

SESSION 01

E-Commerce Marketing Evolution

Traditional • Digital • Data-Driven • E-Commerce

E-Commerce | Winter 2026 | 3rd Year Bachelor

Welcome to E-Commerce



Course Overview

14 sessions covering e-commerce foundations, platforms, tools, security, trends, and a final project



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Evaluation

Final project 50%, midterm exam 20%,
assignments 10%, reading tests 10%,
participation and attendance 10%



Textbook

Pelet, Jean-Éric. How to design, create
and manage your site. Dunod, 2018
(scholarvox.com)

Session Objectives

- 01** Understand the evolution of marketing from traditional approaches to digital marketing
- 02** Identify the technological and behavioral factors that favored this transformation
- 03** Analyze the transition from mass marketing to data-driven and personalized marketing
- 04** Understand the evolution of connected consumer behavior in the digital age
- 05** Position e-commerce within a global marketing strategy

Agenda: Traditional Marketing → Digital Transformation → Consumer Evolution → Morocco Focus → E-Commerce's Role

Traditional Marketing Foundations

For decades, marketing relied on one-way mass communication — TV, radio, print, and billboards pushed messages to passive audiences with little feedback or personalization.



Mass Communication

TV, radio, newspapers, and billboards — one message to millions with no way to measure who responded



The 4Ps Framework

Product, Price, Place, Promotion — McCarthy's 1960 framework that defined marketing strategy



Limitations

Expensive, hard to target, impossible to personalize, and difficult to measure ROI accurately

Marketing Evolution Timeline



Marketing has evolved from shouting at crowds to whispering to individuals — data made it personal

Marketing Evolution by the Numbers

\$600B+

Global Digital
Ad Spending (2024)

4.9B

Internet Users
Worldwide

73%

of Consumers
Prefer Mobile

\$6.3T

Global E-Commerce
Market Size

The Digital Marketing Revolution



**Search /
SEO & SEA**



**Social /
Media Marketing**

**Digital
Marketing**



**Email /
Marketing**



**Digital marketing is
measurable, targetable,
and interactive – the
opposite of traditional
mass media**



**Content /
Marketing**

Key Digital Marketing Channels

Search Engine Marketing

SEO (organic) and SEA (paid ads) on Google — capturing demand when people actively search

Social Media Marketing

Facebook, Instagram, TikTok, LinkedIn — building communities and running targeted ad campaigns

Email Marketing

Newsletters, automated sequences, and personalized offers — 36x ROI, the highest of any channel

Content Marketing

Blogs, videos, podcasts, and guides that attract customers through value rather than interruption



Morocco Digital Marketing

- Facebook is the #1 social platform in Morocco with 22M+ users
- Instagram dominates among young Moroccan consumers for brand discovery
- WhatsApp is the primary business communication tool across Morocco
- Google.ma dominates search — Moroccan SEO in French and Arabic is essential
- Digital ad spending in Morocco growing 25%+

annually across all channels

The Connected Consumer



Always Connected

Smartphones give consumers 24/7 access to information, reviews, and purchases from anywhere



Empowered by Data

Consumers research extensively before buying — 81% search online before making a purchase



Social Influence

Reviews, influencers, and peer recommendations drive purchase decisions more than advertising



Moroccan Digital Consumer

- 30M+ internet users in Morocco
- 70%+ access via smartphones
- Facebook and WhatsApp dominant
- Growing trust in online shopping especially among youth

Data-Driven Marketing



Customer Data

Every click, search, and purchase generates data — companies use it to understand and predict behavior



Personalization

Tailored product recommendations, dynamic content, and individualized offers for each customer



Marketing Automation

Automated email sequences, retargeting ads, and chatbots that nurture leads without human effort



Analytics & Measurement

Google Analytics, Meta Pixel, and CRM tools measure every step from ad impression to sale



Key Insight: Data-driven marketing is not just for big companies. Free tools like Google Analytics and Mailchimp make it accessible to Moroccan SMEs with zero budget.

Traditional vs. Digital Marketing



Reach

Traditional: local/national via TV and print; Digital: global reach from day one via internet



Targeting

Traditional: broad demographics; Digital: precise targeting by age, interests, behavior, and location



Measurement

Traditional: estimated reach with surveys; Digital: exact clicks, conversions, and ROI tracking



Cost

Traditional: expensive (TV ad \$100K+); Digital: start with \$5/day on Facebook or Google Ads



Interaction

Traditional: one-way broadcast; Digital: two-way conversations, comments, reviews, and shares



Speed

Traditional: weeks to launch a campaign; Digital: publish an ad in minutes and iterate in real-time

E-Commerce's Place in Marketing



Digital Storefront

E-commerce is not just a sales channel — it is the convergence of marketing, sales, and customer service



Marketing Funnel

SEO and ads drive awareness, website builds interest, checkout converts, email retains customers



Customer Journey

From first ad impression to repeat purchase — e-commerce tracks and optimizes every step



Omnichannel Integration

Online store, social media, mobile app, and physical store work together as one brand experience



Morocco E-Commerce

Morocco's e-commerce market exceeded \$1.8B — Jumia, Avito, and Instagram sellers lead the way



Marketing Truth

E-commerce success depends on marketing — the best product fails without the right strategy

Marketing Eras Compared



Production Era

Pre-1930s: focus on manufacturing efficiency — demand exceeded supply, so selling was easy



Sales Era

1930s-1950s: supply caught up with demand — aggressive selling and advertising became necessary



Marketing Era

1950s-1990s: customer research, segmentation, and the 4Ps — understanding needs before selling



Digital Era

2000s+: internet, social media, and data analytics — one-to-one marketing at global scale



Morocco: traditional marketing still strong (TV, billboards), but digital is growing 25%+ per year

Marketing Transformation — Key Trade-offs

BENEFITS

- ✓ Digital marketing offers precise targeting and measurable ROI
- ✓ Social media gives brands direct access to 4.9 billion users
- ✓ Email marketing delivers 36x ROI — the highest of any channel
- ✓ Data-driven decisions replace guesswork with evidence
- ✓ E-commerce enables 24/7 global sales from anywhere
- ✓ Free tools make digital marketing accessible to any budget
- ✓ Content marketing builds long-term organic traffic for free

CHALLENGES

- ✗ Digital noise — consumers see 6,000+ ads per day
- ✗ Privacy regulations (GDPR, CNPD) limit data collection
- ✗ Algorithm changes can destroy organic reach overnight
- ✗ Digital skills gap — many businesses lack trained marketers
- ✗ Ad fraud wastes an estimated 20% of digital ad budgets
- ✗ Traditional media still dominates for older demographics
- ✗ Constant platform changes require continuous learning and adaptation

Digital Marketing in Morocco

30M+

Internet Users
in Morocco

22M+

Facebook Users
in Morocco

70%+

Mobile Internet
Access Rate

Digital Landscape

- Facebook (22M+) and Instagram are the dominant platforms for both organic and paid marketing
- WhatsApp is Morocco's #1 messaging app — businesses use it for sales and customer service
- Google.ma dominates search — bilingual SEO in French and Arabic is essential for reach
- Digital ad spending growing 25%+ annually — Facebook Ads and Google Ads lead investment
- Morocco Digital 2030 targets accelerating digital transformation across all business sectors

E-Commerce in Modern Marketing



Sales Channel

E-commerce is the ultimate digital sales channel — open 24/7, reaching customers globally



Data Engine

Every transaction generates data — purchase history, behavior, and preferences fuel marketing



Marketing Platform

Your online store IS your marketing — product pages, content, and UX convert visitors to buyers



Growth Opportunity

Global e-commerce reached \$6.3 trillion — and it represents the fastest-growing marketing channel

Marketing Evolution in Action



Coca-Cola: Mass to Digital

From TV-only advertising to personalized digital campaigns — now spends 60%+ of budget on digital



Amazon: Data-Driven Empire

Built the world's largest e-commerce company on data — 35% of purchases driven by AI recommendations



Glossier: Social-First Brand

Built a \$1.8B beauty brand entirely through social media, community, and user-generated content



Jumia Morocco: Digital Pioneer

Brought e-commerce to Morocco — combining digital marketing with COD to build trust in online buying



Key Takeaways

- 1 Marketing evolved from mass broadcasting to personalized digital conversations powered by data
- 2 Digital marketing is measurable, targetable, and affordable — free tools make it accessible to everyone
- 3 The connected consumer researches online, trusts peer reviews, and shops on mobile devices
- 4 E-commerce is where marketing meets sales — the \$6.3 trillion opportunity at the center of digital strategy
- 5 In Morocco, 30M+ internet users, Facebook/Instagram dominate, and digital ad spending grows 25%+ yearly

Homework & Required Reading

Required Reading

Book: *"How to design, create, and manage your site"*

Author: Pelet, Jean-Eric | **Publisher:** Dunod (2018)

Pages: 10 to 25

Access: <http://international.scholarvox.com>

Coming Up — Session 2

Introduction to E-Commerce — We will define e-commerce, explore its history and ecosystem, understand its advantages and limitations, and discover current market trends.

Thank you | Questions? | See you next session!