

الآية  
قال تعالى:

( يَا أَيُّهَا الَّذِينَ آمَنُوا أَطِيعُوا اللَّهَ وَأَطِيعُوا الرَّسُولَ وَأُولِي

الأمر

ه نَحْمُ فَذَلِكَ إِن تَمُتْ مِنْ بَعْدِي شَيْءٌ فَذُرَّهُ إِلَى اللَّهِ وَالرَّسُولِ  
إِنْ كُنْتُمْ تُحِبُّونَ اللَّهَ وَالْيَوْمَ الْآخِرَ فَالْحُكْمَ وَأُولِي

أولئك

صدق الله العظيم

سورة النساء الآية 95

## **DEDICATION**

*All praise to Allah, today we fold the days' tiredness and the errand summing up between the cover of this humble work.*

*To the utmost knowledge lighthouse, to our greatest and most honoured prophet Mohamed - May peace and grace from Allah be upon him.*

*To the spring that never stops giving, to my mother who weaves my happiness with strings from her merciful heart, to my mother...*

*To whom he strives to bless comfort and welfare and never stints what he owns to push me in the success way who taught me to promote life stairs wisely and patiently, to my dearest father...*

*To whose love flows in my veins and my heart always remembers them, to my brothers and sisters...*

*To those who taught us letters of gold and words of jewel of the utmost and sweetest sentences in the whole knowledge. Who reworded to us their knowledge simply and from their thoughts made a lighthouse guides us through the knowledge and success path, to our honored teachers and professors..*

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## **Abstract**

The recent developments in the information technology and communications have created new possibilities for doing business and how companies are connect with their customers, and as a result of this great technical development there have been a lot of channels that enable the communication process and transfer the information between companies and their customers. The purpose of this research is to understand the role of electronic communication channels such as E-mail and SMS, and Service Centers and Social Networking sites in raise marketing efficiency, the study assumes that use of communication channels electronic have a significant impact in reducing the cost of communication between the company and their customers as well as have an impact in reducing many of the company's expenses and thus which in turn leads to raise the efficiency of marketing .

And to verify these hypotheses, questionnaire was used, where the study was based on the distribution of a questionnaire to a number of companies that use these channels in the marketing process and another questionnaire was distributed to a number of customers to see how much the customer interaction to communicate through these channels.

After collecting information from the questionnaires applied package (SPSS) was used to draw results and reports relating to research and key findings of the research have indicated that the use of electronic channels has contributed a lot in the following: VI

1. Using electronic communication channels allow transferring data and information between company and its customers in simple, easy, fast and more secure ways.
2. Using electronic communication channels help companies to attracting customers from whole the world.
3. Electronic communication channels helps to keep customers satisfied.
4. Using electronic communication channels allow companies to reduce their products cost, such as costs related to sales, advertising and management.

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