrast with the literature, some participants believed that search engine optimization and social media marketing are not useful for every kind of business.

Some answers were come up to the study's research questions. The research questions were 1. How does search engine optimization as a digital marketing tool affect product visibility? 2. How does social media marketing as a digital marketing tool affect product visibility?

The results of this study indicate that developing a digital marketing strategy and precisely planning online activities are now necessary for success in the digital world since every project needs to have a clear direction and clearly defined unique objectives. The procedure for developing a digital method can be complicated and includes many phases,

such as strategic analysis, establishing online aims, determining the target audience online, trying to formulate an online business model, trying to define accurate strategies for accomplishing the goals, and trying to introduce a method for evaluating outcomes. According to the findings of this study, the primary goals that businesses are attempting to reach with the aid of digital marketing technologies are guide creation, increased sales, and brand recognition, developing a favorable reputation, and enhancing customer relationships.

According to this report, having strong online visibility and developing a successful webpage are the real challenges of marketers currently, because purchasers begin their product search online with a wide search. Despite major advances in digital marketing, a webpage is maintained as the most crucial tool for marketers in regard to delivering complete data on product offers, expressing value to customers, developing a company's public reputation, and generating trust. Businesses should increase their search engine ranks by implementing SEO tactics, which need advanced technical knowledge. According to the findings of this research, marketers may not always have the appropriate abilities or resources to carry out the technical aspects of SEO, restricting their efforts to enhance natural search visibility and maximize inbound links.

Organic search exposure is achieved by providing original and useful elevated material that includes important keyword phrases. Content marketing is important not only for SEO but also for attracting, engaging, and convincing target users to take action.

SEO (Search Engine Optimization) becomes one of the most important and effective digital marketing strategies for any company that wants to increase the exposure and reputation of its own brand on the World wide web, particularly in today's international marketplace (Giomelakis & Veglis, 2016). SEO also serves as a cost-effective way for small businesses and startups to advertise their web pages online since it does not demand significant advertising costs, which is critical. To be effective with SEO, they simply require regular efforts, tolerance, and persistence. However, the results indicate minimal effectiveness, SEO remains a potential method for the department since it helps expand its exposure by letting customers access their webpage utilizing a variety

of targeted keywords rather than just one. Furthermore, optimization only lasts a limited time, and SEO takes a specific length of time to have a significant influence.

According to the findings of this survey, social media marketing is frequently used by businesses. According to the literature and marketing specialist, being active on the right social media platform may help marketers enhance brand awareness, improve customer connections, and increase product visibility (Ibrahim, Aljarah & Ababneh, 2020). Instagram, Facebook, LinkedIn, and Twitter have been determined to be the most popular social networking networks. Several digital marketers, however, argue that social media is not an ideal medium for product exposure and promotion because most individuals use it to enjoy themselves. Moreover, some goods should not be promoted on social media. As a consequence, a product's visibility is sometimes dependent on the exact item, and it must attract targeted consumers.

As the researcher wanted to find the answers to research questions, according to the results of the conducted interview, the results indicate that search engine optimization and social media marketing as digital marketing tools are, in reality, the variables that impede product exposure. Thus, if businesses implement the right and effective strategy through social media marketing and search engine optimization, they may gain visibility and exposure to their product. In other words, it is seen that there is a significant effect of social media marketing, especially Instagram and search engine optimizations as digital marketing tools on product visibility.

Organic search methods powered by SEO cannot be matched once it relates to digital marketing durability and cost-effectiveness. SEO is not only less expensive than sponsored advertising, but its benefits stay longer. Though PPC campaigns must be maintained, and spending costs change, SEO is clearly visible and utilizes organic information to construct keyword phrases and generate significant fresh quality content as you look more deeply. Additionally, SEO might be slow at first. Nonetheless, after a while, you should notice significant increases in your total traffic and rankings. Moreover, the longer it is continued, the more backlinks and website quality will be gained, allowing you to target increasingly greater size keywords, etc. The more webpage got the backlinks, the more it goes up on the result page. As a result, the traffic of the website increases.

The final result of this thesis implies strict standards for superior product visibility through digital marketing tools; but even so, in order to guarantee the accomplishment of digital marketing, businesses should utilize these rules within the framework of a founded digital marketing plan necessitate a tracking, handle, and review process. Ad hoc implementation of the aforementioned activities may lead to the incompatibility of multiple digital platforms and inefficient budget spending.

Theoretical and Practical Contribution

Since evaluating and contrasting outcomes among various digital marketing tools via various analytics tools can be time-consuming and difficult, it is critical to have a theoretical structure in place to bring together analytics attempts and conveniently contrast cross-channel measurements (Castro, Silva, & Duarte, 2017). Based on the findings, several theoretical inputs have provided a set of linkages among the various constructions in a way that helps businesses select how to promote and assess their enterprises through digital marketing.

The latest study adds to the information that search engine optimization, social media marketing, and other digital marketing tools mentioned in the literature review are critical for enhancing product visibility. The findings further emphasize the significance of social media platforms in the procedure of online visibility. All of the data highlight the value of search engine optimization and social media marketing in assessing online visibility and increasing product visibility. The implementation of theoretical factors drawn from various theoretical contexts, as well as their connections, for implementation in the suggested framework, is new in that it supports and advises businesses in deciding how to effectively grow their businesses by utilizing digital marketing technologies. As a result, the paper offers organized techniques for approaching the marketing challenge, where insights from digital marketing specialists may be utilized to analyze other experiences and construct a first step in establishing a consistent theory to support the study of online attempts for boosting companies.

The study conceptually investigates the significance of digital marketing tools in increasing product visibility, emphasizing the necessity for empirical research in this field.

The objectives of this article are two factors in particular. Initially, the article investigates the theoretical function of employee digital marketing tool utilization in firms. Secondly, this article addresses the effects of search engine optimization and social media on product exposure.

We provided an explanation for the function of digital marketing usage in this study to increase theoretical knowledge of digital marketing tools such as search engine optimization and social media marketing. While doing so, we discussed the impact of SEO and SMM on product exposure and how it may be influenced. While a method of strategy for the particular objective is proposed at a theoretical and practical level, this research also provides and argues for further theoretical implications for new ideas and theoretical links in this area.

By distributing information on the suggested subject, we hoped to fill the gap in the literature. In addition to these lines, this study provides practical contribution by proving the effectiveness of various social media platforms and assisting managers in making decisions in defining the most promising digital marketing tools in the product exposure process.

In terms of practical contributions, this research gives an assessment of the efficacy of search engine optimization and social media marketing, which may assist various companies and leadership in defining digital marketing approaches that are successful and efficient in order to boost product exposure. Furthermore, it enables huge corporations, small and medium-sized businesses, and freelancers to select the right tool for moving forward in digital marketing. Additionally, it is stressed that SEO and SMM may be advantageous to firms and that managers should view them as communication tools. Managers may also use these technologies to monitor the firm, collect data to feed their decision models and communicate data with the company to encourage business. Therefore, the implications for organizational management can be seen regarding the way administrators and businesses will present their businesses in terms of the implementation of their business SEO and SMM, depending on the type of business and the importance of interaction.

Recommendation

The suggestions below are made according to the results of the research into effective strategies in the digital marketing era and increasing product visibility.

Because of the pace of the fast-marketing world, marketers must be continually set to apply new strategies and technologies, and clinging to old practices may result in reducing the tight race. The literature and digital professionals agreed that testing is a useful way in digital marketing because it allows for the evaluation of the efficacy of certain tactics between several numerous accessible. For example, marketers may identify which form of social media material elicits the most audience interaction and increases the exposure of the company's product by easily publishing several items and measuring the customers' reactions to every one of them. The testing procedure may be used for all digital platforms in a similar way.

A competent social media marketing executive needs to be a skilled marketer. It's crucial to comprehend how a method like social media may be integrated into an interaction plan to enhance product visibility, revenue, and customer loyalty.

This study came up with some general recommendations according to the findings. Firstly, for choosing the best strategy for the businesses, professionals should be aware of the businesses 'aims and targets. Second, they should consider the sort of business. In other words, whether the company is small, medium, huge, or B2B. Another aspect that should be considered is knowing the demands of the clients. In addition, the customers' age is as important as other factors. Since different types of ages have the tendency to use different platforms for searching for their targeted products. Finally, high-quality content for engaging customers is so crucial.

Limitation and Future Research

Digital marketing is made up of hundreds of numerous channels and programs, every one of which is utilized separately and frequently allows for diverse viewers to be reached (Ištvančić, Crnjac Milić & Krpić, 2017). As a result, exploring real measures to affect total product visibility would be exceedingly difficult, if not difficult. Because

social media and search engine optimization are more common to everyone, they were chosen for investigation. The conclusion is supported by the fact that social media and SEO are widely considered two of the most popular digital marketing tools in the world.

It is critical to identify several limits and concerns that arose during the composition of this thesis. Search engine optimization and social media marketing are relatively new marketing approaches, and many of the publications discovered are no longer applicable. Attempts were made to examine the most useful and trustworthy data.

It should be mentioned to other limitation of the study regarding to sample size. Significant sample size is required while performing research in order to make reliable results. The greater the size of the sample, the more exact the outcomes are going to be. When your sample size is too restricted, it will be challenging to find meaningful correlations in the information (Gray, 2004). Due to the lack of time and Iran's restrictions on the internet connection, only 15 participants were interviewed. So, the results which came may not be generalized.

The future of SEO and SMM is hard to forecast because technical breakthroughs or breakthroughs may affect the way search results are regarded as relevant to web searches, but the discipline of SEO and SMM itself will undoubtedly be valuable for a long time. Because AI technologies rely on basic SEO and SMM concepts to give necessary details to searchers, the foundation for SEO and SMM to grow ever more important is currently in existence. Furthermore, it can be said that the future of search engine optimization and social media marketing will be so bright and wide. All businesses will shift to digital marketing even traditional marketing won't exist anymore.

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APPENDIX 1

Interview Questions from employees

General Questions

1. Age
2. Gender
3. The industry where you work
4. How many people are employed at your company?
5. What is your title at your company?

Main Questions

1. Do you use digital marketing tools at your company/business?
2. What are the primary goals of your company for digital marketing efforts?
3. Does your company use search engine optimization as a digital marketing tool for promoting its business?
4. Does your company use social media marketing for promoting its business? If so, which platform does it use?
5. Why did your company/business choose to use search engine optimization as a marketing method? What are the main advantages?
6. Why did your company/business choose to use social media as a marketing method? What are the main advantages?
7. How important is online visibility for you? Is it hard to get visibility online?
8. Could you consider using search engine optimization/social media marketing as a digital marketing plan for increasing online visibility?
9. What is the purpose of using search engine optimization/social media in the process of online visibility?
10. Do you think Social media marketing has increased product visibility in your company/business? How?

11. Do you think search engine optimization has increased product visibility in your company/business? How?

Close up Questions

12. Is there anything that you would like to add or bring precision to?

13. How do you see the future of SEO/social media marketing?



APPENDIX 2

Interview Questions from digital marketers

General Questions

1. Age
2. Gender
3. What is your occupation?

Main Questions

12. What are the primary goals of digital marketing efforts?
13. Do you use search engine optimization as a digital marketing tool for promoting businesses?
14. Do use social media marketing for promoting businesses? If so, which platform does it use?
15. Why do you think businesses choose to use search engine optimization as a marketing method? What are the main advantages?
16. Why do you think businesses choose to use social media as a marketing method? What are the main advantages?
17. How important is online visibility for businesses? Is it hard to get visibility online?
18. Could you consider using search engine optimization/social media marketing as a digital marketing plan for increasing online visibility?
19. What is the purpose of using search engine optimization/social media in the process of online visibility?
20. Do you think Social media marketing has increased product visibility in businesses? How?
21. Do you think search engine optimization has increased product visibility in businesses? How?

Close up Questions

22. Is there anything that you would like to add or bring precision to?
23. How do you see the future of SEO/social media marketing?

TURNITIN REPORT

Thesis

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Alıntıları çıkart Kapat
Bibliyografyayı Çıkart üzerinde

Eşleşmeleri çıkar Kapat

RESUME

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Workplace	Position	Year
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Date: (Date of Defense)

