

THE LANDSCAPE OF DIGITAL INBOUND MARKETING TOOLS ADOPTION BY ALGERIAN FIRMS

Inbound marketing is a strategy focused on attracting customers through relevant and helpful content, adding value at every stage of their buying journey. This study investigates the implementation of inbound marketing by Algerian companies. Through a quantitative analysis of 117 companies across 12 sectors, it is observed that the predominant emphasis lies on attracting visitors, marking the initial phase of the inbound approach. However, this singular focus often results in deficiencies in subsequent phases, such as conversion, finalization, and loyalty, indicating an imbalance in the marketing strategy. Thus, we advocate for a comprehensive inbound marketing approach that evenly distributes efforts across the entire customer journey, fostering long-term business growth. It entails investing in tailored tools and strategies for each stage of the buying process, coupled with continuous monitoring to optimize achieved results.

1 Introduction — Brian Halligan first coined inbound marketing» in 2005 (Halligan and Shah 2014). Inbound involves attracting and seducing customers. The need for such a holistic approach stems from the realization that marketing tactics that had been successful in the past were no longer producing the expected results (Halligan and Shah 2014). The pioneers of inbound marketing concluded, „People did not want to be interrupted by marketers or harassed by salespeople. They wanted to be heard“.

According to recent data from the „Digital report: We are social,“ at the beginning of 2023, Algeria had a population of 32.09 million Internet users, representing a penetration rate of 70.9%. In January 2023, social media users stood at 23.95 million, or 52.9% of the population. In addition, Algeria had 48.53 million active cellular connections, equivalent to 107.2% of the total population. For Algerian companies, this means an increase in connected consumers.

As the level of attraction to a product or service intensifies, the complexity of representing the offer increases (Zhou et al. 2019), mainly because the ultimate goal of companies is to maximize the number of conversions, not traffic (Shan et al. 2018). Inbound marketing aims to attract and accompany prospects until they become loyal customers. To establish a lasting relationship with consumers, brands need to guide them through several stages, starting from an unknown to become a visitor, then eventually a prospect, a customer, or even an ambassador (Truphème 2016).

Encouraging the conversion process is imperative. This means weaving a relationship between inbound marketing and the conversion process. Inbound marketing enables us to create a fluid path from attraction to loyalty by strengthening links with web users. This evaluation makes it possible to optimize the actions undertaken according

to the results obtained (Laethem and Durand-Mégret 2019). Conversion is essential for establishing a direct relationship with potential prospects (Sánchez-Teba et al. 2020).

This research aims to determine the degree of involvement of Algerian companies in the use of inbound marketing. To this end, we will start with a literature review to analyze the different tools that can be used in the inbound approach and then conduct a quantitative study with a sample of companies from several sectors.

2 Theoretical background — Inbound marketing relies on a panoply of tools that play a promising role in attracting, converting, closing, and retaining web users. Truphème illustrated the tools specific to each stage.

2.1 Attracting visitors — The initial stage of inbound marketing involves attraction. Acquisition encompasses the array of strategies employed to draw visitors to a website through diverse channels such as social media platforms (LinkedIn, Facebook, Instagram, and YouTube), blogs, etc. SEO involves optimizing pages and content strategies aimed at luring potential customers to the product. While this approach may require time, it holds significant promise for long-term success (El Mokretar and Adman 2023).

Website — One of the critical elements of the inbound concept is the company's website, which converts prospects into leads by optimizing landing pages and registration forms in exchange for convincing contact information. Leads then become customers, and customers become long-term loyal customers (Bezhovski 2015). The purpose of a website is to convey a message, whether conceptual (a new approach to a subject) or practical (presentation of a service or product). The form in which it is presented must be clear so that the reader can understand and appropriate the message (Toucheboeuf 2017). Companies utilize websites as a platform to promote their products and services. Users are inclined to consistently engage with a website if it efficiently facilitates their tasks or goals, whether it's accessing information or utilizing services, in a manner that is swift, straightforward, and efficient (Aziz et al. 2021).

Weblog — A weblog or blog is a specific format for publishing text and audiovisual content on a website. Blog content varies considerably in terms of subject matter and writing style. However, all blogs have in common that individual articles are displayed by default in reverse chronological order (most recent updates at the top). They are often displayed as excerpts on the blog's main page, allowing potential readers to click through to the full article. Many blogs offer readers the opportunity to attach comments to the article, encouraging dialogue between authors and readers (Bruns 2017). Weblogs serve an important function by facilitating the extraction of information from extensive databases. Presently, research explores the utilization of data mining and machine learning techniques to discern behavior patterns of clients from weblog files, with a primary emphasis on analyzing client behavior (Chayanukro et al. 2021).

Search engine optimization — Search engine optimization (SEO) is a primary aspect of inbound marketing, aiming to be discovered by potential customers. It differs from traditional outbound marketing, where companies actively seek to attract new customers rather than be found by them (Zilincan 2015). Search engine optimiza-

tion, also known as SEO, is crucial for companies wishing to increase their online visibility. SEO is a complex field encompassing techniques, research, and development to stay current. It relies on semantics to target keywords and queries used by users. Communication is also a key element in producing unique and attractive textual content. Finally, marketing is essential in creating external links with partners and maintaining good relationships. The best-known search engines are Google and Baidu, and many businesses depend on these platforms to generate traffic, visits, and transactions (Duong 2019).

Social media — The most recurrent definition referred to in virtually all articles is that of Kaplan and Haenlein, who define social media as „a group of Internet applications based on Web 2.0 ideology and technology, and that enables the creation and exchange of user-generated content“ (Kaplan and Haenlein 2010, p. 61). Among the clearly stated definitions, one that appeared at the start of the social media era in 2004 describes social media as „a variety of new online information sources that are created, launched, disseminated and used by consumers who wish to learn about products, brands, services, personalities and more“ (Blackshaw 2004, p. 02). Five years later, Mangold and Faulds, (2009, p. 358) define social media as „a wide range of electronic word-of-mouth forums, including blogs, company-sponsored discussions and chats, C to C emails, product, and service rating sites, discussion sites, micro-blogs (sites containing audio, images, films or digital photographs) and social networks to name but a few.“ Social media has emerged as a pivotal marketing instrument, reshaping the dynamics of brand-customer communication. Brands ought to strive for expanding their customer base, concurrently enhancing their operational efficiency and industry reputation, even in the face of challenge (Handa and Bhalla 2023).

2.2 Converting visitors into leads — The conversion phase involves turning visitors into qualified leads. It could be achieved by proposing special offers via CTAs, landing pages, and forms in exchange for visitors' contact information.

Call-to-action (CTA) buttons — Call-to-actions (CTAs) are buttons or links on a company's website for lead generation. They prompt visitors to take action, such as downloading an e-book, attending a webinar, and purchasing a product or service (Halligan and Shah 2014). A call-to-action button or image aims to turn visitors into leads and is strategically placed on a website or blog; it directs traffic to a target page with a specific objective, called a landing page or landing page. The landing page will aim to gather information on qualified prospects, and the call button can then offer a free white paper in exchange for registration (Cames 2023). The call-to-action empowers visitors to select the most appropriate navigation path based on clickable options. The visitor's response to the advertisement is a critical factor influencing conversion (Erdem et al. 2017).

Landing page — Landing pages are vital elements of successful web advertising; they are the site's main conversion point due to the inbound traffic they generate (Miller 2015). They represent how site visitors are transformed into leads and sales. The main objective of a landing page is to maximize the conversion rate of ads in terms of clicks, views, subscriptions, and purchases (Ayhan et al. 2018). A landing page is a par-

ticular web page that appears in response to an ad; its design plays a vital role in reducing the number of visitors who leave the site without action (Schreiber and Baier 2015). It stands out with its emphasis on effective selling, particularly through meticulous site design (Tynchenko et al. 2021). Often, crafting a dedicated landing page for an offer is favored over a conversion page linked to the main site. Nevertheless, every page within the site should incorporate a conversion option.

Forms — Visitors who fill in a form with their contact information become a potential target. Contact forms are the ultimate way to generate leads ; to access content, the visitor must complete the form by inserting their contact details (Tillon 2016). Halligan and Shah (2014) emphasize that the form should be concise and accessible, including only the most necessary information, such as name and email address. The company needs to establish a marketing database to track contacts and their interactions and be able to plan the next steps.

2.3 Converting leads into clients — The third phase of the inbound marketing process is sales. This stage involves turning qualified leads into customers, establishing a relationship of trust with leads, and providing them with the information and resources they need to make an informed purchasing decision. It is essential to tailor the buying experience to the needs of each potential customer.

Marketing automation

Marketing automation involves using software to automate marketing activities such as customer selection, customer data fusion, and campaign planning. This process makes otherwise manual tasks more efficient and enables new strategies to be devised (Todor 2016). It refers to using a single platform to track leads, automate personal marketing activities, and generate comprehensive closed-loop reports on the effectiveness of all marketing activities (Sweezey 2014). Marketing automation enhances interactive or direct marketing efforts through the integration of automated processes. It goes beyond disciplines like CRM or email marketing by leveraging various data sources, even for unidentified users, to dynamically design communication in real-time across all touchpoints (e.g., website, smartphone app, email, etc.) (Heimbach et al. 2015).

Lead scoring — Lead scoring refers to calculating and assigning a score to a company's leads (qualified sales contacts or prospects). The score is calculated based on the lead's characteristics (sector, company size, responsibility) or behavior (contact history, type of request, website visiting behavior, etc.).the score intends to reflect the prospect's potential, degree of appetite for the product/service, or position in the buying cycle. It can be used to select targets, establish contact priorities, and personalize marketing action (Benhaddou and Leray 2017). Lead scoring is a customer relationship management (CRM) technique that assigns a numerical value (a score) to an organization's potential prospects. This process helps prioritize prospects based on their activity when interacting with the company via different channels, such as website visits or emails. Each activity is generally evaluated and assigned an importance score; prospects are then ranked according to this score, and those with the highest score are then targeted by sales staff (Nygård and Mezei 2020).

Lead nurturing ——— Lead nurturing is about turning cold prospects into warm ones ready to buy. It enables a company to maximize its revenues by exploring every possible opportunity. In practice, the company accompanies the prospect throughout their buying journey, sending them relevant messages at the right time to help them make a purchasing decision (Koski 2016). In other words, lead nurturing aims to develop and maintain lasting relationships with potential prospects by informing and engaging them through targeted messages to help them progress through the conversion tunnel and make a purchasing decision. Lead nurturing involves tailoring personalized messages to prospects based on their behavior, aiming to maintain relationships and increase revenue from potential buyers not yet ready to purchase. This strategy also enhances sales productivity by reducing the time spent on finding new customers. Social media, a key channel for nurturing, enables personalized interactions and serves as a platform for building strong relationships and providing valuable educational content. In essence, nurturing focuses on building trust and credibility rather than direct selling, positioning the brand as a resource for customer service and support throughout the buying journey (Joseph 2023).

2.4 Building customer loyalty ——— At this stage, marketing teams have an essential role in delighting customers and retaining their loyalty after purchasing a product or service. They can organize events and share targeted content. However, they must be innovative and responsive in their interactions on social networks, for example, by providing customer service on Twitter. The aim is to implement all the actions needed to convert customers into brand ambassadors (Truphème 2016).

E-mailing ——— Email is a valuable tool for companies initiating communication and sending short call-to-action messages. They often use email marketing as a standard means of attracting and maintaining traffic to the website, promoting content, discounts, and events. Email types used in marketing campaigns include newsletters for blog subscriptions, follow-up emails to website visitors who have downloaded content, welcome emails to customers, vacation promotions for loyalty program members, and email series providing advice or nurturing customer relationships (Vaibhava 2019).

Intelligent content ——— Aligning offers with each contact's buyer persona and stage of the buying cycle can enhance the user experience and ensure consistency in the message conveyed. By offering a positive experience, prospects and customers are more likely to perceive the brand positively and recommend it (Cames 2023). In order to build long-term customer loyalty, it is not only advisable to produce quality content; it is essential to avoid becoming too intrusive when sending newsletters and emails by setting up a calendar with a well-developed strategy on what content to send (Beatrice 2019).

3 Methodology ——— This study will cover all digital inbound marketing tools based on the previous literature review. To determine the degree of involvement of Algerian companies in the use of inbound marketing tools, we conducted a quantitative study using a questionnaire administered online to a sample of Algerian firms.

A questionnaire-based study seems appropriate, as it will enable us to evaluate the devices separately, as well as the efforts made to optimize each tool used, while interviewing managers could bias the results of this study.

The survey aims to help managers take better advantage of inbound marketing tools by helping them identify the most critical actions in adopting this approach and the missing tips.

The drafting of the questionnaire underwent a review process, taking into account comments and suggestions from professionals. We had the opportunity to get closer to digital marketing professionals at the „Business Exposition” organized by Emploitic on February 25 and 26, 2023, which led us to revise specific questions, mainly those linked to the degree of involvement of Algerian companies in the use of inbound marketing tools. During the show, we found that most participating companies were limited to using just a few tools, which prompted us to use a five-point Likert scale ranging from „Not at all involved” to „Extremely involved” instead of „Disagree” to „Strongly agree.”

A final questionnaire was distributed online over seven months (April-October 2023), resulting in 117 complete responses. While some managers ignored our questionnaire, others refused to take part, feeling that their information could be revealed even though we pointed out the confidentiality of the data.

We will begin by sorting the questions using descriptive analysis to analyze the obtained results. Then, we will determine the degree of involvement of Algerian companies in using each tool to identify the phases of most significant interest, using a scoring method based on SPSS software. To this end, we applied the scoring method to assign scores to each tool.

- The scoring method is based on the following formulas:
- | Overall mean = sum of scores/Total number of tools
 - | Absolute deviation = Average score/overall mean
 - | Relative deviation (%) = (Absolute deviation/overall average) * 100

4 Results and discussion ——— To analyze the survey data, we organize the results into three distinct sections: the characteristics of the sample, the current state of inbound marketing tools use and the scoring method.

4.1 Sample characteristics ———

Company size	Frequency	Percentage
Under 10 employees	30	25.6
10 to 50 employees	45	38.5
51 to 100 employees	6	5.1
101 to 150 employees	21	17.9
Over 150 employees	15	12.8
Total	117	100

TABLE 1: SAMPLE DISTRIBUTION BY COMPANY SIZE
SOURCE: AUTHOR

The sample is predominantly made up of companies with between 10 and 50 employees. This means that small companies and even startups were the most likely to respond to our survey. The sample covers a wide range of business sectors, grouped into 12 sectors (Industrial Activity, Communication/Marketing Agency, E-commerce, Research and Consulting, Health, Online Services, Banking/Insurance/Finance, Airlines, Education/Training/Teaching, Transport and Distribution, Tourism, Technology and Telecommunications. Most respondents in the e-commerce sector (30 companies) stand out, followed by communication/marketing agencies, technology, telecommunication, and industrial activity, with respective rates of 16.24%, 12.82%, and 10.26%. This can be explained by the fact that E-commerce platforms are born on the Internet thanks to digital technology, where the use of inbound marketing remains necessary.

No. of years	Frequency	Percentage
Less than 1 year	30	25.6
1 to 2 years	27	23.1
2 to 3 years	12	10.3
3 to 4 years	15	12.8
4 to 5 years	12	10.3
More than 5 years	21	17.9

TABLE 2: SAMPLE DISTRIBUTION BY NUMBER OF YEARS USING INBOUND MARKETING
SOURCE: AUTHOR

To find out how long the companies surveyed had been using inbound marketing, we asked our respondents to specify the number of years they had been using it, and 25.6% and 23.1% said they had been using inbound marketing for less than a year, and between 1 and 2 years respectively. This finding confirms the recent inclusion of the inbound approach within Algerian companies.

Use frequency	Frequency	Percentage
Rarely	9	7.7
Sometimes	57	48.
Frequently	30	25.6
Always	21	17.9
Total	117	100

TABLE 3: SAMPLE DISTRIBUTION BY FREQUENCY OF INBOUND MARKETING USE
SOURCE: AUTHOR

Our survey findings show that most companies surveyed – precisely 48.7% – use inbound marketing sporadically. At the same time, 25.6% use it substantially, i.e., frequently. In addition, and from the results transcribed in the following table, we can see that most companies make much greater use of the inbound marketing tools specific to the first two stages of inbound marketing, namely attraction (website, blog,

SEO, and social networks) and conversion (form, call to action and landing page). On the other hand, the use of tools geared towards the closing and loyalty phases remains moderate. In a way, these findings confirm the recent integration of inbound marketing in the context of Algerian companies.

Tool	Frequency	Percentage
Website	117	100
Blog	42	35.9
Social media	114	97.44
SEO	105	89.74
Form	48	41.02
Emailing	45	38.46
Call to action	54	46.15
Landing page	54	46.15
Lead scoring	48	41.02
Lead nurturing	48	41.02
Marketing automation	24	20.51
Intelligent content	84	71.79

TABLE 4: SAMPLE DISTRIBUTION BY TYPE OF INBOUND MARKETING USED TOOL
SOURCE: AUTHOR

Type	Frequency	Percentage
White papers	9	7.69
Blog posts	42	35.9
Videos	93	79.49
Infographies	105	89.74
Podcasts	24	20.51
Webinars	9	7.69
Newsletters	24	20.51

TABLE 5: SAMPLE DISTRIBUTION BY TYPE OF CONTENTS
SOURCE: AUTHOR

89.74% and 79.49% of companies claim to use infographics and videos as content types for their inbound strategy, compared to just 7.69% who use white papers and webinars. This disparity reflects the appeal of the visual aspect to prospects. To ensure that inbound marketing is helping to improve the conversion process, we asked our respondents to determine whether they had seen an increase in their conversion rates, and the results show that 79.5% had noticed an improvement. In comparison, only 5.1% said they had not.

Indicator	Frequency	Percentage
No. of visits	117	100
Number of clicks	78	66.66
Time spent	66	56.41
Rebound rate	21	17.95
Conversion rate	23	19.66
Sales rate	84	71.79

TABLE 6: SAMPLE DISTRIBUTION BY INBOUND MARKETING EFFECTIVENESS INDICATORS USED
SOURCE: AUTHOR

At the same time, we can see from the table below that all companies monitor the number of visits to assess the effectiveness of their inbound marketing strategy. Sales rate is also a widely adopted indicator, with 71.79% using it. This shows that Algerian companies are very interested in the results that inbound marketing can deliver, even though most say that the difficulty of measuring ROI and the lack of skills are obstacles to its implementation.

Obstacle	Frequency	Percentage
Lack of resources	24	20.51
Lack of expertise	72	61.54
Time constraints	75	64.10
Difficulty measuring re- turn on investment	93	79.49

TABLE 7: SAMPLE DISTRIBUTION BY OBSTACLE ENCOUNTERED WHEN IMPLEMENTING INBOUND MARKETING
SOURCE: AUTHOR

4.2 Current state of inbound marketing tools use — To assess the level of involvement of Algerian companies in the use of inbound marketing tools and to identify the stages where efforts are mainly concentrated, we will undertake a descriptive analysis of the results linked to each tool. We will then apply the scoring method. The predominant trend for attraction tools, except blogs, is decidedly upbeat. The majority of responses lean towards „Moderately involved,“ „Moderately involved,“ and „Extremely involved.“ Regarding social networks, it is essential to note that a positive trend also marks the elements linked to attraction (RS-1, RS-2, and RS-3). It reflects the significant interest shown by the Algerian companies surveyed in the traffic attraction phase. However, blogging is the least standard attraction tool.

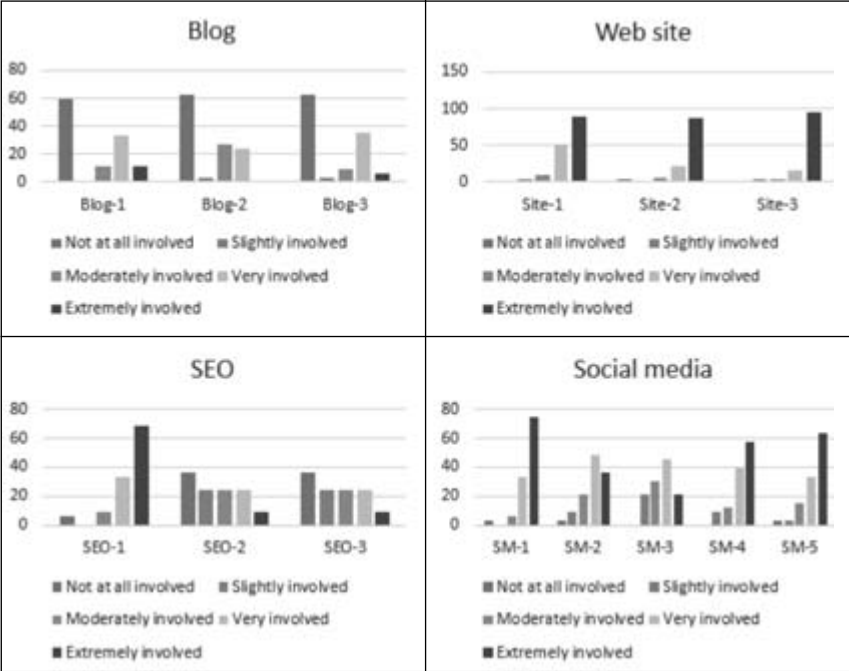


FIGURE 1: ATTRAC-
TION TOOLS CHART
SOURCE: AUTHOR

The prevailing trend for conversion tools is neutral, leaning slightly towards negative for landing pages and calls to action. For forms, there is a certain balance between positive and negative trends. It means that companies' interest in the conversion phase is also noticeable but with less attention than the attraction phase.

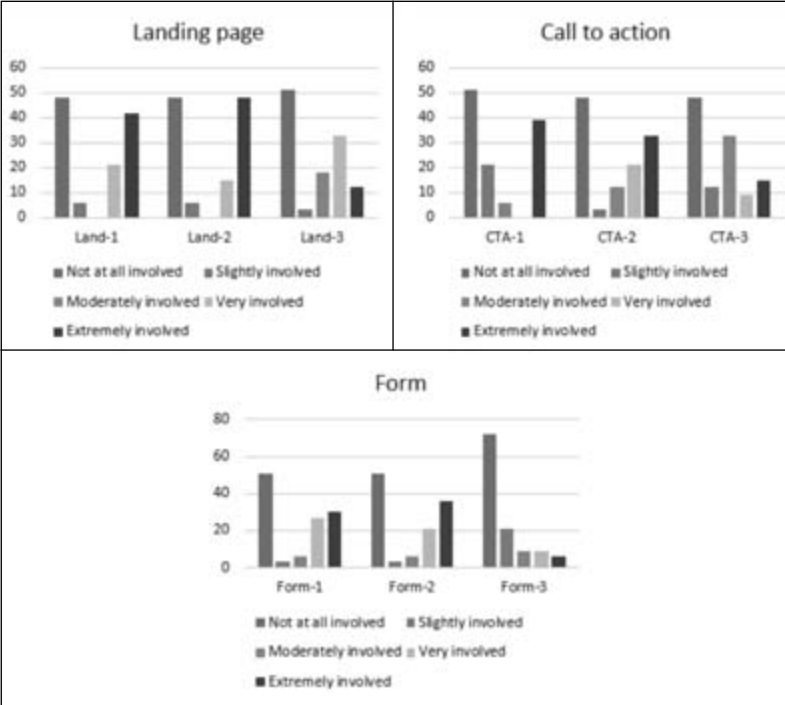


FIGURE 2: CONVERSION
TOOLS CHART
SOURCE: AUTHOR

Based on the following graph illustrating closing and loyalty tools, a predominantly negative trend is observed for most tools, except intelligent content, demonstrating a notable engagement level. According to the companies participating in the survey, interest is extreme in the first two stages of inbound marketing.

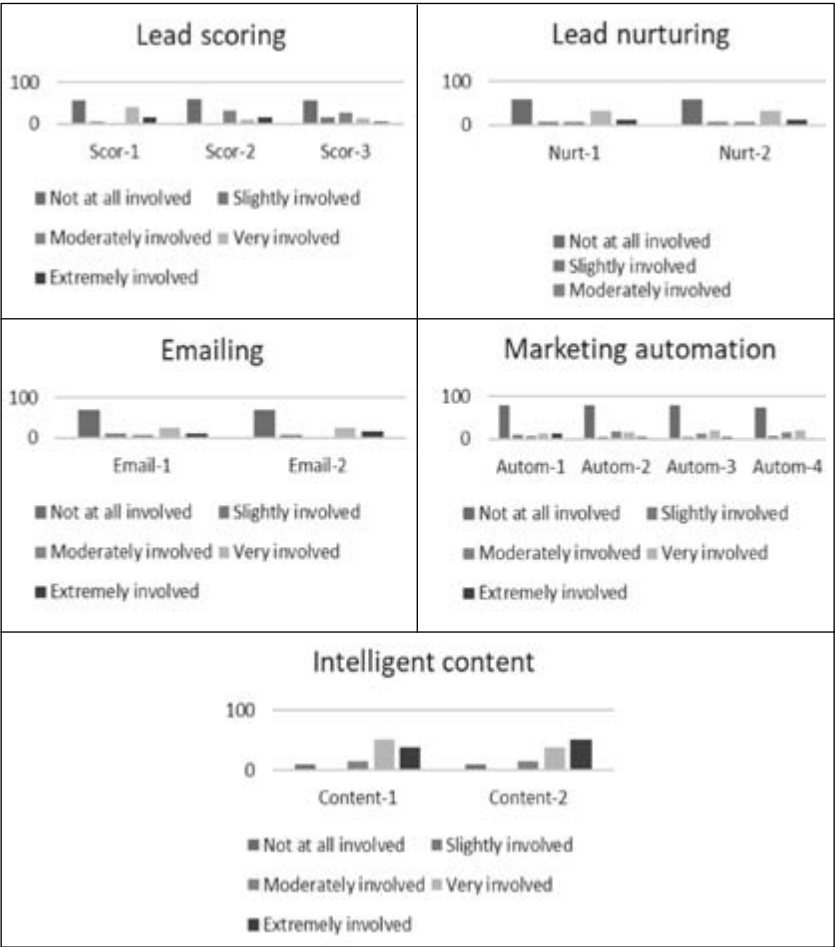


FIGURE 3: CONCLUSION AND LOYALTY TOOLS CHART
SOURCE: AUTHOR

4.3 Scoring method — To determine the degree of involvement of Algerian companies in using inbound marketing tools, we used the SPSS scoring method to calculate the average score, the absolute deviation, and the relative deviation for each tool. The results are shown in the following table:

Tool	Mean score *	Absolute deviation	Relative deviation %
Web site	3.1282	0.3187	11.34
Blog	2.7607	-0.0488	-01.73
SEO	3.7436	0.9341	33.23
Social media	3.7897	0.9802	34.88
Call to action	3.2222	0.4127	14.68

Landing page	2.9915	0.1820	6.47
Form	3.5214	0.7119	25.33
Lead scoring	2.2431	-0.5664	-20.22
Lead nurturing	2.1026	-0.7069	-24.41
Marketing automation	2.7267	-0.0828	-2.94
Emailing	2.9487	0.1392	04.95
Intelligent content	3.3462	0.5367	19.10
Overall mean	2.8095		

*1 = Not at all involved, 2 = slightly involved, 3 = moderately involved, 4 = Very involved, 5 = extremely involved

TABLE 8: SCORING RESULTS
SOURCE: AUTHOR (SPSS OUTPUTS)

The results of the scoring method show that, overall, Algerian companies need to be more involved or at least moderately involved in the use of inbound marketing tools. Social networks, SEO, forms, and emailing represent the tools companies are most involved in, with average scores of 3.7897, 3.7436, 3.5214, and 3.3462, respectively. It turns out that even CTAs and websites show average engagement with the companies surveyed, with average scores of 3.2222 and 3.1282, respectively. On the other hand, interest in landing pages is still less attractive than the other tools, even though their score is above average. The rest of the tools, i.e., marketing automation, blogging, lead scoring, and lead nurturing, are not the focus of the companies surveyed. The scores for these tools show a relatively low degree of involvement.

Algerian companies are mainly involved in the attraction and conversion phases of inbound marketing, with considerable scores for social networks and SEO in the attraction phase and forms and calls to action in the conversion phase. However, some tools, notably those linked to closing and loyalty; represent only a low level of engagement, indicating opportunities for improvement to optimize the conversion process. A more in-depth analysis of specific weaknesses in these areas can help develop strategies to boost the overall effectiveness of the inbound marketing process from top to bottom of the conversion funnel.

To explain the results, we suggest that SEO and social networking efforts may be well optimized, attracting a steady stream of qualified visitors. While practical actions are taken to convert visitors into leads, optimizing calls-to-action, forms, and email campaigns to improve conversion rates may be beneficial. Landing page design and content adjustments may be necessary to improve lead-to-customer conversion. A thorough assessment of specific weaknesses can guide these improvements. In addition, there may be opportunities to optimize lead-scoring processes, nurturing, and marketing automation to strengthen relationships with existing customers.

5 Conclusion — The present study represents a significant contribution to Algerian companies' literature on the use of inbound marketing tools. Several essential observations emerge in an in-depth analysis of the survey results and comparison with existing knowledge in the field.

Scores analysis reveals that Algerian companies are mainly involved in the attraction and conversion phases of inbound marketing. It is consistent with global

trends, where companies often pay more attention to the first stages of the conversion process. Our findings thus confirm that companies widely use social networks and SEO tools to attract qualified prospects to their online platforms.

However, there must be a significant gap in the closing and loyalty phases. The tools associated with these phases, such as lead scoring, nurturing, and marketing automation, are not fully exploited by Algerian companies. This finding is crucial, as it highlights an untapped potential for strengthening relationships with existing customers and maximizing the long-term value of marketing efforts.

Based on the results of our review of the literature, we identify concrete avenues for improving the use of inbound marketing tools in the Algerian context. Previous studies have demonstrated the effectiveness of lead nurturing strategies in maintaining personalized relationships with potential customers, gradually guiding them toward buying. Similarly, marketing automation can enable companies to streamline their processes and deliver consistent customer experiences on a large scale.

Furthermore, our findings underline the importance of a holistic approach to inbound marketing. While each inbound marketing tool plays a specific role in the conversion process, viewing them as interconnected components of an overall strategy is essential. Previous research has shown that optimizing calls-to-action and forms can significantly affect a website's conversion rate.

Our study's limitations are worth noting. The limited sample size and relatively short survey duration may limit our results' generalizability. In addition, we need access to Google Analytics traffic data to ensure our ability to conduct an in-depth analysis of certain aspects of Algerian companies' use of inbound marketing tools.

Future research should broaden the sample size or focus on specific sectors to gain deeper insights. In addition, longitudinal studies could track the evolution of inbound marketing tools over time and assess their long-term impact on companies' sales performance.

In conclusion, our study highlights both the progress made and the opportunities for improvement in the use of inbound marketing tools by Algerian companies. By adopting a strategic approach and leveraging the best practices identified in the literature, companies can strengthen their online presence, attract more potential customers, and retain their existing customer base to ensure long-term sustainable growth.

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Kľúčové slová | Key Words — inbound marketing, digital, conversion funnel, Algerian firms | *inbound marketing, digitálny marketing, konverzný lievik, alžírske podniky*

JEL klasifikácia | JEL Classification — M31, M37

Résumé — *Prístup alžírskych firiem k nástrojom digitálneho marketingu*
Inbound marketing je stratégia zameraná na prilákanie zákazníkov prostredníctvom relevantného a užitočného obsahu, ktorý pridáva hodnotu v každej fáze ich nákupnej cesty. Táto štúdia skúma implementáciu inbound marketingu alžírskymi spoločnosťami. Prostredníctvom kvantitatívnej analýzy 117 spoločností v 12 odvetviach sa zistilo, že prevláda dôraz na prilákanie návštevníkov, čo predstavuje počiatočnú fázu prístupu získavania zákazníkov. Toto jediné zameranie však často vedie k nedostatkom v nasledujúcich fázach, ako je konverzia, finalizácia a lojalita, čo poukazuje na nevyváženosť marketingovej stratégie. Preto sme zástancami komplexného prístupu k inbound marketingu, ktorý rovnomerne rozdeľuje úsilie na celú cestu zákazníka a podporuje dlhodobý rast podniku. Zahŕňa investície do nástrojov a stratégií šitých na mieru pre každú fázu nákupného procesu spolu s priebežným monitorovaním s cieľom optimalizovať dosiahnuté výsledky.

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MOTIVATIONS FOR THE COMMITMENT OF ALGERIAN COMPANIES TO SOCIAL RESPONSIBILITY: AN ANALYTICAL STUDY OF A NUMBER OF AGRI-FOOD COMPANIES

Today's environmental and social concerns are taking on an important role in society, and the introduction of a CSR approach makes sense in order to encourage dialogue between stakeholders, while strengthening credibility and reputation on the market. The aim of this article is to determine the motivations behind the commitment of Algerian companies to a CSR approach. To achieve this, a deductive approach was adapted based on a quantitative method, using a questionnaire intended for a sample of companies in the agri-food sector. The data collected was processed using SPSS software. The results reveal that the motivations for commitment to a CSR approach for the Algerian agri-food companies studied are mainly linked to a number of factors: characteristics of the company, individual, institutional and organizational motivations.

1 Introduction — The company's objectives have remained the same. Profit maximization has traditionally been seen as the ultimate goal of any business. Today, however, managers set several other objectives for their companies: long-term rather than short-term profits, shareholder remuneration, brand image, company growth, and environmental respect. The large-scale consolidation of CSR has led many researchers to study the motivations behind these voluntary commitments. The question of „voluntary“ commitment in the field of CSR does not seem to be topical (Fernando and Sim 2011). Indeed, even if certain constraints guide companies towards taking CSR into account, others, on the contrary, work against this type of commitment (Johnson and Greening 1999).

Furthermore, in an increasingly complex and uncertain environment, companies' pressures make it challenging to identify or prioritize them when making strategic decisions (Lee 2011). Whatever a company's environment, and even if it is increasingly promoting the consideration of CSR, a substantial commitment in this area often requires a voluntary choice on the part of managers. This commitment is the support shown and defended by concrete actions for confident strategic choices and options concerning social and environmental issues (Kardatzki 2022). This commitment is based, moreover, on the choices made by managers according to their perceived interests in the company and their motivations (Christensen, Mackey and Whetten 2014). However, managers face various constraints regarding corporate governance bodies, understood as „the organizational mechanisms that have the effect