S.M.A.R.T Business Role in Supporting Marketing Strategies among Telecommunication Organizations Injordan

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Abstract

The current study aimed at examining the role of S.M.A.R.T business goals including (specific, measurable, assignable, realistic and time-related) in supporting marketing strategies within telecommunication organizations in Jordan. In order to realize the aim, quantitative approach was adopted through distributing an online questionnaire on a sample of (134) individuals within telecommunication industry in Jordan. Results of study indicated that employing the aspects of S.M.A.R.T business goals and apply them on the marketing strategies helped in creating the so-called 'smart marketing', this type of marketing suited the current era of online and internet marketing and managed to increase the suitability and performance of marketing activities. In addition to that, among variables of S.M.A.R.T business goals, it was seen that all variables were influential; the highest variables in influence appeared to be for the benefit of realistic and timely strategies, meaning that realistic goals and having a timely deadline for achieving each goal is very impactful in presenting an efficient marketing strategy. Study recommended the need for marketing strategies not to be general, that is, not only (increasing followers of social media sites), but the mechanism that will achieve the goals of the strategy must be supported in a smart and effective way.

Keywords: Business Goals, Specific, Measurable, Assignable, Realistic And Time-related, Marketing Strategies, Smart Marketing

Introduction

Many small, and perhaps even large, enterprises do not improve the method of presentation and marketing, and the reason for these results from two things, the first: the lack of awareness of the real feasibility of the marketing issue, and the second: the lack of knowledge of the effective and appropriate means in marketing (Sconyers, 2017). Despite the efforts being made to reach modern and thoughtful marketing methods, the wrong establishment resulted in many things that delayed or reduced the results. The marketing process did not produce the desired results, nor did the Marketing Department achieve what it was hoping for in terms of sales (Smith, 2020). Dos Santos and Bianchini (2015) and Sierra and Calabrese (2019) indicates that the lack of success of the adopted marketing strategies has many reasons and dimensions, it may be the result of lack of experience, poor follow-up, lack of interest in marketing dimensions or many other causes, but in the end the result is the same, which is poor marketing, lack of customers and lack of profits.

The current study aspires to find out the possibility of applying SMART business dimensions to marketing strategies and to consider the possibility that marketing strategies will be more effective in the event that all the dimensions of SMART mentioned later are adopted.

Today's business world is developing with a really fast pace, the marketing field is now bound to many aspects that includes clients awareness and orientations, environmental aspects, competition and nature of market environment. Current study aimed at examining the role of S.M.A.R.T business variables (specific, measurable, assignable, realistic and time-related) business approaches in supporting marketing strategies within telecommunications organizations in Jordan. Realizing such aim was possible after achieving the following objective:

- Identify the ore meaning of S.M.A.R.T business approach
- How can S.M.A.R.T business approach be employed within an organizational culture
- Connect between S.M.A.R.T business variables (specific, measurable, assignable, realistic and time-related) and marketing strategies
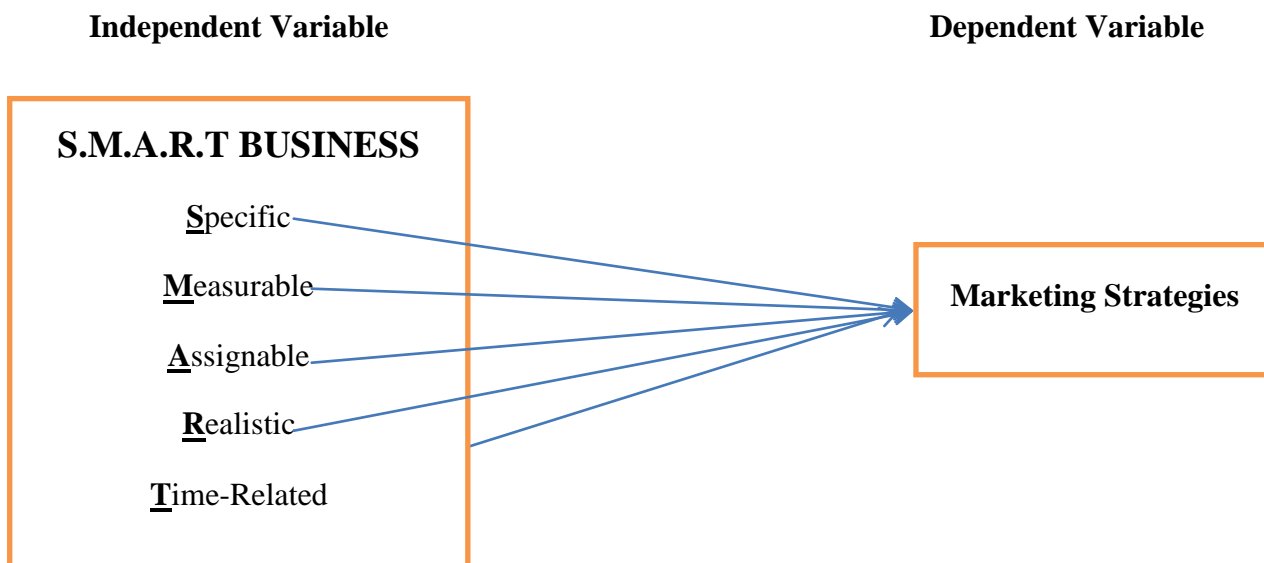
Model and Hypotheses

Independent Variable   **Dependent Variable**

Figure 1. Study Model (Weintraub et al, 2021; Svetlík et al, 2021; Yu and Wang, 2020)

Based on above model and hypotheses development, researcher was able to extract the following set of hypotheses:

Main Hypothesis:

H:S.M.A.R.T business has the ability to positively support marketing strategies within telecommunications organizations in Jordan

Sub-Hypotheses:

H1: Specific business has the ability to positively support marketing strategies within telecommunications organizations in Jordan

H2: Measurable business has the ability to positively support marketing strategies within telecommunications organizations in Jordan

H3: Assignable business has the ability to positively support marketing strategies within telecommunications organizations in Jordan

H4: Realistic business has the ability to positively support marketing strategies within telecommunications organizations in Jordan

H5: Time-Related business has the ability to positively support marketing strategies within telecommunications organizations in Jordan

Literature Review

S.M.A.R.T business

With the development of the business environment and its increasing complexity and uncertainty, organizations have been trying to reach the desired goals within their strategies by following methods that ensure the achievement of the previously set goals. In 1981 GeorgeT. Doran's presented an article titled, "There's a S.M.A.R.T. way to write management's goals and objectives", this article has contributed to enriching the managerial environment with a set of steps that could - if followed - facilitate the way for the organization to achieve the desired goals of the strategy adopted within its framework of work (Gupta et al, 2015).

Marketing strategies can be seen as the planning of the entire business and the procedures that will be used to promote and market a specific brand, product or service, and thus, attract more customers (Chawla et al, 2020). This planning must always be accompanied by continuous follow-up to ensure the positive results expected and desired for each action or procedure, and mainly, to improve the aspects that need adjustments for the better.

Hwangboet al (2017) believes that although many digital entrepreneurs know that it is essential to plan for all actions and promotional actions in a business, many of them face questions as they decide on the best strategies to implement them. On the other hand, Wang (2020) indicated that there is no best marketing strategy in the world, there is no specific strategy for every type of business, as the success of any marketing strategy depends on the method of its implementation, or on the audience to which it is directed, as well as on the type of your business.

According to Kozlovskyiet al (2018), the term marketing strategy is used a lot, mainly in the digital market, but this does not mean just because it is so popular that all people really understand it and know all of its details. Basically, Wollnyet al (2019) noted that the concept of marketing strategy can be summarized in the planning process, in advance, of all promotional actions for your brand, product or service, and following up on the results of these procedures in order to understand the things that must be preserved and the actions that must be done to obtain

better results. Additionally, establishing a marketing strategy also means promoting a product or service to a potential customer in the best possible way.

From another point of view, the marketing strategy is a combination of elements that can accompany the customer throughout the buying process that starts from identifying the product and ending with the final purchase (Pirnauet al, 2016). Therefore, there is a need to understand and plan many ways to market a brand in order to attract audiences through various communication channels (Ogbeiwi et al, 2018).

How Smart Business Led to Smarter Marketing Strategies

A good way to create an effective marketing plan is to use a smart marketing planner, which is a marketing situation based on the existence of a specific, measurable, achievable, realistic and timely marketing strategy (Rahman and Ayer, 2019). From Nguyen et al (2018) point of view, marketers often focus on measuring the results achieved from their marketing efforts by looking only at performance. However, one area that a lot of marketers fail to focus on is setting smart marketing goals for their campaigns and marketing strategies.

Through the use of the Smart Marketing philosophy, this can be a way to help combat this problem by helping the organization create achievable goals for the marketing team to operate and be responsible for, and smart marketing can serve the marketing strategies in the organization, whether the goals are annual, quarterly, monthly, or even daily for the marketing team, in this case, the process of smart marketing can determine what should be the focus and direction of the strategy to reach the desired goals (Cabibel et al, 2018).

Smart marketing methods are considered one of the most important strategies that are used in our time to regulate all methods of new communication technology, by converting traditional and virtual markets into electronic marketing (Xafopoulos, 2015).E-shopping is an important part in the history of e-commerce, as it is considered a type of marketing method that aims to achieve convenience for customer service via the Internet and aims to achieve all general principles of smart marketing methods by using all types of electronic media (Elelman and van Leeuwen, 2015).

Lackéus and Westerberg (2020) Indicates that in any organization there are usually goals that needs to be achieved. These goals are associated with the entity that you want to achieve or the relevant departments that aspire to reach these goals, as there are goals for the human resources department, goals for the accounting department, goals administrative and operational objectives.Bjerke and Renger (2017) Discusses that the smart goals related to the marketing department are the most important in nature, being the first source of the organization's profits, as if the organization is not able to achieve its marketing objectives, it will not be able to achieve profits and guarantee the sale of its product or service that it provides.

From the point of view of Addisonet al (2019), following SMART can lead to ensuring the success of the marketing strategy by consciously setting the goal and choosing the right goals that have certain qualities that are capable of achieving success for the marketing strategy without deviating from the correct path to it, and thus it can be said that the strategy Correct marketing is

one that is based on certain principles, the most important of which is that it is measurable, accurate, logical and realistic, as it must be achievable within the given timeframe.

Pirnauet al (2016)explained for his part that the SMART method is one of the successful methods that contributed to the formulation of good strategic goals, especially in the field of marketing, which is known to be highly variable and renewable, unlike the financial field, for example, which usually follows long-term rules, the field of marketing is permanent Renewal and change as it relates to the awareness of consumers and customers and their way of seeing the concept of buying and the mechanism of their conviction for a product or service to buy.

Methods

Current study depended on quantitative approach in order to collect the primary data that is needed for analysis and realizing aim of study even though the qualitative approach was best suited; but due to COVID 19 precautionary health measures, researcher had to choose the quantitative approach. A questionnaire was developed by researcher depending on previous studies including (Weintraub et al, 2021; Svetlík et al, 2021; Yu and Wang, 2020). The questionnaire was uploaded online and the link was sent for participant to take part in answering the questionnaire and send it back to researcher through Google Forms.

The questionnaire consisted of two main sections, the first took into perspective demographics of study sample including (age, gender, qualification and experience), while the other section contained statements regarding variables of study including (Yu and Wang, 2020). The questionnaire was answered based on liker 5 scale (5 strongly agree, 4 agree, 3 neutral, 2 disagree and 1 strongly disagree).

Population of study consisted of marketing managers within telecommunication organizations in Jordan in a total of 3 organizations (Zain, Umniah and Orange). A sample of (150) was chosen to represent the population mentioned before. After application process, researcher was able to retrieve (134) properly filled questionnaires which gave a response rate of (89.3%) as statistically accepted.

Reliability test was employed in order to check consistency of study tool, Cronbach's Alpha test was used to test the stability of the resolution, as it was found that the alpha =0.912 is higher than the acceptable ratio of 0.60, which indicates the stability of the resolution (Sekaran & Bougie, 2016),Other SPSS tests were used to analyze gathered data included:

- Descriptive Statistics
- Multiple Regression
- Linear Regression

Results

Demographic Results

As it can be seen in table 1 below, sample was analyzed according to responses, it appeared that majority of respondents were males scoring 76.1% of total sample compared to females who

scored only 23.9% of total sample, as for education, it was seen that majority of respondents held PhD degree scoring 45.5% of total sample with an experience of 10-13 years scoring 48.5% of the total sample.

Table 1. Descriptive Statistics of sample

Gender		
	f	%
Male	102	76.1
Female	32	23.9
Education		
BA	30	22.4
MA	43	32.1
PhD	61	45.5
Experience		
2-5	19	14.2
6-9	41	30.6
10-13	65	48.5
+14	9	6.7
Total	134	100.0

Questionnaire Analysis

In table 2 below, researcher analyzed respondents' answers to the questionnaire, analysis indicated that respondents had positive attitudes towards statements of questionnaire as all of them scored higher than mean of scale 3.00. The highest mean was for the favor of variable "assignable" articulated "The strategy identifies individuals who are better suited for realizing its goals" scoring a mean of 4.25/5.00 compared to the least positively answered statements which came from the variable of "specific" articulated "Marketing strategies are usually bound to specific outcomes" and soring a mean of 3.58/5.00 which was also seen positive as it is higher than mean of scale.

Table 2. Questionnaire Analysis

	Mean	Std. Deviation
S.M.A.R.T BUSINESS		
Specific		
Marketing strategies are usually bound to specific outcomes	3.58	1.006
There is always a specific function for the marketing strategies	3.79	1.245
Being specific in planning a strategy guarantees its success	3.88	.981
Marketing strategies are successful because it specify the audience and the outcomes	3.75	1.193
Marketing strategies usually evolve after a specific period of time	4.08	.997
Measurable		
Marketing strategies are built on concrete measurable goals	3.61	1.117
The goal of marketing strategies can be objectively measured and recorded	3.87	1.036
There are always interim steps necessary to the achievement of the goal	3.88	1.012

Marketing strategies are built on breaking goals down into smaller interim goals	3.99	.922
For a marketing strategy to be measurable it should address the approach of marketing	3.88	1.012
Assignable		
People involved in the marketing strategy are experienced	3.81	1.084
The strategy identifies individuals who are better suited for realizing its goals	4.25	.979
All strategy's steps are achievable	3.75	1.161
People who are involved in the marketing strategy have all the needed info about it	3.88	1.104
Realistic		
Marketing strategy's goals are meaningful	3.79	1.084
The marketing strategy is built on a realistic path to success	3.42	1.099
All strategy's steps are realistic	3.81	.903
All goal in the strategy must be realistic and safe	3.80	.940
Goals in marketing strategies are attainable	4.14	.747
Time-Related		
Marketing strategies have a clear target and timeframe to work towards	4.20	.734
The timeframe has to be measurable, attainable and realistic.	3.92	.918
Marketing strategies are usually Time-based, timely, tangible, trackable, tactical, traceable, toward reaching the needed outcome	4.16	.839
All marketing strategies must be clearly defined, specific time-line or target date	4.23	.775
The time-frame for all marketing strategies are realistic and reasonable	3.98	.930
Marketing Strategies		
Marketing strategies know targeted audience and are built based on them	4.10	.697
There is a defined purpose for every marketing strategy that is adopted in the organization	3.75	.994
Usually marketing strategies for online marketing reach the goals set	4.09	.836
The management makes sure that all adopted marketing strategies are smart enough to be accomplished	4.14	.824
All marketing strategies are built on competition and credibility	3.87	.979

Looking generally on mean and standard deviation of variables as a whole; table 3 below indicated that respondents showed a positive attitudes towards variables of study as all means scored higher than mean of scale. The highest mean came for the benefit of "time related" and scoring a mean of 4.09/5.00 compared to the least mean for the variable of "realistic" scoring a mean of 3.79/5.00 but also as positive since it is higher than mean of scale.

Table 3. Descriptive Statistics of Variables

	Mean	Std. Deviation
Specific	3.8164	.78599
Measurable	3.8478	.84575
Assignable	3.9235	.82957
Realistic	**3.7925**	.59995
Time-Related	**4.0970**	.60012
Marketing Strategies	3.9896	.61867

Hypotheses Testing

Main Hypothesis

H: S.M.A.R.T business has the ability to positively support marketing strategies within telecommunications organizations in Jordan

Table 4. Testing Main Hypothesis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.705[a]	.498	.478	.44698

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.332	5	5.066	25.359	.000[b]
	Residual	25.573	128	.200		
	Total	50.905	133			

Coefficients

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	.748	.300		2.496	.014
	Specific	-.095	.081	-.120	-1.167	.245
	Measurable	.129	.106	.177	1.218	.225
	Assignable	-.104	.094	-.139	-1.100	.273
	Realistic	.426	.082	.413	5.169	.000
	Time	.463	.085	.449	5.446	.000

The above table indicated the results of multiple regression test for the main hypothesis, it is found that Pearson correlation coefficient of 0.705 reflected**a high correlation relationship**, and we also noticed from the value of the determination coefficient of 0.498 that the independent variables explain **49.8%** of the variance in the dependent variable. The calculated F value of 25.359 was significant at 0.05 level, which reflected the significance of the regression. That means *S.M.A.R.T business has the ability to positively support marketing strategies within telecommunications organizations in Jordan*

Sub-Hypotheses:

H1: Specific business has the ability to positively support marketing strategies within telecommunications organizations in Jordan

Table 5. Testing 1st Hypothesis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.423[a]	.179	.173	.56277

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.099	1	9.099	28.731	.000[b]
	Residual	41.806	132	.317		
	Total	50.905	133			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.720	.242		11.243	.000
	Specific	.333	.062	.423	5.360	.000

Above table 5 indicated results of the linear regression test for the main hypothesis, it was found that Pearson correlation coefficient of 0.423 reflected**a medium correlation relationship**, and we also noticed from the value of the determination coefficient of 0.179 that the independent variable explained**17.9 %** of the variance in the dependent variable. The calculated F value of 28.713 was significant at 0.05 level, which reflected the significance of the regression. That means *Specific business has the ability to positively support marketing strategies within telecommunications organizations in Jordan.*

H2: Measurable business has the ability to positively support marketing strategies within telecommunications organizations in Jordan.

Table 6. Testing 2nd Hypothesis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.450[a]	.203	.197	.55443

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.329	1	10.329	33.601	.000[b]
	Residual	40.577	132	.307		
	Total	50.905	133			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.722	.224		12.156	.000
	Measurable	.330	.057	.450	5.797	.000

The above table 6indicated the results of the linear regression test for the main hypothesis, it was found that the Pearson correlation coefficient of 0.45 reflected a **medium correlation relationship**, and we also noticed from the value of the determination coefficient of 0.203 that the independent variable explains **20.3 %** of the variance in the dependent variable. The calculated F value of 33.601 was significant at 0.05 level, which reflected the significance of the regression.

That means *Measurable business has the ability to positively support marketing strategies within telecommunications organizations in Jordan.*

H3: Assignable business has the ability to positively support marketing strategies within telecommunications organizations in Jordan.

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Table 7. Testing 3rd Hypothesis

Model Summary
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Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.385[a]	.148	.142	.57309

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ANOVA
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Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.553	1	7.553	22.998	.000[b]
	Residual	43.352	132	.328		
	Total	50.905	133			

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Coefficients
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Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2.862	.240		11.918	.000
	Assignable	.287	.060	.385	4.796	.000

The above table 7 indicated the results of the linear regression test for the main hypothesis, itwas found that the Pearson correlation coefficient of 0.385 reflected a **medium correlation relationship**, and we also noticed from the value of the determination coefficient of 0.148 that the independent variable explained**14.8 %** of the variance in the dependent variable. The calculated F value of 22.998 was significant at 0.05 level, which reflected the significance of the regression. That means *Assignable business has the ability to positively support marketing strategies within telecommunications organizations in Jordan.*

H4: Realistic business has the ability to positively support marketing strategies within telecommunications organizations in Jordan.

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Table 8. Testing 4th Hypothesis

Model Summary
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Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.599[a]	.358	.353	.49746

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ANOVA
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Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.240	1	18.240	73.705	.000[b]
	Residual	32.666	132	.247		
	Total	50.905	133			

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Coefficients
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Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	1.649	.276		5.972	.000
	Realistic	.617	.072	.599	8.585	.000

The above table 8 indicated the results of the linear regression test for the main hypothesis, it is found that Pearson correlation coefficient of 0.599 reflected a **medium correlation relationship**, and we also notice from the value of the determination coefficient of 0.358 that the independent variable explains**35.8 %** of the variance in the dependent variable. The calculated F value of 73.705was significant at 0.05 level, which reflected the significance of the regression. That means Realistic business has *the ability to positively support marketing strategies within telecommunications organizations in Jordan.*

H5: Time-Related business has the ability to positively support marketing strategies within telecommunications organizations in Jordan.

Table 9. Testing 5th Hypothesis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.613[a]	.375	.371	.49078

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.111	1	19.111	79.346	.000[b]
	Residual	31.794	132	.241		
	Total	50.905	133			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.402	.294		4.774	.000
	Time	.632	.071	.613	8.908	.000

The above table 9 indicated the results of the linear regression test for the main hypothesis, it was found that the Pearson correlation coefficient of 0.613 reflected a **medium correlation relationship**, and we also noticed from the value of the determination coefficient of 0.375 that the independent variable explains **37.5 %** of the variance in the dependent variable. The calculated F value of 79.346was significant at 0.05 level, which reflected the significance of the regression. That means *Time-Related business has the ability to positively support marketing strategies within telecommunications organizations in Jordan.*

Discussion

The current study aimed at examining the role of S.M.A.R.T business goals including (specific, measurable, assignable, realistic and time-related) in supporting marketing strategies within telecommunication organizations in Jordan. In order to realize the aim, quantitative approach was adopted through distributing an online questionnaire on a sample of (134) individuals within

telecommunication industry in Jordan. Depending on SPSS in analyzing primary data of study, researcher was able to reach following findings:

- High <u>correlation relationship</u> with variance of 49.8% resulted within the main hypotheses indicating that S.M.A.R.T business has the ability to positively support marketing strategies within telecommunications organizations in Jordan
- Variables of S.M.A.R.T business including (specific, measurable, assignable, realistic and timely) were seen to be all influential and had a relationship in increasing the efficiency of goal reaching within marketing strategies
- The most influential variable of S.M.A.R.T business according to analysis appeared to be "time related" which scored a variance of 37.5% with a medium correlation relationship.
- In the 2nd rank there appeared the variable of realistic which had a medium correlation relationship with the dependent variable and a variance of 35.8%.
- The least influential variable of all appeared to be "assignable" scoring a variance of 14.8% and indicating a medium correlation relationship.

The study proved that relying on SMART BUSINESS Goals was able to develop marketing strategies in a way that makes them able to effectively and continuously develop the relationship with all customers using all methods that are far from violating privacy. In addition – as agreed on by Bjerke and Renger(2017) and Addison et al (2019) - the application of SMART BUSINESS Goals to marketing strategies contributed to gaining more From customers to achieve the largest customer base and to achieve the highest rate of profit from e-commerce and increase the possibility of access to all information and specifications related to all products and the speed of access to the required goods in the least possible time, regardless of where those products are located.

In addition to that, the study found that SMART BUSINESS Goals contributed to opening the way for everyone to e-marketing and not being limited to well-known brands due to the low costs in e-marketing with ease of ordering compared to traditional marketing, and the possibility of ordering all goods directly by sending an order via the company's online store is in addition to the ease of displaying all the goods and all the company's services through the online store compared to traditional marketing due to the need for a dedicated place to display them this agreed with Pirnau et al (2016), Yu and Wang (2020) and Cabibel et al (2018).

The study also proved that following the method of S.M.A.R.T BUSINESS contributed greatly to facilitate the organization's access to the desired marketing objectives by relying on the standards of S.M.A.R.T BUSINESS, which appeared through its variables (specific, measurable, assignable, realistic and timely) previously mentioned.And through the study, the idea was reached that the most influential variables of SMART BUSINESS on marketing strategies are realistic and timely, given that the strategies that are compatible with the actual facts of the organization and are real and achievable are the strategies that are more likely to reach the goals compared to those that are built on unrealistic or real foundations or those that are built in order to achieve goals that cannot be measured or achieved. On the other hand, we find that the study demonstrated the importance of the marketing strategies being compatible in terms of time, and what is meant here is a specific time frame in order to achieve the goals set, this agreed with Lackéus and Westerberg (2017) and

Rahman and Ayer (2019) who also argued that this time frame needs to be logical, applicable and compatible with the market environment and time and degree of competitiveness and pre-set goals.

Conclusion and Recommendations

Being smart is fruitful in general, when someone is smart in their life they are most likely to succeed in whatever they seek to reach. The same can be applied on business world, organizations need to be smart in their approach to deal with the market, random unplanned operation wouldn't be of great help if it wasn't based on frames that are suitable to the environment it works in. from that point, we can say that any strategy – not only marketing strategies – has to be built on bases on accuracy, time, reality and preciseness in order for it to be able to realize what it seeks to reach.

Based on previously described results, discussion and conclusion, current study recommended:

- The importance of marketing strategies not to be general, that is, not only (increasing followers of social media sites), but the mechanism that will achieve the goals of the strategy must be supported in a smart and effective way.
- Trying to create measurable marketing goals
- One way to ensure a particular failure is to set goals that no one would think could be reached in a realistic period of time. Goals are achieved by taking small, specific, measurable steps on the path to a goal.

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