




Digital Marketing for Public Sector Services

– The Traffic Safety Experience in the United Arab Emirates–

Karima Boussag 
k.boussag@univ-boumerdes.dz
University of Boumerdes (Algeria)

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Abstract:

This research paper aims to highlight the importance of using digital marketing in public sector organizations, with particular attention to public security institutions in providing their services and effectively communicate safety awareness messages and persuading the public of their importance. A descriptive approach was adopted to achieve the desired objectives, supported by the experience of one of the Arab countries in this field. The study concludes that strengthening digital marketing activities can assist countries, especially public security organizations, in reducing traffic accidents and raising awareness amongst public.

Key words: Digital Marketing, Public Sector Services, Traffic Awareness Campaigns.

JEL Classification Codes: M310,H410,M370, R410.

Introduction:

The internet has taken on a significant role in our daily lives, becoming a key source of information and rivalling traditional media outlets. Digital marketing has proven to be an indispensable tool for reaching targeted marketing goals, especially when it is based in thorough research and proper execution. Security organizations, as one of the most important public institutions providing critical services to individuals, have also started utilizing digital marketing techniques to deliver their services.

Problematic:

Based on the aforementioned, the main problem addressed by this research paper is formulated as follows:

- How does digital marketing contribute to raising traffic awareness?

Hypothesis:

The use of digital marketing tools in the public organization contributes by increasing user interaction with its digital services.

Importance of the research:

The importance of the research lies in shedding light on the importance of shifting from traditional to digital marketing marketing strategies in public organizations to increase their services effectiveness in light of digital transformation as a new trend.

Aim of the study:

The study aims to address the issue of digital marketing for public sector services by defining the concepts of marketing within public organizations, exploring its characteristics, significance, and success requirements, The study will then present the concept of digital marketing and highlight the contribution of social media platforms to the delivery of public services. Finally, it will show case one of the Arab experiences in the field of digital marketing campaigns.

Methodology applied:

This study adopts a descriptive analytical methodology, which is essential given the nature of the research and involves reviewing various theoretical concepts related to the

study variables. Furthermore, a case study approach has been utilized to master the subject matter and to present greater scientific accuracy to the research.

Research plan:

In order to explore the main question of the topic, the remainder of the paper is organized as follows:

- Fundamental concepts of digital marketing in public organizations.
- The role of digital marketing in enhancing digital public services.
- Initiatives on digital traffic awareness: the experience of the United Arab Emirates.

I. Digital marketing for public organizations

The Internet has now become a crucial part of our daily lives, acting as an important source for obtaining information and competing with traditional media. Digital marketing via the Internet has proven to be a significant method for achieving targeted marketing goals, provided there is proper research and effective implementation. This approach is among the most effective and least expensive compared to other advertising marketing methods.

- First : Digital marketing

Many definitions have been offered by researchers in this domain. Kiyang and Rafu, as well as Chang, suggest that electronic marketing using the Internet combines the features of both direct and indirect marketing into a single framework. In contrast, Erin Sharma believes that the concept of electronic marketing is based on the philosophy of individual marketing. He argues that engaging in electronic marketing allows organizations to achieve penetration and expansion beyond reliance on a specific geographic location. Additionally, it fosters the growth of asynchronous interactions and contributes to the concept of cooperative competition (Chetiba, 2009). In another definition, digital or electronic marketing is understood as a type of marketing for a specific product or service conducted over the Internet. It involves the use of information and communication technology tools to make marketing decisions and perform all marketing activities electronically, with the goal of increasing the organization's market share and achieving customer satisfaction, thereby enhancing its competitive capabilities. These marketing

decisions or activities can include: conducting electronic market research, presenting products online, pricing products electronically, distributing products online, promoting products electronically, and providing customer service through electronic means (Elotaybi, 2014).

- **Second: Digital transformation of public organizations**

Digital transformation is defined as the acceleration of business activities, processes, capabilities, and models to fully leverage the changes and opportunities offered by digital technologies and their impact in a strategic and prioritized way (Edmead, 2016). It involves the activation of information and communication technology to establish a knowledge-based society that offers secure, effective, and convenient electronic services for different segments of the community, enabling these services to be delivered in the least amount of time and at the lowest possible cost. This is accomplished through various electronic platforms. Furthermore, e-government utilizes information and communication technology to improve relationships with citizens, businesses, and various government entities (Ministry of Transport, Communications, and Information Technology of Oman, 2024).

Digital transformation plays a vital role in enhancing services and facilitating operations within government institutions. It aims to leverage technology and its applications to improve and advance the performance of these institutions. Achieving success in this area requires carefully crafted strategic plans and specialized partners (EVC, 2024). Digital transformation provides a range of benefits to government institutions, including improved access and streamlined communication with citizens, enhanced services, increased transparency, and faster, more accurate information delivery. Additionally, it boosts operational efficiency, reduces costs through automation, and promotes collaboration and coordination among different government agencies.

- **Third: Characteristics of digital marketing for public organizations**

Digital marketing in public sector organizations, as illustrated in the following figure, possesses a range of characteristics, the most notable of which are:

Figure No. (01): Characteristics of digital marketing for public sector organizations



Source:(Mohamed Kotob etal., 2023)

- **Cost-effective:** Positive outcomes can be attained at lower costs compared to traditional marketing channels.
- **Extensive reach:** Customers can conveniently obtain information about products and services online.
- **Measurable:** Digital marketing enables organizations to monitor their marketing performance and consistently evaluate their success using analytical tools and statistics.
- **Variable and dynamic:** Organizations can swiftly modify their special offers and make necessary adjustments to prices and specifications.
- **Effectively integrated:** Digital marketing means engaging in a variety of diverse activities that are often not substitutes for one another but are instead complementary. For example, marketing efforts on social media can significantly enhance positioning on search engines.
- **Targeting and customization:** This allows for more personalized and relevant marketing initiatives. Targeting involves identifying specific segments within a larger audience. By utilizing data such as age, location, and browsing habits, you can pinpoint the individuals who will see your ads. As a result, your marketing

messages will reach those most likely to be interested in your products or services.

- **Fourth: Benefits/objectives of digital marketing for public organizations**

Some believe that digital marketing is only effective in specific industries; however, this is a misconception. When implemented correctly, digital marketing can succeed across any sector and for any target audience. The key is to tailor digital marketing to capitalize on the benefits provided by the strategy. Among the benefits of digital marketing are:

- Cost-effective.
- Extensive reach.
- Connect with users in your product market through keyword targeting or rich targeting.
- Users tend not to trust brands without a website in most parts of the world.
- Digital marketing impacts the majority of purchasing decisions.
- Comprehensive analytics for assessing and enhancing campaign performance.

It is apparent that the prominence of large billboards is diminishing, as the effectiveness of various forms of traditional advertising continues to decline annually. This decline correlates with an increasing consumer preference for streaming media and a concurrent reduction in the utilization of print advertising. In this context, digital marketing has become a prevalent strategy in modern marketing efforts. The migration of business operations to online platforms not only enhances marketing campaigns but also improves engagement with prospective customers, particularly during periods when they exhibit a readiness to purchase.

- **Fifth: Foundations of digital marketing**

There are three fundamental pillars of digital marketing, which are: user journey, digital channels, and content.

Figure No. (02): The essential pillars of marketing



Source:(Li, 2021)

1- User journey:

The first pillar of digital marketing is the user journey, which encompasses the customer's interaction with your brand across all digital and non-digital channels, influencing their feelings and perceptions regarding your brand. This journey typically starts at the awareness stage and concludes at the loyalty stage.

- **Awareness:** The customer first recognizes the brand.
- **Consideration (Interest/Evaluation):** The customer assesses their decision and explores other brands.
- **Purchase (Desire/Action):** The customer is prepared to proceed with a purchase.
- **Loyalty:** The customer shares their experience verbally and recommends the brand to friends.

2- Digital channels:

The second pillar consists of digital marketing channels, which are the tools organizations use to communicate or convey messages to customers. These channels act as avenues through which customers become aware of the organization and its offerings. This is how website visitors are generated. Examples of digital marketing channels include organic search (such as Google), paid search, display advertising, email marketing, social media, and others.

3- Content:

The third pillar is content, which takes the form of visual graphics, texts, and videos that are created, marketed, and engaged with by customers. This is also referred to as content marketing. Creative materials come in the form of: display banners, video advertisements, and text ads; while content is presented as: blog articles, explainer videos, and infographics(Li, 2021).

II. The role of digital marketing in enhancing digital public services

- First: Definition of public services

There have been numerous definitions provided for public services, just as there have been for public utilities and institutions, but many of these definitions are marked by ambiguity and contradictions. Scholars attribute this variation to differences in the specific laws governing and regulating these utilities. On the one hand, public services are defined as all types of services that cannot be utilized except within a collective framework, which are compulsorily provided according to the principle of equality as stipulated by law. These services must be operated outside market regulations, and the state bears the responsibility for their provision and management, ensuring their performance and oversight (Chenoufi, 2017). Public service is also defined as an activity that aims to fulfill public needs and is subject to the organization, supervision, and regulation of the state, regardless of the entity providing it. It can also be characterized as the activity undertaken by the state or other public entities, either directly or by assigning it to others, such as individuals or private organizations, but under state supervision, control, and guidance. This is intended to address needs that provide public benefit, thus promoting the common good (Lesslouss, 2010). Therefore, public service is an activity carried out directly by public authorities (the state as well as local communities) or under their supervision and control, aimed at meeting a need that serves the public good. Public services are considered essential and strategic activities, and they must be managed according to specific standards to ensure their availability to all, as they have the potential to foster social, cultural, and economic cohesion within the community. Dr. Tabet

Abdrahman Idris emphasizes two key aspects in his definition of public service (Tabet, 2010):

1- The concept of public service as an operation:

Public service can be viewed as a series of interrelated processes that involve inputs, operations, and outputs. In terms of inputs, there are three types that can undergo operational processes to generate the required service, which are:

A- Individuals: Citizens seeking services represent one category of inputs in public service operations. For instance, a patient who enters a hospital is the subject of treatment, prevention, and various healthcare services directed at them.

B- Resources: This indicates that service operations are conducted on owned items rather than on individuals, such as vehicle licensing services.

C- Information: This type highlights the contemporary aspect of public service, resulting from developments in information and communication technology, such as data analysis services in information centers and data processing operations at research institutions and universities.

2- The concept of public service as a system:

Drawing from the concept of systems, the service delivered by public administrations can be regarded as a system composed of different elements, including the following:

A- Service operations or production system: This system entails the operational processes applied to service inputs to generate the specific components of the service.

B- Service delivery system: This system involves the final assembly of the service components, culminating in the delivery of the service to the citizen who has requested it.

C- Visibility of public service to its recipient: The citizen, as the recipient, may observe the administration, staff, administrative equipment, and devices, or the process may remain hidden, taking place in a back office that is not visible to them.

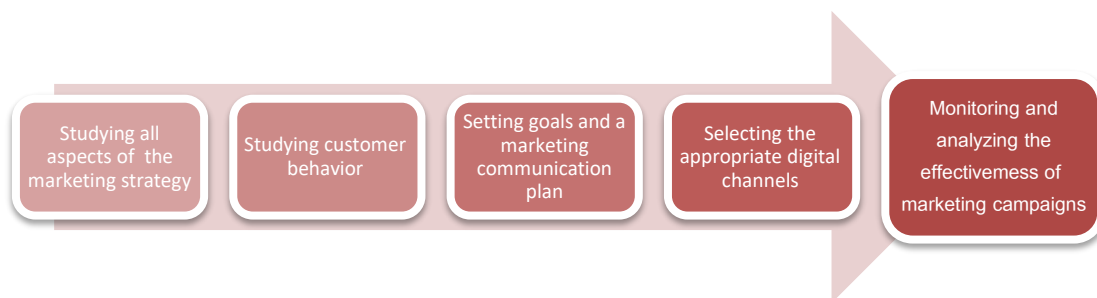
- **Second: The characteristics of public services**
- **Intangibility**
- **Inseparability**
- **Perishability**
- **Heterogeneity**

However, public services exhibit additional characteristics that distinguish them from other services, such as:

- **Equality criterion:** This emphasizes the principle of non-discrimination among citizens in accessing services, irrespective of their origin or region, among other factors.
- **Continuity of service criterion:** This ensures the ongoing and uninterrupted delivery of public services, even during strikes by public sector workers, with a focus on maintaining a minimum level of service.
- **Neutrality criterion:** This signifies a commitment to impartiality by steering clear of favoritism and bias.
- **Development criterion:** This involves adapting the content of public services to keep pace with technological advancements and the changing needs of citizens, such as implementing biometric identification in civil status and managing administrative processes for citizens through modern automated systems.
- **Free of charge criterion:** Public administration services are distinguished from other public services by the element of being free of charge.
- **Inclusiveness criterion:** The right to benefit from public services is guaranteed for all citizens without exception, allowing them to access these services under conditions that suit their capabilities and living standards.
- **Effectiveness criterion:** Providing certain public services, such as education, health, and security, in areas with low population density can help create regional balance and maintain economic activities outside major population centers, and thereby making these areas more effective.

- **Solidarity criterion:** Public service contributes to meeting the public needs of citizens, promoting social cohesion and fostering a sense of citizenship, and thereby reducing disparities among citizens due to income, educational level, or health disabilities.
- Public services and their delivery methods are determined by the higher administration overseeing public administration (Khethir, 2016).
- Public services are provided by the public administration without requiring a request from the beneficiary.
- **Third: digital public service and steps for its marketing**
 - 1- **Definition of digital public service:** Digital public services refer to services offered by public organizations through digital channels, including websites, mobile applications, and social media platforms. This process aims to fulfill the needs and desires of users, deliver added value, and improve the public organizations' image as well as the perception of their employees.
 - 2- **Steps for digital marketing of public sector services:** The digital marketing process for services offered by public sector organizations consists of several steps, as shown in the following figure, which we will summarize briefly below:

Figure No. (03): Steps for digital marketing of public sector services



Source: (Li, 2021)

- **Studying all aspects of the marketing strategy for public sector organizations:** This requires several prerequisites, including: the alignment of public services with digital marketing, sufficient budget for marketing campaigns across multiple digital channels, the availability of digital channels for public sector

organizations, and the presence of a knowledgeable and skilled marketing team within the public organization.

- **Studying customers by understanding their behavior and expectations while attempting to meet their desires and needs:** Therefore, it is essential to identify the platforms most frequently used by customers and assess the targeted customers' ability to engage with technology.
- Setting goals and a marketing communication plan while leveraging the strengths and weaknesses of traditional marketing.
- Selecting the appropriate digital channels for an advertising campaign regarding the dynamic and diverse digital service.
- Monitoring and analyzing the effectiveness of digital marketing campaigns and measuring customer reactions to them.
- **Fourth: Effectiveness of digital marketing in promoting public sector services:** Digital marketing for services includes the analysis, planning, execution, and evaluation of programs that affect services and ideas. It involves selecting suitable services, determining appropriate pricing, and identifying communication channels and platforms for delivering services, as well as conducting market research. The main aim of digital marketing is to understand and meet the needs of users and the community by utilizing digital technologies, whether through the internet, social media, mobile devices, or any other digital channels (Mohamed Kotob al., 2023).
- Digital marketing plays a significant role by boosting research and development activities to enhance the performance of government institutions. It has facilitated the emergence of new administrative and institutional models, such as digital cities and technology incubators. Moreover, it has driven economic growth and created new job opportunities, helping to reduce poverty and formulate plans and programs focused on transitioning to an information society (Agricultural Development Fund, 2023).

Although public organizations can utilize all types of marketing, certain digital strategies surpass traditional marketing and advertising techniques. By adopting digital

marketing practices— similar to businesses— public organizations can connect with the audience and deliver cost-effective, outcome-oriented solutions (such as websites, unified social media platforms, awareness campaigns, and others). (M16marketing, Government Digital Marketing)

-Digital marketing contributes to improving operational efficiency and enhancing the services offered to users. It utilizes technology to optimize workflows within the organization across all departments and in interactions with users, making services more accessible. This approach ultimately saves both time and effort (Boulton, 2015).

III. Presentation and analysis of a digital marketing model for digital traffic services in the United Arab Emirates.

1. Marketing public services through social media (an example of traffic awareness campaigns)

The virtual space serves as a fertile ground for the circulation and dissemination of information, especially concerning general news about accidents and traffic accidents in particular. Social media platforms such as Facebook, Twitter, Instagram, YouTube, and others, alongside security services, the media, radio, civil society associations, and more, play a crucial role in raising awareness about the dangers of traffic accidents. These platforms contribute significantly to the dissemination of information and news related to road incidents. In modern society, social networks are also important in this regard, as they have become a central hub for coordinating social relations. Social media networks can be seen as a tool for building effective communication within society, particularly in spreading a culture of traffic safety and encouraging people to engage and interact. Achieving road safety remains a challenging task without active and effective cooperation from citizens, civil society organizations, and fostering dialogue on issues related to road safety. Social networks are no longer just a theoretical concept; email, chat rooms, instant messaging services, forums, and online virtual communities all represent aspects of a dynamic communication movement that increasingly contributes to the exchange of electronic information. These platforms continue to attract more users each day and can complement traditional media in promoting a culture of road safety. Given the growing importance of these platforms, relevant authorities such as Ministries of Interior, media outlets, and others have started to focus on this area, especially by creating web pages to broadcast traffic-related activities and

to present various regulations, laws, guidelines, and visual content that supports direct, concise, and effective awareness efforts. (Maghzili, 2018)

Traffic accidents are one of the greatest dangers facing humanity in the modern age, significantly draining societies both in terms of human loss (thousands of deaths, injuries, and disabilities) and economically. In response to this, social media platforms like Facebook, Twitter, and YouTube, among others, have started playing an important role in disseminating information and news related to traffic accidents, alongside social institutions and security forces. Today, social networks have become a key tool for establishing effective communication within society, particularly in promoting a culture of road safety. This is achieved through the sharing of images that highlight the risks of traffic accidents, distributing videos that depict their consequences and provide preventive advice, and launching digital awareness campaigns. These campaigns are designed to raise awareness among young people about traffic risks and inform them of the necessary actions they should take to avoid such accidents.

2. Digital marketing of traffic security services in the United Arab Emirates:

Drawing on official statistics from the General Department of Traffic Coordination at the Ministry of Interior in the United Arab Emirates, which indicate a rise in traffic accidents during the first quarter of (2019), the Ministry of Interior and the UAE Police launched the first unified traffic awareness campaign for (2020). This initiative is part of a series of major campaigns aimed at ensuring the security and safety of road users, achieving the highest levels of traffic safety for everyone, and reducing traffic accidents. This campaign was implemented in collaboration and coordination with the traffic and patrol departments across the country, as well as other relevant entities in both the public and private sectors that support these initiatives. The campaign was highlighted on various websites and discussion forums, and posters, brochures, and flyers related to the campaign were distributed at numerous public centers, gas stations, and locations frequented by the public.

Media discussion sessions were also held, featuring a number of officials to engage with the public about the campaign and the traffic values and culture it promotes (Ezzafine, 2020).

2.1. The Dubai experience:

- First: Communication and digital marketing in the electronic marketing department of Dubai Police

We will now explore the experience of Dubai Police by presenting the digital services that the department provides to the public, as well as showcasing one of the seasonal marketing campaigns related to summer traffic awareness. (Dubai Media Foundation, 2010). Since 2010, the Electronic Marketing Department in the General Administration of Digital Services at Dubai Police has been involved in marketing six services aimed at the public. This initiative enables communication with the General Commander of Dubai Police, his deputy, and the directors of general departments and police stations. These services include:

- The “Dubai Police Leadership at Your Service” allows the public to connect with senior and middle management at the General Command of Dubai Police through their official website.
- The “Your Psychological Consultant” service provides free psychological counseling, enabling the public to access the support they need.
- Criminal record inquiry services, known as the “Certificate of Good Conduct.”
- Helicopter services.
- Security support services, which include insurance for individuals and various events.
- The “Victim Communication Service” facilitates follow-up on cases if a report has been filed, as well as tracking requests for all of the services mentioned above.

The marketing campaign began through well-established communication channels, including email, stop screens, advertising spaces, SMS, Bluetooth, and others. These campaigns achieved a 90% satisfaction and engagement rate from the public

regarding the electronic services offered by Dubai Police. The Electronic Marketing Department carried out 12 diverse advertising campaigns in the first half of 2010, which included traffic, awareness, and security campaigns. In comparison, 16 campaigns were conducted in 2009, of which 10 were specifically dedicated to police services aimed at the public.

- **Second: Quarterly traffic awareness campaign:**

At the beginning of each summer, Dubai Police launches a quarterly traffic awareness campaign, and the year 2021 came under the slogan "A Safe Traffic Summer." (The United Arab Emirates' Government portal).

Targeted results of the communication process: This campaign is part of the traffic sector's initiatives aimed at enhancing road safety, achieving optimal traffic security, and raising community awareness about the negative impacts of traffic accidents, which can result in fatalities, injuries, and both material and psychological damages.

Campaign slogan: The slogan "A Safe Traffic Summer" was chosen to coincide with the start of the summer vacation, emphasizing the need for various precautions regarding tire conditions and brake safety. It also stresses the importance of adhering to the permissible load limits on a vehicle's roof, which should not exceed a height of 60 centimeters. Excessive load can compromise the vehicle's stability and make it challenging to control.

Participating parties: The campaign is carried out in cooperation and coordination with the traffic and patrol departments throughout the country, as well as numerous entities focused on traffic safety in both the public and private sectors. This collaboration aims to unify and bolster local efforts to reach the largest segment of the community.

Communication channels: The campaign employs various media platforms, including print, audio, and visual outlets, as well as online channels and billboards. It also organizes discussion sessions to engage the public on the traffic values and culture promoted by the campaign.

Target audience: The primary focus is on drivers and road users. However, to attain the highest levels of road safety and minimize traffic accidents, the campaign targets the widest possible audience for awareness. Notably, the summer 2020 campaign reached 25675 beneficiaries.

Figure No. (04): Model for marketing traffic security services in the United Arab Emirates



Source: <https://www.moi.gov.ae> (01/06/2022)

Figure No. (05): Model for traffic security campaigns by Dubai Police



Source: <https://www.albayan.ae/uae/> (01/06/2022)

2.2. Abu Dhabi experience:

The experience of Abu Dhabi can be highlighted through a vital initiative in traffic awareness, which is the "Together for Traffic Safety" program.

- First: "Together" traffic awareness program:

Recognizing the significant role of social media in promoting traffic awareness through images and comments that encourage the reduction of traffic accidents, Abu Dhabi Police launched a website for the Abu Dhabi Traffic Awareness Program across social media platforms such as Facebook, Twitter, and YouTube. This initiative encompasses nine campaigns aimed at raising awareness about traffic safety and minimizing traffic accidents, with the goal of involving all segments of society in these initiatives, maintaining a violation-free driving record, and optimizing the use of modern communication tools. The following is an overview of these initiatives: (El-Ittihad Newspaper, 2012)

The first initiative: "We Are All Responsible" which seeks to engage all segments of society in traffic safety awareness and instill a sense of responsibility regarding accidents that occur, encouraging individuals to take initiative instead of being passive observers.

The second initiative: "No Violations," which encourages maintaining a clean traffic record.

The third initiative: "The Best Family in Traffic," embodies a mature vision that extends beyond the individual to the family in maintaining a violation-free traffic record.

The fourth initiative: "Arrived Safely," promotes the optimal use of modern communication tools by allowing drivers to inform their surroundings via a tweet on Twitter that they have arrived at their destination safely.

The fifth initiative: "Through My Screens" represents another form of communication aimed at reaching various segments of society, especially youth, through modern technological innovations like mobile devices and the internet. It

highlights the struggles faced by families of accident victims and sheds light on some tragedies that occurred due to neglecting traffic safety issues, portraying these events in a gentle manner to avoid shocking the audience, while simultaneously illustrating the magnitude of the suffering to encourage behavioral change regarding traffic safety.

The sixth initiative: “We Missed Them” conveys a profound human emotion that reflects the suffering of those who have lost loved ones, serving as a lesson to avoid making the mistakes that led to those losses.

The seventh initiative: “Digital Traffic Violation” deepens the concept of social responsibility, as this card enables users to provide valuable feedback to a friend or colleague who has committed a traffic violation.

The eighth initiative: “Our Future is in Your Hands” stands out as a prominent feature of this campaign, particularly as it aims to raise traffic awareness among children, equipping them with the necessary tools to navigate problems that adults face and promoting them to become part of the educated traffic-aware community.

The ninth initiative: The final initiative, “Your Safety Matters to Us,” aims to address the primary concern of those involved in this campaign by reaching out to all components of the community spectrum in factories, workshops, and labor gatherings.

- **Disseminating videos via mobile phones and the internet:** The initiatives aim to enhance awareness among the youth and internet users. For example, Abu Dhabi Police released a video that outlines five critical steps drivers can take to ensure their safety and the safety of others when stopping at a stop sign. Additionally, the campaign highlights the stories of traffic accident victims, sharing poignant videos that illustrate the hardships experienced by individuals and their families or friends impacted by tragic traffic accidents.
- **The utilization of social media and the involvement of active participants within it:** This has been adopted by the Roads and Transport Authority, which has begun coordinating with a large group of volunteers engaged in social media

to spread traffic awareness messages through their personal online accounts. This initiative is based on recent studies showing an increase in social media users in the country, driving the need to find suitable methods to harness this technology for promoting road user safety. The Traffic Department works continuously to coordinate and communicate with various governmental and private institutions, as well as public benefit organizations, to register volunteers in the "Electronic Awareness" program. This program sends out awareness messages throughout the year for volunteers to share on their social media platforms.

Conducting awareness lectures and training programs on traffic safety: These programs are held in schools and kindergartens to enhance traffic awareness among students, recognizing that children are highly receptive to information and can implement the guidelines effectively. The curriculum is simplified to match the students' comprehension abilities. In addition, traffic awareness posters detailing proper traffic behavior were distributed to students, along with caps displaying the program's logo. (<https://www.adpolice.gov.ae/>)

- **Conclusion:**

As a final point, this study yielded several findings, the most significant of which are:

- Digital marketing is a modern concept that can be implemented in public sector organizations by transferring its principles from the economic field to the public service sector and adapting them to its requirements.
- Digital marketing is important because it complements traditional marketing elements and extends them in an innovative way. It significantly contributes to the distribution and promotion of various services, reduces costs, and fosters strong relationships with customers while retaining them.
- Employees of public sector organizations can utilize digital tools to better understand the behavior of the customers they serve, making their activities more efficient.

- Digital marketing channels in Dubai and Abu Dhabi, in collaboration with relevant authorities, drivers, road users, and the entire community, have contributed to achieving the desired goals of enhancing traffic awareness to ensure everyone's safety. They have become a mechanism for building effective communication within the community in promoting traffic safety culture by illustrating the dangers of traffic accidents, disseminating videos highlighting the consequences of such accidents, and offering preventive recommendations. Furthermore, electronic awareness campaigns have been implemented to raise awareness among young people about traffic risks and clarify what they should do to avoid such incidents.

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