The Impact of Digital Marketing on Sales Performance: The Case of Lebanese Pharmaceutical Companies

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ABSTRACT

The marketing of goods and services has remained one of the sectors that need constant innovation throughout the world today. An important marketing strategy in recent times has been digital marketing, defined as the use of electronic media by marketers to advertise items or services on the market with the primary goal of attracting consumers and allowing them to connect with the brand via digital media.

Data is collected and filtered to offer the most comprehensive and relevant output for the research. Consequently, in order to conduct this research, the researchers plan to collect data from at least 100 individuals using a variety of ways. The data from the early answers had already been collected by the time this chapter was finished. Facebook proved to be the most effective method of contacting respondents' study's goal is to find out how digital marketing affects sales of Lebanese Pharmaceutical Companies. The author used the instance of Lebanese pharmaceutical companies to examine the features of digital marketing, digital marketing zones in marketing, and their impact on brand awareness. According to the research, social media zones have a beneficial influence on brand exposure. Brand visibility is increased by the use of social communities, social publishing, and a tiny portion of social commerce through social media. Despite the fact that each channel has its own unique features and fan base, there are significant similarities in the kind of people that utilize the various channels.

Keywords: Digital Marketing, Engagement, Loyalty, Sales Performance, Social Media.

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I. INTRODUCTION

The marketing of goods and services has always been a business that demands continual innovation worldwide. Using electronic media to advertise items or services on the market with the primary objective of attracting clients and allowing them to connect with the brand via digital media has become an essential marketing method in recent times. In the marketing sector, especially in Africa, innovative and imaginative advertising methods are increasingly popular. Web-based advertising and opt-in e-mail newsletters, interactive kiosks, and interactive television are all instances of this. Small and medium-Enterprises can't afford to ignore the potential of digital marketing. Since the beginning of time, small and medium-sized enterprises (SMEs) have been a vital source of job and economic development worldwide according to Zheng *et al*. (2021).

Small and medium-sized companies (SMEs) make up 60 percent to 70 percent of employment in most countries. US manufacturing employment was produced by small and medium-sized enterprises (SMEs) between 1976 and 1986. Seventy percent of Sub-Saharan Africans rely on small firms for their existence, according to the International Labor Organization (ILO) 1998. In Sub-Saharan Africa, the number of individuals employed by small firms varies significantly from nation to country, as previously indicated according to Yan *et al.,* (2021c).

II. STATEMENT OF THE PROBLEM

Businesses of all sizes have the same goal of growing their bottom line: to make more money. An essential part of most organizations' marketing spending is publicizing the goods and services they provide. In Lebanon, where a large percentage of the population uses social media sites like Facebook and Twitter on their mobile devices, there has been an explosion in digital marketing. Pharma companies in Lebanon have not been adequately studied in terms of the impact of digital marketing on their businesses. Even though several studies have been done on the role of digital marketing in enhancing company performance, it seems that little information is available on how small businesses utilize social media marketing to grow. Pharmaceutics sales have been proven to be significantly influenced by social media marketing.

III. DEFINING AND EXPLAINING CRUCIAL DIGITAL MARKETING CHANNELS

A. E-mail Marketing

E-mail marketing is one of the oldest and most used kinds of direct marketing, in which commercial and promotional communications are delivered to current and prospective clients through electronic methods. Because everyone on the planet has an E-mail account, companies see E-mail as the most effective form of marketing. Promotional and retention-based e-mails are the two most popular forms of commercial e-mails according to Radha (2020). Due to their conciseness

and focus, promotional e-mails are more likely to result in action. Regarding customer retention E-mail marketing (also known as newsletters), focus is on offering helpful material to keep consumers engaged over the long term. In addition to promotional and retention-based e-mails, other types of e-mails include transactional ones, catalogues, notifications, invites, and other forms of communication according to Yan (2020a).

E-mail marketing may have a significant impact on a company's digital marketing strategy. To begin, companies may divide their customers into various groups and then provide material and messages specifically tailored to each group's needs and preferences. Personalized E-mail content may ensure that a company's communications are appealing to every segmented consumer group. E-mail marketing's ability to be fully automated via triggers is one of its primary benefits. When a corporation sends personalized messages to prospective clients, it makes a decision. Some of these triggers may rely on the time of day or the activity of a particular user. Adding an item to one's shopping basket while perusing an e-commerce website is a typical case according to Yan (2020b). A common problem with e-commerce is that customers quit their shopping carts amid the transaction, for whatever reason. Following the abandonment of a customer's shopping cart, many companies send a follow-up E-mail to remind them about the item and offer a discount.

B. Content Marketing

By focusing on creating and distributing valuable and relevant information, brands may attract and hold onto a targeted audience while also driving lucrative customer behavior, as defined by the Information Marketing Institute (IMI). The usage of high-quality, relevant content may help develop strong customer connections, which in turn leads to improved sales. Sixty percent of marketers publish once a day, and 57 percent want to focus on bespoke content in 2014. Content marketing produces three times as many leads for a fraction of the cost of conventional marketing according to Qiao (2021).

Hubspot.com's content marketing success story that is Hubspot.com is a brilliant illustration of what content marketing can do. On Facebook and LinkedIn, they employ extensive blog posts, eBooks, and videos to bring attention to the information. Any digital marketing campaign's success on the quality and quantity of the material it uses. Google's algorithms place high importance on high-quality content to provide consumers with the most relevant and accurate results possible according to Moawad (2020). If the content isn't of the most excellent quality, all PPC, SEO, and social media strategies will fail. A well-executed content marketing strategy may also contribute to a rise in revenue. Most first-time consumers are still debating whether or not to buy anything from us.

High-end items like smartphones, laptops and even automobiles are particularly susceptible to this. Many buyers do considerable research on a company's website before making a purchase. Customers are more likely to purchase a product if the information is well-written, clear, and engaging. Content marketing may be used to attract and keep customers engaged in your product or service as they get closer to making a purchase. Insufficient information on the

Internet may force consumers to ask the same questions repeatedly. Content marketing may help the company's customer support reps if needed. Content marketing is a great way to increase business brand recognition and reputation according to Foo (2021).

C. Social Media Marketing

Because it is so engaging and enables everyone to express themselves, social media has dramatically impacted how firms interact with their clients and sell products in today's contemporary world. According to Camargo (2020), optimizing user engagement and sharing of your material on social media is a process of tailoring your content to each platform. In the last decade, social media has undergone a tremendous transformation, as seen by the rise in social network users.

According to Barrot *et al.* (2021), 97% of marketers say they utilize social media, indicating an increasing reliance on it. Customer loyalty, sales, brand equity, and exposure may all be improved via social media marketing. Social media campaigns are only as good as the material people share with friends and followers. They are more widely circulated and carry an implied endorsement if shared by individuals who know the receiver of the message.

Small businesses may benefit significantly from social media marketing since they have a limited marketing budget and are cautious about investing in marketing techniques. Social media marketing is one of the most flexible and cost-effective means of marketing today. Popular social media networks including Facebook, YouTube, Twitter, WhatsApp, WeChat, Instagram, and TikTok play a significant role in digital marketing.

There are many benefits to using social media marketing but also some drawbacks. Because of this, customers no longer have to be afraid to complain about the products or services they receive for fear of business retaliation. Customers who are close to dissatisfied customers may have an impact on a company's reputation, as well as on other potential or present customers.

D. Search Engine Optimization

The term "search engine optimization," or SEO, refers to a wide range of methods for increasing a website's exposure in search engines like Google, Yahoo!, and Bing. When it comes to digital marketing, it's one of the finest in the industry. Organic and sponsored efforts go hand in hand in the complicated process of social media search engine optimization (SEO). A company's products and services are advertised using PPC (pay-per-click). SEO is about improving a website's content, keyword research, and constructing backlinks.

Search engines such as Google and Bing place a strong priority on providing high-quality results to their consumers. Real-time algorithms are pretty beneficial in this situation. Crawlers, utilized by search engines, collect information on everything on the Internet that can be accessed. After receiving information, a search engine creates an index (a digital library of web pages) subjected to an algorithm that seeks to match all of the data with a given search phrase. Search engines use a variety of elements to rank web pages. When it comes to SEO, relevance is giving search engines the highest priority when returning results that are closely

connected to search terms entered into a search box (Google considers over 200 factors when determining the relevance of the content) according to Moawad (2020).

E. Pay-Per-Click Marketing

To increase the number of people who visit a website, pay-per-click (PPC) advertising is used. PPC marketing enables businesses to advertise in the sponsored listings section of a SERP by paying a fee for each ad click. Even though organic search is more cost-effective, there are situations when PPC is preferable. If a company's search engine optimization (SEO) campaign fails and the agreement is nearing its end, it may choose to use PPC to gain immediate results according to Zheng *et al.* (2021).

Additionally, PPC advertising is simple to evaluate and track because it can be tweaked to make minor adjustments. Targeting customers based on demographics is one of the advantages of using PPC. The company's ad slots can be used to target customers based on demographics such as age, gender, education level, and more. The work of the author Pay-per-click (PPC) advertising network Google Ads is the most popular worldwide. For a campaign to be successful, a list of target keywords must be included according to Moawad (2020). The frequency with which a phrase is searched will influence its price. Keywords can cost as little as 50 cents a thousand or as much as $50 per thousand the level of competition and the industry in which a product or service is sold impact the price. Legal, financial, and insurance phrases are the most expensive. Compared to free traffic, paid traffic has a 200 percent ROI on average and 50 percent higher conversion rates.

IV. METHODS

A. Sampling Method

Sampling is critical to answering the research questions. Non-probability sampling is one of the most often used sampling procedures, and this study employs it. Because all population members have an equal probability of being chosen, proportional sampling may reduce bias. However, because of the possibility of sample mistakes, this approach is both times- and energy-intensive. Non-probability sampling, even though it does not strive to choose units from the population mathematically randomly, is helpful in terms of cost and time efficiency. As part of this study, we will use two non-probability methods to examine how customers feel about the pharmaceutical companies in Lebanon. People who are available and willing to participate in the research are selected using a procedure known as convenience sampling. Snowball sampling may also be used to find situations when access to the network is difficult due to the limited nature of the network. Customers already members of a group they have formed or that the firm has created for them make our approach ideal for this study.

B. Data Collection

To collect quantitative data from respondents, survey questionnaires are the most often used tool by researchers. It is feasible to acquire data from many individuals utilizing social networking sites like Facebook, Instagram, LinkedIn, and YouTube. The questionnaire for this research consists of three sections: Before moving on, we'll ask the first set of questions on respondents' traits, and then we'll ask the second set of questions regarding respondents' preferences for digital platforms and how much time they devote to each of these channels. The questionnaires had been distributed through an e-mail, text message or social network post when the survey was completed as a google form. Customers will be sent a link to the poll at the beginning of the process. Our friends' networks of social media followers would benefit significantly if they shared our survey with their own. Social media followers who have shown an interest in participating in our surveys are also contacted and provided with the appropriate link. To invite members to participate, specific online communities may post information about the poll on their walls.

C. Data Collection Instruments

Many data-gathering technologies is available, each with its own set of advantages and disadvantages. Electronic survey questionnaire distribution may be accomplished in one of three ways: Sending an E-mail message that contains a survey to participants, introducing them to a web-based survey, or asking them to survey an electronic communication setting.

Based on their research objectives and framework, they chose choice three for their study's format. While self-completion surveys may reach many people, they can also help save time and make the process more pleasant for those taking part. Researchers and participants may work on the survey at their own pace and convenience because of the Internet's speed and wide availability. It's a no-brainer because of the instrument's inexpensive set-up and running costs. Those interested in Lebanese pharmaceutical companies will be sent a questionnaire as part of this research.

Because of these precautions, when the data is collected, it will be filtered to offer the research's most comprehensive and relevant output. Consequently, to conduct this research, the researchers plan to collect data from at least 100 individuals using a variety of ways. The data from the early answers had already been collected. Facebook proved to be the most effective method of contacting respondents.

D. Operationalization and Measurement of Variables

Quantifying factors like social media marketing activity and customer brand loyalty may best be done with a Likert scale. Using this evaluation process, participants may have a more excellent grasp of the challenges and the best way to address them. Using the Likert scale of 1-5, the researcher determined that one is least important; 2 is somewhat important; 3 is neutral; 4 is essential and five is most important. If Likert scales are utilized consistently throughout the data collection process, the SPSS software may be more beneficial for data analysis.

V. RESULTS

A. Validity and Reliability

TABLE I: VALIDITY AND RELIABILITY

	Cronbach Alpha
Entertainment	0.794
Interaction	0.873
Trendiness	0.887
Customization	0.889
Word of Mouth	0.920

Source: Author Work.

The Cronbach Alpha test was used to determine whether or not the data gathered was reliable and trustworthy. As long as the Cronbach Alpha of the data is more than 0.7, it signifies that the data has been obtained correctly and is legitimate. The above table may be used to maintain the following outcomes:

- Entertainment is valid since it scored a Cronbach Alpha of 0.794.
- Interaction is valid since it scored a Cronbach Alpha of 0.873.
- Trendiness is valid since it scored a Cronbach Alpha of 0.887.
- Customization is valid since it scored a Cronbach Alpha of 0.889.
- Word of Mouth is valid since it scored a Cronbach Alpha of 0.920.

This means that all the above variables are valid and reliable for data analysis.

B. Descriptive Statistics

TABLE II: HOW LONG HAVE YOU BEEN USING SOCIAL MEDIA PLATFORMS?

		Frequency	Percent
Valid	1-5 years	45	75.0
	6-10 years	33	15.0
	Less than 1 year	22	10.0
	Total	100	100.0

Source: Author Work.

As shown in the table above, more than half of the respondents said they had been using media platforms for one to five years, while 33% said they had been using media platforms for six to ten years, and 22% said they had been using media platforms for less than a year.

TABLE III: WHO IS RESPONSIBLE FOR YOUR POSTS OR THE USE OF YOUR SOCIAL MEDIA ACCOUNT

		Frequency	Percent
Valid	Outsourcing	49	45.0
	Employee	51	55.0
	Total	100	100.0

Outsourcing (Media agency) is responsible for 49 percent of respondents' posts or the usage of their social media accounts, whereas pharmaceutical employees are responsible for 51 percent of respondents' posts or social media accounts.

TABLE IV: SOCIAL MEDIA PLATFORMS USAGE FREQUENCY

		Frequency	Percent
Valid	Daily	49	45.0
	Monthly	31	5.0
	Weekly	20	50.0
	Total	100	100.0

Source: Author Work.

According to the data in the table above, 49% of respondents said they use social media platforms daily, 31% said they use social media platforms monthly, and 20% said they use social media platforms weekly.

TABLE V: SOCIAL MEDIA PLATFORMS AND INTERACTIONS

		Frequency	Percent
Valid	Facebook	39	45.0
	Instagram	49	45.0
	Whatsapp	12	10.0
	Total	100	100.0

Source: Author Work.

According to the above table, 39 percent of the respondents stated that the social media platforms that they follow and interact with customers are Facebook where 49 percent of the respondents stated that the social media platforms that they follow and interact with Customers is Instagram and 12 percent of the respondents stated that the social media platforms that they follow and interact with customer's platforms are WhatsApp.

TABLE VI: SOCIAL MEDIA IS EFFECTIVE IN RETAINING CUSTOMERS

		Frequency	Percent
Valid	Slightly Important	12	5.0
	Neutral	11	10.0
	Important	28	40.0
	Most Important	49	45.0
	Total	100	100.0

Source: Author Work.

Only 12% of respondents claimed that social media has a moderate impact on customer retention, while another 11% said they had no opinion.

In contrast, 28% of the respondents answered that the impact of social media is significant in maintaining clients, while 49% stated that the effect of social media is significant.

TABLE VII: SOCIAL MEDIA ACTIVITIES

		Frequency	Percent
Valid	Neutral	14	20.0
	Important	39	45.0
	Most Important	47	35.0
	Total	20	100.0

Source: Author Work.

Regarding daily social media activities, 14 percent of respondents said that they had no effect, 39 percent stated that they had a significant impact, and 47 percent stated that they had a significant impact.

VI. MULTIPLE REGRESSION

Simple linear regression was the first to use multiple regression analysis, an enhanced form of simple linear regression. Multiple regression is used in this research since basic linear regression only works with one independent variable, which is the case here because there are six independent variables. This research is being conducted to assist in the certification of the relationship between dependent and independent elements.

Regression analysis serves the same function as correlation, but it goes deeper into the connection between the variables. Checking the percentage of variance that the predictor components can explain is done using R-square values. An independent variable for each of entertainment, Interaction, trendy, customization, word-of-mouth (WOM), and promotion determines how much variation there is in brand loyalty.

TABLE VII: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.396ᵃ	0.157	0.132	0.01829

a. Predictors: (Constant), Entertainment, Interaction, Trendiness, Customization, Word of Mouth, Brand Loyalty.
Source: Author Work.

TABLE VIIIX: REGRESSION ANALYSIS

Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	0.101	0.007		0.050
	Entertainment	0.242	0.087	0.300	0.006
	Interaction	0.403	0.121	0.462	0.001
	Trendiness	0.214	0.087	0.270	0.014
	Customization	0.211	0.002	0.318	0.045
	Word of Mouth	0.004	0.001	0.276	0.004

The regression analysis was conducted to test the relationship between the variables and validating the research hypotheses based on a margin error of 5%. It can be noticed that Entertainment showed: Beta= 0.300 = 2.785, R2= 0.157, f-sig= 0.006. The T-Test which is the result of dividing the B=0.242 over the standard error=0.087 scored a level of 2.785 which is above 2. Interaction has a margin error of (0.01) and a T-Test of (3.324), Trendiness have a margin error of (0.014) and a T-Test of (2.471), customization have a margin error of (0.045) and a T-Test of (10.55), and word of mouth have a margin error of (0.004) and a T-Test of (2.920). All of the above variables scored a significance level lower than 0.05. This means that the alternative hypotheses are accepted, and the null hypotheses are rejected.

$$Y = A + BX1 + BX2 + BX3 + BX4 + BX5$$

Brand Loyalty = 0.050 + 0.30 Entertainment + 0.462 Interaction + 0.270 Trendiness + 0.038 Customization + 0.276 Word of Mouth

VII. DISCUSSION OF FINDINGS

A. The Impact of Entertainment on Brand Loyalty

Hypothesis 1 focuses on brand loyalty. According to the results of the data, the hypothesis is probably valid. Entertainment has the most significant impact on brand loyalty compared to other factors. Brand loyalty and entertainment go hand in hand, but entertainment has also made a significant contribution. Entertainment is included in the research findings because of its 0.000 significance level.

ENT says that there is a positive correlation between the variables. The entertainment factor of the brand's social media content increases customer engagement and loyalty. The impact of entertainment on brand loyalty has been shown to vary in previous research. This SMM effort had the most significant influence on brand loyalty in the pharmaceutical industry.

Regarding Lebanese pharmaceutical firms, consumer trust is an intermediate between SMM and brand loyalty, which may be explained by the author's inclusion of the entertainment aspect. Consequently, the function of entertainment as a brand loyalty motivator may differ by business. For pharmaceutical companies, data shows that consumer engagement and a desire to buy again are strongly influenced by the level of entertainment they provide.

B. The impact of Interaction on Brand Loyalty

According to Hypothesis 2, brand loyalty is directly influenced by interactions. The hypothesis is accepted as a result of the data analysis. According to regression analysis, brand loyalty may be influenced by interaction. In both cases, Interaction had a positive relationship with the dependent variable. Comparing the results of this study to previous ones that looked at SMM activity characteristics, we found that they were somewhat different.

Yet his study showed no link between trustworthiness or brand loyalty despite his strong belief in the importance of human connection. In our case studies of pharmaceutical businesses in Lebanon, multiple regression indicated that this variable had a second, more substantial link with brand loyalty. Customers are more likely to return to a business if they have a personal connection. With social media sites like Facebook and Twitter, customers may build trust with one another by expressing their opinions and knowledge.

Gaining and maintaining customer confidence is a clear benefit for every business. Firms may save their consumers time and effort by offering interactive services that make it easier for them to get the information they need. Consequently, customers can be guaranteed that their problems and enquiries will be answered in a timely way, and that their viewpoints will be considered.

C. The Impact of Trendiness on Brand Loyalty

Following this hypothesis, client loyalty is directly linked to a brand's popularity. This theory, too, has been proven valid by the data testing outcomes. According to the regression analysis, a moderate link exists between a brand's "trendiness" and customer loyalty. The independent and the dependent variables of multiple regression analyses have a good relationship with trendiness, which means that trendiness has an acceptable impact on the variables of the analyses.

Companies need to use social media and other online networks to present their customers with the most up-to-date, newest, and most current information and trends. If a brand's content appeals to customers, they may be more likely to stick around. This information may serve as a motivator for customers to remain with the company. Marketers must also consider the persona of their customers, such as their current perspectives, interests, and other characteristics, in addition to updating the fundamental facts.

D. The Impact of Customization on Brand Loyalty

Hypothesis 4 (H4) was established to see whether customization is linked to Brand Loyalty. Both of these theories were agreed upon. Customization and Brand Trust were examined as possible predictors of brand loyalty, and the researchers found that each had a positive effect on the other. Regression analysis shows a modest correlation between Brand Loyalty and Customization. If the analysis between the two variables is stated as a number near 1, then there is no connection between them. Customization and Brand Loyalty have just a moderate correlation in this specific instance, as can be shown.

According to the study's findings, SMM characteristics like personalization and customer satisfaction are linked in the insurance industry. Traditional advertising and digital social platforms have significant differences in personalization, which may be used to improve customer satisfaction.

For businesses, customizability is an effective way to demonstrate their uniqueness and enhance customer loyalty in the eyes of their customers by meeting their needs and

demands as closely as possible. Most survey participants, those between the ages of 18 and 35, are more willing to support companies that provide unconventional means of personalizing products and services. That makes it more likely that businesses will look for ways to tailor their operations daily.

E. The Impact of Word of Mouth on Brand Loyalty

H5 looks at the connection between customer loyalty and brand advocacy. Our previous tables and analyses suggest that we can accept this notion. Because Word of Mouth had a 0.002 significance in the regression test, it was suitable for the investigation. According to regression statistics, brand loyalty positively correlates with Word of Mouth.

A positive correlation is typically considered to exist if the correlation is greater than 0. Correlation between these variables is termed "poor" because of its r-value range of 0.1 to 0.29, which falls into three categories of positive correlation. According to this data set, there seems to be a correlation between the word of mouth and brand loyalty. To compare the influence of several independent variables on brand loyalty, the Standard Coefficients Beta may be utilized.

If customers are happy, they'll spread the word about it, but if they're not, they'll keep quiet. In the insurance industry, word of mouth is closely linked to client happiness, which is intriguing. No one can argue that individuals prefer to spread knowledge by talking about their experiences with close relatives, friends, and coworkers.

Customers and businesses can use Word of Mouth to propagate excellent or wrong opinions about the products they use, and businesses may take advantage of positive Word of Mouth to increase sales and profit. The researchers found a strong connection between brand equity and word-of-mouth recommendations in their investigation into the topic. We've done our best in this research and conversation to convey the concept that brand loyalty may be influenced by word-of-mouth.

VIII. THEORETICAL CONTRIBUTIONS

More and more research are being done on the impact of social media marketing on customer loyalty to brands. The study's findings will be invaluable for marketing and SMM literature, especially regarding the link between SMM and consumer loyalty. Social media marketing has increased brand loyalty, as discussed in the discussion section. Based on the findings of this study, it seems that consumers who follow businesses on social media are more likely to remain loyal to them. A new component was added to the SMM activities sections for this research, which has been confirmed and condensed from earlier chapters. At various intensity levels, fun, engagement; personalization; trends, word-of-mouth marketing, and promotion have influenced client loyalty. Despite this, the significance of SMM activities is attributed to various aspects by another research. Customers place a high value on entertainment. Following Trendiness and Promotion, the most significant influences on brand loyalty are Personalization and Word of Mouth. Many companies use SMM activities to communicate with consumers and provide important information. The six SMM

features researched have been tested and assessed for their significance in digital marketing for a specific industry.

IX. MANAGERIAL IMPLICATIONS

Pharmaceutical companies and their internet marketing activities are considered to impact consumers in the issue discussion area substantially. To achieve the primary purpose of this research, administrators and marketers should use social media to their advantage, according to the findings of this study.

Using digital marketing, a company's entertainment factor is the degree of excitement and activity they put out on social networking networks. Customers will be more engaged and loyal to a brand if they value and participate in the company's social media content.

This research found that SMM entertainment was an outstanding feature, which is also similar to this study's findings. It's possible to describe entertainment as a brand's ability to create a dynamic and exciting environment for its customers to increase customer engagement and satisfaction. As a consequence, customers may pick and choose how they wish to be served. Educating customers on a company's products and brand, for example, might be a goal of many businesses.

The demand for amusement may be satisfied by providing amusing material or involving customers in the marketing activities of firms. Consumers' expectations of brands are being met via user-generated content (UGC), a community developed by firms for their clients, where they can freely contribute new ideas and thoughts and may converse with other users.

Because of the dominance and extensive usage of digital platforms, customers have a broad choice of alternatives and strategies for getting information. With the advent of increasingly comprehensive digital materials and tools, businesses may make the most of their non-traditional marketing efforts on social media networks. If companies want to keep their customers up to speed on the latest and most significant trends and information, they need to use social media. When new information is released often, those who spend much time on social media are more likely to discuss and debate it. Consumers are more inclined to stick with a brand whose content is well-known in their minds.

One practical recommendation is to distribute people and resources to manage social media communities, contact consumers before they understand their requirements, and use diverse communication tactics for good. According to data gleaned through surveys, Instagram's engagement elements were unpopular among users. These ideas may help you cope with and manage this issue. As an alternative, they may make greater strategic use of the information in the section on demographics when developing their social media marketing plans. Younger people assessed SMM actions by pharmaceutical companies less positively than older people.

People's experience can be improved by adding more content targeted at this demographic, which Lebanese pharmaceutical companies can do. Because generations still depend on their parents for financial assistance, the Pharmaceutical Companies may not consider their social

media promotions tempting or valuable enough, which might explain the low promotion ratings. This information should be more relevant and compelling to improve customer interest, satisfaction, and loyalty to these firms.

X. LIMITATIONS AND DIRECTIONS FOR FURTHER RESEARCH

There are obvious limits to the research of this quantitative kind. This study will have a survey questionnaire, and the results will be based on the data collected. However, even with a large sample, extrapolating the findings from this research conducted in Lebanon and online with exclusively Lebanese consumers is difficult. As a general rule, social media users between 18 and 35 are regarded to be the most active. Hence there may be a data gap for respondents in other age categories.

Due to time restrictions, a more extensive inquiry that would have yielded more information and depth was impossible. Future studies on the same subject may benefit from more participants, allowing for more insightful perspectives to be acquired. In addition, quantitative techniques that use closed-ended questions may prevent those being polled from expressing their own opinions and views on the subject.

An exciting conclusion may be achieved with a more comprehensive background or a hybrid technique. Another limitation is the weighing scale. Based on these six criteria, SMM operations may not be relevant to all Pharmaceutical Companies or the industry as a whole. A tool that is both effective and suitable for this ever-changing business may be created. Thus, it is possible to get a more comprehensive image and a better understanding of the issue at hand by breaking down each element in multiple ways.

A primary emphasis of this dissertation is the company's utilization of Facebook and Instagram, as well as other social media platforms like Tumblr. Before extending to additional channels, like in this example, the corporation wants to master these two channels first.

Because of the time and money constraints, only quantitative research methods were utilized in this study. There is no qualitative research used in this study, referred to as quantitative research. Instead, during the author's time working for the case firm, he discovered the exploratory data. As a result, the stats gathered are enough to support this study's goal.

Because the case firm is still developing its online enterprises, the findings of this study are precisely what they were hoping to find when looking into social media potential. Aside from a detailed explanation of prior research on social media marketing, the example company's marketing efforts are not mentioned.

But the author was able to finish this investigation on time and get the secondary data he needed from several sources. The concerns are handled and dealt with in the correct way while working closely with the representative of the case firm throughout the many research phases. As a new firm, such as the one in this situation, it is critical to provide trustworthy and valuable information about social media marketing. Despite these constraints, it is still possible to grasp whether social media is a successful marketing strategy for the example firm in worldwide marketplaces.

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