

With the continuous development witnessed by the technology sector, marketing has been affected, especially with the increase in competition and the expansion of the scope of trade. Digital marketing is considered cost-effective, and this is what attracts Bahraini customers and marketers, as its cost is low compared to its great impact on companies and the benefits that accrue to them from it. Therefore, companies must constantly develop their electronic marketing and interact with their customers to ensure they as permanent customers. Organizations are turning to digital marketing to enhance their efficiency and increase their competitiveness, in addition to enhancing employee performance to achieve customer satisfaction.