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The role of social marketing in building customer relationships

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Abstract
The purpose of this research is to identify the impact of social marketing on customer relationship development. Within this framework, the impact of social marketing on customer acquisition, retention, and customer value enhancement is analyzed. Social marketing dimensions were categorized into three key aspects: the societal dimension (individual wellbeing), the organizational dimension (brand image of organization), and the consumer dimension (satisfaction of customers needs and wants). Similarly as the three social marketing dimensions, customer relationship building was also described through three dimensions: customer acquisition, customer value, and customer retention. The research problem narrows down to: How does social marketing impact customer relationship development, and customer loyalty and trust to the brand? The primary goal was to evaluate the relationship between a company's social marketing efforts and customer social brand equity, as well as the relationship this brand equity and the customer relationship. The study was conducted in the field on the telecommunications company Asia cell, where a questionnaire was distributed to a sample of (35) employees in the company. Data was analyzed using SPSS to determine descriptive statistics and standard deviations. There is evidence to support the verification of the first main hypothesis. Recall that the first main hypothesis stated that there is a statistically significant correlation between social marketing and building customer relationships. This means that the use of socially oriented marketing activities improves customer connections and deeper loyalty and trust. Based on these findings, the most notable of the recommendations the study offered was justifiable: social marketing's inclusion, and its unique effect on relationship-enhancing and brand equity-building, within the robust marketing approach of the organization.

Keywords: Social marketing, customer relationship building, telecommunications company (Asia cell)

Introduction
In shadow competitions Commercial The large between Organizations The small And the large did not It is Marketing merely tool For promotion and increase Sales, but rather become Means Basic To build relationship Sustainable with Customers and strengthening loyalty For the sign Commercial And in this Context, back concept Marketing social As one Strategies Effective that It aims to investigation Balance between Goals Commercial And the contribution in to improve the society from during impact Positive on behavior Individuals. Out concept Marketing social in Now The last one And became place concentration For researchers Being embodies an idea Marketing Hadith Which It is considered The element Al-Jawhari And reflects a result and level capacity The organization in to exploit Its resources To verify Its goals The subject on road Activities different according to Standards It fits with nature Her work. And with this It became Organizations Confusing in application concept Marketing social And his position within Priorities and policies Future and that adoption this approach not only As a means To improve Her picture, but rather also To promote Her relationship with Customers Building a base consumers more loyalty and commitment With her message in framework this Search that He carries address " The role of social marketing in building customer relationships"

First Axis: Methodology Search
Firstly-Problem Search
The challenges of social marketing stem from the different responses the target market might have to a social marketing campaign, the effects of the campaign on the customer experience, and the overall effect of the campaign on brand perception. These challenges are

compounded by the limited empirical literature that addresses the interconnectedness of social marketing elements, customer loyalty, and customer purchase behaviors. Thus, the primary issue of this research is: How does social marketing build rapport with customers while fostering loyalty and brand trust?

Secondly-Importance Search

This research highlights the link between social marketing and building customer relationships**.** Social marketing is a contemporary approach that helps to harmonize business goals and social marketing. The value of this specific research study stems from its theoretical and practical contributions, and that is why it should be appreciated by marketing scholars. From a scientific perspective, the study contributes to closing the gap in marketing literature. From a practical standpoint, it provides organizations with actionable recommendations on incorporating social marketing into their marketing strategies to help maintain customer relationships and embrace social change, and thus, enhance their competitiveness. This work helps integrate social marketing into business strategies to build long-lasting customer relationships.

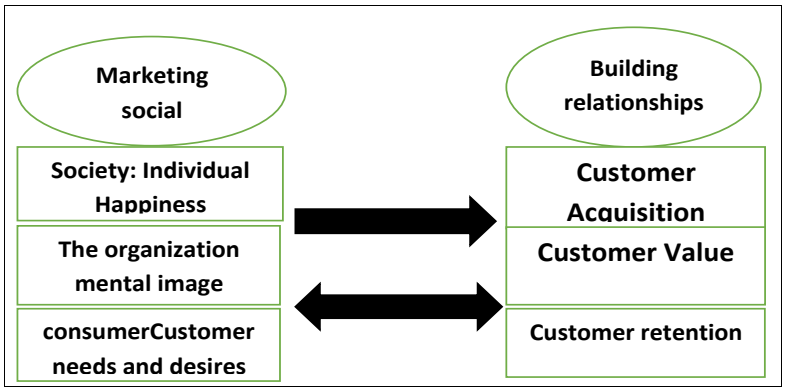
Third-Goals Search

Main objective: Analyzing the impact of social marketing strategies on building customer relationships. Other sub-objectives:

1. Measuring the extent to which commitment to social responsibility affects customers' perception of the brand image, and how this can weaken or strengthen their relationship with the company.
2. Developing a practical model for implementing social marketing strategies
3. Measuring the relationship between social marketing and customer loyalty through the relationship between adopting strategic social marketing brands and the level of customer satisfaction and the extent of their continued dealings with the organization.
4. Analyzing customer response to a socially oriented marketing initiative, its impact on purchasing decisions, and their engagement with the brand.

Fourth-Plan Hypothetical for Research

It is divided into two parts: the independent variable (social marketing) and the dependent variable (building relationships with customers).



Source: Prepared by the researcher based on previous studies

Fig 1: Hypothetical research plan

Fifth-Hypotheses Search

- **First main hypothesis:** There is a statistically significant correlation between social marketing and building relationships with customers.
- **The second main hypothesis:** There is a statistically significant effect of the social marketing variable on building relationships with customers.

The Second Axis: Intellectual Foundations

First: The Concept of Social Marketing

mushroom Marketing social spread wide between staff in Organizations Charity Organizations Other purposeful For profit And also in bodies Public unless that it He is attracted to him a lot from Clothing And not Clarity And for the sake of giving an idea on this The concept despite Modernity in Studies Marketing and entanglement with Fields Humanity The other Which make difficulty giving concept one specific And precise (Rachmad, 2022:230) [20] We will try review various Concepts that Presented concept Marketing social Among them He knew him (Jamil *et al.*, 2022:3) [10] Social marketing: is Instructions that Install In a way major about satisfaction customer well-being the society on range The long He is key about investigation Goals Organizations so Agreed For this The concept Being message Seeking The organization about reaching it which it is by investigation safety for the customer Presentation better Products that verification utility High. While he knew him (Kim, & Kim, 2021:227) [12] Marketing social he Usage for principles and technologies To influence on The audience Target For the purpose of rejection or Acceptance or Abandonment or amendment in behavior voluntarily In favor of individual and society In the capacity of General. in when He pointed all from (Hanaysha, 2022:4) [8] that Marketing social he group from Decisions Administrative that Leads as a result Final to presentation goods Services The righteous one for consumption and others Performer any that it not contaminated for the environment with its resources and its elements Available. Foundational Concepts from Prior Definitions in reference to Destination Social Marketing Consideration Researcher: Marketing social is primarily aimed at conveying social value. Marketing social emphasizes the use of social value. Therefore, messages or campaigns are aimed at value change or behavior influence. Examples include enhancing the health of the population, increasing awareness of the environment, or addressing social issues. These are driven by advertising or promotion or distribution, but they are aimed at social and developmental objectives rather than commercial objectives**.**

Secondly: The Importance of Social Marketing

Social marketing's importance can be understood with what he brought (Masuda *et al.*, 2022:6) [18] Increasing social solidarity among different segments of society with the creation of a sense of belonging by individuals with special needs and qualifications, youth, and others, and the promotion of social stability and providing a form of social justice, and upholding the principle of equity which opportunites are the jewels of social responsibility for organizations. (Evans, 2021:178) [5]. like that Improving the quality of life in the community at Whether in terms of structure Cultural or the side Infrastructure, and increase consciousness importance Complete integration between the organizations community The different and various related categories Also, the importance of social marketing Y she Social responsibility is one of the cornerstones of modern marketing. and Related to fundamental concepts of reducing confidentiality at work and honesty and transparency in dealing with these aspects, they increase Link Social and community prosperity at all levels different (Dolega, 2021:4) [3].

Third: Dimensions of Social Marketing

That for marketing social Dimensions Many from Destination consideration (Dwivedi, 2021:9) [4] It was adopted in the research and is as follows:

Firstly: The Society: Happiness Individuals

The principle New For marketing social no It is limited in His pursuit To achieve Profits Just but rather It should on The organization production goods Services Required from before the society, there Organizations Many She is employed Its supplier about needs citizens and customers and partners and society and many from Organizations They are searching on Ways How to Overcoming or mitigation from impact more Problems social and improving life individuals and the environment ocean Working With him The organization and part From it Include poverty and hunger and discrimination And it seeks all Organizations Governorate on I heard it And staying away on the behavior that Yuther on distortion I heard The organization any interest By element Ethical (Mason, 2021:6) [17].

Secondly: The Organization: Status Mentality

Najd Many from Researchers and managers in Organizations It cares By status Mentality, And they were numerous Concepts For status mentality And it became from Essential a job Departments Marketing in Organizations Ban entrenchment In it value Its services I have minds customers and giving the image the bright on I served them, And before presentation The concept Related In the concept Image mentality It is necessary from The signal that term Image mentality He returns in Its origin Latin to word (image)Meaning Shape or fee or image Connected actually In meaning linguist For the picture mentality It indicates on Simulation And representation Image mentality Distinguished a task very For any organized Tibrid Staying in market and importance Status mentality No less than any activity last Practice it The organization For its success And its survival Superior on Others and that key success The organizer at and its ability on Staying in market He depends on Her ability in building Image mentality Distinguished or Its services I have customers (Larimo, & Leonidou, 2021:62) [16].

Third: consumer: Needs and Desires Customers

He depends Marketing In a way major on knowledge the needs and the Desires For consumers and investigation Satisfaction Presentation all from Shana that Helps for investigation Aspirations the society and the solution Problems In what It fits with Customs and values the society Marketing He should that Save to practice the focus on Outputs that It fits To be affected and preserve for him Excellence, And he suggested concept Marketing social b conditioning Technology or tools Marketing to Programs Designed To influence in behavior The audience Target from Okay to improve luxury Personality That's the society that They form Part From him and that I ignored The organizer at Desires So it is exposed probability Failure large (Syaifullah, 2021:526) [22].

Building Relationships with Clients

First: The concept of Building Relationships with Clients

Maybe abbreviation concept building Relations with Customers in phrase one "I know Your customer to get to know what He buys it "she philosophy Administrative Heading about building Relations with Customer present and Probably, The customer he axis interest The organization The goal from building relationship With him And it is necessary on The organization Meeting Desires Customers In the picture The occasion and timing Suitable (Navarro *et al*, 2024:531) [7] I have they differed definitions around term building Relations With customers This Due to difference Due to the multiplicity View points between Researchers in this Field that For inclusiveness Its application and its connection Many from Fields in The Foundation Among them identification (Hamidi & Safareyeh) on that it practical store Analysis For data The complex when points Contact with The customer and It aims to set The best Among them For the organization and to meet the needs In a way Profitable and active and competent. And it indicates (2020:2734,. Gil-Gomez *et al*) [6] to that building the Relationships with Customers she integration For operations and head money human and technology Seeking To achieve better to understand maybe Lizard One Company to side that, if We focused In a way private on Keeping With customers and management Relations. He sees (Nupus & Ichwanudin, 2021:127) [23] Building the Relationships With customers she practical Organizational Multiple Jobs focus in building Relationships long range with customers and preserving On it And strengthening it. While (Diem *et al*, 2021:746) [2] He pointed Building relationships with clients is philosophy Directed For business High Values It includes Marketing and service Compact with Technologies Communications and Information. He works in Get on Information and knowledge that it has a connection Building Relationships long range with customers for the sake of more and created Value in order to earn Customer satisfaction and from then keeping with him. And everyone knew(Al-Gasawneh *et al*, 2021:32) [1] Building relationships with clients she methodology To understand behavior customers and impact In it from during communication With him as It is group from means Technology Organizational and humanity To facilitate Relationships from the type good her goal basic he link relationships especially personality all customer" Building on Definitions Previous maybe clarification

concept Building relationships with clients from Destination consideration researcher Customer relationship building encompasses the processes of building and maintaining relationships with profitable consumers by providing them with maximum value and the best possible satisfaction.

Secondly: The importance of building relationships with customers: That building Relationships with his client's importance large very in life any organized that's when for the customer from importance in more growth and it developed the organization. gain building Relationships With customers Its importance from during Goals that Seeking to Achieving it where It turned out that there group points that Express on importance building the Relationships With customers It is on Grammar the next (Ricadonna *et al*, 2021:312) [21] It is considered concept building Relations with Customers are a requirement essential in era Marketing The hadith, It is considered One Trends that It calls To her Organizations Business In a way continuous. And Helps concept building Relations with Organized clients on Governorate on Customers, Contact With them on road Channels communication Specific, And on about Investigates integration between The organization and customers, like that giving importance For employees and customers in Organizations Service-oriented, and that relationship Customer employee she part essential from relationship Customer In organizations as a whole Furthermore, the reduction from Costs Advertisement from during the focus on the needs Customers and facilitation Targeting Customers The important ones (Ledro, 2022:55) [15].

Third: Dimensions of customer relationships

I depend researcher in measurement Dimensions building Relationships Customers on what He presented it number from Researchers and the book in a description Dimensions building Relationships Customers Which It was represented b (acquisition Customers, value Customers, Keeping Customers).

First: Customer Acquisition: She practical to set Customers potential And convert them to Customers Permanent on road Standing Organizations Using tools suitable In obtaining on Information Related With customers, To find out Their needs and their desires and use This is amazing Information To attract Customers on road use means Contact Promotional like (Marketing Live, Advertisement, Sale Personal) and that the organizations smart focus on attract Customers more from Sell it For the product (Ledro, 2022:55) [15], And it indicates (34:2021 Juneja) [11] to that practical acquisition Customers It is intended In it practical Find on Customers Renew And attracted them to The organization., with being administration acquisition Customers she a point Contact First between The organization And the client Possible (2020:9,Nguyen) [19].

Second: Customer value

Appearance term Value First time in thought Economic on hand Aristotle that opinion that For the commodity Two values First (value Usability For the purpose Get on Benefit) The second (value reciprocity It arises from swap The item With goods The other (June 2021: 35) It is known as value. Used To describe Preference relative For a commodity specific or Features service Specific For the customer strong It was completed Her evaluation In a way subjective, And include This is amazing Value Efficiency Excellence and status and respect And playing and aesthetics and morals Spirituality (Hasfar, 2020: 87 [9].

Third: Customer retention: Become Keeping With customers issue Administrative Basic In a way growing, especially in this The era that It is characterized At the level high from competition and customers The resolute Those They take decision Staying or Switch guided Their influence mental emotional. for Customers on Knowledge In terms of quality, and Paid In terms of value, And attracts to photo Organizations The strong one, Therefore the reason attract Keeping With customers He has an interest big from Scientists and researchers in area Marketing in The contract the past, so Proven Studies that from The best Keeping With customers current Instead from attract Customers Renew, Because It is related By increasing Revenues The organization And reduce Its costs (2021:48,. Langat, *et al.*) [14], And it is possible identification Keeping With customers on that it keen The organization on Customers And not Allow With their loss From it That's from during Offers that Presented by The organization that Keeping With customers he interaction between Producers and customers may be that It achieves for us benefits social and economic. (Ricadonna, *et al.*, 2021:312) [21].

Third Axis: The Practical Aspect

First: The Research Community and the Sample

A company Asia cell she One companies Communications Leading in Iraq, Founded general 1999 And it began its operations Commercial general 2000. Progress Services the phone Mobile and the internet and it covers all governorates Iraq. To get to know quality her network and its services Digital Advanced. In this section, the demographic characteristics of the individuals included in the research were analyzed, and their opinions on the two study variables were assessed. 35 Questionnaire, and it was retrieved all of them the sample included Individuals working in telecommunications companies.

Second: The arithmetic Mean and Standard Deviation of The Two Study Variables: The researchers resorted to a program SPSS to analyze the data, the program was used to extract the arithmetic means and standard deviations of the different questionnaire items, which contributed to providing a detailed description of the attitudes of the sample members.

Table 1: Demographic characteristics of the sample

Percentage	repetition	Category	variable
80%	29	male	Sex
20%	6	feminine	
100%	35	the total	
33%	10	20-29year	age group
27%	8	30-37year	
23%	12	38-43year	
10%	3	44-50year	
7%	2	51One year or more	
100%	35	the total	
0	5	Preparatory	Academic achievement
10%	3	diploma	
50%	15	Bachelor's	
27%	8	Master's	
13%	4	PhD	
100%	35	the total	
21%	6	1-5 years	Number of years of employment
33%	10	10 years	
33%	15	11-15 years	
13%	4	16yearAnd more	
100%	35	the total	

Prepared by the researcher based on the questionnaire data

Independent Variable (Social Marketing)

He Usage For principles and technologies to influence on The audience Target For the purpose of rejection or Acceptance or Abandonment or amendment in behavior voluntarily In favor of individual and society In the capacity of General.

Table 2: Arithmetic Mean and Standard Deviation for Social Marketing

Descriptive Statistics			
Social marketing	**Sample size**	**arithmetic mean**	**standard deviation**
Society and individual happiness			
1-The company's efforts in supporting community initiatives contribute to enhancing customers' sense of trust and belonging.	35	4.4005	735650
2-The company's focus on social issues has helped improve long-term relationships with customers.	35	4.4000	.650790
3-The community projects launched by the company enhance its image and increase customer loyalty.	35	4.2571	700540
4-Paying attention to the happiness of individuals contributes to enhancing the quality of services provided and increasing customer satisfaction.	35	4.2286	770240
5-A company's commitment to its social responsibility influences customers' decisions to continue doing business with it.	35	4.5714	.502100
Organization and public image			
6-Building a positive public image of the company helps boost customer satisfaction and strengthen their relationships with it.	35	4.3429	683540
7-A company's commitment to social responsibility leads to improved customer perception and increased brand loyalty.	35	4.2000	632460
8-The organization's responsible practices contribute to enhancing customer value and increasing customer loyalty.	35	4.3429	802310
9-A positive company image allows it to build strong relationships with customers and enhance its reputation in the market.	35	4.4571	700540
10-Values-based marketing helps motivate new customers to do business with the company.	35	4.3429	764770
Consumer and customer needs and desires			
11-Understanding customer needs and desires contributes to enhancing customer experience and achieving customer satisfaction.	35	4.4574	700540
12-Providing products and services that meet customer expectations leads to increased brand loyalty.	35	4.4572	.610830
13-Marketing strategies that are linked to customer needs help to improve and strengthen relationships with them.	35	4.4007	.650790
14-Continuous communication between the company and its customers contributes to building trust and improving the quality of interaction between them.	35	4.4857	.612200
15-A company's ability to respond to customer needs leads to increased customer retention and enhanced value.	35	4.3143	631130
The independent variable as a whole	35	4.3371	0.0764

Prepared by the researcher through the program SPSS

The results in the table above show the importance of social marketing for the surveyed sample, as evidenced by the arithmetic mean reaching a value of (4.3371And with very high relative importance, the standard deviation of the independent variable also reached (0.0764Item five of the social marketing variable received the highest rating among the items of the independent variable, which was determined as follows:A company's commitment to its social responsibility influences customers' decisions to continue doing business with it.) where the arithmetic mean for the item (4.5714) and standard deviation (0.50210).

The Dependent Variable (Building Customer Relationships): She integration for operations and head money human and technology Seeking To achieve better to understand maybe Lizard One Company to side that, if We focused In a way private on Keeping With customers and management Relations.

Table 3: Arithmetic Mean and Standard Deviation for the Customer Relationship Building Variable

Descriptive Statistics			
Building relationships with clients	**Sample size**	**arithmetic mean**	**standard deviation**
Customer Acquisition			
1- The company's initiatives in supporting the community lead to attracting new customers and increasing demand for its services.	35	4.4571	.560610
2- Providing added social value contributes to encouraging potential customers to deal with the company.	35	4.4000	.553070
3- Positive interaction with customers through various marketing channels helps in building strong relationships and attracting new customers.	35	4.5429	657220
4- Directing marketing activities towards serving the community contributes to enhancing customer interest in products and services.	35	4.3714	731060
5. Improving the company's image through social marketing leads to expanding the customer base and increasing growth opportunities.	35	4.6857	529790
Customer Value			
6-Continuous interaction with customers helps to enhance their value and increase their trust in the company.	35	4.5429	.610830
7- Providing solutions that meet the needs of the community leads to increased customer satisfaction and strengthens their connection with the company.	35	4.1143	718310
8- Marketing efforts that take into account societal values contribute to increasing customer loyalty and strengthening their relationship with the company.	35	4.1714	568060
9- Supporting social initiatives helps create stronger bonds between customers and the company, increasing their value as consumers.	35	4.2000	472790
10- Paying attention to customer experience and fulfilling their aspirations allows for building sustainable and long-term valuable relationships.	35	4.2571	700540
Customer retention			
11- Providing an outstanding customer experience helps ensure that customers continue to do business with the company.	35	4.3143	631130
12- The company’s efforts in achieving community benefit lead to increased customer satisfaction and enhanced loyalty to the company.	35	4.1429	648200
13- Focusing on building personal relationships with customers contributes to improving their continued engagement with the company.	35	4.4857	658490
14- Marketing strategies based on trust and social responsibility allow for maintaining a stable customer base.	35	4.3712	645610
15-Providing services and products that meet customer expectations reduces customer turnover and increases customer loyalty.	35	4.3714	731060
The variable of building relationships as a whole	35	4.3619	0.0778

Prepared by the researcher through the program SPSS

The researcher concludes from the answers in the table above that the individuals in the studied sample feel satisfied with building relationships with clients and customers, as the total value of the arithmetic mean for the dependent variable reached (4.3619The standard deviation is (0.0778The fifth paragraph was the most important paragraph concerning the dependent variable, as it showed the following: Improving a company's image through social marketing leads to an expanded customer base and increased growth opportunities. With an arithmetic mean of (4.6857) and standard deviation (0.52979).

Third: Testing the Correlation and Influence Relationships between the Two Research Variables

This research aims to determine the degree of correlation between social marketing and building relationships with customers, as well as the degree of influence of the former on the latter.

1. Testing the Correlation between the Two Research Variables

The First Main Hypothesis: There is a statistically significant correlation between social marketing and building relationships with customers.

Table 4: Correlation Test

Correlations			
		social marketing	**Building relationships with clients**
social marketing	Pearson Correlation	1	.534**
	Sig. (2-tailed)		001
	N	35	35
Building relationships with clients	Pearson Correlation	.534**	1
	Sig. (2-tailed)	001	
	N	35	35

**. Correlation is significant at the 0.01 level (2-tailed). Prepared by the researcher through the programSPSS

Key Findings from the Correlation Analysis Table

- There is a strong, statistically significant correlation between social marketing and building relationships with customers.
- The correlation coefficient was (0.534).
- The direct relationship indicates that paying attention to social marketing leads to improved customer relationship building, and vice versa.
- The correlation relationship was characterized by a statistical significance of (0.001).
- The first main hypothesis is confirmed.

2. Testing the Relationship of Influence of the Independent Variable on the Dependent Variable

The second main hypothesis: There is a statistically significant effect of the social marketing variable on building relationships with customers.

Table 5: First test of the effect relationship

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	.534a	285	264	24676
a. Predictors: (Constant), social marketing				

Prepared by the researcher through the program SPSS

Table 6: Second test of the effect relationship

ANOVAA						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	802	1	802	13.171	.001b
	Residual	2.009	33	061		
	Total	2.811	34			
a. Dependent Variable: Building relationships						
b. Predictors: (Constant), social marketing						

Prepared by the researcher through the program SPSS

Table 7: Third Test Effect

Coefficientsa						
Model		**Unstandardized Coefficients**		**Standardized Coefficients**	**t**	**Sig.**
		B	Std. Error	Beta		
1	(Constant)	2.019	647		3.121	004
	social marketing	535	147	534	3.629	001
a. Dependent Variable: Building relationships						

Prepared by the researcher through the program SPSS, *P ≤ 0.05 df: (1.33) N= 35

Table 8: Results of tests on the relationship between the impacts of social marketing on building customer relationships

F		**T**		**R2**	**social marketing**		**Variable Independent variable Follower**
The schedule	Calculated	The schedule	Calculated		B1	B0	
4.170	13.171	1.697	3.121	0.285	0.535	0.534	Building relationships with clients

Key Findings from the Impact Relationship Analysis Tables

- The existence of an influential relationship between the independent variable social marketing In the dependent variable Building relationships with clients.
- The total value of the coefficient of determination reached R2 (0.285) this value indicates that 28.5% of the direct changes that occur in customer relationship building performance are due to the impact of social marketing.
- The value reached F The calculated value was (13.171), while the value was F The tabulation reached (4.170), and this is considered a statistical indication of the impact of social marketing in building relationships with customers.
- I got T the calculated total value was (3.121), which is higher than its tabulated counterpart (1.697). This is considered a result that indicates the validity and verification of the second main hypothesis.

Fourth Axis: Conclusion and Recommendations

First: Conclusion

1. It became clear from during results the study health

Hypothesis Main First where Found relationship correlation The indication Statistics between Marketing social Building Relations with Customers Which Confirms that adoption Activities The Stamp social Enhances Links with Customers And strengthens level Interaction Positive With them.

2. Confirmed results a test Hypothesis Second presence impact effective for marketing social on building Relations with Customers where proven that rate a task from to improve Relations Return to This is amazing Strategies He is what It indicates to Her role bio in formation Relationships Sustainable and the quality.
3. Contributes commitment Company with her responsibility social in to improve image the sign Commercial I have Customers what Reflected Positively on Their decision in Continuation By dealing with her and strengthens from feelings loyalty Trust.
4. Showed Analysis Responses that Customers They connect in a way direct between quality Initiatives social And between Their ability on Interaction Positive with Company The matter that It indicates to to rise Their awareness Their interest On the sides Ethics The official in Marketing.
5. I succeeded Company in employment Marketing social as a tool strategy to achieve satisfaction Customers Expanding a base Transactions Which It indicates on importance to merge Distance social within Plans Marketing To ensure Sustainability and growth.

Second: Recommendations

1. Necessity Approval Marketing social As an element essential within strategy Marketing Comprehensive For the company when for him from impact Fixed in building Relations and strengthening Image mentality For the sign Commercial.
2. To encourage companies on design Implementation Programs marketing social Respond for needs the society Values Customers Which Contributes in deepening trust and investigation loyalty long The term.
3. Development model applied Integrated for marketing social maybe its adoption in companies Communications and others So that He is Acceptable for evaluation and development League building on comments Customers and results Performance.
4. Continuation by measuring effect Activities Marketing social on relationship with Customers in a way systematic Regular to ensure directing Strategies according to data minute and well thought out.
5. Benefit from results hypotheses in fee Policies Interior Enhance from culture Responsibility social inside Company and involve all Levels Administrative in implementing it In what Guarantees Sustainability relationship with The audience and investigation feature competitive.

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