



Social Media E-marketing Campaign Compared with the Traditional Way; Case Study Bahrain E-Government

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Abstract

Social media marketing presents prospectively seductive chances for innovative appearances of commerce and communication between consumers and marketers. As advertisers classically desire to find various ways to pursue their intention audiences, several innovative media opportunities are offered to advertisers. Though, world is at a standstill social media initiates. In distinction to traditional marketing media such as television, there are measurements and customer behavior modeling subjects that will require to be addressed before marketers that determine and handle their media investments will be capable to entirely hold the opportunities and steer the risks presented by social media. Social media have become a major factor in influencing different aspects of consumer behavior including awareness, information acquisition, opinions, attitudes, purchase behavior, and post-purchase communication and evaluation. Our study focuses on describing how to run an effective social media marketing campaign compared with the traditional way (e.g. E-Government Authority). The Kingdom of Bahrain's e-Government strategy is focused on ensuring the effective delivery of government services to citizens, residents, businesses and customers. Kingdom of Bahrain should use social media in their marketing communications because it allows them to inform their customers and create a two-way communication. This communication can help companies to influence consumers and differentiate themselves. It can also help the corporate identity, build confidence for the company as well as create relationships. Social media is a cost effective way to become global and create reach.

Key Words

Awareness and capital expansion ,eGovernment, Marketing, Message diffusion, Social Media.

I. WHAT IS MARKETING

Marketing is the method of communicate the worth of a product or service to clients, for the principle of selling the product or service. It is a serious business purpose for represent customers. From a collective point of view, marketing is the connection between a society's substance necessities and its economic outlines of reaction. Marketing assures these wants and needs throughout reserve procedures and structure long term associations (American Marketing Association, n.d.) www.ama.org . It is the practice of communicate the importance of a product or service throughout arrangement to customers. Marketing can be appeared at as an organizational purpose and a set of processes for delivering, creating, and communicating value to customers, and organization customer relationships in traditions that also assistance the organization and its shareholders. Marketing is the knowledge of decide target markets during market segmentation and market analysis, as well as considerate consumer buying behavior and provided that better customer value (Wikipedia) www.wikipedia.org , Vikram, Raja (2013) [1]. There are five competing concepts under which organizations can choose to operate their business; the production concept, the product concept, the selling concept, the marketing concept, and the holistic marketing concept. Kotler, Philip & Keller, L. Kevin (2012) [2]. Whereas promotion includes essentials such as: public relations, personal selling, advertising and sales promotion. Needham, Dave (1996)[3].

II. ELECTRONIC MARKETING

Electronic Marketing means by means of digital technology to assist advertise your goods or services. These technologies are an expensive harmonized to traditional marketing techniques whatsoever the size of your business model or your company. The essentials of marketing stay behind the same generating an approach to distribute the right communication to the right people. What has altered is the number of option you have. Though businesses will continue to make use of traditional marketing processes, such as direct mail, advertising, and public relations, electronic marketing adjoins an entire new component to the marketing mix Kerin, Hartley and Rudelius[4]. Many industries are manufacturing huge consequences with electronic marketing and its flexible and money-making environment creates it mostly appropriate for undersized businesses (Dot Come technology center , n.d.). Whereas social media, on the other hand, has two-way street that gives you the capability to converse too, Ahlqvist, Toni; Bäck [5]

Thomas F. Gordon [6] defined the E-Government is merely the utilized of information and communications technology (ICT), such as the internet, to advance the procedures of government. Electronic Government assures to create government additional proficient, approachable, translucent and genuine and is also making a swiftly increasing advertise of goods and services, with a diversity of new business opportunities. Electronic Government might appear to be modest more than an attempt to enlarge the market of e-commerce from business to government.

III. SOCIAL MEDIA IDENTIFICATION

Kaplan Andreas M [7] stated that the greatest means to identify social media is to split it down. Media is an implement on communication, like a radio or a newspaper, so social media would be a social mechanism of communication. In web 2.0 terms, this would be a website that does not

just give you information. This dealing can be as simple as asking for your observations or leasing you. Think of regular media as a one-way street where you can listen to a report on television or read a newspaper, but you have very inadequate capability to give your opinion on the matter. Kaplan created a categorization method in their Business Horizons, with six different types of social media. Kietzmann, and Kristopher[8] defined the functional building blocks of social media, as Collaborative projects e.g. Wikipedia, blogs and microblogs e.g. Twitter, content communities e.g. YouTube. Social networking sites e.g. Facebook, virtual game worlds e.g. World of Warcraft, and virtual social world's e.g. second life.

IV. BAHRAIN EGOVERNMENT CASE STUDY

The Kingdom of Bahrain participated in the First GCC eGovernment Conference which was held in Sultanate of Oman from 21st to 23rd of December 2009. The participation comes in a bid to improve the efficiency of e-services, to boost cooperation frameworks with the Gulf Cooperation Council (GCC) in the execution of eGovernment strategic and programs, in addition to exchanging expertise in the provision of eServices, capacity building, ePerformance, and to exchange experiences with others to evaluate the accomplishments in the digital knowledge field.

Moreover, as an accomplishment in the Kingdom of Bahrain at the Gulf level, and particularly in the eGovernment, Bahrain www.bahrain.bh was the first in the list of the GCC (GCC e-Governments, n.d.) eGovernment Award winners held, at the First GCC eGovernment Conference. Bahrain has achieved success in the five categories of the award, to be the first Gulf country to achieve this historic achievement for the first time.

The Gulf eGovernment Authorities agreed to take measures to make sure the effectiveness of eGovernment services to support investment and economic development with a direct effect on the lives of individuals and society and thus achieve the overall Gulf renaissance.

They decided to work on promoting the digital and technical support to Gulf citizens, and to give institutions, individuals in both public and private sectors and Gulf civil society organizations the skills to deal with a digital society, and to decrease the digital divide. The Gulf eGovernment authorities agreed upon the importance of mainstreaming, with joint work to add in moving forward at a steady pace towards the successful Gulf eGovernment in the GCC Arab States, in the interest of their interdependence in order to serve its vision of serving the human and developing, activating the latent, to develop its efficiency and categorize in a higher level in the world (Bahrain e-Government newsletter , n.d.).

V. SAMPLE SIZE AND RESEARCH POPULATION

The population of this study is the users of Bahrain eGovernment services. For the purpose of this research 70 questionnaires were distributed randomly. However; only 40 fully solved questionnaires were retrieved from the participants. Thus the sample size of this study is set to be 40 respondents.

VI. HYPOTHESES

The Variables are classified as following:

Independent variables: social media marketing efforts

Dependent variables: Awareness, Message diffusion and social capital expansion.

H0: There is not significant relationship between awareness and preference of services that are promoted on social media sites.

H1: There is significant relationship between awareness and preference of brands that are promoted on social media sites.

H2: Message diffusion does not help to sustain group affiliation

H3: Message diffusion significantly helps to sustain group affiliation

H4: Being proactive within a network does not empower social capital expansion

H5: Being proactive within a network significantly empower social capital expansion

VII. ANALYSIS AND INTERPRETATION

The results show that the highest percentage of respondents were Facebook, representing 100% (N=40) which are the main areas of social media marketing. The other areas represents social media marketing are LinkedIn 95% (N=38), Instagram 87.5% (N=35), Twitter 85% (N=34), Whatsapp 82.5% (N=33), evaluate, analyze and provide action plan for current social media campaign 72.5% (N=29) and new social media campaign for in house development and management other represented for 67.5% (N=27) respectively. The social media marketing areas are of interested in present times.

TABLE I: SOCIAL MEDIA MARKETING AREAS ARE OF INTEREST TO YOU CURRENTLY

Facebook Fan Page					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	100.0	100.0	100.0
Twitter					
Valid	Yes	34	85.0	85.0	85.0
	No	6	15.0	15.0	100.0
	Total	40	100.0	100.0	
LinkedIn					
Valid	Yes	38	95.0	95.0	95.0
	No	2	5.0	5.0	100.0
	Total	40	100.0	100.0	
Instagram (web & Smart phones application)					
Valid	Yes	35	87.5	87.5	87.5
	No	5	12.5	12.5	100.0
	Total	40	100.0	100.0	
Whatsapp (Smart phones application)					
Valid	Yes	33	82.5	82.5	82.5
	No	7	17.5	17.5	100.0

	Total	40	100.0	100.0	
Evaluate, analyze and provide Action Plan for current Social Media Campaign					
Valid	Yes	29	72.5	72.5	72.5
	No	11	27.5	27.5	100.0
	Total	40	100.0	100.0	
Evaluate, analyze and provide Action Plan for new Social Media Campaign for in-house development and management other					
Valid	Yes	27	67.5	67.5	67.5
	No	13	32.5	32.5	100.0
	Total	40	100.0	100.0	

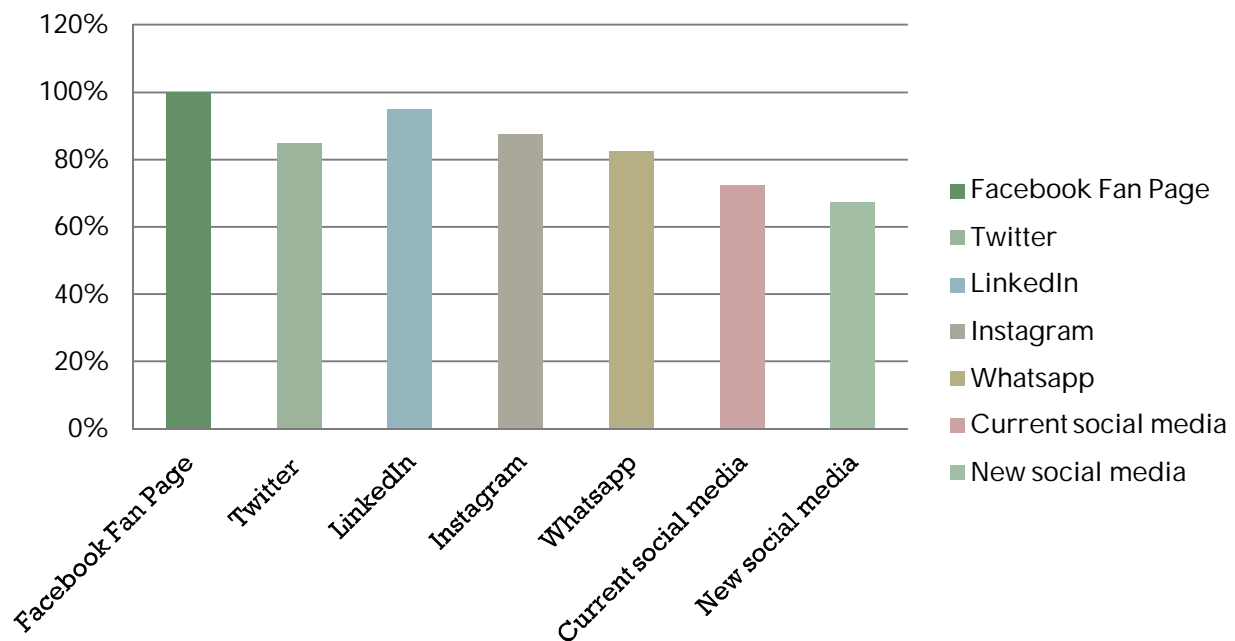


FIGURE I : SOCIAL MEDIA MARKETING AREAS

When considering search engine marketing, the analysis shows that 40% of the respondent were Competition Site Research (N=16) and 27.5% were On-page Website SEO (N=11), 20% of Keyword Research (N=8), and Backlink Strategies are 12.5% (N=5). The search engine marketing in social media is much curiosity on competition and SEO.

TABLE II: SEARCH ENGINE MARKETING

Search Engine Marketing					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Competition Site Research	16	40.0	40.0	40.0
	On-Page Website SEO	11	27.5	27.5	67.5
	Keyword Research	8	20.0	20.0	87.5
	Backlink Strategies	5	12.5	12.5	100.0
	Total	40	100.0	100.0	

When considering video marketing campaign, the analysis shows that 55% of the respondents were recommended Video products: editing, publishing and marketing (N=22) and 45% of the respondents are recommended Personalized YouTube Channel (N=18).

TABLE III: VIDEO MARKET CAMPAIGN

Video Market Campaign					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Video products: editing, publishing and marketing	22	55.0	55.0	55.0
	Personalized YouTube Channel	18	45.0	45.0	100.0
	Total	40	100.0	100.0	

TABLE IV: IMPORTANT IS SOCIAL MEDIA TO EGOVERNMENT AUTHORITY TO THEIR MARKETING EFFORTS

Social media to eGovernment authority to their marketing efforts					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	2	5.0	5.0	5.0
	Somewhat important	18	45.0	45.0	50.0
	Very important	20	50.0	50.0	100.0
	Total	40	100.0	100.0	

Most of the respondents are says "Very important" 50% (N= 9), 45% of the respondents are says "Somewhat important" and least respondents 5% are says "Not at all" (N=2). Social media to eGovernment authority to their marketing efforts are significant.

Most of the respondents are Customer acquisition, Banking Awareness and Customer support which represents 100% (N=40) and ongoing engagement for 92.5% (N=37) and conversion of 75% (N=30). E-Government primary objectives for marketing through social media, these objectives are most advantageous of social media.

TABLE V: CURRENTLY MONITOR SOCIAL CONVERSATION

Currently monitor social conversation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	90.0	90.0	90.0
	No	4	10.0	10.0	100.0
	Total	40	100.0	100.0	

According to Table VI, the result shows that the represents of how to measure success and monitor of social media marketing. Category / product interests are (N=12), Brand mentions and fans/followers/likes (N=11), competitive brand monitors are (N=10), and Downloads and Retweets are (N=7) of measures ad monitor of social media marketing of aware about measures.

TABLE VI: HOW DO YOU MEASURE SUCCESS AND MONITOR

How to you measure success * Monitor Cross tabulation						
Count						
		Monitor				Total
		Brand mentions	Competitive brand monitors	Category / product interests	Re-tweets	
How to you measure success	Fans/followers/likes	8	3	0	0	11
	Re-tweets	0	4	0	0	4
	Comments	0	0	5	0	5
	Downloads	0	0	2	5	7
	Share of conversation	3	2	2	2	9
	Referrals	0	1	3	0	4
Total		11	10	12	7	40

As it is shown in Table VII, the highest percentage of respondents were "fairly familiar", representing 30% (N=12) which are the familiar with eGovernment of social media marketing. The other respondents 27.5% are says "Just somewhat familiar" (N=11), "very familiar" 20% (N=8), "Not at all familiar" 15% (N=6) and "Not sure" 60% (N=24). Social media marketing are familiar with eGovernment.

TABLE VII : HOW FAMILIAR ARE YOU WITH "E-GOVERNMENT"

How familiar are you with ?e-government"					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very familiar	8	20.0	20.0	20.0
	Fairly familiar	12	30.0	30.0	50.0
	Just somewhat familiar	11	27.5	27.5	77.5
	Not at all familiar	6	15.0	15.0	92.5
	Not sure	3	7.5	7.5	100.0
	Total	40	100.0	100.0	

TABLE VIII: HIGH A PRIORITY SHOULD IT BE FOR GOVERNMENT TO INVEST TAX DOLLARS IN MAKING INFORMATION AND SERVICES AVAILABLE OVER THE INTERNET

How high a priority should it be for government to invest tax dollars in making information and services available over the Internet					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very high priority	4	10.0	10.0	10.0
	High priority	5	12.5	12.5	22.5
	Medium priority	10	25.0	25.0	47.5
	Low priority	5	12.5	12.5	60.0
	Very low priority	6	15.0	15.0	75.0
	Not sure	10	25.0	25.0	100.0
	Total	40	100.0	100.0	

According to Table VIII, most of the respondents 25% are says "Medium priority" and "Not sure" (N=10), other respondents 15% are says "Very low priority" (N=6), 12.5% of the respondents are says "High priority" and Low priority (N=5) and the least respondents 10% are says "Very high priority" (N=4). So, therefore, high priority should be for a government to invest tax dollars in making information and services available over the Internet.

It ranges from simple Web sites conveying only basic information to very complex sites that transform the customary ways of delivering local services.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.972a	.945	.928	.160
a. Predictors: (Constant), Conversion, Evaluate, analyze and provide Action Plan for current Social Media Campaign, Whatsapp (Smart phones application), LinkedIn, Video Market Campaign, Twitter, Evaluate, analyze and provide Action Plan for new Social Media Campaign for in-house development and management other, Ongoing engagement, Instagram (web & Smart phones application)				
b. Dependent Variable: Social media to eGovernment authority to their marketing efforts				

ANOVA ^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13.129	9	1.459	56.767	.000a
	Residual	.771	30	.026		
	Total	13.900	39			
a. Predictors: (Constant), Conversion, Evaluate, analyze and provide Action Plan for current Social Media Campaign, Whatsapp (Smart phones application), LinkedIn, Video Market Campaign, Twitter, Evaluate, analyze and provide Action Plan for new Social Media Campaign for in-house development and management other, Ongoing engagement, Instagram (web & Smart phones application)						
b. Dependent Variable: Social media to eGovernment authority to their marketing efforts						

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.613	.392		9.208	.000
	Twitter	-.055	.172	-.033	-.320	.751
	LinkedIn	-1.000	.196	-.370	-5.093	.000
	Instagram (web & Smart phones application)	.024	.214	.014	.113	.911
	Whatsapp (Smart phones application)	-.385	.100	-.248	-3.847	.001
	Evaluate, analyze and provide Action Plan for current Social Media Campaign	.174	.069	.132	2.514	.018
	Evaluate, analyze and provide Action Plan for new Social Media Campaign for in-house development and management other	-.385	.100	-.306	-3.847	.001
	Video Market Campaign	.479	.094	.404	5.092	.000

	Ongoing engagement	-3.222E-15	.196	.000	.000	1.000
	Conversion	-.024	.085	-.018	-.284	.779
a. Dependent Variable: Social media to eGovernment authority to their marketing efforts						

Residuals Statistics					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.00	3.09	2.45	.580	40
Residual	-.441	.385	.000	.141	40
Std. Predicted Value	-2.499	1.109	.000	1.000	40
Std. Residual	-2.748	2.405	.000	.877	40
a. Dependent Variable: Social media to eGovernment authority to their marketing efforts					

Dependent Variable: Social media to eGovernment authority to their marketing efforts

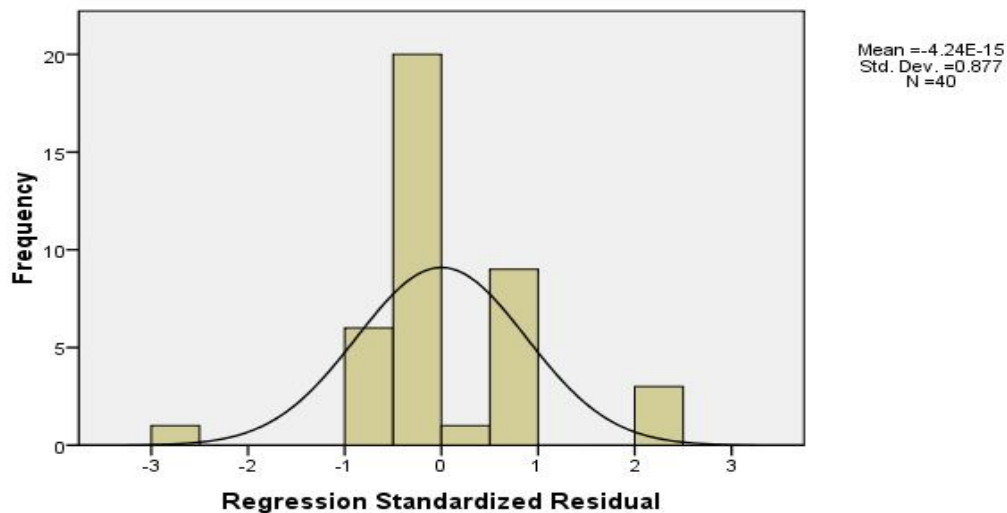


FIGURE:2: DEPENDENT VARIABLE: SOCIAL MEDIA TO EGOVERNMENT AUTHORITY TO THEIR MARKETING EFFORTS.

TABLE IX : AWARENESS AND PREFERENCE OF SERVICES THAT ARE PROMOTED ON SOCIAL MEDIA SITES

Descriptive Statistics			
	Mean	Std. Deviation	N
Deliver updates about services	1.15	.362	40
Promote services and offers	1.00	.000	40
Add value to the conversation	1.25	.439	40
Entertain	1.30	.464	40
Respond to requests	1.45	.504	40
Provide utility/solve a problem	1.40	.496	40
None of the above	1.88	.335	40
Monitor	2.38	1.079	40

There is significant relationship between awareness and preference of services that are promoted on social media sites. So therefore, null hypothesis is rejected (H0).

TABLE X : MESSAGE DIFFUSION

Descriptive Statistics			
	Mean	Std. Deviation	N
How do you measure success	3.28	1.783	40
How often does eGovernment create new social media content	2.50	.877	40

Correlations			
		How do you measure success	How often does eGovernment create new social media content
How do you measure success	Pearson Correlation	1	.221
	Sig. (2-tailed)		.170
	N	40	40
How often does eGovernment create new social media content	Pearson Correlation	.221	1
	Sig. (2-tailed)	.170	
	N	40	40

Message diffusion significantly helps to sustain group affiliation. There is significant relationship between measure success and eGovernment create new social media content. So the null rejected and (H1) is hypothesis is accepted.

Being proactive within a network significantly empower social capital expansion. There is significant relationship between social graph data about individual consumers with their social media efforts and high priority should be for government to invest tax dollars in making information and services available over the internet. So the alternate of null hypothesis is accepted (H1).

TABLE XI. EMPOWER SOCIAL CAPITAL EXPANSION

Descriptive Statistics			
	Mean	Std. Deviation	N
Does eGovernment capture social graph data about individual consumers with their social media efforts	2.00	.816	40
How high a priority should it be for government to invest tax dollars in making information and services available over the Internet	3.85	1.688	40

Correlations			
		Does eGovernment capture social graph data about individual consumers with their social media efforts	How high a priority should it be for government to invest tax dollars in making information and services available over the Internet
Does eGovernment capture social	Pearson Correlation	1	.800**

graph data about individual consumers with their social media efforts	Sig. (2-tailed)		.000
	N	40	40
How high a priority should it be for government to invest tax dollars in making information and services available over the Internet	Pearson Correlation	.800**	1
	Sig. (2-tailed)	.000	
	N	40	40
**. Correlation is significant at the 0.01 level (2-tailed).			

VIII. CONCLUSION

Citizen feedback throughout e-government utilize of social media does not result in governmental change. Government articles using social media do not have an agreed-upon long-term goal for the communication they seek with citizens. The use of social media marketing campaign in e-government differs by social culture and form of government.

Additionally, future research on social media in e-Government is desirable in the areas of strategies and objectives, categorization of e-Government applications, and policy-making. For objectives and strategy, research is needed on the long-range plans for citizen participation and involvement. Such planning will help outline future strategy and fill the vacuum caused by the current lack of definitive goals and objectives. This is important because governments all over the world are presently working on comparable e-Government proposals. More work on social media and e-Government policies is still needed since the use of these technologies is changing rapidly. Government regulations have been traditionally slow to hold up with the information age. As the strategies for government use of social media harden over time, policy makers must keep rapidity.

The latest marketing trends of social media plays, the eGovernment Authority interacted directly with its viewers of different age groups through interactive tools like "Facebook", "YouTube", "Twitter", and ever more has its own personal blog. The E-Government has been responsible for the progression in technology of developing countries. Without e-Government, developing countries will be left behind when it comes to technology because almost every day. Developing countries now have the opportunity to better themselves through electronics and make their society be more advanced and more efficient than ever before. By using social media as a key part of its marketing campaigns, it is capable to attain one of its key target audiences, young people more easily and can express its messages in a format that suits the audience. To assist it accomplished clear brand awareness through its campaigns, it has invented highly structured strategies to make sure all its campaigns and activities are carried out to the same high standard.

IX. RECOMMENDATION

Create a business page on Facebook, and other social platforms, and ensure to complete all information requested in order to gain maximum exposure on social networks. Google+ and

register a local business/place. Having a social presence allows businesses to not only increase online visibility, but also manage online reviews of the business.

Engage Fans and Followers on Social Networks Post simple concise and short updates. Picture sharing on social networks generates more engagement (likes, comments and shares) than text only posts.

Ensure that any links shared on social networks are relevant to the audience. Tweak headlines and website descriptions on Facebook.

It is important to maintain engagement with social audiences and post regularly. To avoid cannibalizing previous posts, and overwhelming fans, space social updates out throughout the day.

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Dr. Ahmed Azzam Elmasri was born in Tripoli, Lebanon. Graduated from Montreal University (Canada) in 1980 holding an Engineering degree in Electronics and Communication. From 1980. He got his PhD from Bradford University (UK) in Digital Signal Processing and Computer Control in 1993. In 1986 he joined the University of Bahrain as a lecturer in Electrical Engineering and Computer Science. In 1988, he was appointed as Director of the Computer Center in Ajman University (UAE). In 1993 he was appointed as IT Advisor in Ministry of Education Bahrain. Following that, he was appointed as an IT Advisor to the Ministry of Information, where he was involved in major developments of the Government Data Networks (GDN), In 2003, he was appointed as the deputy Director for Academic affairs at the Arab Open University. Since Feb 2014 Dr. Elmasri is appointed as the Advisor to the Applied Science University President in Bahrain. He published more than 10 papers in IT and strategic management fields, He was also selected as Honored Member of International Who's Who for

Information Technology for Year 2000. In 2014 he was selected as an expert in validation panel member in National Qualification Frameworks (NQF) directorate in the Kingdom of Bahrain.



Noora Hilal was born in Bahrain 1984, Graduated from Arab Open University in 2011 holding Bachelor Degree in Business Administrative, and Master Degree in General Management in 2013, Since 2012 she is working in Bahrain eGovernment Authority - Marketing and awareness Department, as Coordinator for Marketing and Communications, from 2005 to 2007, Noora was the manager of Bahrain's Athletic girls team association.