

“Effective Inbound Marketing Strategies to Spread Brand Awareness through Social Media in a Competitive Environment in Oman with reference to Ooredoo (Sultanate of Oman)”

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Abstract

The aim of this report is to understand and examine the importance of inbound marketing strategies in regard to the telecommunications sector and in precise Ooredoo, in order to increase the effectiveness of the marketing process. The objective of the study is to know the impact of employee training programs on the marketing strategy, to identify the involvement of social media in the inbound marketing strategy, to identify the impact of SEO and content on the effectiveness of the strategy, and lastly, to analyze the contribution of the current inbound marketing strategies of Ooredoo and their effectiveness to the brand awareness. With the use of the objectives mentioned, we could understand the effects of the different aspects that Ooredoo faces regarding its inbound marketing strategy and what is the most critical approach to be taken to increase the market base and brand awareness. The primary data collected via questionnaires will be analyzed with the use of Microsoft Excel and SPSS to provide an in-depth view of the impacts of various inbound elements, and the presence of challenges to draw a conclusion and recommendations to cope with the ever-changing industry.

Keywords: *Inbound Marketing, Brand Awareness, Social Media, Content, SEO.*

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I. Introduction

The inbound marketing strategy is one of the most vital approaches companies use in order to increase their brand awareness, which results in a rapid increase in their market size and shares whether within the sultanate or abroad.

The rationale of the Study

In this era of rapid technological advancements, it is safe to say that everyone has shifted digitally, therefore companies must adapt to these changes and base their business on it, or else they will be left behind or even fail to survive. Inbound marketing is defined according to Hoppe (2022) as the strategy that focuses on enlightening the customers about the business offerings by creating content to allow the customers to be attracted, engaged and delighted. The stages of the inbound marketing strategy process consist of Attract, Convert, Close, Delight (Popova and Viljanen, 2019) that upon releasing the content, the customers go from being strangers to becoming brand promoters. Inbound marketing strategy and brand awareness go hand in hand as they both contribute to the conversion of prospects to customers and finally brand promoters. Brand awareness is defined by Kotler and Keller (2016) as the familiarity of consumers with your brand even if they are not your target market, this measurement shows how your brand is doing in terms of implanting the brand in the minds of the public that allows them to remember your brand, its features and qualities. This shows that brand awareness campaigns and inbound marketing strategies go hand in hand as they both create content to attract potential customers and create a brand image to be unique in a competitive environment, in addition to them both utilizing e-channels like social media for their campaign content.

Therefore, the company needs to choose the right inbound marketing strategy following its brand awareness campaigns to gain effective and efficient results in terms of growth, level of awareness, and sale conversion. Furthermore, the factors that may affect the effectiveness and efficiency of inbound marketing strategies are content, social media, websites, and SEO. The company must create quality content based on their type of offerings, if not done right the customers will have an opinion, then it will become a trend in social

media showcasing negative aspects of this business, the competitors may even create their content by making fun of the company’s brand. Any company needs to know how to align its inbound marketing strategies with its brand awareness signs.

Statement of the Problem

Not having a clear vision can be one of the main challenges that many companies have, because it is hard to implement effective marketing strategy without knowing what affects its success and the combinations of strategies that will work best with the company. In addition to the challenge of having competitors, the company should acknowledge who their competitors are and what they are offering and, also to create new schemes that can benefit the company from the competitors’ weaknesses. The research problem is to develop a sharp vision of the inbound marketing strategy and to find out its variables. It is designed to examine these variables and how they can have an impact in the success of inbound marketing strategies in relation to brand awareness of organization.

Aims and Objectives of the Study

The aim of our study is to examine how effective implementation of inbound marketing can increase brand awareness in the case of Ooredoo. The following objectives are put into place to guide us in achieving the aim.

1. To identify the impact of employee training on the effective implementation of inbound marketing strategy
2. To identify the contribution of social media to the success of inbound marketing strategies.
3. To find out the impact of the content and SEO on the effectiveness of the inbound marketing strategies.
4. To analyze the overall contribution of the current inbound marketing strategy of Ooredoo to brand awareness.

Significance of the Study

As this research focuses on the inbound marketing strategy of telecommunication industries, it would be most beneficial for most telecommunication sector as it would not have details on the other sectors and in precise it would benefit Ooredoo directly due to the comparison and the full study is studying their company. This would provide the telecommunication industry with an insight of where an improvement is required, in addition to what is the most effective way to increase brand awareness through social media platforms. As written by Anastasia, (2020), understanding inbound marketing would help organizations by understanding the target audiences needs and requirements which will allow them to satisfy those requirements.

Also, as this research is made by us, Ooredoo are not required to try and are only required to support us by providing us with the required information about their marketing activities and their diverse ways that they contact their audience with the knowledge that all the collected information is disclosed, and no personal information will be shared without the permission of both the university and the respected organization (Ooredoo). Where having inbound marketing would create wonders for Ooredoo eventually and create a stable number of clients throughout their different sources of products and services provided. In addition to the previously mentioned points, inbound marketing will also reduce the costs of marketing and operations for Ooredoo, this is due to the company already understanding what customers seek or focus on, which will allow Ooredoo to provide its clients with the required products directly without delay or a reason for them to change to another brand. As mentioned in Patel (2018) article, “inbound marketers focus on creating quality content that is of interest to potential customers and pulls them toward the company and product”.

Definitions of Terms

The following table dedicated to give the definitions of the core concepts found in the study:

Table 1: Terms and Definitions

Term	Definition
SEO	It stands for search engine optimization, which is a tool used to improve the number of visitors and interactions to your website/social media by using keywords or phrases (NA, 2022)
Brand Awareness	The customers remember your brand under different situations. (NA, 2022)
Inbound Marketing	A strategy of connecting with potential customers through materials and experiences they find useful. (Patrutiu-Baltes, 2016).

The Case of Ooredoo:

Ooredoo is a Qatari telecommunication company, which is considered to be the first privately owned telecommunication company in Oman. It was established in Oman in 2005 and was called Nawras, then as of 2014, it was changed to Ooredoo as it began to serve customers internationally. Its direct competitors are

Omantel and Awaser. Ooredoo serves its products to business customers and regular customers for personal use. The product range of Ooredoo is as follows

<ul style="list-style-type: none"> • mobile data plans prepaid and post-paid (4G/5G) • -internet/Wi-Fi plans • -fibre optics • -streaming services 	<ul style="list-style-type: none"> • financial solutions (instalment buying of smartphones) • -Contactless payment method (Ooredoo Pay) • -Smartphones
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Ooredoo is focused on maximizing their customer’s digital life, by providing them with high quality products and services ensuring that their customers experience will be great. Ooredoo’s vision is to “enrich people’s digital lives. Their values consist of caring, connecting, and challenging.

II. Review of Related Literature

Inbound Marketing

A new dissimilar method known as inbound marketing began to rise and enter the market in the early 2000s Agile (2018). HubSpot initiated its use in 2006. Inbound marketing, according to their concept, is the method of developing a valuable consumer experience that will result in beneficial business outcomes. According to HubSpot (2018) while it is a technique for looking to attract, interact and delight buyers to help the company expand and strengthen consumer loyalty in agreement with Halligan & Shah (2014) it is simply “pull marketing” that implies that a business attracts customers by expressing relevant and useful data and producing rich sources. In use to meet these requirements. It integrates a variety of techniques that they used widely online. In relation to Kumar (2018), an aspect of online marketing strategy is inbound marketing, which uses pull marketing in today’s modern digital world. These blogs, social media marketing, and other forms of electronic pull marketing are examples of online pull marketing. Content creation, SEO, and similarly utilizing organizations of all sizes, whether large or small, can benefit from inbound marketing. Increasing awareness and thus attracting new organizations. Inbound marketing concentrates on developing quality content that is appealing to prospective consumers and attracts them to the firm and goods.

The main ideas of inbound marketing are interface and participation. These two aspects aid marketing companies in developing long-term and beneficial relationships. It also enables ongoing communication with customers, which leads to greater and long-term benefits. (Opeana & Vinerean, 2015.) Furthermore, this approach is thought to be more cost-saving and leads to a higher rate of return overall. As per Forbes, the inbound approach includes an extra focused approach accompanied by generating more prospects discovering new leads is 61% less costly than discovering outbound (Tripura, 2017)

According to the application of inbound marketing in relation to Popova and Viljanen (2019) in the B2B sector, there are uses for inbound marketing. For example, using social media platforms like Twitter or Instagram. Where there are areas for interaction and connection with prospective business-to-business buyers. In exercise, many salespeople may choose to become influencers or use their channels on social media to interact with potential customers.

The literature review indicates that there are four main factors contributing to the success of any inbound marketing strategy including employee training, social media, content, and search engine optimization (SEO). The following discussion elaborates on these factors and draws toward brand awareness. The survey of Patel and Chugan (2018) showed that SEO and content creation and distribution through e-channels have the following percentages respectively 66%, 60%, and 50% in terms of its importance.

Employee Training

According to Patruti-Baltes (2016), the development of inbound marketing strategy consists of content creation and turning leads to customer’s interaction. Therefore, employees must be familiar with digital marketing and its tools and must have the ability to utilize these e-channels effectively as inbound marketing is a strategy that pulls the customers towards the company, not the other way around. This means that the employee must be able to create personalized targeted content that shall grasp the attention of the customers leading them towards each stage of the inbound marketing process of attracting, converting, closing, and finally delighting the customer. In addition, Patel and Chugan (2018) have stated that inbound marketing is a method of making and distributing quality content. This suggest that the employees must have the skills to create such content that attracts customers. Furthermore, a global survey of 7000 marketing professionals that was included in, Patel and Chugan (2018) research suggest that customers are shifting digitally with their purchase habits, everything is at their fingertips, which means the traditional marketing efforts are not that effective for this generation of customers.

Social Media / Website

We are currently in the digital era, and having an online presence is crucial for any business. According to Patel and Chugan (2018) implementing the business in social media through content creation is the steppingstone to gaining the potential customer’s attention. Any business without an online strategic plan will fail regardless of the resources that they have. Patel and Chugan (2018) stated that most businesses fail to capitalize on it by converting the lead into a successful sale, which suggests that a proper marketing plan must be established in the social media aspect of the business. Patrutiu-Baltes (2016) stated that inbound marketing is by far superior in terms of effectiveness and efficiency regarding sales conversion by having social media or online presence that is appealing to the customers. According to Patrutiu-Baltes (2016) social media platforms are like any business environment with it the company can get valuable information about potential customers and vice versa. As most customers follow, like, share or/and search for that specific company because they are attracted to their content and are seeking information about the company’s offerings. Furthermore, Patrutiu-Baltes (2016) stated that customer-company communication through social media is tailored, which helps in building rapport and gaining customer knowledge through their feedback and improving the offerings accordingly which will eventually lead to customer loyalty. An important aspect of social media or online presence according to Patel and Chugan (2018) is to be consistent and update the page regularly to get a grasp of the current trends in the market and customers.

Content

In accordance with Pulizzi (2012) content marketing is a business and marketing practice for generating and disseminating valuable and relevant material in order to attract, obtain and engage a strongly outlined and managed to understand target group with the goal of driving profitable action from a customer. Both Patel and Kumar (2018) and Patrutiu-Baltes (2016) agree that having quality content ensures attracting the attention of the customers towards the stages of inbound marketing process. The content should be tailored to target the specific customers that the business is trying to serve. This can be done as stated by all the authors through customization which is the key and having a quality content will increase the sale conversion rate, as the targeted customers are invested in the content and found a solution for their need in the content published or uploaded by the company in the e-channels. Therefore, having creative and innovative employees who are thinking outside the box, and are in direct contact with customers is the most crucial factor that determines the success of the content published. In agreement with Martin (2013) and Rancati (2015) with inbound content branding strategies, you can go beyond simple awareness to generate preference and implicit brand addiction, which can be accomplished by placing a brand as a preferred option.

Search Engine Optimization (SEO)

SEO stands for Search Engine Optimization. It involves the usage of keywords to place an online entity in the search engines. For example, when a business builds its own website or social media, they can use a unique phrase or word that can be identified as in writing or coding it. This gives the search engine the ability to rank your site in the top 10 search results. According to Patrutiu-Baltes (2016) SEO is the important ingredient in the whole digital environment aspect of marketing, as it has a significant effect on the positioning of the business’s online presence. As reported by Bezovski (2015), the goal of SEO is to raise the number of visitors from search engines by developing a website’s on and off-page search engine ranking. In any case, SEO has changed greatly as web browsers have developed over time. Initially, the most important aspect for ranking high were common words and Meta keywords. In addition, SEO and quality content come hand in hand as they both affect the positioning of the business’s online presence. This suggests that a skilled employee must be capable of utilizing the SEO tools effectively as studies have shown that most searches on Google end on the first page, which means that the customer/researcher uses only the first page of the results provided by Google. Furthermore, employees must be skilled in the utilization of Google analytical tool to help position their company on the first page of results in the search engine.

Inbound Marketing and Brand Awareness

Inbound marketing strategies and brand awareness come hand in hand. Inbound marketing strategies are used to attract customers by creating value-added content for their targets, and by doing so, brand awareness increases. Popova and Viljanen (2019) both agree that one of the benefits of inbound marketing strategies is that it increases the brand awareness of the company.

Conceptual Framework

Below is the conceptual framework which shows how the study plans to understand the contribution of different variables on the successful implementation of the inbound marketing strategy leading to achieve brand awareness. To do that, the study identified from the previous studies the major key variables consisting of

employee training, social media, content, and finally SEO. The assessment of these variables is to be examined to examine its impact of the success of the inbound marketing strategy of Ooredoo, and that influences the company’s overall brand awareness. The study will adopt a mixed methodology where the effect of these variables would be, as mentioned above, with questionnaires distributed to the employees and customers of Ooredoo online and offline.



Figure 1: Conceptual Framework of the Study

Research Gap

After reviewing the related literature, the researchers concluded that all the authors have touched on inbound marketing strategies implemented in a theoretical aspect. Studies were able to identify inbound marketing advantages, disadvantages, types, and claimed it increases the growth of the business.

There are few studies focusing on inbound marketing in the telecommunication industry due to less amount of attention given to them due to the assumption that their current customer base is sufficient, and a smaller number of telecommunication industries showed interest in effective inbound marketing therefore, this research is made to fill this gap. With only Patel and Chugan (2018) conducted related the topic to the success of start-ups, however, they have done it in a generalized method without focusing on a specific industry with only focusing on the competitive environment that is available in India. The literature on this sector is rare and there are few studies covered the highly competitive environment of the telecommunication sector where companies are having a face-off to attract more customers or even converting their rivals’ customers into their own. The telecommunication industry in general and Ooredoo in Oman are in need of serious examination of their application of inbound marketing, where attention to the uniqueness of its socio-culture environment can contribute a new understanding of the impact of various variables. Furthermore, the study aims to contribute to identifying the effective methods and the variables that affect the successful implementation of inbound marketing strategies in spreading brand awareness through social media and their relationships.

III. Research Methodology

Research Design: Descriptive Study

As mentioned by Williams (2007), a descriptive research approach elaborated on the characteristic of a certain issue of conflict faced and explains it thoroughly. With the effective use of descriptive research, it would allow us to gather more information which will allow us to better understand the customers and also the employees of Ooredoo in regard to the current viewpoint on the marketing strategies currently used. In addition to understanding the brand awareness of Ooredoo in the eyes of its clients through social media.

Research Respondents

In this study, the researchers choose the convenience sampling method. As defined by Etikan, Musa, and Alkassim (2016). That convenience sampling (as well as recognized as haphazard testing or accidental sampling) is a kind of non-probabilistic or non-random sample size in which respondents are chosen who meets specific requirements, such as convenient access, geographic location, affordability at a fixed time, or desire to engage, are also included in the survey.

The primary data will be collected from both the employees and customers of Ooredoo. Employing convenient sampling, the questionnaire will be developed using online survey platforms and sent as a link to the targeted participants; voluntary to be filled with a target size of 175 customers and 15 employees.

Research Instrument and procedure

An online Questionnaire is selected to be the primary instrument for collecting the data. The questionnaire is defined by Saul McLeod (2017) as an instrument of research that allows the researchers to gain insight into the respondent’s knowledge or experience about a certain matter. Using an online questionnaire is expected to result in many benefits such as being easy to make, distribute, and analyze as well as saving time and expenses. The questionnaire shall consist of diverse types of questions including open-ended questions, closed-ended questions, and Likert scale questions to get the big picture or insight on the topic. The process of collecting the data will be implemented by sending a link via emails or mobile contact numbers to ensure comfort for the respondents and reduce the researcher's present effect.

Analysis and interpretation

Customers Questionnaire Analysis

The first data that was collected from the customers are the demographic variables as shown below.

Factors Effecting Inbound Marketing Strategy

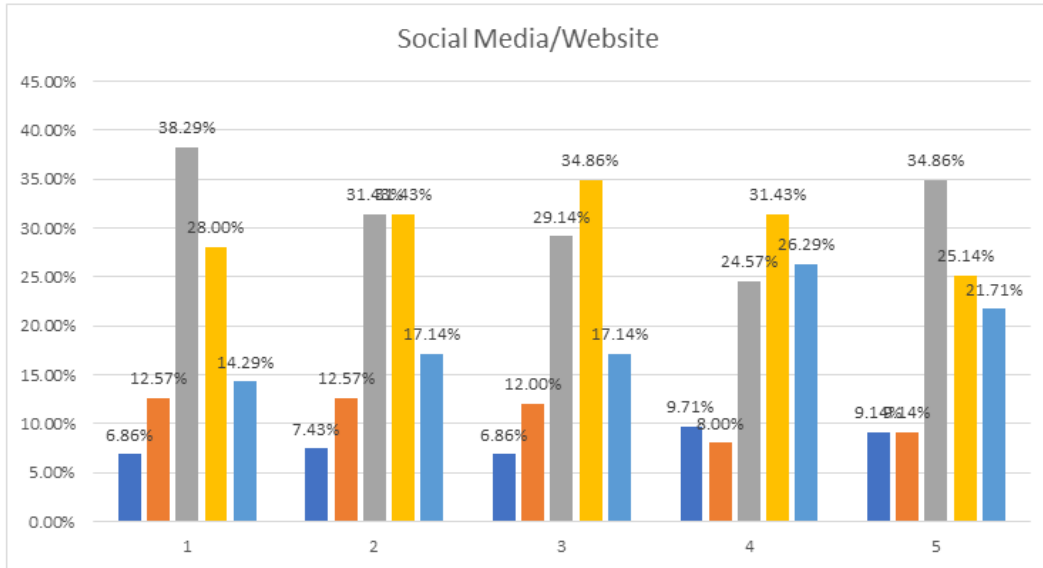
Scale of measurement

The data would be measured based on the weighted average that would show the level of agreement of the clients in regards to the Likert scale of five points to numerical data as shown below:

Scale	Verbal Scale
1.00 - 1.79	Strongly disagree
1.80 - 2.59	Disagree
2.60 – 3.39	Neutral
3.40 - 4.19	Agree
4.20 – 5.00	Strongly Agree

Table 1 Ooredoo’s social media, Website, and Media Platforms.

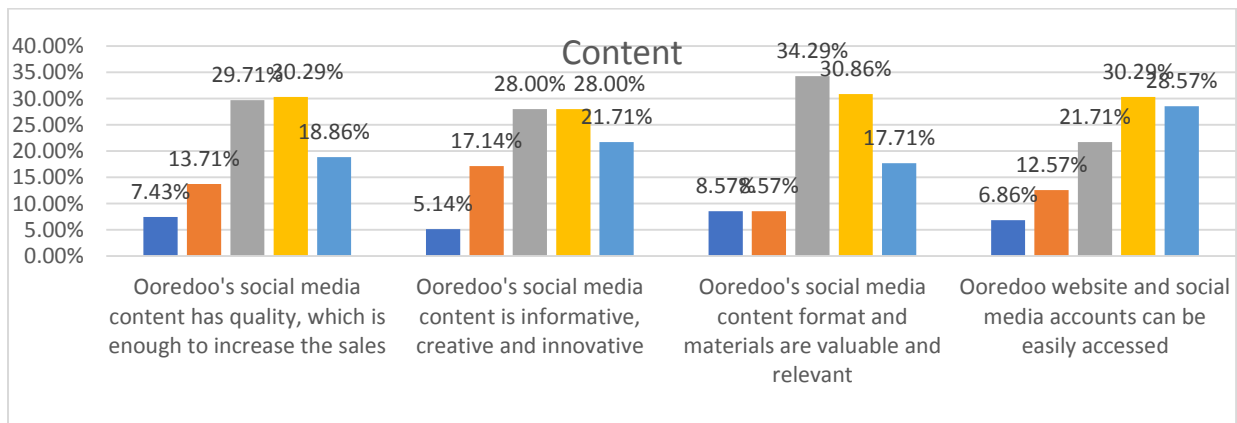
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Ooredoo's social media content and website is effective	6.86% 12	12.57% 22	38.29% 67	28.00% 49	14.29% 25	175	3.30
Ooredoo's social media marketing and website attracts customers	7.43% 13	12.57% 22	31.43% 55	31.43% 55	17.14% 30	175	3.38
Ooredoo's social media platform and marketing strategies along with its official website contributes positively in development of brand awareness level	6.86% 12	12.00% 21	29.14% 51	34.86% 61	17.14% 30	175	3.43
It is easier to find information about Ooredoo's offerings by browsing its social media platforms and also through its official website	9.71% 17	8.00% 14	24.57% 43	31.43% 55	26.29% 46	175	3.57
Overall, does your experience with Ooredoo's website and social media platform has positive impact in building brand awareness	9.14% 16	9.14% 16	34.86% 61	25.14% 44	21.71% 38	175	3.41



The analysis is carried out by evaluating the weighted average of the responses for the above statements about Ooredoo’s social media, Website, and Media Platforms. The weighted average for the first and second statement are 3.3 and 3.38 which means that the respondents are neutral about Ooredoo’s social media content and website is effective and that it attracts customers. This shows that the customers are satisfied with Ooredoo’s social media and website, and thereby, Ooredoo should focus on improving their social media and website to make the customers delighted. The remaining statements shows that the customers agree with weighted average of 3.43, 3.57, and 3.41 that Ooredoo’s social media platform and marketing strategies along with its official website contributes positively in development of brand awareness level. In addition, to it is easier to find information about Ooredoo’s offerings by browsing its social media platforms and also through its official website. Furthermore, they also agree that the overall customer experience with Ooredoo’s website and social media platforms has a positive impact on in building brand awareness.

Table 2 Ooredoo’s Content Quality, Content Format, and Social Media Account.

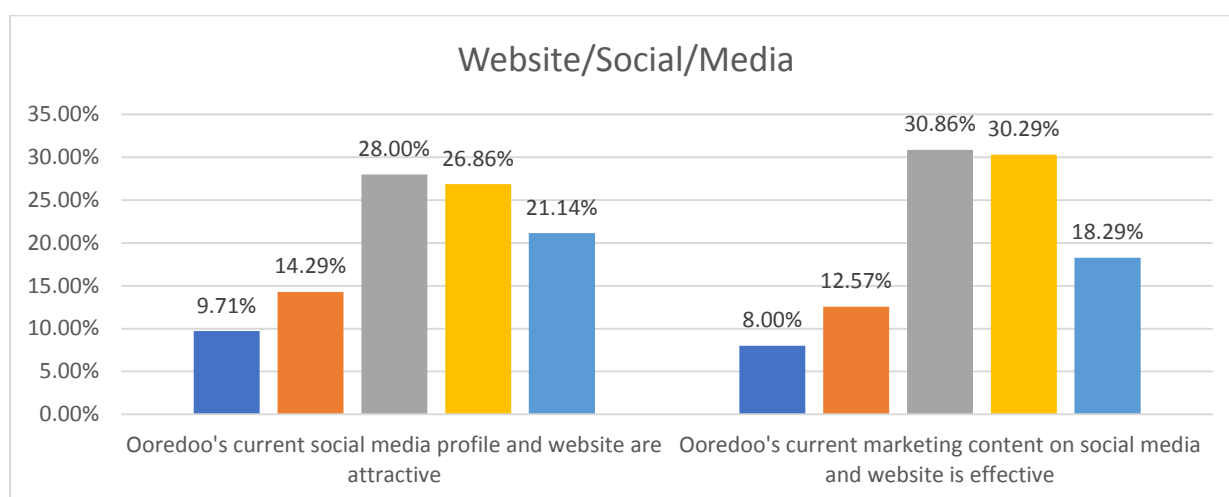
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Ooredoo's social media content has quality, which is enough to increase the sales	7.43% 13	13.71% 24	29.71% 52	30.29% 53	18.86% 33	175	3.39
Ooredoo's social media content is informative, creative and innovative	5.14% 9	17.14% 30	28.00% 49	28.00% 49	21.71% 38	175	3.44
Ooredoo's social media content format and materials are valuable and relevant	8.57% 15	8.57% 15	34.29% 60	30.86% 54	17.71% 31	175	3.41
Ooredoo website and social media accounts can be easily accessed	6.86% 12	12.57% 22	21.71% 38	30.29% 53	28.57% 50	175	3.61



The above statements are related to the variable “Content”. The customers are neutral when it comes to the quality of content that Ooredoo publishes on social media and that it leads to increase in sales. The neutral response from the customers indicate that Ooredoo has either satisfied them or they are loyal customers and Ooredoo must pursue further improvements and value to make them delighted. The customers agree with a weighted average of 3.44, 3.41, and 3.61 respectively that Ooredoo’s social media content is informative, creative and innovative, in addition to its social media content format and materials are valuable and relevant. Furthermore, Ooredoo’s website and social media accounts can be easily accessed.

Table 3 Ooredoo’s Website Attractiveness and Effectiveness

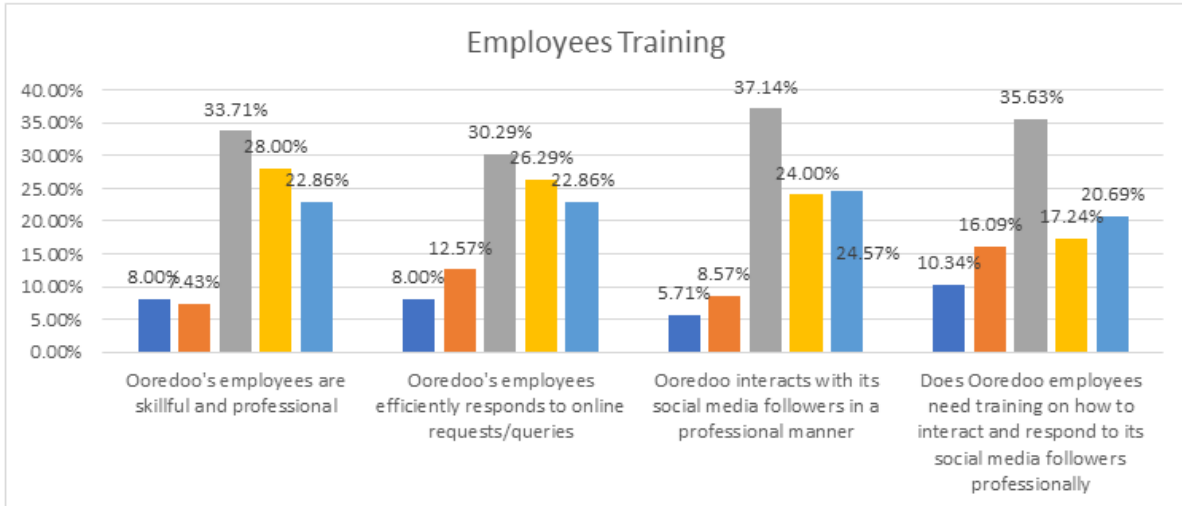
	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Ooredoo's current social media profile and website are attractive	9.71% 17	14.29% 25	28.00% 49	26.86% 47	21.14% 37	175	3.35
Ooredoo's current marketing content on social media and website is effective	8.00% 14	12.57% 22	30.86% 54	30.29% 53	18.29% 32	175	3.38



The above table and chart show the data related to the variable “Website”. The customers are neutral about the attractiveness of Ooredoo’s social media profile and website with a weighted average of 3.35. Inbound marketing strategy is about luring in customers, through the online channels if the website and social media presence is not created with effectively and without value, the inbound marketing strategy shall suffer along the brand awareness. It may result in competitors or even the customers of the competitors ridiculing Ooredoo’s brand in the online community, which will have a negative effect on the company. The customers are also neutral when it comes to the effectiveness of Ooredoo’s current marketing content on social media and website. This indicates that the Ooredoo can do better in creating valuable content on the E-Channels, keeping in mind that their brand personality and offers shall be in sync both online and offline.

Table 4 Ooredoo’s Employee Training for Professional Development

	1	2	3	4	5	TOTAL	WEIGHTED AVERAGE
Ooredoo's employees are skillful and professional	8.00% 14	7.43% 13	33.71% 59	28.00% 49	22.86% 40	175	3.50
Ooredoo's employees efficiently responds to online requests/queries	8.00% 14	12.57% 22	30.29% 53	26.29% 46	22.86% 40	175	3.43
Ooredoo interacts with its social media followers in a professional manner	5.71% 10	8.57% 15	37.14% 65	24.00% 42	24.57% 43	175	3.53
Does Ooredoo employees need training on how to interact and respond to its social media followers professionally	10.34% 18	16.09% 28	35.63% 62	17.24% 30	20.69% 36	174	3.22



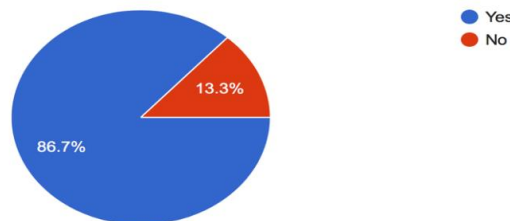
The above chart and table illustrate the responses regarding the employee’s interaction with the customers, as it is an important variable for inbound marketing strategy to be effective and brand awareness to increase. The customers agree with a weighted average of 3.5, 3.43, 3.53, that the employees are skillful and professional, they respond to online requests and queries efficiently, and that they interact with their social media followers in a professional manner. However, the customers are neutral when asked whether the employees of Ooredoo require training on how to interact and respond to its social media followers professionally, which shows that Ooredoo’s employees are doing a good job in dealing with their customers however, improving their existing skills will benefit not only the employees but it will reflect positively on the entire company, as they are the ones who interact with the customers, building rapport, and enabling the customers experience to be positive, which in turn will increase brand awareness as a result of word of mouth, and successful inbound marketing strategy.

Employees Questionnaire Analysis

Table 2.1: Ooredoo’s Employees involvement in Online Content Development

Are you involved in the development of Ooredoo’s online content?		
Choices	Responses	
yes	86.70%	13
no	13.30%	2
	Answered	15

1. Are you involved in the development of Ooredoo’s online content?
15 responses

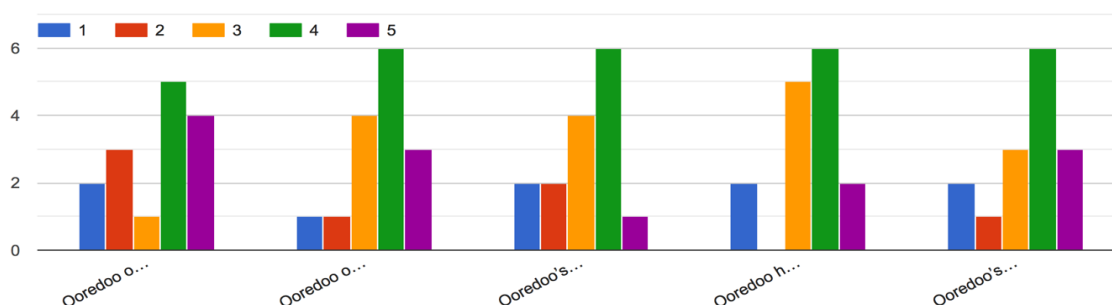


The pie chart above shows the number of employees that are involved in the development of Ooredoo’s online content. From the pie chart it is clear that the majority of participants are involved in the online content i.e.,86.7%. The remaining participants responded that they are not involved in the online content i.e., 13.3%.

Table 3.1 Inbound Marketing Strategy awareness of the Ooredoo Employees. Employees Training Programs offered at Ooredoo.

Please tick how strongly do you agree or disagree with the following statements.							
	Questions	1	2	3	4	5	Total
1	Ooredoo offers training program to employees focusing on how to manage customer preferences	2	3	1	5	4	15
2	Ooredoo offers various trainings to enhance its employees’ ability in maintaining customer satisfaction	1	1	4	6	3	15
3	Ooredoo’s focuses on developing its employees’ qualifications in creating delightful customer online experiences	2	2	4	6	1	15
4	Ooredoo has a well-structured employees training program aiming to level up their online marketing expertise and skills	2	0	5	6	2	15
5	Ooredoo’s training programs helps the employees developing a good understanding of customer online requirement	2	1	3	6	3	15
Answered							15

Please select/tick how strongly do you agree or disagree with the following statements (1 strongly disagree – 5 strongly agree)



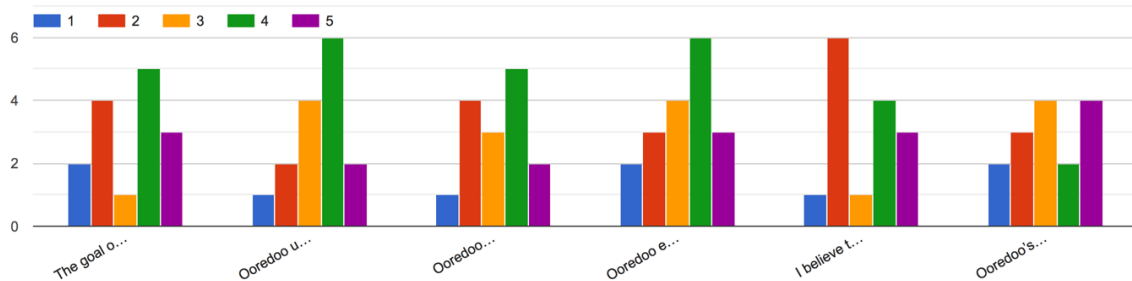
The above bar chart evaluates Ooredoo’s offering employees training programs and what they should focus on. The first statement suggest that Ooredoo offers training program to employees focusing on how to manage customer preferences. 9 respondents strongly agree about the training program while other 5 responses disagree while the remaining are neutral. The second statement states that Ooredoo offers various training to enhance its employee’s ability in maintaining customer satisfaction, the majority of the responses are 10 and they agree with the statement, 3 of the employees strongly agree while another 2 of them disagree. The third statement is that Ooredoo focuses on developing its employee’s qualifications in creating delightful customer online experience, 10 employees agree and 4 disagree and the remaining is 1 and he strongly agrees. The fourth statement suggest that Ooredoo has a well-structured employees training program aiming to level up their online marketing expertise and skills. As in shows in the chart, 11 employees agree about this statement and 2 strongly disagree and another 2 strongly agrees. The last and final statement states that Ooredoo’s training programs helps the employees developing a good understanding of customer online requirement. 9 strongly agrees and 3 disagrees and the rest are neutral.

Table 3.4 Search Engine Optimization at Ooredoo for online contents and its Effectiveness.

Please tick how strongly do you agree or disagree with the following statements.							
	Questions	1	2	3	4	5	Total
1	The goal of SEO is to raise the number of visitors from search engines.	2	4	1	5	3	15
2	Ooredoo uses effective SEO practices to attract customers	1	2	4	6	2	15
3	Ooredoo SEO practices succeeded in pushing its website to appear as the first online search result.	1	4	3	5	2	15
4	Ooredoo employees has the skills in developing SEO coding.	2	3	3	4	3	15

5	I believe that SEO is an important element in any digital marketing.	1	6	1	4	3	15	
6	Ooredoo’s social media and website are optimized to their full extent in accordance to the inbound marketing strategy.	2	3	4	2	4	15	
							Answered	15

Please select/tick how strongly do you agree or disagree with the following statements (1 strongly disagree-- 5 strongly agree)



The above bar chart illustrates the responses with employees regarding the search engine optimization. The first statement is the goal of SEO is to raise the number of visitors from search engines. 6 responses disagree and 8 agrees and the rest is neutral. For the second statement it is suggested that Ooredoo uses effective SEO practices to attract customers, 8 employees stated that they strongly agree and 3 disagree and 4 of them are neutral. Third condition states that Ooredoo SEO practices succeeded in pushing in websites to appear as the first online search result, 7 responses agree, 5 disagrees and the rest are neutral. The fourth statement is that Ooredoo employees has the skills in developing SEO coding. 6 employees agrees, 5 disagrees and 4 are neutral. For the fifth statement, it is stated the respondents believe that SEO is an important element in any digital marketing, as it shows in the graph, 7 strongly disagrees 7 agrees and only 1 is neutral. For the final statement, it is suggested that Ooredoo’s social media and website are optimized to their full extent in accordance to the inbound marketing strategy. 5 employees disagree, 6 agree and finally 4 are neutral.

Finding and Analysis -Social media/ Website

Level of Awareness:

One important aspect that has a direct impact on inbound marking strategy is the social media, as shown by the data gathered by the survey. Firstly, most of the respondents were neutral in that the social media content of Ooredoo is effective with a percentage of 38.29%, whilst 12.57% disagree with this statement. Additionally, 31.47% of the respondents were neutral about the attraction of customers by Ooredoo’s social media and marketing acts, but most of the respondents agree that the marketing strategy of Ooredoo has a positive correlation with the increase in the brand awareness level with a percentage of 34.86% .This shows that the social media and website is a variable that must be considered while implementing inbound marketing strategies to raise brand awareness, as the data illustrates that it has a positive impact on brand awareness and overall inbound strategy. In addition, for the online presence to be constantly updated and must be easily accessed and safe for the customers. However, a few disagree with the statements but that may have been caused by other factors related to their experience with the brand or customer service.

Ooredoo’s Content Quality, Content Format.

Content is one of the most challenging and vital roles in any organization due to its role in the building or destroying of any organization nowadays, from the collected data, it can be understood that as agreed by the previous studies. The quality of the content given has a direct impact on the sales with a percentage of 30.29 and 18.86% agreeing with the statement and only 13.71% and 7% disagree. It can be analyzed the importance of the content of the campaigns done by Ooredoo and the medium in which information is distributed or launched, as inbound marketing strategy focuses on attracting the customers towards the company rather than the company looking for them. Therefore, having skilled employees to make attractive content that is has an easy message to understand and that it cannot be altered or misunderstood by customers is crucial as it may have negative effects on the brand like customers may shift to the competitors or worse it will ruin their brand image.

Employees Training at Ooredoo

As employees are the first interaction a customer comes with any given organization, proper training of the employees is important, in the case of Ooredoo, the majority were neutral with the professionalism and

efficiency of the employees with a 30-33% the information can be analyzed that Ooredoo must find a way to improve their employees' capabilities by training them, in order for them to make the customer experience excellent and make the customers feel delighted, which in return will increase the brand awareness by word of mouth and increase the chances of repeat purchase which in turn will make the inbound marketing strategy effective.

Search Engine Optimization

As the SEO plays a vital role in the interaction of clients to any organization, it can be analyzed from the information gathered from the employees of Ooredoo in regards to the SEO, that they agree that more than half of the respondents agreed that its purpose is to increase the number of visitors and that Ooredoo is implementing the usage of SEO effectively with a value of 8 agreeing and only 4 disagreeing. Additionally, it can be seen that the employees do not have enough information about SEO with 5 disagreeing and 4 are neutral about the knowledge of SEO.

From the above information, it can be understood that based on both the customers and the employees, that Ooredoo is progressing in some aspects like social media and content creation, but lack in certain factors like employee training and search engine optimization as seen by the employee respondents.

IV. Conclusion

Upon completion of all chapters, addressing the research questions from the perspectives of both customers and employees, and achieving the research objectives, it is concluded that the following variables content, employee training, social media/website, and search engine optimization have a great impact on the implementation of inbound marketing strategies with at Ooredoo Company. In addition the effect on brand awareness level is also required.

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