

Starbucks is interested in building a personal relationship with its customers and is considered one of the most well-versed institutions in dealing with its customers, so it has used social networking sites and combined it with digital marketing and used the latest technologies to improve its relationship with its customers and increased its brand profile and as a result it achieved better sales, as Digital marketing helps the company communicate with customers and meet their needs. Starbucks, the world's leading brand, announced a campaign to localize jobs in its branches in the Kingdom of Saudi Arabia as it provided job opportunities for men and women in the Kingdom of Saudi Arabia, the Saudization program has achieved great success so far, Starbucks strives to reach 35% of localization in Saudi Arabia, and as a company that gives its employees equal job opportunities, Starbucks has become globally known as the best choice for work, Starbucks also launched a campaign that allows customers to create their own drinks because Starbucks customers often prefer to order a drink according to their own taste, Starbucks also used straw made of cardboard to reduce environmental pollution and preserve it, and dispensed with straw by placing lids that enable customers to drink from directly without the need to use straw, Starbucks also launched reusable plastic cups to support reuse, reduce waste and preserve the environment due to Starbucks' keenness on the environment. At that time, cost-cutting was a prevalent model in the industry, By offering its employees stock options and health insurance, Starbucks has made its employees its partners, Starbucks has also chosen to use informal chats with its customers to understand their wants and needs and meet them in the best possible way, understand their general moods, listen to their experiences with the store and take valuable feedback that helps them develop their brand, Starbucks has also been successful in using research findings to inform market entry strategies in many countries, In fact, the organization does not have a fragmented vision to understand customers, but in these smart and innovative ways, Starbucks was able to build a distinctive brand that has great rust among its customers from all over the world, Starbucks works with meticulous attention to detail, so it is considered one of the companies that cares about the experience of its customers, Starbucks is also considered a socially responsible and ethical company that includes responsible purchasing practices such as farmer loan subsidies and forestry conservation programs and also creating opportunities through training, education and employment, as well as some programs to reduce Starbucks' environmental footprint through recycling, energy and water conservation, and others. Starbucks also provides free Wi-Fi in all its branches, and also has comfortable chairs, also characterized by writing customers' names on cups, What distinguishes Starbucks from others is their speed in responding to their customers via Twitter, Instagram or any social media platform, and Starbucks has an additional account via Twitter (mystarbucksidea) for interacting with customers, Starbucks provides a suitable environment for study or work in terms of lighting, furniture, delicious coffee aroma and calmness to ensure that customers feel as if they are at home, and this is what makes people want to come back to it always, and this is the goal of any successful business, Starbucks branches are also located next to the large bookstores, which attracts book lovers to go to them, because they are distinguished by a quiet environment that helps reading lovers feel comfortable, Starbucks also offers its own coffee beans to customers and metal cups in all shapes and colors so that they can prepare coffee in their homes, This is what makes customers love Starbucks and follow them

on all social media sites to follow its developments.Q6: Starbucks has organized many campaigns locally and internationally.