

## Stratégie e-marketing et Positionnement International de la PME (Paperback)



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Editions universitaires europeennes EUE, 2016. Paperback. Condition: New. Language: French . Brand New Book. Le secteur touristique fait face à de nombreux défis. L'un des plus importants est la maîtrise et l'exploitation des leviers de la compétitivité commerciale numérique. Le sujet a pour objectif de montrer comment une stratégie e-marketing ciblée peut permettre aux PME touristiques de mieux positionner leur offre sur le marché international. Pour ce faire, deux hypothèses servent de cadre d'analyse : la première énonce qu'un degré de pratique élevé des activités e-marketing par une PME touristique est associé positivement à son positionnement sur le web et sur le marché international. La seconde affirme qu'une stratégie e-marketing est davantage réussie lorsque le SIM sur lequel elle repose est cohérent avec les objectifs de l'entreprise. L'étude empirique menée au cœur du web révèle pour la PME touristique camerounaise, un très faible niveau d'activité marketing en ligne, un taux de présence faible caractérisés par un faible trafic sur leur site web et un faible score de visibilité sur le web. La PME touristique camerounaise doit ainsi repenser sa pratique e-marketing et se doter d'un SIM aligné aux objectifs, permettant une grande réactivité face aux nouvelles données concurrentielles.

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