

A Study Approach for online marketing over Social Media

By: Areej Hasan Khataibeh

Supervised By:

Dr. Ahmad Azzazi

ABSTRACT

Online marketing and online advertising is very important in business, it works on business development and increase revenue, and also offers many advantages such as cost saving because it is less expensive than traditional methods, on the other hand is that it gives access to a larger category of audience or viewers , In addition to that the payment is in accordance with the results, so the advertiser does not pay the full amount unless the campaign reaches the limits desired by the advertiser, and it is easy to measure the results of online advertising, there is another benefit is targeting the audience more accurately and finally, Within a higher speed and better brand.

Online advertising and marketing done by using a variety of technologies, such as mass email, online advertising, blogging, etc.

The most popular is social media advertising, which can be defined as the use of social networks to create marketing and advertising campaigns for network users based on campaign criteria such as gender, age and location.

Traditional E-commerce methods face many challenges and constraints (eg online transaction security, infrastructure capabilities, customer confidence, cultural factor, user satisfaction and many other factors) , All of the above factors pose challenges and obstacles that need to be resolved, but the most important is to find approach of online

marketing via social media to meet all business and user needs and work to solve previous challenges.

This research is a study of online marketing and advertising through the Internet by the means of social communication where they discussed the subject of (e-commerce and online advertising and social networks) and all related topics, the current status of electronic commerce and social media in Jordan, then propose solutions to strengthen them based on the Statistical analysis results of the study that resulted from spreading a survey that covered 1000 people sample that can be described by saying that gender percent was balanced, most of the study group were between 20 and 30 years, most of them have bachelor's education, most of them have less than 5 years of job experience, all of them use Facebook social media account.

The use of this approach is positively reflected in online marketing and the multiplication of business revenues.