

Business Interest Associations and their Internet Presence in Europe and the USA: What is happening with digital marketing?

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Abstract

The role of Business Interest Associations (BIAs) in Europe and the United States has been questioned in recent the last decade (Bennett & Segerberg, 2011). One of the main reasons lies in their supposed lack of digital presence, and therefore connection with their target audiences in the digital ecosystem, making them not assume the main challenges that the companies face due to the Digital Revolution 4.0 (Jensen et al., 2007). This research shows the results of applying the essential digital marketing techniques to achieve presence and follow up by Internet users. Using tools based on big data, developed in the professional and academic fields, the situation of 102 BIAs with their respective websites and Social Media in 36 countries in Europe and the United States. The research includes the development of a bespoke indicator to measure the digital presence. The results identify a deficient level of digital marketing development among these non-profit organizations and a distance, as far as the level of digitalization and marketing activities in the network is concerned, between the European and American BIAs.

Keywords: *BIAs; Non-Profit; Digitalization*

Track: Public Sector and Non-Profit Marketing