Digital Marketing Campaign

Name

Title

Date

About the Company: Jahez

Jahez is a Saudi Arabia-based company that facilitates the online food delivery platform. The company consolidates stakeholders including restaurants, logistics fleet, and customers in one place, Jahez Mobile Application. Jahez aims at providing customer satisfaction by ensuring easy order process, fast delivery, convenient payment options as well as providing efficient customer care.

Micro-environment

* 1. Customers

Jahez top audience includes the people living in urban areas where there is high population density and thus demand is high. The target audience includes the working-class population, young adults such as university and college students, and business owners. The customers are typically people with busy schedules who want food delivered to them instead of having to go to the restaurant physically. Another characteristic is the desire for convenience where the customers look for services to be convenient in terms of home delivery and easy payment methods.

Customer personas are an important tool in the service industry (Chaffey & Ellis-Chadwick, 2012). They help understand the unique needs of different customers. This will help in tailoring a strategy aimed at providing a unique customer experience. Such personas can be:

1. The University/ College student. Tend to order the same food, location changes from time to time, orders are made at random times.
2. The employee. Busy customers with a focus on getting food delivered in time. Pays in cash.
3. The parent. This customer orders food for more than one, emphasizes on timely delivery, and focus on child-friendly food.
	1. Competitor Analysis

Jahez has many competitors offering the same services. These include Walem, Wssel, and The Chefz.

* Walem. The company provides a platform for restaurants and food providers. It offers personalized recommendations, smart search, and order tracking. The company has a strong online presence across popular websites such as Facebook and Instagram. Strengths include smart suggestions for orders and a strong online presence. The opportunity here is to match the online presence and improve the platform for better suggestions for searches.
* Wssel. The company was founded in 2015. It is still in the unfunded stage. It does not have a strong online presence this is an opportunity for Jahez to have more aggressive marketing campaign
* The Chefs. Company targets high-end customers. Strengths include quality unmatched services attractive to the elite. Uses quality as a selling point of the company. It has a strong social media presence that drives its sales up. The weakness of this company is that it doesn’t provide services for the middle-class. This is an opportunity for Jahez.
	1. Digital Marketing Intermediaries

Jahez consumers use various social media apps/websites on a day to day basis. These websites can be strategic partners in driving the digital marketing campaign (Chaffey & Ellis-Chadwick, 2012. They provide a platform that can market Jahez directly through the creation of a company page or indirectly by tagging the company by users sharing experiences.

* Instagram. Popular photo/video sharing app that allows users to share photos and videos of activities, products, and locations. Jahez users have an online presence on Instagram.
* Facebook. The presence of Jahez customers on Facebook presents the company with access to a wider market.

Macro-Environment

1. Technological Forces

Technology has a significant impact on Jahez. These variables need to be considered when carrying out the digital marketing campaign.

* Integration of Artificial Intelligence. This development is revolutionizing the delivery of services over the internet. This enables the prediction of consumer trends while offering suggestions on areas to improve both the marketing and the company itself (Jain & Yadav, 2017).
* Reliability and stability of internet servers. This variable affects the availability of the internet to the consumers which will determine the effectiveness of digital marketing efforts of the company (Chaffey & Ellis-Chadwick, 2012.
1. Legal Forces
* Regulations. Government regulations regarding the content of adverts affect digital marketing strategies (Kannan, 2017). These include the collection of personal data as well as consumer protection regulations.
* Copyright issues regard the use of other people's work such as literary and musical in the marketing campaigns.
* Intellectual property. It involves efforts to protect the company’s intellectual property in digital marketing while preventing infringing on other’s intellectual property.
1. Economic Forces
* Inflation rate. A high inflation rate decreases customer spending power. It, therefore, calls for more efforts to convince consumers to purchase. This requires more effort in the digital marketing campaign.
* Recession. The poor performance of the world economy affects the spending of companies. This might affect efforts for creating high-quality effective digital marketing campaigns.
1. Political Forces
* Political Stability. Considerations need to be made regarding the political temperatures when executing digital marketing campaigns. It includes avoiding the use of politically charged or inclined narrative in the campaign to avoid repercussions.
* Brand messaging. This variable focusses on creating timely and safe associations in the political arena to avoid taking political stands that might end up harming the company.
1. Social Forces
* Cultural issues. The campaigns should be aligned in a manner that serves and respects the cultural beliefs of targeted audiences.
* Social class. Consideration of the target audiences’ social class will shape the digital marketing campaign strategy used.

References

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