• This company's E- applications are a great example of applying the brand's reputation sustainability in an ideal way, as the National Day video has gained great popularity in social media, and this reflects the content efficiency‎ and its emotional links with the audience.

• Identification application in this company account regarding social media is highly consistent with regard to colors and visual identity, which add a strong form of identity and its sustainability.

• As for simulating this company concerning its electronic applications methods, there are several advantages and disadvantages, including:

• Identification application in this company account regarding social media is highly consistent with regard to colors and visual identity, which add a strong form of identity and its sustainability.

• The Chatbots is contemporary and is considered a significant point for the customer comfort, developing the process of communicating with customers and keeping up with their needs.

• Changing the content by changing the platform and the segment that uses the platform will help provide content that appropriate with this segment and its needs, which helps interaction and sustainability.

• The multiplicity of ads and little content marketing

• Participating in world events, including Alzheimer's World Day, where the company plays its role with regard to social responsibility

• Highlighting the company's efforts to provide environmentally friendly capacity

• The company's participation in the National Day celebrations

• Highlighting the technical efforts made by the company's employees, which reflect a positive image of the company's efforts with regard to the service delivery in all circumstances,

• Participation in world events as the company interacts with these events through social media, which shall add the closeness to the community, which leads to reflecting an emotional image towards the company

• Marketing the company's commitment, as it will serve the company with the sustainability of the trademark, where it will use the 4c's model to measure the integration in the implementation of the commitment.

• Muhammad became a client of the company about two years ago. After his marriage, he settled in an apartment and then became a client of the company. Muhammad's impression towards the company is a neutral, as he does not have a clear opinion and perception towards the company.

• Browsing social networking sites

• Searching for premium content to watch

• Enjoying the content

• Raising awareness of the company's accounts

• Increasing the accounts' visits

• Increasing the interactions rate‎

• Increasing the followers

• Number of Views

• Number of page visitors

• Number of interactions

• Number of followers

• Persona Building shall help in identifying the target segment accurately, and shall also help in understanding the customer more which enables to provide innovative solutions in the formulation of a mental image compatible with this segment based on the specifications identified for this persona

• Defining the customer journey, as well as the meeting points, which will enable the development of procedures that support achieving optimal marketing objectives.

• Collecting the largest possible amount of customers' reactions and analyzing them in the appropriate way that help build a complete perception for their needs from more than one aspect, which will enable the provision of several programs that help keep customers for a longer period.