



## Research Article

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# Exploring the Landscape of Digital Marketing in Albania: Insights from Local Companies

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## Abstract

Digital marketing is an important form of promotion and the promotion itself is one of the 4 elements of the marketing mix, which is about communication or otherwise, the exchange of information between buyers, beneficiaries, the public in general on the one hand and sellers or providers on the other hand. Digital marketing has transformed the way companies communicate with their target audiences and advertise the products or/and services they offer. It includes a wide range of strategies and techniques aimed at effectively reaching and engaging consumers through digital channels, platforms, and technology. In the conditions of the dynamic development of technology and the continuous digitization of the market, digital presence has become a necessity for Albanian companies. Consequently, the use of digital marketing tools is a necessary condition to increase the performance of companies and to enable their operation in the digital market, in addition to the traditional one. The purpose of this study is to analyze the level of application of digital marketing by Albanian companies, as well as to highlight the importance of digital marketing tools in the framework of economic growth strategies of Albanian companies. The study's findings indicate various advantages and disadvantages associated with the usage of e-marketing. The study seeks, through its findings, to stimulate the dynamic use of digital marketing by Albanian companies.

**Keywords:** Digital Marketing, Promotion, social media, E-marketing

## 1. Introduction

Marketing, often known as the science of meeting customer, wants comprises a wide range of actions aimed at facilitating the exchange of goods or services between firms and consumers (Kotler &

Armstrong, 2019). Marketing's purpose is to create value for both the company and the consumer. Companies can produce products or services that meet consumer requirements and desires while also fulfilling organizational goals such as revenue generation and market growth (Kotler & Armstrong, 2019). Marketing seeks to build and sustain mutually beneficial relationships with customers, hence increase customer loyalty and satisfaction. "Marketing concept is based on people's needs and today this concept has developed in line with the diversification of needs. As technological developments cause changes in people's needs, product variety is offered to fulfil these needs and tactics have been developed to sell products. This approach has given marketing concept a new dimension. "Today, it is getting hard to reach consumers by using traditional methods" (Akyol, 2013, 586). "As Internet has become widespread, word of mouth marketing has created several new concepts of marketing communication" (Akyol, 2013, 586). Digital marketing is one of the new concepts of marketing communication, also known as "the marketing of products or services using digital technologies, mainly on the Internet, but also using other kinds of technologies including mobile phones, display advertising, and any other digital medium" (Desai, 2019, 196).

The use of digital marketing by Albanian companies is a dynamic and new phenomenon for the Albanian market. We want to emphasize that the Albanian market itself is a new market, which started to form and develop from 1991 onwards. This is because until the 90s, Albania had a centralized economy system. Law No. 7491, dated 29.4.1991 "on the main constitutional provisions", marks the country's transition from a centralized economy system to a market economy system and it also marks the creation of the Albanian market.

Digital marketing has transformed the way companies communicate with their target audiences and advertise the products or/and services they offer. It includes a wide range of strategies and techniques aimed to effectively reach and engage consumers through digital channels, platforms, and technology. Although digital marketing related studies are limited in Albania, understanding the way it works could be a helpful resource for all Albanian companies looking to effectively engage with today's digital generation.

The current study aims to highlight the level of application of digital marketing in Albanian companies. This phenomenon is becoming an increasingly important part of the marketing of any company. Digital marketing serves as an efficient platform that assists in expanding clientele and fostering business growth. Emphasizing the significance of digital marketing tools in Albanian companies' economic growth strategies is a crucial objective of this study. Additionally, this research seeks to encourage the active utilization of digital marketing tools by Albanian companies.

The study's findings indicate certain advantages associated with the use of e-marketing. In Albania, the perception of marketing through digital marketing is no longer considered as a passing phenomenon that would fade or lose value. The flexibility and good management of the internet presence of a company, has become a necessity for the existence of the business itself. With the ever-evolving technological changes and digitalization of the market, the success of a company in the market also depends on the ability to operate successfully in both the physical market and the digital one. To fulfil the purpose of the paper, the objective is to review the literature on digital marketing and then to analyze the behaviour of companies as well as the response of consumers regarding digital marketing in the Albanian market. **2. Literature review**

"With the rapid development of technology in recent times, the web is no longer limited only to one of the «4Ps» of marketing, which is the promotion of products and services, but is also used to make sales (Place) which is another of the «4Ps» of marketing to provide information about the company and its products" (Tartaraj & Myftaraj, 2013, 379-380).

"Digital marketing encompasses all marketing efforts that use an electronic device or internet. Companies leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. Digital marketing is defined by use of numerous digital tactics and channels to connect with customers where they spend much of their time: online" (Desai, 2019, 196). "Online marketing is an integral part of e-commerce nowadays and includes many

different ways of company's presentation as e-mail marketing, content marketing, social media, affiliate marketing and so on" (Hudák, Kianičková, & Madleňák, 2017, 342). Kalyanam and McIntyre provide valuable insights into developing effective e-marketing strategy. (Kalyanam, K., & McIntyre, S. 2002).

According to Hudák et al., (2017), e-mail marketing is currently the most used form of direct marketing in condition of Internet. It is an inexpensive, yet effective form of addressing on whether potential or existing customers. Email marketing allows companies to reach out to their clients directly in their inboxes with targeted messages, offers, updates, and promotions (Chaffey & Ellis-Chadwick, 2019). Companies can send relevant information to the correct people by segmenting their audience and creating personalized content, boosting the possibilities of engagement and conversion. Email marketing efforts must be sent at the right time to be effective. Companies can send emails at optimal periods when recipients are more likely to open and engage with them by studying consumer behaviour, preferences, and historical interactions (Strauss & Frost, 2021). This customized and timely approach improves the success of email marketing activities by enhancing message visibility and impact. Furthermore, email marketing is an effective method for increasing website traffic and strengthening internet presence. Companies can guide consumers to their websites by incorporating links and engaging calls-to-action within email messages, enhancing overall visibility and engagement (Kotler et al., 2022). Furthermore, receivers may forward email content to others, increasing the reach and impact of marketing messages.

"According to Content Marketing Institute, content marketing is a strategic marketing approach that focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience to gain profit" (Ahmad et al., 2016, 332). "The content marketing is sharing the information regarding the products and brands to attract others to participate in purchasing activities that create the engagement relationship between consumers and the companies. At the same time, useful content marketing also can drive good brand health environment for the companies" (Ahmad et al., 2016, 332). "Information is integral to marketing. There is a close relationship between marketing research and consumer behaviour. They collect information about customers and potential customers to enhance the value of the market exchange for the customers, and thereby the organization" (Kee, A. W., & Yazdanifard, R., 2015, 1061.) "It is all about informing and persuading audience with solid content to raise awareness or change their perception about a brand. Better content can motivate customers to buy goods or services, transform them into loyal customers and even have them to spread the message to others. The art and science about content marketing is sharing valuable information with target audience" (Kee, A. W., & Yazdanifard, R., 2015, 1061). Brands can position themselves as authoritative sources, create customer trust, and increase conversions by offering informed and compelling content.

Another effective digital marketing approach is influencer marketing, which is cooperating with influential persons or content providers to promote companies or services to their engaged audience (Hollensen, 2020). Using influencers' credibility and reach allows brands to tap into their fan base, increase brand visibility, and improve customer engagement.

"Social media influencers have known to have an impact on the minds of consumers in such a unique way that viewers are motivated and driven to purchase the products endorsed by influencers" (Trehan & Siddiqui & Dewangan, 2022, 2). Now that social networks prioritize the numbers that make up the traffic, on different pages, companies are also seeing how to use these numbers when it comes to individuals with the most followers on these networks. This is a quick way to have other customers on social networks and use them as an indirect audience for your products or services. Influencers can absorb millions of followers simultaneously on social networks such as Instagram, Facebook, You Tube. We underline that these figures are directing companies towards advertising through influencers, who are not like V.I.P somewhere but can be ordinary people who post content every day and attract followers on social networks.

Search engine optimization (SEO) is important also in digital marketing since it improves a brand's exposure and ranking in search engine results (Kotler et al., 2022). Brands may boost their

organic visibility and attract qualified traffic to their websites by adopting SEO tactics such as optimizing website content, utilizing relevant keywords, and developing quality backlinks.

In its simplest sense, SEO is the improvement of web pages, related to the search in the search engines Google, Bing, Yahoo, as a result of this technique, related to the keywords, certain addresses come up as a result of a search that can be done by potential customers. Search engines are still one of the primary functions for finding information, and this constitutes a challenge for business websites, which need to improve as often as possible.

The implementation of Search Engine Optimization (SEO) strategies has a considerable influence on the influx of visitors to a company's website. Enhancing the visibility of a company's website is imperative to achieve an upsurge in web traffic. Small and medium-sized enterprises can effectively target their desired clientele by exploiting SEO techniques. (Poturak, Kečo, Tutnić., 2022, 64).

"Today Internet usage is growing day by day and individuals' dialogues together with their posts on Internet constitute social media. Social media offers many opportunities to Internet users" (Akyol, 2013, 586). Social media marketing is a valuable tool of digital marketing. It uses social media platforms to engage customers, raise brand awareness, and drive conversions (Ryan, 2016). Brands may establish meaningful connections with their target audience and increase consumer loyalty through smart content production, community management, and targeted advertising. Social media promotion is critical in promoting information exchange between sellers and consumers, with the goal of influencing consumer attitudes and behaviours (Kotler & Armstrong, 2017). This type of promotion uses social media platforms to link companies with their target audience and provide convincing messaging.

In social media promotion, communication methods include providing interesting content, disseminating essential information, and promoting interactive interactions with consumers. Companies hope to attract consumers' attention, raise brand awareness, and make meaningful connections through these actions (Chaffey & Ellis-Chadwick, 2019). Promotions on social networks aim to evoke a positive response and, eventually, encourage consumer behaviour by delivering relevant and engaging information.

Because of its participatory aspect, social media promotion is extremely effective in changing consumer attitudes and behaviours (Kapoor, 2021). It enables real-time feedback, stimulates two-way conversation, and allows for individualized involvement. This dynamic communication strategy helps organizations to tailor promotional messaging to specific target segments, solve consumer concerns, and build trust and credibility (Hollensen, 2020). We can mention the main values in this case: communication of product features, creation of information on new products, convincing the consumer to choose between a multitude of products or those that interest him more by meeting their appearance on social networks, etc.

Display advertising is a type of digital marketing in which products, services, or brands are promoted through visual or multimedia adverts posted on other websites. By utilizing eye-catching and interactive ad styles, companies may reach their target audience across several web channels. One of the most prevalent types of display advertising is banner adverts. They are usually displayed as rectangular graphics or photos at the top, bottom, or sides of web pages (Chaffey & Ellis-Chadwick, 2019). Another prominent type in display advertising is rich media ads. These advertisements go beyond static graphics and include animations, audio, and interactive aspects (Hollensen, 2020). Rich media advertising provides more immersive and memorable experiences by engaging consumers with dynamic content, improving the odds of user involvement and brand memory. In display advertising, video commercials have grown in popularity. They entail the installation of video adverts on websites, allowing firms to deliver their marketing message through appealing audiovisual storytelling (Strauss & Frost, 2021). Users' attention can be captured, product benefits communicated, and emotions evoked by video advertising, resulting in increased engagement and brand exposure.

Some of the advantages of using digital marketing are reduced advertising costs and cost saving, increased sales, greater visitor numbers and costumers, and lower production and distribution costs.

Companies may efficiently target and engage potential customers using numerous online channels such as websites, search engines, social media, and email marketing (Strauss & Frost, 2021 and Kotler et al., 2022). Cost savings can be realized. In contrast to traditional advertising tactics such as television or print advertisements, digital advertising platforms frequently provide flexible budgeting options, allowing firms to set particular expenditure restrictions. Furthermore, digital advertising platforms such as social media advertising and search engine marketing frequently provide extensive success analytics, allowing advertisers to improve campaigns and allocate resources more effectively (Chaffey & Ellis-Chadwick, 2019). Digital marketing eliminates the requirement for physical marketing material production and distribution. Instead of printing and mailing brochures or catalogues, for example, firms might generate digital versions that can be disseminated conveniently online or by email. This lowers the expenses of printing, delivery, and supplies. Furthermore, digital marketing platforms provide tools for developing and releasing content, eliminating the need for costly third-party services (Kapoor, 2021).

Increased bookings or sales can be realised too. Because clients can easily identify and connect with the company's offerings, higher visibility and accessibility contribute to increase bookings or sales. Using online channels, the company can effectively reach and influence potential clients and these strategies can offer higher returns on investment and generate larger gross revenues.

Digital marketing can result in greater visitor numbers in addition to increased bookings, sales, and gross profits. Companies can increase organic traffic to their websites by using search engine optimization tactics and content marketing strategies (Chaffey & Ellis-Chadwick, 2019). Furthermore, digital marketing allows companies to measure and analyze visitor behaviour, allowing them to continuously optimize their online presence to attract and keep visitors.

Digital marketing can contribute also to lower creation and distribution costs: Digital marketing does not involve the creation or distribution of physical marketing materials. Companies might produce digital copies of brochures that can be easily distributed online or by email rather than printing and sending them. As a result, printing, delivery, and supply costs are reduced. Digital marketing platforms also give users access to tools for creating and disseminating content, doing away with the requirement for pricey third-party services (Kapoor, 2021).

We also want to point out that historically, corporations have dedicated approximately 10% of their revenue to marketing (Kotler et al., 2022). With the development of the digital market, companies have begun investing a percentage of their marketing budget to digital marketing explicitly. Companies have allocated an average of 2.4 percent of their revenue on digital marketing initiatives (Hollensen, 2020).

Companies are recognizing the need to invest a larger amount of their marketing budget to digital channels as the digital landscape evolves and digital marketing confirms its effectiveness in reaching and engaging customers. The allocation for digital marketing is predicted to climb to 9% of the company's revenue in the future (Chaffey & Ellis-Chadwick, 2019). In today's digital-centric environment, this change underscores the increased importance of digital channels in reaching and communicating with customers.

## 2. Methodology

The research is based on the analysis of primary and secondary data. The approach employed is determined by the objectives established at the outset of the investigation. We attempted to make direct contacts with people in important positions in the company when developing the research technique to avoid as many inaccurate answers as possible and the construction of an unrealistic picture of the implementation of digital marketing. The measuring of perception on this element is the main emphasis of the paper.

International literature on digital marketing was reviewed for this study to conduct the analysis and develop the theoretical foundation for subsequent research. An examination of the Albanian literature on digital marketing revealed there is no highly developed literature on the subject.

Quantitative research by using the method of questionnaire survey was used to collect primary data. The use of survey methods is of particular importance, especially today, where the selection and processing of information is increasingly determining, due to the increase in the frequency of digital data. Choosing the research methodology to be used in this paper was a challenge, even more knowing the importance of research instruments and the relationship these have with the quality of the paper.

A "survey research method" or "survey methodology" is a search strategy that involves acquiring primary data through questionnaires (Dillman, Smyth, & Christian, 2014; Fowler Jr., 2013). It is a popular technique in social sciences and market research for gathering information directly from individuals or organizations.

Questionnaires were distributed to companies in Tirana and Durres through personal contacts during November 2021 – July 2022. The questionnaire was drawn up in a simple form so that its completion was as simple and quick as possible. It was divided into two parts, where in the first part the respondents were asked to provide information on basic statistical characteristics such as age, gender, the industry sector in which the company operates and the lifespan of the company. The second part of the questionnaire was structured in 10 questions and aimed to identify the level of application of digital marketing tools by Albanian companies and the advantages of such application. The questions were drafted in the Albanian language. The question format was multiple choice and closed ended. All data from the questionnaires were processed using Excel and will be presented in the next paragraph. Each question will be followed by the corresponding graph and a short comment. To achieve the objectives of this part of the study, the opinion of representatives of companies operating in different sectors of the Albanian industry was obtained through questionnaires. We want to emphasize that in most companies, more precisely in 35% of them, we initially encounter difficulty in relation to the request for completing questionnaires. Companies objected to providing information on their use of digital marketing tools. Only after a clear explanation of the purpose of the survey they agreed and filled out the questionnaire. In total two hundred companies participated the survey.

The questionnaires were distributed in Purposeful Sampling, which is the deliberate selection of participants who have specific features or meet certain criteria relevant to the research aims, for the survey to be as successful as possible. Thus, companies with different lifespan in the market and operating in different sectors of the industry became part of the survey.

### 3. Results and Discussions

The questionnaire was filled out by two hundred companies in the cities of Tirana and Durres. A summary of the data that was collected is presented in this paragraph. In the first part of the questionnaire basic statistical characteristics are given including age and gender of the respondents, sector of industry in which the company operates and lifespan of the company in the Albanian market. These data are presented through figures 1-4.

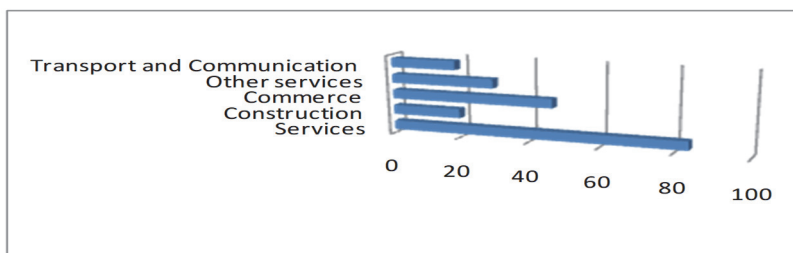


Figure 1. Type of business

In the study were included companies belonging to different sectors of the industry. The companies are grouped into five sectors with the most represented sector bring the services sector, in which eighty-four companies filled out the questionnaire. Following in ranking is the trade sector, with forty-seven companies filling out the questionnaire. Furthermore, in the sector of other services, thirty companies responded to the questionnaire. In the transport and communication sector, nineteen companies participated in the survey, while in the construction sector, 20 companies filled out the questionnaire. It has been attempted to represent the main industry sectors in which Albanian companies operate.

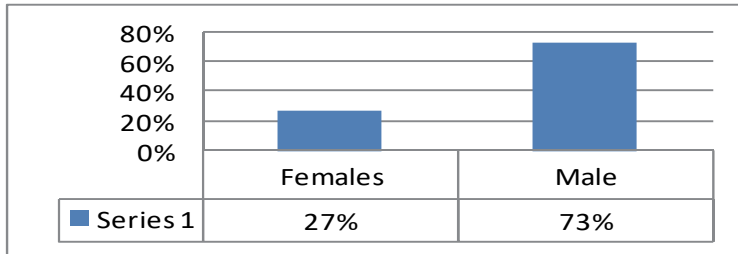


Figure 2. Gender of respondents

Figure 2 shows that most of the respondents are men. Usually most of the employees involved in the decision-making processes in Albanian companies are men. The questionnaires were filled out by people who were involved in management functions.

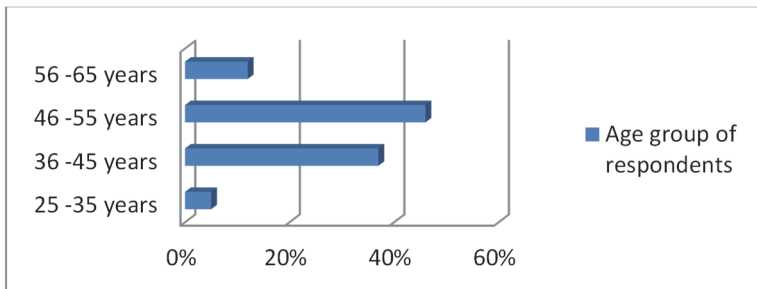


Figure 3. Age group of respondents

We have divided the respondents into four age groups. The first group includes individuals aged 25-35. Also, the average age when an individual in Albania finishes university and starts working is 25 years old. This group consists of 5% of respondents. In the second group, people aged 36-46 years were included. This group consists of 37% of the respondents. In the third group, people aged 46-55 years were included. This group consists of 46% of the respondents. Individuals aged 56-65 were included in the last group. This group consists of 12% of the respondents. Individuals aged 46-55 are the age group that is most involved in decision-making processes.

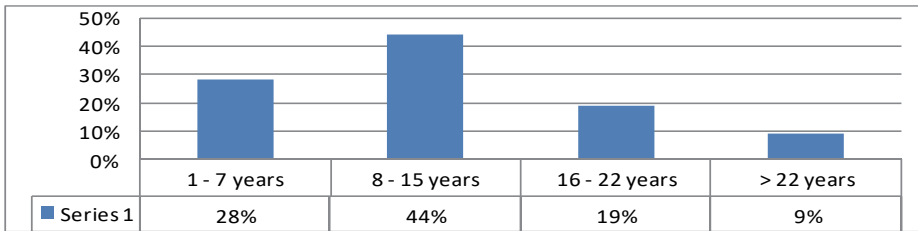


Figure 4. Lifespan of the companies

One of the questions of the first part of the questionnaire is related to the lifespan of Albanian companies participating in the survey. Considering that the Albanian economy has been a market economy since 1991 onwards, it is considered a market economy still in transition. Therefore, the companies are grouped into four groups, where the first group includes companies with a lifespan of 1-7 years. These companies make up 28% of the participants. The second group includes companies with a lifespan of 8-15 years, and they make up 44 % of the participants. The third group includes companies with a lifespan of 16-22 years, and they make up 19% of the participants. The last group includes companies with a lifespan of more than 22 years, and they make up the smallest percentage of 9% of the participants. We have tried to include in the survey companies with different lifespans in the market.

Regarding the second part of the questionnaire, the respondents were asked to read the questions and respond by choosing one of the answers drafted by the authors. This part of the questionnaire contained 10 questions. The data are presented through figures 5-14.

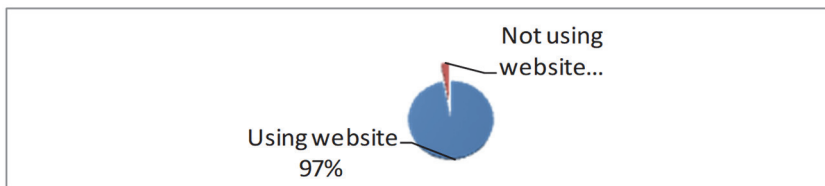


Figure 5. Do you have an active website?

The first question of the second part aims to find out what percentage of companies have digital presence through the official website. The survey shows that 97 percent of the companies have a website of their own, while a small part, only 3 percent of them do not have a website of their own.

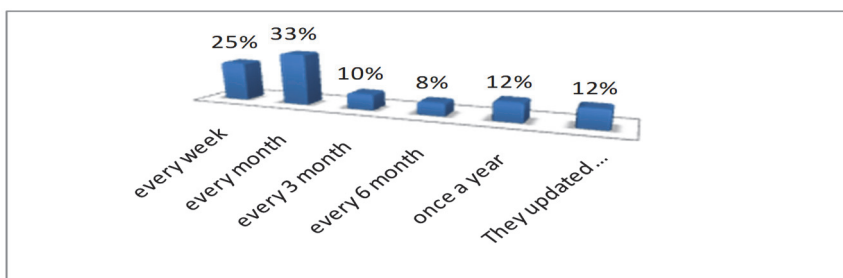
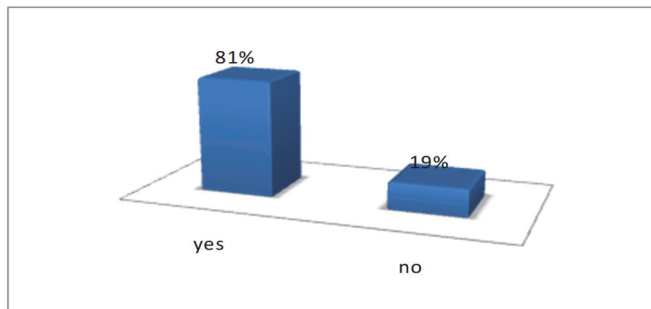


Figure 6. How often does your company update the website?

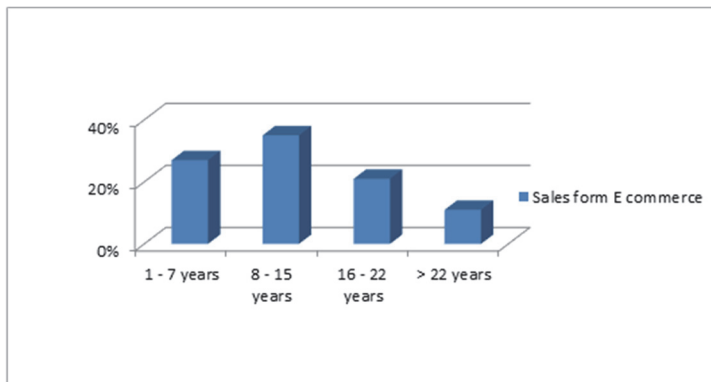


This question aims to highlight how attentive and active the companies are regarding their website and therefore their digital presence. From the survey is evident that only 25% of the companies update their website every week. The vast majority, 33% of the responders, update their website once a month. While 10% of the respondents update the website once in 3 months, 8% of update it once in six months and 12% of the respondents update the website once a year. We emphasize that 12% of the respondents declared they updated the website recently, without giving other specifications. A significant percentage of companies are not sufficiently careful about updating their website.



**Figure 7.** Does the company where you work offer e-commerce?

The purpose of this question is to find out what percentage of companies operate into the digital market by trading goods or offering services. 19% of respondents answered that their company does not offer e-commerce, while 81% responded that e-commerce is offered by their company. Most companies offer e-commerce.



**Figure 8.** What percentage of sales are made using E-commerce?

This question was addressed only to companies offering e-commerce. The purpose of this question was to identify the percentage of sales made through e-commerce. During the processing of the results, the companies were divided into groups according to their lifespan in the market. The highest percentage of sales through e-commerce was 35% of total sales in the group of 8 to 15 years of lifespan. The percentage of sales through e-commerce was 27% of total sales in the group of 1 to 7 years of lifespan. The percentage of sales through e-commerce was 21% of total sales in the group of 16 to 22 years of lifespan and the lowest percentage of sales through e-commerce was 11% in the group of older companies with lifespan of more than 22 years. In the digital market the most active through

e-commerce are the companies of group 1 (1-7 years of lifespan) and group 2 (8-15 years of lifespan). In the Albanian market, the companies are oriented towards the traditional market that requires the physical presence of the seller and the buyer.

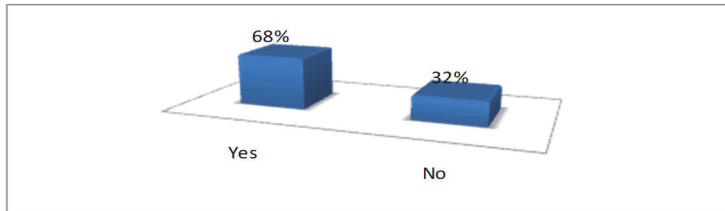


Figure 9. Do you advertise on search engines and Internet?

This question is related to the use of digital marketing, more specifically to the use of advertisements on search engines and Internet. 68% of the respondents responded that their company advertises on search engines and Internet while 32% of them responded their company do not advertise on search engines and Internet. So, we have a considerable percentage of companies that do not advertise their product on search engines and Internet.

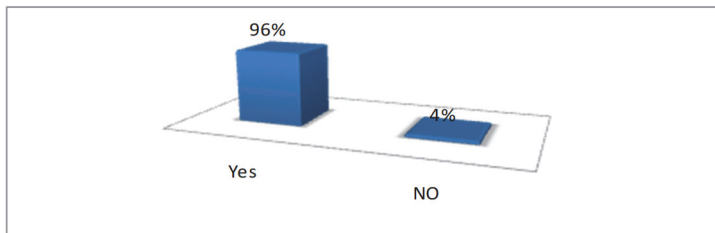


Figure 10. Is your company present on social networks?

This question is related to the presence of companies in the digital market through social networks. All Albanian companies that participate the survey are part of social networks. 96% of the respondents declared they are present on social networks and only a very small part of them, 4% of the respondents, declared they are not.

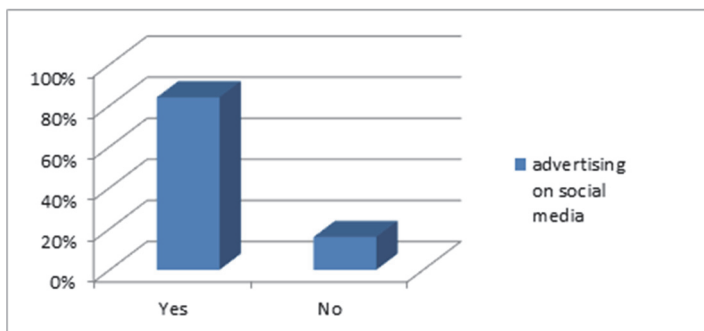


Figure 11. Is your company advertising on social networks?

This question is related to the use of social networks for marketing purposes. The participants were asked if the companies advertise their products or services through social networks. Most of the companies, 84% of them, use social networks for marketing purposes.

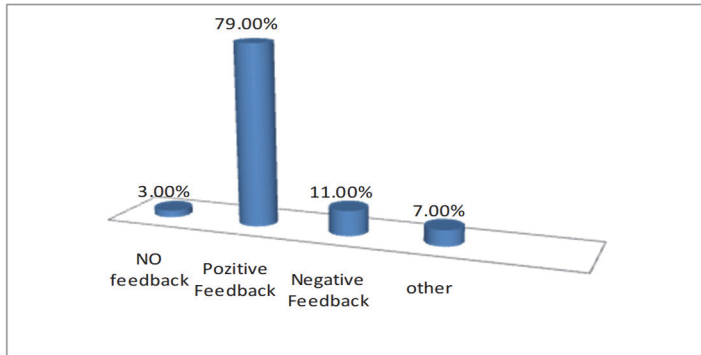


Figure 12. What is the feedback your business has received from social media?

The eighth question of the second part of the questionnaire aims to identify the feedback of the use of social media. The feedback was positive for 79% of the respondents and negative for 11% of them. For 3% of them there was no feedback and 7% of respondents chose other feedback as a response (unspecified response).

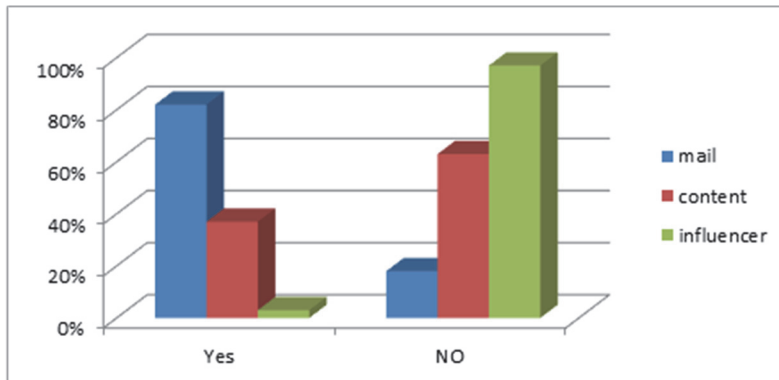
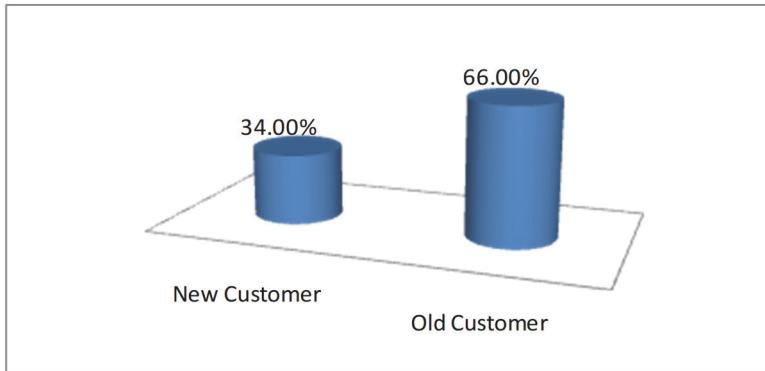


Figure 13. Does your company use e-mail marketing, content marketing, or influencer marketing?

The ninth question aims to determine the percentage of using some of the main digital marketing tools, which are mail marketing, influencer marketing and content marketing. From the graph, we notice that use of Influencer is almost non-existent in the Albanian digital market. There are only a few national influencers who have many followers. Only 3% of respondents answered that, they have invested in this form of marketing. The rest of 97% claimed they have little knowledge about this new tool of marketing. As for content marketing, it is clear from the graph that the latter has started to develop in the Albanian market as well. 37% of the respondents answered they use this digital marketing tool. E-mail marketing turns out to be the most used digital marketing tool. 82% of respondents answered they use e-mail marketing.



**Figure 14.** How has e-marketing encouraged the numbers of new customers?

The last question aims to highlight one of the advantages of digital marketing, which is the increase in the number of new customers. The survey shows that digital marketing has brought an increase in the number of consumers by 34%. This increase in the number of consumers affirms the importance of digital marketing tools in the framework of the economic growth strategies of the companies.

#### 4. Conclusions

To achieve the goals of this study, in this survey the authors attempted to represent the main industry sectors in which Albanian companies operate. Companies with different lifespan participated in the survey. The questionnaires were filled out by people who were involved in management functions in the companies. Most of the respondents were men. Individuals aged 46-55 are the age group that is most involved in decision-making processes. From the study we can see that the 97% of the companies have a digital presence through their official website, but they are not sufficiently attentive or/and active regarding their website and therefore their digital presence. Only 25% of the companies update their website every week. Almost 68% of the respondents answered that their company advertises on search engines and the Internet. It turns out that there is a considerable percentage of companies that do not advertise their product on search engines and Internet. Regarding the presence on the social media, we noticed that 96% of Albanian companies are present on social networks and 84% of them use social networks for marketing purposes. The feedback of using social networks was positive for most of the companies, more specifically for 79% of the respondents. Feedback was negative for 11% of them, while for 3% of them there was no feedback and 7% of respondents gave an unspecified response. In last years, the new trend of the Albanian companies is towards the e-commerce and 81% of them offer e-commerce. The highest percentage of sales through e-commerce was 35% of total sales in the group of 8 to 15 years of lifespan. The percentage of sales through e-commerce was 27% of total sales in the group of 1 to 7 years of lifespan. The percentage of sales through e-commerce was 21% of total sales in the group of 16 to 22 years of lifespan and the lowest percentage of sales through e-commerce was 11% of total sales in the group of older companies with lifespan more than 22 years. In the digital market the most active through e-commerce are the companies of group 1 (1-7 years of lifespan) and group 2 (8-15 years of lifespan).

The level of application of digital marketing by Albanian companies is still in its first steps. Although most of the companies have a digital presence, they are not sufficiently active in the digital market. From the sales percentages of all companies, we conclude that in the Albanian market, the companies are oriented towards the traditional market that requires the physical presence of the seller and the buyer. It is necessary for companies to understand the importance of digital marketing

tools in the framework of their economic growth strategies. They need to invest more in tools such as influencer marketing and/or content marketing. Also, companies should be more active in relation to their official websites as the website is one of the most important digital marketing platforms. All the digital tools analyzed in this study are important instruments that can help businesses increase their sales. To achieve this goal, companies must include these tools in their market strategy. Companies may harness the potential of online platforms to grow their reach, improve brand visibility, promote customer engagement, and achieve their marketing goals more efficiently by increasing their allocation for digital marketing.

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