**Interactive communication strategies**

Awaser used the external link to attract its customers and its locate in the above of the website of the company, its used social media accounts (Instagram, twitter) in smart way to attractive the customer and dealing with them in their posts and direct massage in their social media platform. Second, they used direct marketing and call you to tell you about their offers if you interest. Thirdly and lastly, they used platform to check your monthly pills and pay electronic to save your time.

The company has many affiliate websites that use many strategies to be unique and special from another telecommunication company such as They Used the pay per click in Google website that make easy for customers to find them and link them to the awaser website or accounts. Also Awaser using the traditional channels such as advertising in TV or YouTube program such as :swar shiaib to reach the customer who doesn’t used the internet and engage them in their services. We suggest to Awaser to be a strong company than their competitor, So it can do Review and analysis customers interactive in weekly base to understand their favorability or need and develop the service. Also Make the website easily to reach customers and supported options in the websites. Also they can put hot number for their suggestion or problems to be closed than competitor.

**search engine marketing**

Awser use smart techniques such as online communication that need by their customer and to be more powerful website and it should show any affiliates website to cover all the target customers in all Oman region. Awaser is using the technology of search engines to reach the customer and deliver the content for searchers and to encourage them to the location site in muscat and another branches. The website of Awaser have attractive design and it make the clients happy to used their platform and provide easy tools to search into the web page.

**Recommendation**:

We recommend Awaser has become one of the most powerful Internet companies in Oman, it has achieved some improvements to maintain the competition with other companies in attracting customers. Awaser organization must improve the website and promote ways to reach the target clients. Also, Awaser must expand outside Muscat to attract more customers and increase the revenue. Also they need to fix the way of payment with their new system because it’s become complicated for part of customer and late of paying. They have to increase marketing advertisement for the owner of big companies to make deal with them and going with their services internationally. Also they need strong and powerful planning the face the market in Oman and can deal with it esly.