

The Effect of Marketing Digitization on Strategic Innovation: An Exploratory Study on a Sample of marketing Companies.

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- **Abstract:** Due to the rapid changes in the external environment and the challenges they contain, all organizations, regardless of their boundaries, seek to have a superior position in their fields of work. This of course requires strategic innovation as an integral business system within which the organizations are searching for reprogramming and identifying the type of relations with their markets and competitors concerning marketing industry. This is performed through the basic amendment regarding their practices in the competition process in a way that suits the ongoing change of looking for the available opportunities of obtaining success and growth, and adding value to the company and the customer as well. The dimensions of marketing digitization and its channels such as (websites, e-mails, distributed databases, screens and digital ads) have been used to support marketing with content and commission, and have a great mastery and keeping the customer within the multiple purchasing channels. What is more is to build strong relationships with the customer and competitive companies and keeping them as well. What has been noticed is that there is a noticeable negligence and weakness in the use of marketing digitization, namely its technology and developed systems to reinforce strategic innovation. Accordingly, the present research aims at identifying the nature of marketing digitization-efficiency and the strategic innovation in the marketing companies to fill the knowledge gap through the use of statistical descriptive tools for the analysis. The survey study has been employed here as the scientific method. A questionnaire that is consisted of (32) items has been formed. It has been distributed among the research sample that consists of (50) members who are responsible for answering the enquiries of the research problem, testing and measuring the correlation and impact relationships between research variables. A hypothetical scheme has been built and the main hypotheses have been formulated to test their validity. The researchers have come to a number of conclusions, chief among them is that there is a significant correlation with statistical indication between the research variables.
- **Keywords:** concerning marketing industry, hypotheses, competition process, organizations