



The Impact of Digital Technologies on Information Marketing at the King Abdulaziz Center for World Culture: A Descriptive and Analytical Study from the Perspective of Female Students of the College of Arts

مدى تأثير التقنيات الرقمية على تسويق المعلومات في مركز الملك عبد العزيز الثقافي العالمي:

دراسة وصفية تحليلية من وجهة نظر طالبات كلية الآداب

Aliaa Ibrahim Ahmed¹

Assistant Professor of Library and Information Science Department of Information Science , College of Arts , Imam Abdulrahman bin Faisal University

Asmaa Al-Shahri², Sarah Asiri³, Mazoon Al-Salem⁴, Hind Al-Ghamdi⁵, Yara Balharith⁶

College of Arts, Imam Abdulrahman bin Faisal University, Saudi Arabia

د. علياء إبراهيم أحمد¹

أستاذ المكتبات والمعلومات المساعد- كلية الآداب- جامعة الإمام عبد الرحمن بن فيصل

أسماء الشهري² - سارة عسيري³ - مزون السالم⁴ - هند الغامدي⁵ - يارا بالحارث⁶

قسم علم المعلومات- كلية الآداب - جامعة الإمام عبد الرحمن بن فيصل

DOI: <https://doi.org/10.64355/agjhss245>



Abstract:

Purpose – This study aims to analyze the impact of digital technologies on information marketing at the King Abdulaziz Center for World Culture (Ithra), from the perspective of female students at the College of Arts, Imam Abdulrahman bin Faisal University.

Design/methodology/approach – A descriptive analytical approach was employed, using a structured questionnaire distributed to a simple random sample of 143 students. Data were analyzed using frequencies and percentages to identify key indicators.

Findings – The results revealed that 72.7% of participants had previously visited Ithra, indicating a high level of engagement. Most had visited at least once in the past year, with 29.4% visiting two to three times, and 23.1% more than three times. A significant majority (93.7%) affirmed the effectiveness of digital platforms in reaching the public and disseminating cultural information.

Practical implications – The study recommends intensifying digital marketing efforts, particularly through interactive content and daily stories on social media. It also highlights the importance of increasing marketing budgets and enhancing the Ithra app with personalized features, online booking, and event notifications to improve user experience and engagement.

Originality/value – This research provides unique insights into the effectiveness of digital marketing in a major cultural institution in Saudi Arabia, contributing to a relatively underexplored area in the literature on digital information dissemination.

Keywords: Digital Technologies; Information Marketing; Impact; King Abdulaziz Center for World Culture; Ithra

المخلص:

يهدف هذا البحث إلى مراجعة منهجية لدور الذكاء الاصطناعي في دعم الإدارة الذكية وتعزيز التميز المؤسسي المستدام. تناولت الدراسة 17 بحثاً علمياً منشوراً بين عامي 2015 و2024 في قواعد بيانات أكاديمية مرموقة، وركزت على تطبيقات الذكاء الاصطناعي مثل التحليلات التنبؤية، وأتمتة العمليات، ونظم دعم القرار.

أظهرت النتائج أن 76% من الدراسات أشارت إلى تحسن في دقة اتخاذ القرار، و65% سجلت زيادة في الكفاءة والإنتاجية، بينما أبلغت 53% عن تحسينات في مؤشرات الاستدامة مثل كفاءة الطاقة وتقليل النفايات. كما سلطت الدراسة الضوء على التحديات المتعلقة بتكاليف تطبيق الذكاء الاصطناعي، ومقاومة التغيير، والقضايا الأخلاقية.

خلصت الدراسة إلى أن الذكاء الاصطناعي يشكل عاملاً حاسماً لتحقيق الإدارة الذكية والتميز المؤسسي، إذا ما تم تبنيه ضمن إطار استراتيجي يدعمه القادة والبنية الرقمية المناسبة. وتوصي الدراسة بمزيد من البحث في تطبيقات الذكاء الاصطناعي حسب القطاعات، إلى جانب دمجها ضمن مبادرات التحول الرقمي.

الكلمات المفتاحية: الذكاء الاصطناعي، الإدارة الذكية، التميز المؤسسي، التحول الرقمي، الاستدامة.

Introduction:

Digital technologies are among the most prominent factors that have transformed many fields, including information marketing. In an era of accelerating technological development, information providers face new challenges that require innovative strategies for engaging with the public. The King Abdulaziz Center for World Culture (Ithra) is a distinguished model in this context, as it seeks to use digital technologies to enhance access to knowledge and culture. Digital technologies have become one of the most important pillars that have reshaped many areas of life, including information marketing, which is witnessing a remarkable transformation thanks to continuous technological progress. These technologies have transformed the way information is collected, processed, and presented to the target audience, contributing to facilitating access to

information and improving the user experience. However, this rapid development is accompanied by numerous challenges, including how to employ these technologies effectively and ensuring their sustainable use in a way that achieves the desired goals and meets the diverse needs of the public. In this context, the King Abdulaziz Center for World Culture (Ithra) is a unique and distinguished model for using digital technologies to enhance its cultural and knowledge-based role. It is also one of the most prominent cultural institutions in the Kingdom of Saudi Arabia, striving to provide innovative information services based on modern technology to meet the growing aspirations of its beneficiaries. By employing digital technologies, the center seeks to improve the process of marketing information by providing attractive and diverse digital content, enabling the public to interact with knowledge more effectively and creatively.

Through its digital initiatives and services, Ithra reflects its commitment to achieving the integration of knowledge and technology, enabling it to reach broad segments of society, both locally and internationally. Therefore, studying the impact of digital technologies on information marketing at Ithra is a necessary step to understand the nature of these transformations, the challenges facing the center, and how to maximize the opportunities offered by technology to enhance its role in spreading culture and knowledge.

1- The Problem of the Study

Digital technologies have radically transformed information marketing methods, leading to significant changes in the ways content is accessed and presented to the public. However, some institutions still face challenges in effectively adopting these technologies, hindering their ability to maximize their potential. The King Abdulaziz Center for World Culture is a model for an information-driven cultural institution, which raises the question of the extent to which digital technologies impact its information marketing strategies. Therefore, the problem of the study is to investigate the extent to which these technologies impact the efficiency and effectiveness of information marketing at the center, and whether they contribute to enhancing information access to the target audience and achieving the desired cultural and cognitive goals.

2- The Importance and Justifications of the Study

This study derives its importance from the increasing role of modern digital technologies in improving information marketing strategies, especially in cultural institutions seeking to enhance their outreach to the public. From this perspective, the importance of the study becomes clear in:

- Providing results and recommendations that benefit researchers and specialists in the field of information marketing, contributing to the development of digital practices in cultural institutions.
- Bridging the gap in Arab studies on the impact of digital transformation on information marketing, particularly in cultural institutions such as the King Abdulaziz Center for World Culture.
- Clarifying the role of modern digital media in improving access to information and increasing audience engagement with cultural content.
- Highlighting the importance of cultural institutions adopting digital strategies to ensure they achieve their goals of disseminating knowledge and enhancing their societal role.
- The need to study the readiness of the center's digital infrastructure and the challenges that may face the digital transformation process in information marketing.

3- Study Questions

- What digital technologies are used in information marketing?
- How do digital technologies affect information marketing strategies in public information institutions?

- To what extent do digital technologies impact the impact of digital transformation?
- What are the challenges facing public information institutions in applying digital technologies in information marketing?

4- Study Objectives

Identify the digital technologies used in information marketing Identify how digital technologies impact information marketing strategies in cultural institutions

Determine the extent to which the use of digital media (such as applications and websites) affects users' experience in accessing information

Explore ways to improve the use of digital technologies in information marketing for different communities

Analyze how the use of social media contributes to enhancing digital information marketing

Study how the Ithra Center contributes to raising awareness of the importance of using digital technologies in information marketing

Study the impact of digital technologies on visitor interaction with the content displayed at Ithra

Identify the challenges facing cultural institutions in applying digital technologies in information marketing

5- Study Methodology

The study relies on a descriptive and analytical field approach, which aims to study the impact of digital technologies on information marketing at the King Abdulaziz Center for World Culture (Ithra). Data is collected through field tools, including questionnaires and targeted interviews with center staff. This approach allows for a description of the current situation and an analysis of the opinions of relevant parties to draw scientific conclusions and provide practical recommendations for improving information marketing using digital technologies.

6- Study Tools

A questionnaire was developed, divided into two axes. The first axis covered general data from the study population, while the second axis was divided into four parts using a five-point Likert scale to collect data on their opinions and experiences regarding the impact of digital technologies on information marketing.

7- Study Population and Sample

The study population consisted of female students from the College of Arts. This is due to the fact that young people are among the most frequent users of public libraries, as indicated by numerous studies on information institutions' beneficiaries. This group also needs access to information to prepare their assignments and homework.

8- Study Limits

The study's limitations are as follows:

Objective Limits: The study focuses on the impact of modern digital technologies on information marketing within Ithra, including the digital media used, digital marketing strategies, and the extent of public interaction with them.

Spatial Limits: The study is limited to female students in the College of Arts at Imam Abdulrahman bin Faisal University, Saudi Arabia.

Temporal Limits: The study will be conducted during the academic year 2024/2025, according to the specified research schedule. The goal is to analyze the impact of modern digital technologies on information marketing at the King Abdulaziz Center for World Culture (Ithra).

9- Study Terminology

Digital Technologies

A set of electronic tools, systems, and materials developed using programmed digital data, with human intervention in their design and production. (Najman and Adnan, 2023)

Information Marketing

Using marketing strategies to promote information services and products with the aim of increasing awareness and attracting beneficiaries. (Al-Harbi et al., 2020)

King Abdulaziz Cultural Center

The King Abdulaziz Center for World Culture, known as "Ithra," is a Saudi cultural institution that aims to promote knowledge and creativity. (Saudi Aramco, 2025)

Information

Information is data that has been processed and interpreted to become meaningful and valuable, and is used to support decision-making and problem-solving. (Al-Harbi et al., 2020)

10- Previous Studies

The study conducted by Al-Habari in 2023, titled "Electronic Marketing of Information Services in Yemeni Private University Libraries in Sana'a," aimed to uncover the reality of e-marketing of information services in these libraries and its availability. The researcher used a descriptive survey approach, relying on a questionnaire as the primary tool for collecting data. The questionnaire was administered to 26 private university libraries in Sana'a. The results showed that e-marketing in these libraries achieved an average score of 3.11 out of 5, with an average rating. The best performance was achieved by e-marketing for the service (product) (3.57 with a high rating), followed by e-promotion (3.01 with an average rating), then beneficiaries and human resources (2.89 with an average rating). Performance was weak in e-distribution (2.57 with a low rating), and the lowest score was achieved by e-pricing (1.00 with a very low rating). The study also showed that 73.08% of libraries do not implement e-marketing, while only 26.92% of them do. The researcher recommended the necessity of introducing e-marketing in these libraries, keeping pace with technological developments, and investing in Web 2.0 technologies to develop marketing methods and means, in addition to proposing future studies that complement the topic. (Al-Harbi, 2023)

Researcher Al-Najjar conducted a study in 2021 titled "The Role of Business Intelligence and Knowledge Management Systems in Marketing Information Services in Academic Libraries in Light of the COVID-19 Pandemic: An Analytical Study." The study aimed to identify the importance of innovative solutions, such as business intelligence and knowledge management systems, in improving the marketing of academic library services. The researcher adopted a descriptive analytical approach, as the study included academic libraries at Tanta and Menoufia Universities, relying on questionnaires, interviews, and data analysis as research tools. The results showed that the implementation of business intelligence systems helps improve work quality and accurate decision-making, which enhances the efficiency of library services. It was also found that weak

infrastructure and a lack of training and financial resources pose significant challenges to the implementation of these systems. The study recommended the need to activate the use of business intelligence systems in academic libraries, support the creation of expert databases, enhance knowledge sharing mechanisms, and use artificial intelligence software to develop marketing processes and information services. (Al-Najjar, 2021)

Dr. Morsi conducted a study in 2019 titled "The Reality of Marketing Information Services" In Public Libraries Through Social Media: Al-Zawiya Al-Hamra Library in Cairo as a Model" aims to identify the extent of the use of social media in marketing information services in public libraries. This is done through a case study of Al-Zawiya Al-Hamra Library in Cairo. The researcher used a case study approach, analyzing the reality of e-marketing in the library using direct observation tools, personal interviews, and a checklist. The study included the community of Al-Zawiya Al-Hamra Library, while the sample was limited to employees and marketing officials within the library. The results showed that the library relies primarily on Facebook, WhatsApp, and Instagram to promote its services, with a greater focus on Facebook. It also revealed that the budget allocated for marketing is weak, forcing the library to rely on free media. The study recommended the need to allocate an independent budget for marketing departments in public libraries, to train employees through specialized training courses, and to improve online marketing strategies to enhance access to services for beneficiaries (Morsi, 2019).

The study, conducted by Al-Ghanim in 2018, entitled "Online Marketing of Information Resources and Services in Saudi Universities," aims to identify the reality of marketing information resources and services online. In Saudi university libraries, and to provide recommendations for improving this marketing, the study relied on a descriptive-analytical approach. The researcher analyzed the websites of Saudi university libraries according to six axes, including the clarity of the websites, general information, communication methods, electronic services, electronic resources, and useful links. The study included 28 Saudi universities. Data was collected using a checklist based on previous studies and then analyzed statistically. The results showed that 86% of libraries provide their websites in both Arabic and English, and that most libraries offer direct communication methods such as email and telephone. Some libraries also rely on social media for electronic marketing. Conversely, weaknesses were noted, such as the lack of integrated electronic services, the limited availability of virtual tours, and the lack of clear updating of information sources on websites. The study recommended the need to develop online university library services, improve the design of home pages, provide services tailored to people with special needs, and enhance interaction with beneficiaries through periodic surveys and modern communication methods (Al-Ghanim, 2020).

Theoretical Framework

The digital age has witnessed major transformations that have clearly impacted information marketing. Digital technologies have reshaped traditional methods, intensifying competition among information institutions. With the advancement of technology and the spread of the internet, the concept of electronic information marketing has emerged, as institutions have come to rely on digital platforms and social media to expand the scope of their services and effectively reach their audiences.

These modern tools have contributed to the development of marketing strategies based on big data analysis and precise targeting, enhancing service quality and raising customer satisfaction. The use of social media platforms such as Facebook, Twitter, and Instagram has also provided new opportunities for direct interaction and the delivery of innovative content.

In light of the trend toward privatization and market liberalization, it has become imperative to adopt advanced digital marketing strategies that rely on innovation, such as search engine optimization, email marketing, and digital advertising. Thus, digital technologies have become a pivotal tool in enhancing marketing efficiency and speeding up audience reach. As technological advancements continue, the

importance of these tools increases, making it imperative for information institutions to keep pace with them to ensure success and continuity. (Al-Bayati, 133, 2016)

1- Digital Technologies (Their Nature and Importance):

Digital technologies are defined as a set of tools and systems that rely on modern technology to convert data and information into digital formats that can be easily stored, processed, and transmitted. These technologies include a wide range of tools such as computers, smartphones, software, web networks, artificial intelligence, and the Internet of Things (IoT). These technologies rely on the binary system (0 and 1) to represent data, making it quickly and efficiently editable and upgradable. In short, digital technologies are the backbone of the modern era, facilitating daily operations and improving communication between individuals and institutions. (Mawloud, 2017, pp. 146-162)

2- The Importance of Digital Technology:

Digital technologies play a pivotal role in information marketing, as they have become the primary means of transferring data and knowledge to target audiences. Thanks to these technologies, companies and organizations can reach a much wider audience than was previously possible. For example, social media platforms such as Facebook, Twitter, and Instagram allow for the quick and easy dissemination of information, helping build brand awareness and attract potential customers. Additionally, digital analytics tools help understand consumer behavior and preferences, enabling marketers to customize their marketing messages for maximum impact. (Alit Nasira and Maazouzi Driss, 2022, pp. 300-327)

Digital technologies also provide multiple channels for information marketing, such as email, blogs, videos, and podcasts, allowing marketers to choose the most appropriate medium for their audience. Furthermore, these technologies facilitate direct interaction with audiences through comments and direct messages, strengthening the relationship between the brand and customers. In short, digital technologies are not only a means of disseminating information, but also a powerful tool for improving the user experience and increasing the effectiveness of marketing campaigns. (Alit Nasira and Maazouzi Driss, 2022, pp. 300-327)

3- Objectives of Digital Technology:

- Helping to change the sensory perception of invitees to help increase understanding.
- Awareness among invitees
- Raising the level of invitees and aiding in memory
- Developing intellectual and educational abilities through feedback from invitees
- Developing positive tendencies among invitees through the presence of senior, competent preachers with specialized scientific specialties and the use of audio recordings, television, the internet, CDs, and other means

4- The Role of Information Technology in Accessing Information:

Digital technologies have revolutionized the way information is marketed, making reaching the target audience easier and more effective than ever before. The spread of the internet and the development of digital media have radically changed the way information is disseminated and circulated, making it possible to deliver content to millions of people around the world with the touch of a button. This capability is not limited to individuals; academic institutions, digital libraries, and media outlets have also benefited from it, leading to a major shift in the methods of research, learning, and knowledge dissemination. (Alit Nasira and Maazouzi Driss, 2022, pp. 300-327)

One of the most prominent examples of this is the emergence of electronic libraries and academic platforms that provide diverse academic resources for researchers and students, such as Google Scholar and ResearchGate. These platforms are no longer merely alternatives to traditional libraries; they have become essential tools for scientific research, enabling users to access millions of research papers and scientific articles easily and quickly, without the need to physically visit libraries or wait for paper copies of the resources. This development has enhanced opportunities for self-learning and academic research, contributing to bridging the knowledge gap between individuals around the world. In addition, search engine optimization (SEO) techniques have played a crucial role in expanding access to information. By employing advanced strategies in writing digital content, it has become possible to improve the visibility of information on search engines such as Google, making it more accessible to the target audience. (Alit Nasira and Maazouzi Driss, 2022, pp. 300-327)

4/2 Artificial Intelligence and Digital Analytics Technologies in Marketing:

The field of marketing has undergone a major transformation thanks to the development of artificial intelligence and digital analytics technologies. These tools have become an essential element in improving the efficiency and effectiveness of information marketing. Marketing is no longer based solely on intuition or guesswork; it has become more accurate and intelligent by analyzing massive amounts of data to extract information consumption patterns and gain a deeper understanding of audience needs. This ability to analyze data gives organizations a clear view of prevailing trends, enabling them to deliver more engaging and impactful content that accurately and effectively meets user needs. (Dahmouni, 2017, pp. 231-239)

One of the most prominent features of artificial intelligence in marketing is its ability to predict which topics will be popular in the future. By studying search patterns and online user behavior, artificial intelligence can identify content that will become increasingly popular. This helps organizations and businesses plan ahead to produce content that meets audience expectations, giving them a significant competitive advantage. For example, news platforms or digital marketing sites can leverage these predictions to create articles or advertising campaigns that capture users' interests before they become popular. This approach not only increases the chances of content reaching a wide audience but also enhances engagement and participation, increasing the value of the marketed content.

In addition to intelligent predictions, digital analytics tools play a fundamental role in accurately measuring the performance of marketing campaigns. Previously, companies relied on general indicators such as the number of views or clicks to measure the success of their campaigns, but thanks to advanced digital analytics, it is now possible to obtain more detailed data on how audiences interact with content. These tools provide information about how long users spend browsing content, the sources they came from, and the conversion rate of campaigns. Based on this data, organizations can improve their marketing strategies, modify content to be more engaging, and achieve better results through decisions based on actual data rather than guesswork or trial and error. (Dahmouni, 2017, pp. 231-239)

Artificial intelligence and digital analytics not only improve marketing strategies but also enhance the user experience. By analyzing individual behaviors, personalized recommendations can be provided that make the browsing experience more convenient and seamless. For example, platforms like YouTube and Netflix rely on AI.

Artificial intelligence (AI) can provide recommendations to users based on their previous interests, increasing their satisfaction and encouraging them to spend more time browsing content. The same applies to digital marketing, where targeted ads can be delivered that precisely match a user's needs, rather than random ads that may be irrelevant. As AI and digital analytics technologies continue to evolve, marketing will become smarter and more effective, enabling organizations to target the right audience with the most relevant

messages and content at the right time. This development not only enhances the success of marketing campaigns but also creates a more interactive and dynamic marketing environment, making the user experience more personalized and seamless than ever before. (Dahmouni, 2017, pp. 231-239)

The applied framework of the study:

The applied phase of this study is a key focus for exploring the reality of the use of digital technologies in information marketing at the King Abdulaziz Center for World Culture (Ithra). This research is conducted through a survey of female students at the College of Arts at Imam Abdulrahman bin Faisal University. The applied framework relies on an analysis of a questionnaire distributed to a random sample of female students from the College of Arts. 143 students from various disciplines and academic levels responded. This sample represents a diverse audience in terms of educational and digital backgrounds, allowing researchers to arrive at results that are more representative of reality.

The study relied on a descriptive analytical approach to interpret the results of the questionnaire data. It was divided into two sections: the first section includes personal data of the respondents, such as age, academic level, specialization, and frequency of visits to the Ithra Center. The second section contains statements related to measuring the impact of digital technologies on information marketing, including digital platforms, interaction, applications, paid advertising, visitor satisfaction, and digital analysis tools.

This analysis aims to highlight the features of digital interaction with the center and reveal the strengths and challenges of using modern technology within marketing plans. Through the obtained results, the researchers seek to provide realistic, applicable recommendations to support more effective use of digital technologies in cultural and information institutions.

Analysis and Review of Study Results:

First: General Data of the Study Sample:

Distribution of the Study Sample by Age Group:

percentage	Repetitions	Age Group
21.7%	31	16-20 Years
51.7%	74	21-25 Years
26.6%	38	Over 25 Years
100%	143	Total

Table 1: Shows the distribution of the study sample according to age group.

Table 1 shows that the 21-25 age group represents the largest percentage of survey participants, representing 51.7% of the total sample. This age group is the most active in using digital technologies, which explains their preference for digital tools in the information marketing process. Since this group is typically in higher education or at the beginning of their careers, they are more open to the use of modern technologies. Furthermore, this group may be more engaged with social media platforms and digital applications that enable them to access information quickly and easily, contributing to the effectiveness of digital marketing for information. The 16-20 age group accounted for 21.7% of the respondents, reflecting interest from younger people who are beginning to acquire the necessary digital skills, particularly in using new technologies to access information. However, the participation rate in this group is lower, as they may still be in high school

or at the beginning of higher education. The "over 25" age group accounted for 26.6% of the respondents, representing a more professionally or academically mature group, meaning they represent a diverse segment in terms of their understanding of digital marketing techniques. While this group may not be as engaged with digital tools as the younger group, they are likely better able to evaluate the effectiveness of these tools in the context of their work or studies. The researchers believe that the balanced gender distribution reflects diversity in the workplace.

Distribution of the study sample according to academic level:

percentage	Repetitions	Academic Level
28.7%	41	Fourth
18.2%	26	Sixth
53.1%	76	Eighth
100%	143	Total

Table 2: Distribution of the study sample according to academic level

In Table 2, the academic category, which includes eighth-grade students, represents the largest proportion of the sample, representing 53.1% of the total. This category is often at an advanced stage of education, meaning they are at a more mature stage in terms of utilizing digital tools, both in academic research and in accessing information sources. Naturally, these students are more familiar with how to use digital technologies in information marketing, given their regular use of these technologies in their studies and student activities. In contrast, the fourth-year academic category represents 28.7%. These students are in their early undergraduate years and have just begun to learn how to apply digital tools in information marketing, but may not have yet reached the level of depth achieved by eighth-grade students. Sixth-grade students constituted 18.2% of the participants. The researchers believe this category represents a balance between academic knowledge in the field of digital technologies and practical applications in information marketing, making them well-positioned to provide balanced insights into how these technologies can improve access to information.

Distribution of the study sample by specialization:

percentage	Repetitions	Major
9.8%	14	Islamic Studies
7%	10	Arabic Language
15.4%	22	English Language
4.9%	7	History
2.8%	4	Geography and Geographic Information Systems
33.6%	48	Information Science
10.5%	15	Sociology and Social Work
13.3%	19	Communication and Information Technology

100%	143	Total
------	-----	--------------

Table 3: Distribution of the study sample by specialization

Table 3 shows that the Information Science major represents the largest percentage of participants, at 33.6%. This is an important indicator reflecting the close relevance of this major to the study's topic, which revolves around the impact of digital technologies on information marketing. Students in this major are assumed to possess an advanced awareness and understanding of information tools and technologies, making their answers highly analytically valuable when it comes to evaluating the effectiveness of digital technologies in information and cultural centers such as the Ithra Center. English language students come next, accounting for 15.4% of the participants. This category is likely to engage in digital and global environments, given that digital technologies rely heavily on English content. This gives them a distinct perception of digital marketing tools through language and content. Communication and Media Technology majors also represent 13.3% of the participants, a category of particular importance in this context, as digital marketing is considered an essential part of their academic field. Therefore, they are best able to provide accurate analyses of promotion methods and audience engagement via digital media. In contrast, other disciplines appear at lower rates, such as Islamic Studies (9.8%) and Sociology and Social Work (10.5%). These disciplines may not be directly related to digital technologies or information marketing, but they add a social and humanistic dimension to the analysis, providing the study with a diversity of disciplines that enriches the overall assessment. Disciplines such as History, Geography, and Geographic Information Systems (GIS) accounted for lower rates (4.9% and 2.8%), but their participation remains important in monitoring general academic engagement with cultural information centers, especially those that use digital media to present historical and geographical content in an engaging manner. The researchers believe that academic qualifications play a pivotal role in developing performance.

The extent of visits to the King Abdulaziz Center for World Culture (Ithra):

percentage	Repetitions	Answer
72.7%	104	Yes
27.3%	39	No
100%	143	Total

Table 4: Shows the extent of visits to the King Abdulaziz Center for World Culture (Ithra)

Table 4 shows that 72.7% of participants had previously visited the King Abdulaziz Center for World Culture (Ithra), reflecting a high degree of direct engagement with the study. This high percentage means that the majority of the sample has direct experience and actual interaction with the center and its services, which strengthens the credibility of their opinions regarding the role of digital technologies in marketing information within it. Visiting the center allows individuals to be exposed to a range of digital services, such as interactive exhibitions, a digital library, smart applications, and modern display screens. Consequently, their assessment of the impact of these tools becomes more realistic and less abstract. In contrast, 27.3% of participants had never visited the center. This category is also important for the analysis, as it allows us to understand the barriers or reasons for not accessing the center, which may be related to insufficient digital promotion or the lack of attractiveness of information marketing tools directed at the public.

The researchers believe that accumulating experience contributes to the quality of service provision, and this category's assessment of what is available online only may help understand the gap between field presence and the digital experience. Therefore, the results of this question support the idea of combining real-world experience with digital interaction to achieve an integrated and effective marketing model.

The extent to which the study sample used digital platforms to follow Ithra events:

percentage	Repetitions	Usage Level
18.9%	27	Never
21.7%	31	Rarely
35.7%	51	Sometimes
18.9%	27	Often
4.9%	7	Always
100%	143	Total

Table 5: Shows the extent to which you use digital platforms to follow Ithra events:

Table 5 shows that moderate use of digital platforms associated with Ithra Center is prevalent. 35.7% responded that they use them "sometimes," indicating interest, but not regularly or infrequently. This may indicate that the content provided on these platforms is inconsistent or does not generate strong engagement. Meanwhile, the percentage of "rarely" and "never" users combined reached 40.6%, indicating that a large segment of the population is not benefiting from the Center's digital tools, a significant marketing challenge that must be addressed. Conversely, only 4.9% use the platforms "always," a low percentage that indicates that current digital content does not generate lasting digital loyalty or does not adequately meet user expectations. The researchers believe this highlights the need to develop digital campaigns and improve the interface of applications and platforms to make them more interactive and user-friendly, while emphasizing the diversity of digital content to address different needs and encourage repeated use.

Your preferred digital medium for following Ithra Center news:

percentage	Repetitions	Digital Media
14.7%	21	Center Website
16.8%	24	Mobile App
65%	93	Social Media
3.5%	5	Email
100%	143	Total

Table 6: Shows your preferred digital medium for following Ithra Center news:

In Table 6, we find that the vast majority of participants – 65% – prefer social media as a means of following Ithra Center news and events. This confirms the role of these platforms as primary channels for digital marketing in the modern era, especially among young people accustomed to consuming content via apps such as Instagram, Twitter, and Snapchat. The smartphone app came in second place with 16.8%, a good percentage but still needs support through improving the user experience within the app and increasing personal interaction within it. The center's website ranked third with 14.7% of the total, which is expected given that official websites are often used only for official or detailed information. Email, as a follow-up method, ranked last with 3.5%, indicating the declining effectiveness of this traditional form of communication compared to modern media. The researchers believe this data reflects the need for a strategic focus on developing social media marketing campaigns and making them more interactive and engaging,

whether through daily stories, live broadcasts of events, or collaborations with cultural influencers to attract a new and engaged audience.

Second: Measuring the role of digital technologies in improving access to marketing information at the Ithra Center.

Ithra Center's digital applications provide accurate and up-to-date information about events.

percentage	Repetitions	Answer
43.4%	62	Strongly Agree
45.5%	65	Agree
9.8%	14	Neutral
0.7%	1	Disagree
0.7%	1	Strongly Disagree
100%	143	Total

Table 7: Shows the extent to which Ithra Center's digital applications provide accurate and up-to-date information about events.

Table 7 shows high overall satisfaction with Ithra Center's digital applications. 43.4% expressed "strong agreement" and 45.5% "agree" that these applications provide accurate and up-to-date information about events. This means that over 88% of the sample trusts the quality of the information provided through these applications. This positive percentage indicates that the applications are not just a means of displaying information, but have become a reliable tool for obtaining event details and organizing attendance and participation. The small percentage of neutral respondents (9.8%) and those who disagreed (only 1.4%) indicate that there are limited opportunities for performance improvement, such as providing instant event notifications or improving the app's interactive design to facilitate user navigation and access. The researchers believe this confirms that apps are an important pillar within the digital marketing ecosystem, but they need continuous development to meet the audience's evolving needs and technological expectations. This finding can be leveraged to expand the use of apps to include additional features such as ticket booking, creating a personal user account, or customizing content based on visitor interests.

The Ithra Center's website makes it easier for visitors to find the marketing information they need.

percentage	Repetitions	Answer
43.4%	62	Strongly Agree
45.5%	65	Agree
8.4%	12	Neutral
2.1%	3	Disagree
0.7%	1	Strongly Disagree
100%	143	Total

Table 8: Shows the extent to which the Ithra Center's website makes it easier for visitors to find the marketing information they need.

In Table 8, we note almost complete agreement with the statement that the Ithra Center's website makes it easier for visitors to find the marketing information they need. 43.4% expressed "strong agreement" and 45.5% expressed "agree." This means that more than 88% of participants believe that the website fulfills its intended purpose in providing them with information that helps them decide whether to visit or participate in events. This reflects the website's professional design and good user experience, often including regular updates, clear organization of sections, and the availability of information in simple language—elements that make the website a reliable digital reference. The percentage of neutrals (8.4%) is limited and may be related to factors such as varying levels of digital proficiency or infrequent use of the website. The percentage of dissent (2.8%) represents a weak margin that could be improved by developing on-site search tools, providing interactive visual content, or increasing its compatibility with smartphones. The researchers believe that these results indicate that the website remains an important element in the center's digital infrastructure, complementing the role of social media and applications in an integrated manner, creating a unified and seamless digital experience for visitors.

Ithra Center's paid digital advertising contributes to reaching new audiences

percentage	Repetitions	Answer
42.7%	61	Strongly Agree
46.2%	66	Agree
9.8%	14	Neutral
0.7%	1	Disagree
0.7%	1	Strongly Disagree
100%	143	Total

Table 9: Shows the extent to which Ithra Center's paid digital advertising contributes to reaching new audiences.

Table 9 shows that the overwhelming majority of participants believe that Ithra Center's paid digital advertising contributes significantly to reaching new audiences. 42.7% expressed "strong agreement," while 46.2% affirmed "agree." This means that those who agreed constituted approximately 89% of the total sample. This high percentage indicates the effectiveness of paid digital advertising in expanding awareness of the center's services. It also demonstrates that the center's digital marketing campaigns are not limited to existing audiences, but rather are successfully attracting new audiences who may not have previously been familiar with the center or its activities. The use of demographic and geographic targeting through paid advertising tools on platforms such as Instagram, Facebook, and Snapchat appears to have had a positive impact in raising awareness and generating curiosity among diverse audiences. Conversely, the percentage of respondents who expressed neutrality (9.8%) may represent individuals who were not directly exposed to these ads or did not notice their impact. The small percentage of those who disagreed (1.4%) is marginal and does not affect the overall trend of the results. The researchers believe that this serves as a reminder of the importance of improving mechanisms for measuring the reach and impact of these campaigns among various segments to ensure broader coverage and achieve the center's marketing objectives.

- Analyzing the Impact of Digital Technologies on Audience Engagement with Ithra Center's Marketing Campaigns

Direct interaction (comments, likes, shares) on social media platforms increases audience interest in the Center's campaigns.

percentage	Repetitions	Answer
51%	73	Strongly Agree
41.3%	59	Agree
7%	10	Neutral
0.7%	1	Disagree
0%	0	Strongly Disagree
100%	143	Total

Table 10: Shows the extent to which direct interaction (comments, likes, shares) on social media platforms increases audience interest in the Center's campaigns.

Table 10 shows that direct interaction (such as likes, comments, and shares) on social media platforms plays a significant role in increasing audience interest in Ithra Center's digital campaigns. 51% of participants indicated they strongly agreed, and 41.3% indicated they agreed. This brings the total number of those who supported this idea to approximately 92.3% of the sample. This result reflects the importance of interactive platforms as a primary driver of digital social interaction. Public responses and engagement create a sense of collective engagement and psychological attention toward published content. Furthermore, the interaction of others encourages the user to interact in turn, creating a chain of reciprocal effects. Ithraa appears to be successfully leveraging these interactive features effectively, especially when publishing engaging visual content or advertisements that invite audiences to participate. The neutral percentage (7%) may represent those who view the content without direct interaction, while the disapproval percentage (0.7%). The researchers believe this does not constitute a significant obstacle, but it may indicate a need to diversify content formats or enhance engagement methods with less motivated audiences, especially those who do not find direct value in liking or sharing.

Interactive digital ads (such as promotional videos) help increase participation in center events.

percentage	Repetitions	Answer
49%	70	Strongly Agree
38.5%	55	Agree
9.1%	13	Neutral
2.8%	4	Disagree
0.7%	1	Strongly Disagree
100%	143	Total

Table 11: Shows the extent to which interactive digital ads (such as promotional videos) help increase participation in center events

Table 11 shows that interactive digital ads, such as promotional videos, significantly contribute to increasing participation in Ithra Center events. 49% strongly agreed, and 38.5% agreed, meaning that the total number of supporters exceeded 87.5% of the total sample. This percentage confirms the significant positive impact of visual and animated content, especially in light of changes in digital consumer behavior, who are increasingly drawn to short, straightforward videos. Promotional videos not only present information, but also offer a stimulating visual experience that enables the audience to visualize the event and feel its value, which strengthens the decision to participate. This type of advertising is a powerful opportunity to build an emotional connection with the audience, especially if the videos are professionally designed to align with the aesthetic and linguistic orientations of the target audience. The percentage of neutrality (9.1%) may be due to their lack of viewing of specific video content or their preference for traditional information sources. The small percentage of dissent (3.5%) reflects room for improvement. The researchers believe this may be related to the quality of the video, the timing of publication, or the method of distribution via digital channels. These results highlight the importance of continued investment in interactive visual media to enhance digital cultural marketing.

The live streaming feature on social media is enhanced with events held at Ithra Center.

percentage	Repetitions	Answer
42%	60	Strongly Agree
35%	50	Agree
17.5%	25	Neutral
4.2%	6	Disagree
1.3%	2	Strongly Disagree
100%	143	Total

Table 12: Shows the extent to which the live streaming feature on social media is enhanced with events held at Ithra Center.

Table 12 shows that the majority of participants believe that live streaming on social media significantly enhances audience engagement with events held at Ithra Center. 42% stated that they "strongly agree" and 35% "agree," meaning that approximately 77% of the sample supports this idea. This confirms that live streaming is an effective tool for connecting audiences with cultural content in real-time and interactively. This high percentage highlights the effectiveness of this type of content in engaging audiences who may not be able to attend events in person, expanding reach and increasing digital engagement. Conversely, the percentage of neutrals (17.5%) may indicate that there are some groups who have not experienced live streaming or do not prefer it as a means of viewing. This calls for enhancing visual appeal and high-quality broadcasting, along with scheduling appropriate times to ensure greater attendance. The percentage of those who disagreed (5.5%) is limited. The researchers believe this indicates the presence of a segment of the population that may not see the added value of live streaming or face technical difficulties in watching it. This also calls for attention to comprehensive technical access and ensuring compatibility with various devices.

The use of digital technologies contributes to improving visitor satisfaction with the services and marketing information provided.

percentage	Repetitions	Answer
45.5%	65	Strongly Agree
44.1%	63	Agree
8.4%	12	Neutral
1.4%	2	Disagree
0.6%	1	Strongly Disagree
100%	143	Total

Table 13: Shows the extent to which the use of digital technologies contributes to improving visitor satisfaction with the services and marketing information provided.

Table 13 shows that the use of digital technologies clearly contributes to improving visitor satisfaction with the services and marketing information provided by Ithra Center. 45.5% strongly agreed, and 44.1% agreed. This means that over 89% of the sample believes that digital transformation enhances the overall visitor experience. This strong result reflects that technology is no longer merely a complementary tool, but has become a pivotal part of the quality of cultural services, whether in providing information, booking events, or facilitating interaction with shows. This indicates the center's success in adopting a robust digital infrastructure that enhances satisfaction and a positive overall impression, especially with an audience that tends to use apps and websites and interact via digital media. The percentage of neutrals (8.4%) may reflect an audience that does not rely heavily on digital services or pays little attention to them, while the percentage of disagreements does not exceed 2%. The researchers believe this indicates that negative comments are few, but they may be related to technical issues or an individual user experience that deserves evaluation and improvement.

Evaluating the Role of Data and Digital Analytics in Developing Information Marketing Strategies at Ithra Center

Data analysis tools help measure the success of Ithra Center's digital marketing campaigns.

percentage	Repetitions	Answer
43.4%	62	Strongly Agree
41.3%	59	Agree
13.3%	19	Neutral
1.4%	2	Disagree
0.6%	1	Strongly Disagree
100%	143	Total

Table 14: Shows the extent to which data analysis tools help measure the success of Ithra Center's digital marketing campaigns.

Table 16 shows that the majority of participants believe that data analysis tools contribute to measuring the success of Ithra Center's digital marketing campaigns. 43.4% expressed "strong agreement" and 41.3% "agree," representing a total of 84.7%. This high percentage confirms the public's awareness of the importance of digital analysis in evaluating performance. This result is a strong indicator of the maturity of the sample's technical awareness, especially in a cultural and academic environment that includes students and those interested in media and information. Data analysis tools such as Google Analytics and social media Insights allow for tracking engagement rates, reach rates, and content interest, essential for guiding and improving campaigns in the future. The percentage of neutrals (13.3%) may represent individuals who do not have sufficient technical background to understand the analysis tools or their results. The percentage of those who disagreed did not exceed 2%, a low percentage that may reflect limited disbelief in the practical usefulness of analytics or a lack of transparency in presenting its results. The researchers believe the results clearly support the need to continue investing in digital analytics tools and expand public engagement with their findings in a simplified manner that enhances their trust and connection to the center.

Digital analytics enable the center's management to identify the groups most interested in its cultural programs.

percentage	Repetitions	Answer
41.3%	59	Strongly Agree
46.9%	67	Agree
9.8%	14	Neutral
1.4%	2	Disagree
0.6%	1	Strongly Disagree
100%	143	Total

Table 15: Shows the extent to which digital analytics enables the center's management to identify the groups most interested in its cultural programs.

Table 15 shows that most participants agreed that digital analytics help Ithra's management identify the groups most interested in the cultural programs it offers. 41.3% strongly agreed, and 46.9% agreed, representing approximately 88.2% of the sample. This percentage reflects a clear understanding of the importance of digital data as a strategic tool for intelligently and thoughtfully directing marketing programs. This confirms that the public has come to realize that modern cultural institutions, such as Ithra, do not rely on random estimates or general campaigns, but rather rely on careful analysis of visitor behavior and digital interaction, whether through social media or their use of the website and apps. This type of analysis enables the center to redesign its programs to align with actual audience trends and create content that meets their expectations. The neutral percentage (9.8%) may be due to the lack of clarity regarding the direct impact of digital analytics on these individuals, or because they are not deeply involved in how content is managed. The disapproval percentage (2%), however, represents 2%. Researchers believe that a limited group may not see a real, tangible impact of these analyses on program selection.

Exploring the Challenges Facing the Use of Digital Technologies in Information Marketing at the Ithra Center

Lack of technical awareness among some visitors poses a challenge in leveraging the center's digital marketing tools.

percentage	Repetitions	Answer
39.9%	57	Strongly Agree
38.5%	55	Agree
15.4%	22	Neutral
4.9%	7	Disagree
1.3%	2	Strongly Disagree
100%	143	Total

Table 16: Shows the extent to which lack of technical awareness among some visitors poses a challenge in leveraging digital marketing tools.

Table 16 shows that the majority of participants agreed that the lack of technical awareness among some visitors represents a real challenge to their ability to benefit from the digital marketing tools offered by Ithra Center. 39.9% strongly agreed, and 38.5% agreed. This means that approximately 78.4% of the sample recognizes that varying digital skills among visitors affect the extent of their engagement with digital content. This result indicates that success in digital marketing depends not only on the quality of the content or platform used, but also on the audience's awareness of how to use these tools. Some visitors, particularly older visitors or those with limited technical backgrounds, may find it difficult to use apps, read QR codes, or register online to attend events. This indirectly excludes them from the digital cultural experience. The neutral percentage (15.4%) may reflect an audience that has not personally encountered this challenge or has experienced it to a moderate degree, while those who disagreed (6.2%) may be from a more digitally empowered group that is not aware of it. The researchers believe these results highlight the importance of the center adopting internal awareness and training policies for the public, such as providing interactive educational screens or simplified technology workshops to raise digital awareness within the cultural space.

Ithra Center faces challenges in providing fresh digital content that engages the audience.

percentage	Repetitions	Answer
35%	50	Strongly Agree
34.3%	49	Agree
21.7%	31	Neutral
7.7%	11	Disagree
1.3%	2	Strongly Disagree
100%	143	Total

Table 17: Shows the extent to which Ithra Center faces challenges in providing fresh digital content that engages the audience.

Table 17 reflects a relative variance in opinions regarding whether Ithra Center faces challenges in producing fresh and engaging digital content. 35% strongly agreed, and 34.3% agreed, for a total of 69.3% of the sample, who believe this problem is somewhat real. This impression is likely due to the repetition of some posts, the use of stereotypes in visual content, or the slowness of updating interactive content compared to the rapid change in audience preferences, especially on platforms like TikTok and Instagram, which require constant creativity and innovation. The neutral percentage (21.7%) reflects a segment that believes the content is acceptable but needs updating or development. The dissenting percentage (9%) may represent a fully satisfied audience or believe that the center's digital content currently meets expectations. The researchers believe these percentages underscore the importance of the center having a dynamic digital marketing team capable of keeping pace with new trends in content creation and adopting creative strategies based on short stories, interactive video, and audience engagement to stimulate daily interaction.

The lack of budget allocated for digital advertising affects the effectiveness of the center's marketing campaigns

percentage	Repetitions	Answer
38.5%	55	Strongly Agree
39.9%	57	Agree
17.5%	25	Neutral
3.5%	5	Disagree
0.6%	1	Strongly Disagree
100%	143	Total

Table 18 shows the extent to which the lack of budget allocated for digital advertising affects the effectiveness of the center's marketing campaigns.

Table 18 shows that most participants believe that the lack of budget allocated for digital advertising negatively affects the effectiveness of the center's marketing campaigns. 38.5% strongly agreed, and 39.9% agreed. This means that 78.4% consider funding to be an essential element in ensuring that digital content reaches the largest possible audience. This result indicates participants' awareness of the importance of sponsored advertising on platforms such as Facebook, Instagram, and Snapchat, which is essential for reaching new and precisely defined audiences, especially given the declining effectiveness of free advertising due to platforms' algorithms that restrict unpaid reach. The neutral percentage (17.5%) may be due to individuals who are not directly aware of marketing spending policies, while the dissenting percentage (4.1%) represents a group that believes that creativity or natural interaction can compensate for the lack of paid advertising. The researchers believe that these results indicate that improving the effectiveness of marketing campaigns requires ongoing financial support, which requires the center to allocate an independent budget for digital marketing, or seek sponsors and partnerships that enable it to expand the scope of its advertising without compromising the quality of the content.

Protecting visitors' personal data is a challenge when using digital technologies in information marketing

percentage	Repetitions	Answer
46.2%	66	Strongly Agree
40.6%	58	Agree
12.6%	18	Neutral
0.6%	1	Disagree
0%	0	Strongly Disagree
100%	143	Total

Table 19: Shows the extent to which protecting visitors' personal data is a challenge when using digital technologies in information marketing.

Table 23 shows that the vast majority of participants confirmed that protecting visitors' personal data is a real challenge when using digital technologies in information marketing. 46.2% strongly agreed, and 40.6% agreed, bringing the total number of respondents to 86.8%. This high percentage indicates a growing awareness among the public of the risks associated with the collection and use of their data in the digital environment, especially in light of the widespread use of tracking tools and targeted advertising that relies on analyzing user behavior. This result serves as a warning to any cultural institution like Ithra Center of the importance of establishing transparent and clear policies to protect visitor privacy and providing users with options to control the type of data collected or used for marketing purposes.

The neutral rate (12.6%) may indicate an audience that is not sufficiently aware of the details of privacy policies, or has never experienced any negative experience related to the disclosure of their personal data, making their position undecided. The "disagree" rate (0.6%) is very marginal, indicating that the belief in the existence of this challenge is almost universal. This reflects a cultural environment in which users have become more sensitive to their data and more eager to learn how it is managed and protected.

The researchers believe that the results prompt us to emphasize the importance of accompanying all digital campaigns and technical policies at the center with clear privacy statements and digital education for the public on how their data is used, which enhances their trust and reduces hesitation in interacting digitally with the center's content.

Results:

- Information Science majors accounted for the largest percentage of participants, at 33.6%, an important indicator reflecting the close relevance of this major to the study's topic, which revolves around the impact of digital technologies on information marketing.
- 72.7% of participants had previously visited the King Abdulaziz Center for World Culture (Ithra), reflecting a high degree of direct engagement with the study's topic.
- Most survey participants visited Ithra at least once during the past year. Approximately 29.4% visited the center two to three times, followed by 23.1% who visited it more than three times. This reflects a positive and ongoing engagement with the center's services among a segment of the public.
- 93.7% of the total sample confirmed the effectiveness of these platforms in reaching the public and informing them of cultural developments.

- More than 88% of the sample trusted the quality of the information provided through these applications. This positive percentage means that the applications are not merely a means of presentation but have become a reliable tool for obtaining event details and organizing attendance and participation. - The total number of respondents who agreed constituted approximately 89% of the total sample. This high percentage indicates the effectiveness of paid digital advertising in expanding awareness of the center's services.
- Direct interaction (such as likes, comments, and shares) on social media platforms played a significant role in raising public interest in Ithra's digital campaigns, with 51% of respondents indicating strong agreement.
- The majority of respondents believed that live broadcasting on social media significantly enhanced public engagement with events held at Ithra, with 42% stating they "strongly agreed" and 35% "agreed," meaning approximately 77% of the sample supported this idea.
- Over 89% of the sample believed that digital transformation enhances the overall visitor experience. This strong result reflects that technology is no longer merely a complementary tool, but has become a pivotal part of the quality of cultural service, whether in providing information, booking events, or facilitating interaction with performances. - The majority of participants believe that data analysis tools contribute to measuring the success of Ithra Center's digital marketing campaigns, with 43.4% expressing "strong agreement" and 41.3% "agreeing," representing a total of 84.7%. This high percentage confirms the public's awareness of the importance of digital analysis in evaluating performance.
- Most participants agree that digital analytics help Ithra Center's management identify the groups most interested in the cultural programs offered, with 41.3% expressing "strong agreement" and 46.9% "agreeing," representing approximately 88.2% of the sample.
- Most participants believe that the lack of budget allocated for digital advertising negatively impacts the effectiveness of the Center's marketing campaigns, with 38.5% "strong agreement" and 39.9% "agreeing," representing 78.4% of the sample considering funding to be an essential element in ensuring that digital content reaches the largest possible audience. The vast majority of participants confirmed that protecting visitors' personal data is a real challenge when using digital technologies for information marketing, with 46.2% expressing strong agreement and 40.6% expressing agreement, bringing the total number of respondents to 86.8% of the total sample. This high percentage indicates a growing public awareness of the risks associated with the collection and use of their data in the digital environment.

Recommendations:

Based on the study results, the researchers made the following recommendations:

- The researchers recommend intensifying digital marketing campaigns on social media, focusing on interactive content and daily stories to attract different audience segments.
- It is recommended to develop the center's application to include new features such as interest-based customization, online booking, and personalized event notifications, which enhance the user experience and increase engagement.
- The study recommends increasing the digital marketing budget to ensure the continuity of campaigns and expand reach to a wider audience through paid advertising.
- The need to provide technical awareness workshops targeting visitors of all ages on how to use digital platforms, thus narrowing the technical awareness gap. The study emphasizes the importance of constantly updating digital content and employing a creative team specialized in producing modern digital materials that align with changing audience interests.

- Digital transparency in handling visitor data should be enhanced by clarifying privacy policies and providing clear control options for users.
- The study recommends expanding the use of digital analytics tools to measure the success of each campaign and improving marketing performance based on the results obtained.
- Enhancing collaboration between the center and digital influencers in the cultural field to ensure that campaigns effectively reach segments that were not previously targeted.

References

- Ashry, Najlaa (2014). *Modern Technologies and Their Impact on Libraries*. First Edition. Alexandria: Dar Al-Wafaa for the World of Printing and Publishing.
- Al-Bayati, Harith Khudair (2014). *The Role of Employing Modern Information and Communication Technology in E-Marketing: A Theoretical Study*. Journal of Public Relations Research, Middle East.
- Al-Ghanim, Mona bint Abdullah bin Ali. (2020). *Online Marketing of Information Resources and Services in Saudi Universities*. I'lam Magazine, Issue 29, 355-379.
- Al-Habari, Samir (2023). *E-Marketing of Information Services in Yemeni Private University Libraries*. Arab Journal of Science and Research Dissemination, Vol. 9, No. 2, pp. 114-136.
- Al-Harbi, Najat Ayedh, et al. (2020). "Modern Trends in Marketing the Services of Information Institutions and Centers." International Journal of Research and Studies Publishing.
- Al-Haif, Alia (2011). *Marketing Information Systems and Electronic Databases for Saudi Libraries: A Study of Current Events and Future Theories*. Riyadh: King Fahd National Library.
- Al-Kamishi, Latifa Ali. (2022). *Information Marketing in the Digital Environment*. The International Arab Journal of Library and Information Studies, Vol. 1, No. 4, 55-76. Retrieved from <http://search.mandumah.com/Record/1332003>
- Alit Nasira& Maazouzi Dris. (2022). *Digital Marketing: The Most Important Electronic Tools and Technologies Used*. Le Manager, 9(2), 300-327. <https://asjp.cerist.dz/en/article/205395>
- Al-Najjar, Ali (2021). *The Role of Business Intelligence and Knowledge Management Systems in Marketing Information Services in Academic Libraries in Light of the COVID-19 Pandemic: An Analytical Study*. Cyberpress Journal, Issue 63, 1-27.
- Figueiredo, Fátima. & Teixeira, Sandrina. (2018). *Big Data in Marketing Arena: Big Opportunity, Big Challenge, and Research Trends: An Integrated View*. Management & Economics Review, 3(1), 75-84. <https://www.mdpi.com/2227-9709/8/4/74>
- Gillpatrick, T. (2019). *The Digital Transformation of Marketing: Impact on Marketing Practice & Markets*. ECONOMICS, 7, 139-156. <https://www.semanticscholar.org/paper/The-Digital-Transformation-of-Marketing%3A-Impact-on-Gillpatrick/25689c49a19dab9d9eaba24e94e6b2bdcbbba6a0f>
- Khalijeh Dahmouni (2017). *Information Technology and Its Impact on the Marketing Mix*. Maaref, 12(23), 231-239. <https://asjp.cerist.dz/en/article/92776>

Labiba Lamaria, & Zakaria Tafiani. (2020). Marketing in the Digital Environment: A Study of E-Marketing and Its Techniques. *Maalem Journal of Media and Communication Studies*, 2(1), 131-155. <https://asjp.cerist.dz/en/article/150283>

Morsi, Nadia Saad. (2019). The Reality of Marketing Information Services in Public Libraries via Social Networks: Al-Zawiya Al-Hamra Library in Cairo as a Model. *Journal of Research in Library and Information Science*, No. 23, pp. 257-297.

Mouloud, Boukhrbach. (2017). E-Marketing Mix Strategies between Conservatism and Change. *Al-Hikma Journal of Economic Studies*, No. 10, pp. 146-162. Retrieved from <http://search.mandumah.com/Record/849078>

Najman, Farah Abdul-Hussein, and Jaloub, Nibras (2023). Digital Technology and Its Digital Impacts. *Journal of Sustainable Studies*, Vol. 5, Supplement, 1447-1471.

Najman, Farah Abdul-Hussein, and Nibras Adnan (2023). Digital Technology and Its Digital Impacts. *Journal of Sustainable Studies*.

Rami, Al-Rifai. (July 28, 2023). The Impact of Technology in Marketing: A Complete Guide. Retrieved from <https://allmedia.ae/impact-of-technology-in-marketing/>

Saudi Aramco (Ithra): A Window on Creativity and Culture. Available at:

<https://www.aramco.com/ar/sustainability/society/economic-and-community-projects/ithra>. Retrieved February 2, 2025.