
***Final Report
Investigating the status
of Digital marketing tools
in Iran***

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Part 1- Desk Research

This part of the research was done with the aim of preparing a list of digital marketing companies in Iran. The following table is the result of the efforts made:

List of Digital Marketing Companies in IRAN

Row	Company Name	All Types of Services	Website Address
1	Abdin	Search engine optimization, corporate and store website design, social network management, influencer marketing campaigns, click ads in Google Ads, content marketing.	http://Abdinads.com
2	Acomedia	Webpage management, photography and filming, consulting.	http://Acomedia.ir
3	Adas	SEO, website and application design, page management and advertising on Instagram, content production, digital advertising and Google Ads, customer club.	http://Adasdm.com
4	Afarid	Developing conceptual brand identity (brand personality, brand promise, brand essence, brand position, etc.), designing visual brand identity (logo, catalog and brochure, packaging, etc.), providing digital branding tools (Website design, Content marketing, Social media management, etc.).	https://afarid.com/
5	Afzza	Business consulting, website design and SEO, content and advertising, social networks.	http://Afzza.com
6	Ayenehtehran	Sampling, promotion, marketing, event holding, conference and seminar, content	http://Ayenehtehran.com

Row	Company Name	All Types of Services	Website Address
		production, neuromarketing, digital advertising, search engine marketing, marketing and branding.	
7	Artan paya	Website design, SEO and optimization, creative ideas, site advertising.	http://Artanpaya.com
8	Arpico	Website design and development, consulting, digital marketing strategy formulation, SEO and site optimization, Google advertising, social network marketing, email marketing, online campaign implementation, organizational portal design, digital branding, online store design.	http://Arpico.agency
9	Aria	Website and application design, SEO and optimization, professional support.	http://Ariawebdesign.net
10	Arad	Content production, website design, social media management.	http://araddigitalmarketing.ir
11	Aran	Website design, content production, social networks, SEO, Google Ads, branding.	https://aranads.com/
12	Avanegar	Designing and producing all kinds of customer-ordered software based on various programming languages, implementing web-based applications, CRM, design and implementation of comprehensive web information solutions, development of internet websites and online banks, support and after-sales service websites, SMS panel, information systems, providing practical solutions based on VOIP.	http://avanegarad.com
13	Arian	Website design, SEO, Instagram management, banner and click ads, Google AdWords, application design.	http://Arian.agency

Row	Company Name	All Types of Services	Website Address
14	Asabranding	Website and application design, advertising business consulting, Instagram admin, SEO and Google ranking improvement, advertising and industrial photography, digital marketing, advertising teaser creation, advertising campaign design, commercial content production.	http://Asabranding.com
15	Asarehangosht	Social media marketing, internet advertising, exclusive content production, market studies, content marketing, website and application design and development, consulting, training, SEO, web branding, virtual reality and augmented reality, email marketing.	http://asarehangosht.ir
16	Aseman	Search engine optimization, content creation, website design, digital marketing campaign, graphics and social network management.	http://asemanad.com
17	Atro	SEO, website design, social network management, content creation, Google advertising.	http://Atro.agency
18	Azimmedia	Digital campaign design, SEO-oriented website design, technical analysis of competitors, SEO services.	http://azim.media
19	Baboon	Website design, SEO, Google advertising, branding and digital marketing consulting, content creation for social networks.	http://baboon.top
20	Badbadak	Design and development of applications, website design and development, animation and motion graphics studio, game studio, digital marketing services, text and image content production.	http://badbadak.ir
21	Badkoobeh	Advertising consulting, marketing and branding, idea generation, digital	http://Badkoobeh.com

Row	Company Name	All Types of Services	Website Address
		marketing solutions, media planning, sales promotion and brand promotion, marketing research.	
22	Behnama	Digital branding, visual identity design, website design, online store and web application, SEO services, social network services, online advertising campaign services.	http://behnagroup.com
23	Beloved	Marketing (marketing consultation, market research, development of marketing strategy, etc.), branding (development of brand architecture, logo design, brand strategy, etc.), digital marketing (advertisement management, conversion rate optimization services, content production, website design, website management services, digital marketing academy.	http://beloved.marketing
24	Behido	Website design, content production, SEO and website optimization, online advertising.	http://Behido.com
25	Blumarketing	Logo design, poster design, website optimization and SEO, free SEO consulting, exclusive content production, branding.	http://blumarketing.ir
26	Boomrang	SEO and marketing in search engines, marketing in social networks, digital marketing strategy and planning, website design, application design, e-mail advertising, online advertising, video marketing, internet branding, marketing campaigns, consulting and strategy development, web site development, website optimization, social marketing.	http://boomrangdm.com
27	Serkaan	Instagram services, website design and development, SEO services.	http://Serkaan.com

Row	Company Name	All Types of Services	Website Address
28	Congoro	Banner ads, ad reporting, SEO and Google Ads, email marketing, event marketing.	http://Congoro.com
29	Dal net	Website design, SEO, specialized content production, social network management, industrial photography, graphic design.	http://Dalnetweb.ir
30	Daart	Push notification ads, SEO, click ads, Google Ads, media sales, social ads, video, graphic design.	http://daartagency.com
31	Dana	Digital marketing strategy, website design, SEO, content marketing, social media marketing.	http://Danamarketing.ir
32	Dayan Ads	Corporate design, store website design, SEO, social media content production, tract design, business card design, website content production.	http://Dayanads.com
33	Deema	Performance marketing or result-oriented advertising, visual advertising (banner, video), social media advertising, Google advertising, sales cooperation or affiliate marketing, content creation and Instagram page management.	https://deema.agency/
34	Digitalix	Content marketing, website design, SEO and optimization, social network management, advertising management and consulting, business consulting.	http://Digitalix.ir
35	DM360	Services in social networks and content production.	http://DM360.ir
36	Domino	Website design, website optimization, content production.	https://domiino.ir/
37	eBgroup	Branding, digital marketing, Google Ads, SEO, content production, social networks, website design.	http://ebgroup.ir

Row	Company Name	All Types of Services	Website Address
38	e-Ad Negah	Social Media, Google ads, Instagram ads, content production, click ads, SEO, website design.	https://adnegah.net/
39	Ekad	Website and application design and implementation analysis, digital marketing and SEO, content production and social media management.	https://www.ekad-co.ir/
40	Etude	Website design, SEO and optimization, social networks.	http://Etudeweb.com
41	Faragostar	SEO, website design, SEO articles, business magazine, SEO analysis, SEO proposal, content writing, advertising.	http://Dmfx.ir
42	Faraplus	Content marketing, social network management, website design, advertising management and consulting, business consulting, SEO.	https://www.faraplus.website/
43	Farin	SEO and increasing website ranking, internet advertising campaign, providing training courses, WordPress website design, optimization of conversion rate.	http://Farin.agency
44	Fanavarani atieh geomat	Website and software design, SEO optimization, communication network.	http://geomatco.com
45	Fardad ertebatat shayegh	Advertising campaign development (offline and online, training consulting, implementation), digital marketing (website and social networks), content production (audio, video and text), content marketing (international and national media) and digital branding.	http://Shayeq.com
46	Felesh	Marketing and branding strategy, campaign design and implementation, idea generation, advertising, print and online advertisements.	https://felesh.co/

Row	Company Name	All Types of Services	Website Address
47	Force	Text content, motion graphics, industrial and environmental photography, 360-degree photography and virtual tour, Instagram admin, web, email marketing, video marketing, gamification, consultation, training, programming, monitoring and improvement, UX design and improve the user experience.	https://forcedm.com/
48	Fara	Website design, web developing, advertising on Google, application design, graphic design, content production.	http://Faramarketing.com
49	Faramohtava	Content production, content roadmap, brand personality tools, consulting.	http://Faramohtava.com
50	Gunay	Content production, social network services, website and application design, consulting, SEO and optimization, marketing and advertising (online and offline), media services (photography, design and print, logo and motion, etc.).	https://gunay-co.com/
51	Ghasedak	Website design, SEO, Google advertising, social media marketing, advertising campaigns, content marketing.	http://ghasedak.agency
52	Green web	Digital transformation of businesses, support for start-ups, hosting infrastructure services, cloud services, image processing and artificial intelligence, blockchain services.	https://greenweb.ir/
53	Grandima	SEO, Google Ads, content production, business therapy.	http://Grandima.ir
54	hamin	Social media marketing, google adwords, advertising, SEO and website optimization, Content marketing, online advertising, conversion rate optimization.	http://haminteam.com

Row	Company Name	All Types of Services	Website Address
55	Harmony	Advertising design and strategy in the digital space, optimization, technical development, communication with customers and analysis of digital marketing campaigns.	https://harmony.agency/
56	Ideh bekr	Social media marketing, social media management, digital advertising, social media strategy, digital marketing campaign, content production.	http://bekridea.com
57	Ideh	Brand consulting, seminar and conference, content production, exhibition services, digital marketing, cinema and theater, design and printing, media.	http://idehgroup.com
58	Irandima	Site optimization and SEO, content production and content marketing, digital marketing academy, design and implementation of creative campaigns, B2B social media marketing, international marketing.	https://irandima.com/
59	Iran resan	Website design, SEO, Google advertising, content creation.	http://iranresan.com
60	Joorchin	Social media marketing, internet advertising, exclusive content production for social networks, website design, branding, consulting and training, influencer marketing.	http://joorchin.co
61	Joopin	Content production and marketing, website design, strategy development, business consulting, web branding, online advertising, SEO and optimization, social networks.	http://Joopin.ir
62	Kanoon Iran Novin	Digital Advertising and Branding	https://irannovin.net/

Row	Company Name	All Types of Services	Website Address
63	Karnil web	Content production, SEO services, graphic design, all kinds of campaigns, social network management, data entry, customer club.	http://Karnilweb.com
64	Karino	SEO and website optimization, website design, social network management, advertising campaigns, video marketing, content marketing.	http://Karinoagency.ir
65	Kerosheh	Branding and advertising consulting, graphic design and printing, advertising photos and videos, website and mobile app design, implementation of advertising campaigns.	http://Kerosheh.com
66	Khatoon	SEO, website design, content production, motion graphics, promotional teasers, promotional ads.	http://Khatoonadvertising.ir
67	Lavan	Social media marketing, digital advertising, content production, website design, digital marketing campaign, social media management, SEO services, platform design, online store design, social media strategy, graphic content production, content production strategy.	http://Lavan.co
68	Lotus	Website design, graphic design, optimization and SEO, consulting, content marketing.	http://Lotus-digital-marketing.com
69	Mohtavabox	Producer of textual and visual content, provider of all internet business services, application design and store and corporate websites.	https://mohtavabox.com/
70	Maat	Market research, marketing strategy formulation, creative content production, user experience design, brand design, digital advertising, design and	https://maat.ir/

Row	Company Name	All Types of Services	Website Address
		implementation of integrated campaigns, media productions.	
71	Mato	Content strategy and online market, advertising campaigns (field ads, banner ads, etc.), branding strategy (name selection, brand image, brand voice, etc.), design and development (website design, website content management, etc.), targeting and marketing strategy (brand positioning, growth strategy, market research, etc.).	http://Mato.ir
72	Madareno	Photography (modelling, industrial, advertising photography), graphic design (packaging, character, catalog and brochure design, logo, editorial set, poster, billboard), creativity and idea generation (advertising scenario writing), digital marketing (website, application, social network management, SEO services), consulting (branding consulting, advertising, marketing, personal branding), brand identity (brand archetype, brand naming, brand slogan, corporate color, visual identity, brand music, brand scent), visual media (animation, motion graphics, advertising teaser, podcast), advertising campaign (360 campaign).	http://madareno.com
73	Mentorix	Google Ads, content marketing, SEO, CRM and website design, conversion rate optimization (CRO).	http://digitalmentorx.com
74	Mehregan	Website design, digital marketing services, advertising photography, SEO, branding, social networks.	http://mehregan-ads.ir
75	Mianbor	SEO, website design, graphic design, packaging design, logo design, website	http://mianborco.ir

Row	Company Name	All Types of Services	Website Address
		content production, video content production, Instagram content creation, video content production.	
76	Mimos	SEO services, WordPress SEO, SEO consulting, SEO support.	http://Mimos.ir
77	Macan	Advertising strategy, idea generation in advertising, media purchase planning, social media marketing, visual&text content creation, public relation, website design.	http://macan.agency
78	Modiran	Website design, social network management, business development consulting in the field of digital marketing, design and implementation of digital campaigns, website optimization.	http://Modiran.agency
79	Monazam	Examining the current state of the business (analyzing the current situation), consulting and monitoring digital marketing campaigns and processes, consulting and monitoring SEO processes, compiling a digital marketing plan, implementing SEO processes, consulting in the process of recruiting specialists.	http://monazam.agency
80	Mycustomer	Internet marketing and advertising, management consulting, image and video content creation, social network management, content production.	http://Mycustomer.ir
81	Nardeban	Website design, advertising in search engines, SEO and optimization, content marketing, email marketing, social media marketing, click ads.	http://Nardeban.net
82	Najva	E-Mail Marketing, SMS Panel, Push Notification	https://www.najva.com/

Row	Company Name	All Types of Services	Website Address
83	Namade bartar	Recording and editing of short serial videos, recording and editing of video training packages, studio photography, content production coaching and advertising campaign design.	http://Namadebartar.com
84	Nevisesh	Weblog post, product description, news reports, website content, content creation for social networks, audio content creation.	http://nevisesh.com
85	Newseo	SEO training, SEO site analysis, website design.	http://Newseo.ir
86	Nerdoma	Website design and SEO, content marketing, marketing strategy formulation, marketing campaigns and graphic design.	http://Nerdoma.com
87	Netmarko	Website design, advertising on Google, advertising on Instagram, SEO.	http://netmarko.com
88	Nila	Website design, SEO services, graphic services, Instagram management, motion graphics, promotional teasers.	http://nilaco.us
89	Novin	Advertising on Google, selling reportage, application advertising, SEO and website optimization, content marketing, click advertising, email advertising, consulting.	http://novin.com
90	Novin Marketing	Website design, Google advertising, content creation, SEO services and website optimization	https://novinmarketing.com/
91	Noyaan	Social media management, online campaign implementation, video marketing and video creation, SEO and website optimization, website design, news reporting, advertising push notification and gamification.	http://noyaan.net

Row	Company Name	All Types of Services	Website Address
92	Noad	Digital branding, digital marketing services, consulting and developing digital marketing strategy.	http://Noad.digital
93	Novinbin	Website design, search engine optimization, content creation for social networks, social network management, video marketing (YouTube and cameras), internet advertising services, programming.	http://novinbin.com
94	Oplus	Design, printing and packaging, photography and imaging, consulting and training, design and production of creative products, design and implementation of advertising campaigns.	http://Oplus.design/fa/services
95	Orena	Social networks, SEO and optimization, click ads, developing brand and business strategy, website design, content marketing.	http://orenaweb.com
96	Unternet	Social networks, website and application, advertising campaign, training, marketing, website optimization.	http://Unternet.com
97	Pars mehan	Content production, website design, website optimization, internet advertising, industrial and promotional photography, filming and making teasers, mobile application design, graphic design and office set design, telegram bot design.	http://Parsmehan.com
98	Parmatik	Logo design, website design, SEO and optimization, Google Ads, content production.	http://Parmatik.com
99	Padideh tejarat	Website design, mobile application design, web application design, programming training, digital marketing training, video editing training, graphic training.	http://Padideit.com

Row	Company Name	All Types of Services	Website Address
100	Pars web	Exclusive website design, SEO and optimization, AdWords advertising.	http://Parswebdp.net
101	Pars nemoodar	Consulting, branding, website optimization, website design, digital marketing, content marketing, social networks.	http://Parsnemoodar.com
102	Paya	Graphic design, social networks, website optimization, website design, SEO, graphic design, social media marketing.	http://Payamarketing.com
103	Pendar	Advertising teaser, stop motion, motion graphics, application design, text content production, email marketing, Google map registration, reportage advertisement, SMS marketing, audio content creation, graphic content production, video content production, social networks, SEO, website management and support.	http://Pendar.net.com
104	Plusing	Narrator and narration, character design, video training, motion whiteboard, story motion, comic motion, stop motion, 3D motion graphics and exclusive motion graphics.	http://Plusing.ir
105	Pouya	Advertising in Google, SEO consulting, website optimization, content creation.	http://Pouyamarketing.com
106	Rayamarketing	Text content production, podcast production, motion graphic design, advertisement reporting, data entry, Google advertising, fixed and moving banner design, logo design, advertising on social networks.	http://Rayamarketing.com
107	Radman	Website design, website SEO, web graphic design, Google advertising, email marketing, setting up and managing social networks, promotional teasers, content production.	https://radmandigital.com/

Row	Company Name	All Types of Services	Website Address
108	Rahnak	Website design, SEO and website optimization, content creation, social network management, banner ads and Google click ads, search engine marketing.	http://Rahnak.com
109	Ravand soft	Targeted content management, logo and sign design, motion and infographic content, production of textual content, production effective content.	http://Ravandsoft.com
110	Ratin	Internet advertising, SEO services, advertisement reporting, Google Ads.	http://ratin.agency
111	Rahedm	Website design and development, application design, online advertising, digital marketing, SEO and website optimization, UX optimization of user experience, training, consulting.	https://rahedm.ir/
112	Respinatech	Content marketing, website management and marketing, social media management and marketing, website optimization and SEO, advertising campaigns, email marketing, video marketing, website design, graphic services, consulting.	http://respinatech.com
113	Rozesa	Website design, SEO, graphic design, content creation, advertising on Instagram, Advertising on Google, marketing consulting, branding consulting.	http://rozesadm.com
114	Samincom	Business analysis, analysis of competitors, SEO, website design, content production, content production management, banner advertising, application design, advertising in social networks.	http://Samincom.com
115	Sepanta	Advertising on Google, website design, SEO and website optimization, Instagram page management, content validation, graphic services.	http://Sepantamarketing.com

Row	Company Name	All Types of Services	Website Address
116	Shetab marketing	Website design, Content production, data entry, graphic services, SEO, advertising in social networks.	http://Shetabmarketing.com
117	Shayegan	Video content production, social network content production, consulting, design and implementation of all digital marketing services.	http://shayegan.net/
118	Shahremohtava	SEO analysis, keyword research, content production, link building consultation.	http://Shahremohtava.com
119	Shahrara	Business design and strategy, website design, application design, visual identity design, digital marketing, implementation of 360 campaign, internet marketing and advertising, management consulting, image and video content creation, social network management, content production.	http://Shahrara.net
120	Simagar	Website design, SEO, advertising, mobile application design, startup design, branding and marketing.	http://Simagar.com
121	Tahlilnegar	Online advertising, email marketing, content, analysis, website design, website management, SEO, social networks	http://Tahlilnegar.com
122	Tapsell	Online mobile advertising	https://tapsell.ir/
123	Top seo	Email marketing, Wordpress website design, news reporting, Social media marketing, Google advertising, SEO and optimization.	http://Topseo724.com
124	Taktaz	Website and application design, SEO, marketing strategies, social networks, visual identity, content marketing, email and SMS marketing, online advertising, digital campaigns.	http://Dmtaktaz.ir

Row	Company Name	All Types of Services	Website Address
125	Tarnama pishro ara	Website design, digital marketing, business intelligence, mobile application design, e-commerce, business acceleration services.	http://pishroara.com
126	Tarhulu	Consulting, research and development, branding and design, website and application design, advertising.	https://tarhulu.com/
127	Tas	Instagram page management, SEO, website design, content production, corporate website design, motion graphic design, UI/UX design.	http://tasagency.net
128	Trend	Influencer marketing, publishing content on Instagram and Telegram.	http://m.trendu.net
129	Tikday	Digital marketing planning, online advertising, Instagram page support, personal branding, social network marketing, internet advertising training, graphic software training, logo design, graphic.	http://Tikday.com
130	Unique	SEO and optimization, website design, content production, motion graphics, social network marketing, Instagram page management.	http://Uniquemarketing.ir
131	Uprock	Advertising on Google, advertising on popular websites, email marketing, digital marketing consulting, SEO, social network marketing, digital marketing strategy formulation, content marketing, SEO analysis, website design, website management, website security.	http://uprock.net http://uprock.net.websta tdata.com
132	Vee	Advertising on Google, advertising on Instagram, website design, advertising on LinkedIn, advertising on Facebook, SEO.	http://vdigimarketing.com

Row	Company Name	All Types of Services	Website Address
133	Vornatech	Content production, website design, SEO and optimization, Google Ads.	http://vornatech.com/
134	Webima	Marketing and branding strategy, website design and development, SEO, content marketing, Instagram page management, digital marketing campaign, Google Ads, industrial photography, visual identity design.	http://webima.co
135	IranWeblife	SEO, designing and promoting advertising strategies, designing mobile applications, designing educational and store applications, marketing and advertising on social pages.	http://iranweblife.com
136	Web24	Professional and dedicated website design, SEO, mobile application design, digital marketing consulting, consulting and providing solutions in the field of internet marketing, hosting and web hosting services, content production, advertisement reporting.	http://Web24.ir
137	Web siba	Website design, website optimization.	http://websiba.com
138	Web white	Social network services, digital marketing, website design, SEO, content production, photography and videography, graphic design, consulting services, multimedia, application services, printing services.	http://webwhite.ir
139	Web persian	Exclusive website design, online store design, professional website design, mobile application design, website support, content production, logo design. UI-UX design, Instagram management.	https://webpersian.co/
140	Yaraplus	Advertising strategy, website design, social network management, graphic	http://yaraplus.agency

Row	Company Name	All Types of Services	Website Address
		design, content production and marketing, SEO.	
	Yekta Net	Content-based advertising, matching ads, banner ads, click ads, retargeting, push notifications	https://www.yektanet.com/
141	Yekta red rose	Market research, website design, content creation, advertising, sales funnel improvement.	http://Redrosegroup.ir
142	Yazdane iranian	Website hosting (email server, cloud database, file storage, etc.) Website and mobile application design (website optimization, responsive website design, template customization, etc.) Graphic design (logo design, motion graphic design, business card design, etc.) Digital marketing (SEO, content creation, podcast production, social networks, etc.).	https://www.yazdaneiranian.ir/
143	Yafabrand	Advertising on Instagram, industrial photography, video editing, Telegram and Instagram advertising banners, advertising teasers, catalog design, banner design.	http://Yafabrand.ir
144	Z-A Dayan	Visual identity design, website and application design, package design, graphic, motion graphic, advertising teaser design, industrial photography, website design.	https://dayanmarketingco.com/

Part 2- Interviews

In this part of the research, in-depth interviews with 30 managers and specialists in the fields of digital marketing (10 people), information technology (10 people), e-commerce (5 people) and marketing activists in the telecommunication products and equipment industry and related products (5 people) were done. Interview questions are included in the appendix of this report. The following tables are the result of the efforts made:

Priority of popularity of marketing tools in Iran

Row	Marketing Tool	Popularity rank (In normal condition)	Popularity rank (After the recent events and restrictions in Iran)
1	Social media	1	4
2	Social media influencer	2	5
3	SEO	3	1
4	Targeting and cookies	4	3
5	E-mail	5	6
6	SMS	6	2
7	Telephone	7	7

As the results show, in normal conditions, social media is the most popular in Iran and the telephone is the least popular. But the recent changes in Iran caused social media to be filtered by the government. Internet speed and some Google tools were also limited. These conditions caused the priority and importance of social media and social

media influencers to decrease. In this situation, currently in Iran, the use of SMS, SEO and cookies have increased respectively.

Also, the interviewees mentioned the following important points and explanations:

- In addition to the mentioned tools, attention should also be paid to banner and click ads. Currently, the use of Google Ads is recommended due to the speed of getting results.

-The popularity of the tool also depends on the desired industry, for example, e-mail is used more for businesses in the field of B2B and industrial marketing.

-For marketing in the field of B2B in Iran, we should also consider the use of events and exhibitions.

-Currently, in Iran, the use of SEO is the most used in both increasing awareness and attracting customers.

-In general, the Iranian audience is strongly negative about the telephone due to the poor performance of telephone marketers in Iran, and it is better to use it only to support current customers. In fact, using the telephone to attract new customers is not recommended at all.

Suitability of each of the tools with the type of goods and services

Row	Marketing Tool	Goods or services that this tool is suitable and used for marketing in Iran
1	Social media	Consumer products. Stores, especially small stores. Online services. Online shops. Clothing, Cosmetic-sanitary products. Beauty. Food .Diets. Luxury goods. Home decorations. Home Appliances. Interior decoration. Ornaments. Gifts. Sport products. Handicrafts.
2	Social media influencer	Consumer products such as: Clothes. Cosmetic. Luxury goods. Digital goods. Mobile and laptop. All services: Food. Cooking. Tourism. Entertainment. Real estate. Education

Row	Marketing Tool	Goods or services that this tool is suitable and used for marketing in Iran
3	SEO	All types of goods and services (health services, movies and series, software, digital goods, etc.). Larger stores and businesses. It is very important and useful for the B2B field.
4	Targeting and cookies	For all types of goods and services. Suitable for retargeting and reselling. It is suitable for affiliate marketing. It works in sales.
5	E-mail	Not used for sale. It is mostly used for information (sending newsletters, sending discounts, sending new prices, informing about the conditions of the stock market and financial markets, informing about festivals, conferences, registering on websites, etc.). It is suitable for the specialized audience and the transfer of information between two companies in the field of B2B.
6	SMS	In Iran, it is mostly used for daily needs. Chain stores and mobile operators use more. Also, short messages are mostly used to inform current customers. It is more suitable for communicating with users who know us. It is used to send discount codes or inform about auctions.
7	Telephone	It is better not to use the phone for sales. It is not used much in Iran. It is more useful for B2B communication. It is used for support, for example, the phone support of brands like Snap Food and Alibaba is done through a strong phone support team.

Advantages and disadvantages of each marketing tool in the Iranian market

Row	Marketing Tool	Advantages of using in the Iranian market	Disadvantages of use in the Iranian market
1	Social media	The user himself comes to you and chooses you. There is interaction. Visual appeal. Ability to track and	Not under control. State laws affect it. It is not permanent. It is unstable. The platform itself belongs

Row	Marketing Tool	Advantages of using in the Iranian market	Disadvantages of use in the Iranian market
		trace. It is relatively cheap. It is up to date and available. The number of visits is high. High speed and quick productivity.	to another company and is not owned by us. Low effectiveness in the current situation.
2	Social media influencer	The user himself comes to you and chooses you. There is interaction. Visual appeal. Measurable. High visibility rate. Suitable for branding. Suitable for businesses that have high financial power. Suitable for short advertising periods.	Social media filtering has a negative effect on influencers' performance. High cost (expensive). There is no exact framework for the pricing of influencers' services in Iran. Very low yield in current conditions. Low quality performance of many influencers. Reducing trust in influencers.
3	SEO	The user reaches you by his own search. You get good results for what you pay. Increasing the possibility of attracting organic audience. It is Measurable. Being purposeful. To be reliable. Relatively high and stable growth. Suitable for businesses that seek to generate stable income and long-term investment.	It is more difficult to use it in highly used keywords. High cost (expensive). There is a competitive market. The results will be revealed later. For sustainable SEO results, there must be continuity.
4	Targeting and cookies	High accuracy in choosing the main target audience. Customer return. It works in the structure of affiliate	If the user is not aware and uses it incorrectly, his privacy is violated. Dependence on the Internet. People's

Row	Marketing Tool	Advantages of using in the Iranian market	Disadvantages of use in the Iranian market
		marketing. Low cost. Presence everywhere and showing strength.	understanding is low and most of them do not accept cookie access messages. If it is used too much and incorrectly, it will annoy the user. It will not be usable until the user accepts it.
5	E-mail	Ability to send bulk. Low costs (being cheap). It is more suitable for B2B and B2G.	It is not welcomed in Iran and has little use. There is no reliable system for providing email marketing services in Iran. Its effectiveness in Iran is low. It is one-dimensional (only text).
6	SMS	Notification speed. Ease of access to the audience. It works great for retargeting. It can be sent based on the target market. High conversion rate if the message is effective.	Message size limit. Less audience trust in it. Relatively high cost. Can be blocked by the user. Low visibility rate compared to virtual messengers. Irritation of Iranian audience from text messages.
7	Telephone	Effective communication and better interaction. Speed and ease.	It requires a lot of manpower. Each contact person at the same time must be in contact with a specialist. This increases manpower cost, time cost and communication cost. Lack of welcoming people. Most people in Iran

Row	Marketing Tool	Advantages of using in the Iranian market	Disadvantages of use in the Iranian market
			consider the telephone to be a nuisance.

Restrictions and laws regarding each marketing tool in Iran

Row	Marketing Tool	Restrictions and rules
1	Social media	Due to sanctions against Iran, some social media facilities cannot be used in Iran. For example, the facilities that Instagram offers to increase visits, advertisements and practical analyzes are not available in Iran. The Iranian government has restricted social media. In the past, Facebook and Telegram were filtered and now WhatsApp, Instagram and Twitter are also filtered.
2	Social media influencer	Social media filtering by the government has had a negative effect on the activities of social media influencers.
3	SEO	There are no specific restrictions and rules regarding SEO.
4	Targeting and cookies	There are no specific restrictions or rules regarding targeting and cookies.
5	E-mail	Regarding email, there are no specific restrictions and rules.
6	SMS	In the case of SMS, there is a restriction that users can block their mobile phones from advertising SMS by informing the telecommunication department. Of course, today there are platforms in Iran that can send messages even to closed numbers on advertising messages. Advertising SMS cannot be sent with service phone lines.
7	Telephone	There are no special restrictions or rules regarding the phone.

Audience and specific target market of each tool

Row	Marketing Tool	The target audience of the tool in terms of age, gender, income, purchasing behavior and...
1	Social media	<p>In Iran, women are a little more connected to social media than men. Also, women use Instagram and Pinterest more</p> <p>Men mostly use Twitter and LinkedIn. In terms of age, young people (generation Z - born in 1997 and later) use social media more than older people. People between the ages of 12 and 40 are the main audience for social media. Usually, all income classes are present in social media. Although the majority of social media users in Iran are people from the middle income class. These people usually have motivations to grow and improve their lives. These people mostly belong to the category of newcomers and innovators and are more risk-taking people.</p>
2	Social media influencer	<p>Most of the audience of social media influencers in Iran are from the middle and upper middle class and from different genders (and mostly women). In terms of age, influencers' followers are younger than social media users. People between the ages of 12 and 30 are the primary audience for social media influencers.</p>
3	SEO	<p>The SEO audience includes a wide range of people of different ages, different genders, different incomes and different types of buying behavior.</p>
4	Targeting and cookies	<p>Targeting audiences and cookies in Iran include a wide range of ages, genders, incomes and purchasing behaviors.</p>
5	E-mail	<p>The email audience in Iran generally includes a wide range of ages, genders and shopping behaviors. But in terms of income, people with higher incomes work more with email. Also, educated people use email more.</p>

Row	Marketing Tool	The target audience of the tool in terms of age, gender, income, purchasing behavior and...
6	SMS	The SMS audience in Iran includes a wide range of ages, genders, incomes and shopping behaviors.
7	Telephone	Telephone audience in Iran includes a wide range of ages, genders, incomes and purchasing behaviors. The telephone is especially useful for older people, even 70-80 years old.

Methods of measuring the performance of marketing tools in Iran

Row	Marketing Tool	Measuring tool and measuring the effectiveness of that tool
1	Social media	Analyzers and insights available in social media platforms, evaluation criteria including number of members, number of likes and comments, number of views, engagement rate, account reach, etc.
2	Social media influencer	Analytics and insights available on social media platforms, website links or UTM links that are placed inside stories. Evaluation criteria include the number of members/followers, the number of likes and comments, the number of views, etc.
3	SEO	Using Google Analytics. Google search console. Metrics: keyword, user input, conversion rate and the number of indexed pages in Google.
4	Targeting and cookies	In the coding process for cookies, it is traceable. Setting links with UTM. Click cost. Google Analytics.
5	E-mail	Analyzes that exist in Iranian email marketing platforms such as: Najva and Pakat. Foreign examples such as Mailchimp can also be used. Sending website links and UTM links inside the text of the letter. Calling to action.

Row	Marketing Tool	Measuring tool and measuring the effectiveness of that tool
6	SMS	Analyzes that exist in Iranian SMS platforms such as: Amoot, Madiana Payamek,etc. Sending website links and UTM links inside the SMS text. Calling to action.
7	Telephone	Using virtual checklists that exist in customer communication software. Using checklists designed in Excel file. In satellite phones (VOIP), the software system itself has the ability to analyze, evaluate and report.

*The important explanation is that according to the opinion of a number of interviewees, the measurement of marketing tools can be done from two technical and commercial aspects. The technical aspect is the things mentioned above. But business cases refer to the effect of implementing each tool on the amount of sales and return on investment.

The names of some of the most important Iranian marketing agencies:

- Yektanet and Najva (In cookies and click advertising).
- Top freelancers on Ponisha website, New SEO, Top SEO, Websima (In SEO).
- Tapsel (In application market).
- Kanoon Iran Novin and My Customer (In social media and influencer).
- Novin marketing, Karzar and Pakat (In email).
- Amoot, Farad, Kaveh Negar, Ariana (In SMS).
- Ratin, Mato, Deema, Badkoobeh, Joorchin.

Important points about marketing in the telecommunications industry and telecommunications equipment or electronic equipment used in information technology:
Companies active in the telecommunication industry and electronic equipment and parts used in information technology that intend to market their products and services in the Iranian market should use direct marketing.

First of all, they should use face-to-face negotiations and effective communication. After that, they can continue their communication with their customers using email and phone. Most of the audience of these products and equipment search on Google before buying. As a result, it is very important to use the website and SEO to attract new customers in this type of business. Also, these companies should advertise in specialized telecommunications media. Using customers from similar markets is also recommended. In addition, participation in specialized events and exhibitions is one of the most important tools for marketing these companies in Iran.

Part 3- Personal Insight

According to the previous information and experiences of the researcher in the past twenty years - in the field of marketing and digital marketing in Iran - and the results of the current research, the following points can be stated in order to make marketing and sales activities more effective:

- 1- Considering that the industry under investigation is in the field of company-to-company or B2B business relations, holding face-to-face or virtual negotiation meetings is usually one of the best marketing tools. In this regard, it is recommended to obtain a list of potential customers and communicate with them by e-mail and at a later stage by phone. And then, the negotiation sessions should be coordinated.
- 2- In business negotiation meetings, it is recommended to acquire sufficient knowledge and information regarding the conditions and facilities and the needs and demands of the other party, as well as preparing an effective presentation.
- 3- Designing catalogs that, while having a suitable appearance, have information and illustrative images of products and services is another required tool.
- 4- As the results of this research showed, it is necessary to have a professional website and use SEO tools to attract customers. Therefore, despite the fact that the effects and results of this solution may appear in the long term, it is very important to deal with it.
- 5- Communicating with potential customers through specialized exhibitions and advertising in the specialized media of this industry is also recommended in Iran.
- 6- Since in the science of marketing and advertising, a collection and package of tools should always be used, while the above five items are in priority, other tools, especially specialized social media such as LinkedIn, can also be used.

Wishing you success and a prosperous business.

Appendix- Interview questions



Dear manager,

Hello. Thank you for participating in this research interview. Thank you for helping us with your honest answers in this research. Questions:

1- How popular is each of the following marketing tools in Iran?

Row	Marketing Tool	Popularity Rate	Popularity rating This tool
1	Social media		
2	Social media influencer		
3	SEO		
4	Targeting and cookies		
5	E-mail		
6	SMS		
7	Telephone		

2- What types of goods and services are usually marketed and advertised in Iran using each of these tools?

Row	Marketing Tool	Goods or services that this tool is suitable and used for marketing in Iran
1	Social media	
2	Social media influencer	
3	SEO	
4	Targeting and cookies	
5	E-mail	
6	SMS	
7	Telephone	

3- What are the advantages and disadvantages of each of the following tools: social media, e-mail, social media influencers, SEO, targeting and cookies, SMS and telephone in the Iranian market?

Row	Marketing Tool	Advantages of using in the Iranian market	Disadvantages of use in the Iranian market
1	Social media		

Row	Marketing Tool	Advantages of using in the Iranian market	Disadvantages of use in the Iranian market
2	Social media influencer		
3	SEO		
4	Targeting and cookies		
5	E-mail		
6	SMS		
7	Telephone		

4- What are the restrictions and laws regarding each of the social media marketing tools, e-mail, social media influencers, SEO, targeting and cookies, SMS and phone in Iran?

Row	Marketing Tool	Restrictions and rules
1	Social media	
2	Social media influencer	
3	SEO	
4	Targeting and cookies	

Row	Marketing Tool	Restrictions and rules
5	E-mail	
6	SMS	
7	Telephone	

5- Which specific audience does each of the mentioned tools target in the Iranian market? Each of these tools is associated with which criteria and parameters of the audience? (for example: demographic criteria - age, gender, income, etc. / behavioral criteria, etc.)

Row	Marketing Tool	The target audience of the tool in terms of age, gender, income, purchasing behavior and...
1	Social media	
2	Social media influencer	
3	SEO	
4	Targeting and cookies	
5	E-mail	

Row	Marketing Tool	The target audience of the tool in terms of age, gender, income, purchasing behavior and...
6	SMS	
7	Telephone	

6- How is the performance of each marketing tool measured in Iran? (for example: tracking tools and platforms, etc.)

Row	Marketing Tool	Measuring tool and measuring the effectiveness of that tool
1	Social media	
2	Social media influencer	
3	SEO	
4	Targeting and cookies	
5	E-mail	
6	SMS	
7	Telephone	

7- Which agencies in Iran provide services related to social media marketing tools, e-mail, social media influencers, SEO, targeting and cookies, SMS and phone? Name some of the most important ones.

8- If you are active in the telecommunications and telecommunications equipment industry or electronic equipment used in information technology. Or if you have worked with this industry (had clients from this industry), what tips can be expressed about marketing in this industry based on your experience?