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USING SOCIAL MEDIA AS MARKETING TOOL

Dpoint Group Case Study

Thesis

CENTRIA UNIVERSITY OF APPLIED SCIENCES

Business Management

November 2016

ABSTRACT

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|---|------------------------------|-----------------------------------|
| Centria University of Applied Sciences | Date November 2016 | Author Pham Thi Van Anh |
| Degree programme Business Management | | |
| Name of thesis USING SOCIAL MEDIA AS MARKETING TOOL. Dpoint Group Case Study | | |
| Instructor Janne Peltoniemi | | Pages 33+1 |
| Supervisor Janne Peltoniemi | | |
| <p>Social media is playing an important role human's life; people are using the social network as a place to exchange ideas and sharing information. It can be seen as a virtual community which attracts a lot of attentions of people. Furthermore, Internet users are spending a lot of time on social media network as a place to connect with the world. Especially, the impact of social network sites on young people is significant. They are more interacting with brands through social network websites. This situation can be seen as the phenomenon, which can impact the business environment and companies' reputation. Hence, social media is becoming an additional marketing channel, and it is a potential opportunity for small/ start up businesses.</p> <p>The aims of the paper are proving the reader a general view of how social media is changing market- ing field, providing in-depth knowledge of the term social media and why every organization needs to use it; how social network sites can replace the traditional channels. The thesis will be combined with practical cases. The author applied the theoretical framework to Dpointgroup company to define, ana- lyze the problems and building the social media plan for the enterprise.</p> <p>The author bases on the knowledge and experience during two months' internship to give the general views about using social media as a Marketing tool for the small business like Dpointgorup. However, the plan is non-strategic and might be insufficient. But the CEO of Dpointgroup can use the document as the material to consider the best way to do marketing on social media.</p> | | |

Key words

Dpointgroup, marketing, Social media, social media plan, SWOT analysis.

ABSTRACT

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1 INTRODUCTION

The development of technology brings people to new ways to live because the increase of new devices and machinery help a human's life more quickly. Especially, the booming of Internet in the 21st century has changed our world, and it is hard to imagine the world without Internet. The revolution of Internet has offered consumers and entrepreneurs a lot of new opportunities besides the regular use of trading, searching for information and communication without any boundaries, it is the platform to express the feeling, and thought through social media.

It is the new cyber technology that helps people to explore the world in an easy way, because it convenient, cheap, autonomous and easy to access. All of these factors have created the new world, which personally call: online world. Besides that, social media made it grow up faster; the first social networking is Friendster, which was launched in 2002, and after that came Myspace, LinkedIn, YouTube, Twitter, and Facebook.

Nowadays, the percentage of people who have accessed social media network increases rapidly; it becomes easier than ever just with a smartphone, laptop which is connected to the Internet. From a kid to old people, everyone has an opportunity to involve in a world of knowledge, a new community by using the Internet.

Following the changing of the way to approach the customer, many firms think about using social media as a marketing tool to reach the target customers and brand building. Moreover, it has become a smart strategy for small business and start-up entrepreneurs with a small budget.

The paper aims to explore more concepts in social media, and answer the following questions: why social media is growing nowadays, social media marketing, social media channels and how to use it in the marketing field, and why it is a revolution in marketing land.

The second part is introducing the new marketing avenues for marketers with three platforms: Facebook, Twitter, and YouTube. The third part analyzes and creates the social media marketing strategy for Dpointgroup, the place where the author used to work as an intern.

2 THEORETICAL BACKGROUND

We cannot deny the fact that social media plays a significant role in the development of technology and also brings people closer to each other all around the world. So it is becoming a revolution in business and it is changing the way people do marketing nowadays. The reader can get closer to the term Social Media following the different definitions.

2.1 What Is Social Media?

Safko (2012) has divided social media as two terms, Social and Media. The term Social represents the human's need; we want to connect with others. Moreover, we want to share and be around with people, who have the same idea and it feels comfortable like home. The term media represents the tools used to communicate with people, it can be everything, cell phone, TV, video, emails, websites and messages. To sum up, we can see media as a tool to communicate, to connect.

Furthermore, social media is a new method of communication, where people create the contents (Agresta 2010). It has opened a new revolution and brought humans closer to each other, and they are free to talk. It removes the barriers when a single person might have a conversation with thousands of individuals all over the world by using Facebook, Twitter. Bough (2010) believes social media is the result of Internet and technology and it has completed the promise that creates a connected society.

As the author's opinion the social media network is the web application for users to express their feeling by posting pictures and statuses, allowing others comment on their pages and communicating with each other through a platform. It allows users extend their personal identity into a setting, and be judged by others who are interested in you. As the author has mentioned earlier, the most famous social media applications nowadays are Facebook, Twitter, Instagram, Youtube, LinkedIn.

2.2 Why Social Media is important in Marketing

Social media is growing up dramatically, and we cannot deny the fact that social media has spread like wildfire in recent years. In the aspect of marketing, it is a potential land to get closer to the customer.

Moreover, social media relies on the interaction between individual and public, it represents the user identity. It is not natural that Facebook suddenly becomes one of the most popular sites; it is all about "the user." People are always curious about other people's lives, even if they know them in real life or not (Agresta 2010.) Just someone puts something interesting on their web page and gets many shares from the viewer, and they become popular. We can take a look at a fascinating example of this situation, "Alex from Target." The young American guy named Alex, who works as a cashier at Target suddenly became famous on Twitter when user @auscalum posted an image of him on Twitter and then Internet users became crazy for no reason. It reported that there were more than 125,000 "Alex from Tar-get"-related tweets. The people on Internet had turned him into a celebrity (Time 2014.)

In addition to that, IBM Consumer Survey (2007) indicated that people nowadays spend more time using the Internet than watching TV and listening to the radio. The survey was about global usage and adoption of new multimedia services/ media and entertainment consumption on PCs and mobile phone. It based on the answers of 2400 households in the United States, the United Kingdom, Germany, Japan and Australia. In details, about 81% said that they want to watch PC videos and 42% stated they want to watch videos on mobile phone. The survey shows that consumers are looking for right content, integrated and related to the community on the Internet. It is more controlled and easy to check the information on Internet, easier than ever.

The booming of social media channels is also one of the important reasons, which makes traditional advertising go fast. The global population is 7.3 billion people, but there are 3.17 billion Internet users and 2.3 billion active social media users (people who accessed their social media account within the last 30 days). As we can see, almost half of the world uses social media. In addition to this, Facebook has 1.71 billion users, YouTube got over 1 billion users, Twitter currently has 320 million users and Instagram has 400 million users. Notably, social network earned much profit from advertising during 2015 (Brandwatch 2016.)

Last but not least, the offline advertising is expensive and hard to measure when the consumer has turned their flavor to the technology and social web. Social media is becoming stronger than ever, and it contains two ways of communication, where a marketer can deliver information to individual in different means and the customer can give feedback immediately after receiving the services. Moreover, social media represents low-cost tools combining technology and social interaction by using words. Because it is a free platform, therefore, it is suitable for star up or small business, they can use it as a communication tool to create marketing campaigns, public relation to bring their product closer to the customer.

2.3 Social Media Channels

The term channel is used according to the development of technologies, the different types of communication tools. Social media channels these days focus on sharing photos, messages, video, file, music, and events. For example, Facebook is focusing on social sharing while combining all kind of categories from photos, messages to video or YouTube is the place for video sharing, Google Drive is used for sharing documents (Barefoot & Szabo 2009).

Solis (2016) created Conversation Prism, which provides information about some ways to communicate through social media. This snapshot is useful for the marketer who is considering which channels are suitable for a marketing campaign.

THE CONVERSATION PRISM

Brought to you by
Brian Solis & JESS3

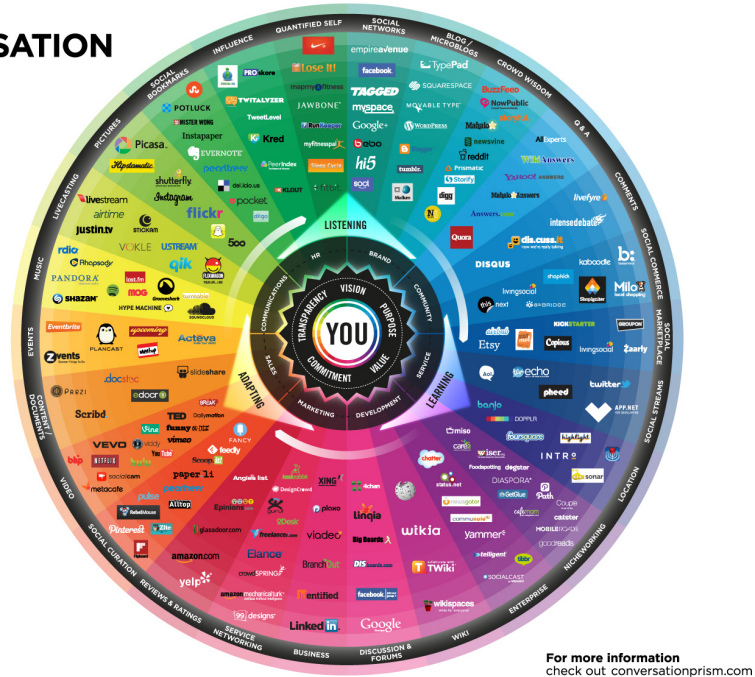


FIGURE 1. Conversation Prism (adapted from Brian Solis 2016)

The Conversation Prism is a visual snapshot that describes social media landscapes; it captured the important moment of Social Media and organized how normal and professional users use social websites. Furthermore, this map helps marketers and strategists see the big picture of social media revolution through popular sites and put themselves in the center of the map to recognize which functions are suitable for their campaign and which platform they want to use.

In detail, the visual map contains various social media channels and each channel will place into the special function. The marketer/ entrepreneur or an organization will be located at the center, and they can spread to outer circle in the way, which suits their content, vision, mission, transparency, commitment or purpose. Also, they just follow the circle to figure out the channel applied to their campaign. For example: if the marketer wants to listen to their customer and get more clients in the future, they can choose channels to have a strong network such as Facebook, Google+ or hi5.

2.4 How social media changed the Marketing strategies

Social media has not only changed the way people communicate but also changed the way we do business. They are not relying on a brochure, printed word, broadcast television anymore because there are a lot of reliable sources to check the information on Internet. Hence, they have more choices to choose a product. The primary advantage of social media is people can share the result with the public, and everyone can see how it works. This platform has created the new opportunities for marketers to listen to what customers want based on the review and recommendations on social website (Agresta 2010.)

Bough (2010) stated that social media changed the way a company does marketing strategies; it transferred from impression to connection and from campaign to a conversation. It is a powerful way to expand marketing. In the past, the success of traditional advertising based on the number of people can reach ad on TV and brochure. However, the marketer did not realize the critical of digital marketing in advertising. Bough (2010) suggests that it is better to start with the digital idea first and then the product, or we can think about what customer need at beginning and develop the plan after that.

A good example of marketing strategy, which focuses on what customer needs, is BestBuy campaign; the marketing team concentrates on consumer's need in the holiday season by a campaign gift giving advice. They enhanced the relationship between producer and customer through a variety of social media channels, including Twelpforce Twitter account and company's Facebook page. The campaign requires Best Buy staff answer customer's question directly on the social website. The campaign was succeeded when attracted the attention of customer (NewYork Time 2009.)

Bough (2010) does not think marketing changed, it just adjusted and improved. The new platform created the new way of thinking that put the customer at the center. The development of social network helped consumers see the product, sharing the image and connecting people with the same interests. The marketer has more chance to talk and communicate with the consumer without barriers.

3 MARKETING TOOLS

Convenient tools for marketer nowadays are using social networks as a tool for marketing campaign, advertising, and public relation. There are many ways and different social websites to choose, and each of them has different purposes to use. Those functions and successful cases related to each site will be explained more in this part.

3.1 Facebook

Facebook is the place where the user can share their feeling by posting status, photo/ video to their friends and the place for communication by chatting. Besides, it allows the member to see their friend's activities and the user easy to comment to other's status/ photo and video clip, and sharing favorite thing. Especially, it is free and connects each other without any barriers.

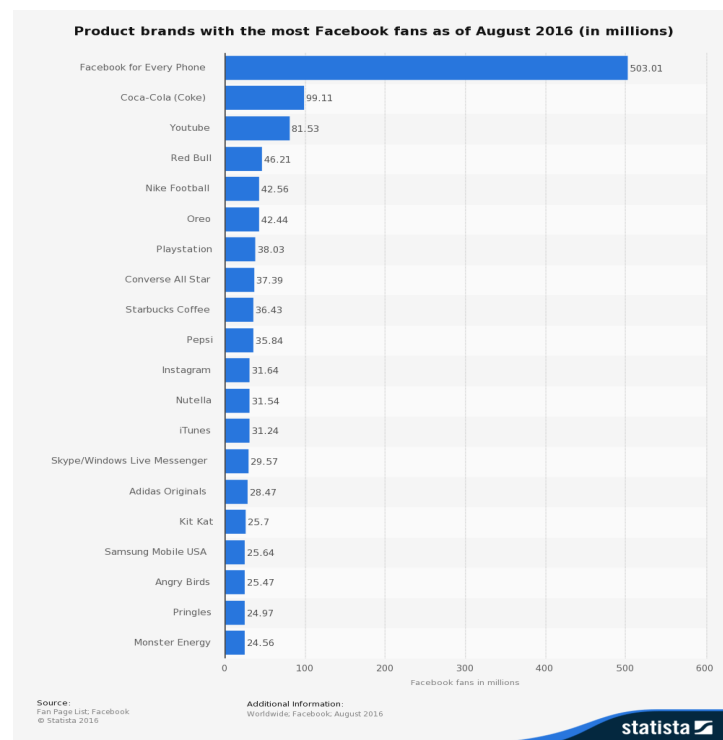
3.1.1 Brief Introduction

It is true to say that Internet users know Mark Zuckerberg is the one who established Facebook in 2004. Although he was a psychology student in Harvard University but with the passion with the computer programming, he created some social network websites, such as Coursematch, a website for other people to see people in the class and Facemash, where other students can rate people's attractiveness (The Guardian 2007.)

In the beginning, Mark along with Dustin and Chris launched the social network for Harvard students, which named: Thefacebook.com. The page firstly just works as a guide for the new student to get closer to other students and staffs by providing the profile. Surprisingly, over 1200 students join the site in 24hours and the website expanded to another colleague in 2005 and 2006. They changed the policy to open for more users with the email address, and the site reached over 12 million users just at the end of 2006. Moreover, it became popular in 2008 and got more than 200 million members in 2009 with over 40 languages (Barefoot & Szabo 2009, 171-172.)

Facebook is booming, and the developers are working hard every day to create new features and improve the site to get more people.

3.1.2 Coca-Cola and the “Share A Coke” Campaign



GRAPH 1. Brands with the most Facebook fans (adapted from FanpageList 2016)

The graph above shows, which brand is the top most Facebook fan page and we can see from the chart, Coca-Cola is on the upper part with more than 90 million likes.

Coca-Cola can be viewed as the global leader in the soft drink and beverage industry. Their Facebook page was one of the most successful brands on Facebook with more than 99 million people likes. Surprisingly, Coca-Cola did not create the page; two Coke Fans from Los Angeles built it: Dusty Sorg and Michael Jedrzejewsk. They came up with that idea after searching for Coke Facebook pages, and it was not satisfying what they want.

Although there are more than 200 pages built by Coke, no one can explain why this page got much attention from Facebook users and hit over 99 million likes. However, an important thing we should mention in this case is the way Coca-Cola communicated and deal with the situation, they talked to

Dusty and Michael about the ideas and the future of the page, and they are sharing the advantage and the right to operate the page in the best way (Adage 2009.)

We can take a look at “Share a Coke” Campaign in 2012, this campaign launched in Australia in the same year and Britain in the year after. The purpose of this campaign is to increase the sales in Australia and the second reason is involving customers to Coke’s action by talking with them. It was very straightforward and easy to do when the participants just needed to SMS the friend's name which would be placed on icon Coca-Cola sign.

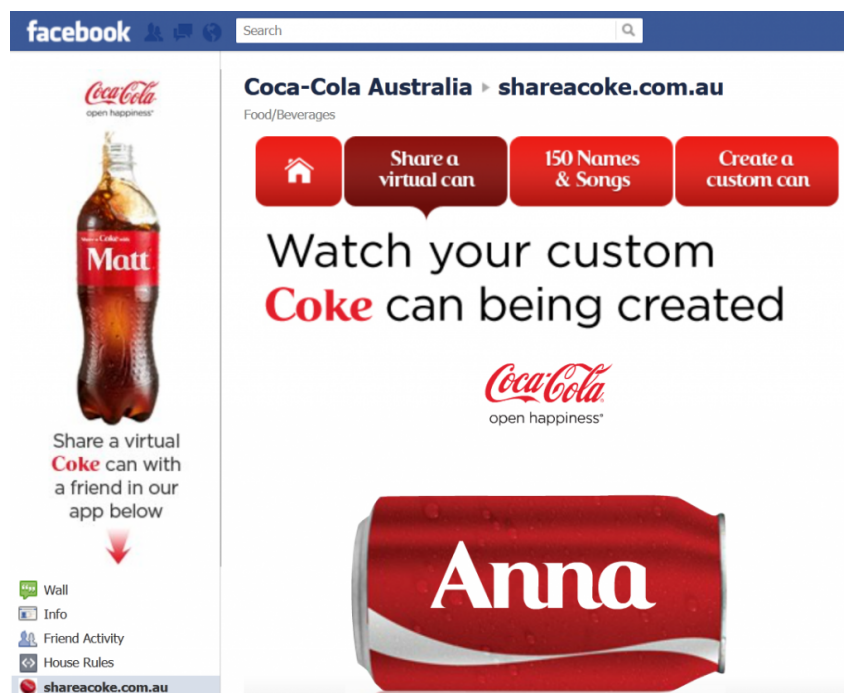
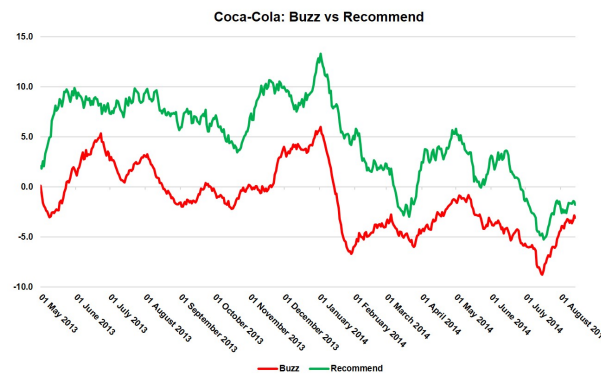


FIGURE 2. Share a Coke Facebook’s page (adapted from Digitalvidya 2016)

The campaign was public on various marketing channels such as newspaper, TV, but it attracted much attention on social media since Facebook users share and take the photo with the #sharecoke hashtag on Facebook. Besides, there were many social media contents created to encourage people to participate in the event. Moreover, they also can share their memorable moments with friends and family (Digitalvidya 2016.)

As we can see from the graph below, the advertising awareness had a strong positive point during the campaign. The respondents were asked to Buzz (how they feel about the campaign) and Recommend (they will share the brand with friends or tell them to avoid the brand). Although it slightly decreased

from April 2014, we can see that the campaign still stands for almost one year. This campaign created the first step for new digital marketing, it totally changed the way of doing marketing in a new Technology world and realized social media could play a major role in connecting with the consumer on the personal level.



GRAPH 2. Advertising awareness (adapted from YouGov 2014)

3.2 Youtube

YouTube is the website where everyone can watch any video at no cost, from a movie, advertisings, personal blogs, music, entertainments, agriculture, news, any online courses. The site is free for everyone, from professionals to amateurs can upload and share their video clips.

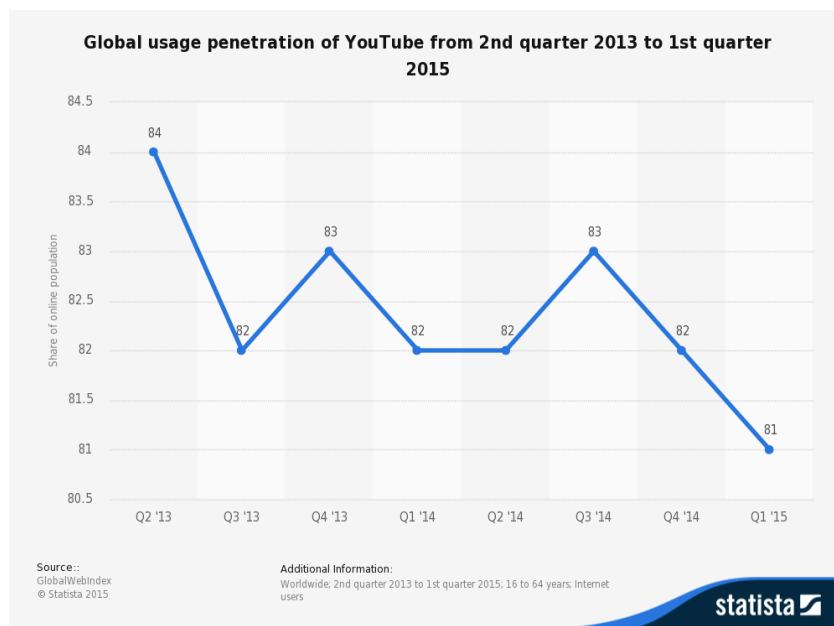
3.2.1 Understand YouTube

Three PayPal employees established YouTube in 2005: Chad Hurley, Steve Chen, and Jawed Karim. The idea came since Karim could not find and share any video and they worked together to develop YouTube. The beta version was first public in May 2005, Cobalt run was the first YouTube user, and he got 11,000 subscribers and 264,000 views (Jarboe 2011, 3-5.)

The site got 3 million visitors in the first month, triple in the third month and more than 38 million visitors at the end of the year. This result made YouTube one of the top fastest growing websites. Following the success and realizing the potential future of this brand, Google decided to pay \$1,65 billion to buy YouTube; this was huge money for a young start-up company. YouTube is still growing

independently after that, and the number of videos and users is also growing dramatically. (Miller 2011.)

Nowadays, YouTube has around a billion users, approximately 1/3 of all people on Internet and they are spending many hours watching videos on YouTube. The site has been translated into 76 languages and expands to 88 countries. Besides, mobile users also play a major role on YouTube while spending more time to watch the video with more than 40 minutes (YouTube.)



GRAPH 3. Global users on Youtube (adapted from GlobalWebIndex 2015)

The graph shows how many percentages of world Internet users visited YouTube in the 1st quarter of 2015 according to GlobalWebIndex. The statistic is based on the share of video using and video streaming service. As we can see, more than 81% of global Internet users visited YouTube.

3.2.2 GoPro and Smart Marketing Campaign on YouTube

GoPro is seen as one of the best video camera brands with high quality, lightweight, heatproof camera and easy to use, they are well known as the staple gear, suitable for people who like to record their activities. GoPro is not only famous for the quality but also for the successful marketing strategies. Nowadays, it is the fifth most popular YouTube channel with more than 4 million subscribers.









| | | Subscribers | Total uploaded video views |
|---|---|-------------|----------------------------|
| 1 |  LEGO | 1 983 871 | 3 481 401 209 |
| 2 |  Angry Birds | 1 771 683 | 2 798 019 026 |
| 3 |  Vat19 | 3 186 440 | 2 604 885 255 |
| 4 |  Red Bull | 5 548 914 | 1 603 422 591 |
| 5 |  GoPro | 4 321 147 | 1 309 571 102 |
| 6 |  PlayStation | 5 007 292 | 1 243 695 244 |
| 7 |  Coca-Cola | 1 039 523 | 1 107 082 251 |
| 8 |  Filtr Germany | 835 003 | 903 872 472 |

FIGURE 3. YouTube channels statistics (adapted from Socialbakers 2016)

The secrets behind their success were using various social media platforms as the marketing tool and interesting marketing content. The company used a social network to communicate with users and try to answer them as soon as possible. This method increases the relationship between producers and customers and creates opportunities to build the true relationship. Besides, they use YouTube as the main marketing tool because it is suitable for the product they are offering and tried to create the content that consumer want to see. They realized what users want by providing high quality and cool videos with great visuals.

As a result, this revenue of the company increased from \$234,2 million in 2012 to \$985,7 million at the end of 2013. Moreover, a thousand customers uploaded their video clips with title "GoPro" in 2013.

3.3 Twitter

Twitter is a service to help people connect to each other through tweets. Tweet is any message posted to user's profile and sent to the followers; it may contain photo/ video and links. The characteristics of each message are limited to 140 words. The site is also an excellent platform for marketers to use.

3.3.1 Twitter as a tool for communication

The site was established by a young software engineer Jack Dorsey and Media Company Odeo; they worked together to find the best way to communicate in given moments through instant message application. They created the first prototype in just two weeks, and it was popular in Odeo's company. Twitter was launched to the public in August 2006, and the service was attracted by ex-Googler Evan Williams, and he finally joined the team to become a co-founder of Twitter in May 2007 (Thomases 2009.)

Recently, Twitter ranks 5th in the top of markets, it was made more popular because they are trying to improve the appearance of the service and added new special features. Furthermore, they created new conventions for users to communicate by adding " #" in front of words to tag other friends to join the conversation. This feature created complex network for both direct and undirected connection between individual and other organizations (Weller, Bruns & Burgess 2014.)

Besides, Twitter is a place to important public news, information related to business, politics, entertainment and news. The site is open for all users' comments, a debate about hottest trends, such as World Cup, the death of Michael Jackson, great celebrities Lady Gaga, or the picture of Barack Obama and his wife, they were the most retweeted messages in the history of Twitter. The site can be seen as an irresistible tool for the researchers in the mass social media network (Weller, Bruns & Burgess 2014.)

In addition to this, Twitter is also playing an important role in election and campaign, especially in the president election process 2016 in the United States. Realizing the power of single Tweet can shape the politic conversation and drive Internet users; the useful tool to react between candidates and voters. Donald Trump used the site as the place to show his feelings by update status and provide information. The way he used social media network for the campaign can be seen as the new invention, it took Twitter to the new level and turned social media to a new chapter (Kapko 2016.)

Nowadays, Twitter has more than 1.3 billion accounts with 320 active users and 500 million users visit Twitter each month. The number of Tweets increases every day and the feedback is more positive, according to the statistics, there are more than 500 million Tweets every day and 68.5% of the

companies in the US have more than 100 employees using Twitter as a tool for Marketing (Brand-watch 2016.)

3.3.2 The Best Buy and Twelpforce program

Best Buy is one of the biggest multinational retailers to provide technology and entertainment, and they are the partnership with various brands: Audio Visions, The Car Phone Warehouse, Future Shop, Geek Squad, Magnolia Audio Video, The Phone House, Pacific Sales, Napster, Speakeasy and Jiang-su Five Star. It is located in different countries all around the world, such as the United States, Canada, Mexico, Europe and China (Lithium 2010.)

In 2008, Best Buy searched for solutions to bring the company more closely to customers through multiple channels instead of traditional channels (phone call, emails). Therefore, they created blogosphere where consumers can ask for help and technical assistance. However, the team wants to have a big community where customers are not only communicating with Best Buy but also with other brands, for example, Blue Shirts, Geek Squad Agents (Lithium 2010.)

They figured out one channel where to fulfill their requirements is social media. Twitter and Facebook are the most powerful social networks and can solve the problem. Moreover, the Best Buy community powered by Lithium Technologies was established. They posted weekly videos and translated the page into several critical languages. However, the growing of social media is also a big problem while the Best Buy team cannot control information and answer the questions (Lithium 2010.)

Best Buy created the Twelpforce in July 2009 to deal with the situation, the Twelpforce Board integrated with Twelpforce Feed in this campaign. The innovation helps the service team answer customer's questions directly from the Twitter account. So they can add helpful information to the Twelpforce Board. The advantages of this process are helping Best Buy manage the mass social media and look friendlier with customers when they know that the company appropriates their questions. The consumer is treated like a king with fast and convenient answer from the service team (Lithium 2010.) As a result, the Best Buy helped more than 2.5 million customers and over 79.000 posted on Twitter. Also, the service team read over 81 million messages. Following the success of the case, Best Buy is running 4 Lithium-powered communities and the latest one is indicated for mobile phone (Lithium 2010.)

4 CASE STUDY

Dpointgroup is the company where the author worked as an Intern for two months. The company has sufficient criteria to do Marketing on social media, but they are not focus on this part. The author uses the company to apply the knowledge and trying to build the social media plan for the business following Coles (2014) process.

4.1 Company Background

Dpointgroup Ltd is located in Barcelona, Spain. It was established in 2002 by Daniel Bukin, a young sales engineer and web-marketer from Argentina. The company is organized in three solution groups: Online marketing/SEO, advertising, services for events, recruitment and training, website and multi-media creation. The main functions are providing services and products for events and creating websites, offering solutions in different segments in Business. Besides that, the company's target customers: Spain, France, Italy, Switzerland, Belgium and they are trying to expand more in the future.

In the beginning, the company started as an event company. As a tourism country, Spain has a large demand for events. There were potential opportunities for a start up company in events and organization field. They used to organize events for Axe, Midas and Honda and four years later; they expanded the business to provide the variety of services and products for many kinds of events: such as selling inflatable products and providing additional services in transportation and entertainment.

The company has various websites with different languages to help customers more conveniently in choosing products and getting more information, such as:

<http://www.dpointgroup.com/> (official site)

<http://www.dpinflatables.com/> (product's website)

<http://www.dpinflatables.fr/>

<http://www.dpinflatables.net/>

<http://www.dpinflatables.de/>

<http://www.dpinflatables.info/>

4.2 Dpointgroup's Products:

Dpoint is offering various products on different levels. Specifically, they are focusing on inflatable products and services. Their primary client's targets are the companies who participate in the events and congresses in Barcelona.

4.2.1 Inflatable products

The company has a variety of different inflatable products; it is not only for advertising but also for entertainment. These inflatables help to promote the company's product, suitable for all types of activities, easy to deliver. The advantages of these products are easy to assemble; they do not need technical staff as other products. Moreover, the style and size of each inflatable product will be designed based on the need of customers with eye-catching logos, client's message and slogan.

Especially, the inflatable attractions are suitable for kids' activities with different samples. The product gained a huge market share in Spain and France, where are organized a lot of festivals, concerts, and conferences. The product is available both for rent and sale but just suitable in Spain market. The table below is describing the products into two sections.

| Inflatable Merchandise and Advertising | Inflatable Attraction |
|--|-------------------------------------|
| Inflatable Arches/ tents | Tobogan Monkey/ Toboggan Multicolor |
| Giant Inflatable Bottles/ cans/ tins | Toboggan Hinchable |
| Inflatable Helium Balloons | Castle/ Dragon Inflatable |
| Mini Inflatable product designed | Safari Park |
| Inflatable screen | Castle Nevada |
| Inflatable Helium ballons | Obstaculos Toboggan |

FIGURE 4. Dpoint's inflatable products



FIGURE 5. Dpoint Inflatable tents

4.2.2 Dpointgroup's service

The company realized the potential profit in providing service for congresses and festivals in Spain, therefore, they are offering the wide range of services, such as transportation, accommodation, exhibition stand and banners for setting up service.

The delivery service is based on the need of customers; Dpoint offers several different services for different vehicles, limousine/ hummer and cars for wedding and carriages. Dpoint provides conference room and audiovisual productions: sound, structures, projections, screens, Moreover, the company also design the chamber to customer's need, and organizes group's dinners. Besides, they are also organizing events/ spectacles for a company with different shows; artists come from all over the world, such as Brazilian shows, Indian, Flamenco shows, belly dance.

Dpointgroup goal is to satisfy what the customers want from different sectors at the different level. They are expanding in various brands to collaborate with various types of clients in such fields: advertising, television, and different types of restaurants, nightclub, and bar, rent the car and real estate. Furthermore, they are also trying to extend the service to provide online solution, marketing, communication, resourcing, and education.

4.3 Social Media Marketing For Small Entrepreneur

Dpointgroup is mainly working on the Internet and use the social network site as a marketing tool to promote the product and service along with other functions. This platform is more convenient and fast, easy to get in touch with potential customers and suppliers. It pushes up the process of small business and creates the door to reach the massive demand.

The company is using new media channels to do marketing, including websites, blog, social media, email. In this chapter, the author will focus on analyzing how Dpointgroup uses social media as a marketing tool. The processes are based on the theories of Coles (2014) and the author's knowledge during the internship in Dpointgroup.

4.3.1 Social media plan

According to Coles (2014) social media plan will be the key to lead the business to the right direction, to know what they want, the plan related to the actual number like, followers. It is a summary of everything the company would like to do and achieve in the social media networks.

Dpoint created one Facebook page about the enterprise, but it is not working well. Therefore, this strategy is also working on that page to analyze and figure out some clear directions and achievements to develop the page

4.3.1.1 Evaluating Dpoint's Facebook page

Facebook is divided into three sectors: Personal Facebook, Facebook group, and Facebook business page. Personal Facebook is used for individuals with their interest. In contrast, the Facebook group is established for a group of people with same interests and hobbies or group of exchange information or selling. The Facebook business page looks more professional and easier to get the attraction.

In the past, most of the businesses used the Facebook group to communicate with the customer. The site used to update information and provide directions for social media activities. Moreover, it reflects

exactly customer's behavior through their social activities. Because people tend to know what they are interested in and join the group they like. Facebook has a function to see group's member activities; therefore, marketer can decide the marketing plan suitable for target customer (Barefoot & Szabo 2009.)

However, Facebook launched Business pages in 2008, and it changed the way to do business by enhancing special tool (Search Engine) and statistics to help entrepreneur analyze their fans' activities. The Search Engine is a useful function to help business concentrate to what the customers desire and more professional designed to business (Barefoot & Szabo 2009.)

To summary, each organization is suitable for one Facebook type and Dpoint is using Facebook Business page to be the main social media channel in this case. The company's Facebook page is providing enough information about the business with a useful tool on the right and left side. The page is looking good with an attractive cover picture, and the profile picture uses the Company's logo.

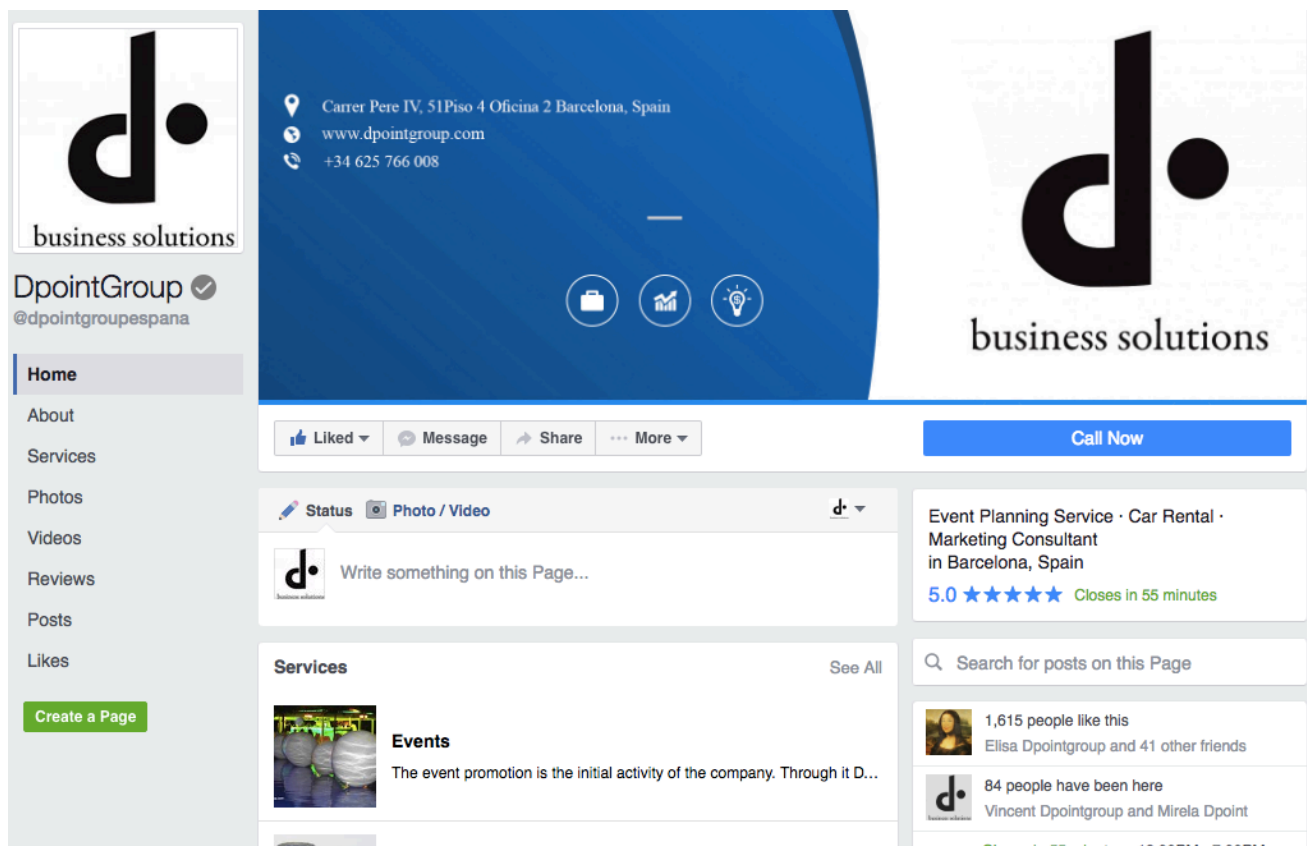


FIGURE 6. Dpoint's Facebook page

| | ADVANTAGES | DISADVANTAGES |
|---------------------------|--|---|
| Home page/ content | <ul style="list-style-type: none"> • Interesting homepage with good color and easy to attract the attention of viewers. • Helpful information is summarized on the right side. | The content just focuses on hiring and less information about the products. |
| Services | The service tab lists all the departments in the company with pictures. | There is less information and does not have a link to the company's official website; this way is not convenient for the consumer to check and read more details. |
| Photos | This part contains many pictures about the company, employees, and activities. | This section does not include any pictures of the products and services. |
| Videos | A lot of useful videos about services and internship. | Lacking video clips about exhibitions, conferences and exhibitions the company took part in. |

TABLE 1. Evaluating Dpoint's Facebook page

4.3.1.2 Dpoint's social media plan

According to Coles (2014) social media plan will be the key to lead the business to right direction, to know what they want. The plan is related to the actual number like followers. It is a summary of everything the company would like to do and achieve in the social media networks.

| Purposes | Objectives for 6 months |
|---|--|
| <ul style="list-style-type: none"> • Provide information about product and service. • Create communication channels. | <ul style="list-style-type: none"> • Try to have 3000 likes and followers. • Review how customer and Internet users react with the page. |
| Achievements | Objectives for 12 months |
| <ul style="list-style-type: none"> • Get the attention of consumer. • Building the relationship with customer through social media. | <ul style="list-style-type: none"> • Get 6000 likes and followers. • Be one of the top providing inflatable products and services. |
| Outcome results | Measurement |
| <ul style="list-style-type: none"> • Knowing the need of customer • Become professional in providing inflatable products. | The page is measured by Facebook analysis, reviews, comment and customer feedback. |
| Target markets | Social media team |
| Companies who participate in exhibitions and conferences in Barcelona. | Interns working along with main staff to manage and develop the website and Facebook page. |

TABLE 2. Dpoint's social media plan (adapted from Coles 2014)

Purpose: Facebook is one of the best and convenient communication channels to reach the target customer. Moreover, the site is not only a right place to promote products and services but also increase the trust of potential consumers. Nowadays, people tend to check everything on the Internet, and the company's activities on social media will prove their process.

Achievements: Social media is not only served for personal activities but also for business, and small companies would like to sell products through the Internet. It is popular and easy to build the relationship with customer and grow the business network connection. Hence, using social media is one of the best ways to attract more clients and has many opportunities to spread the company.

Outcome results: The purpose is attracting the attention of the customer; the company can listen to what they need through reviews, feedback, and comment. Furthermore, the popularity of social media brings more customers to the company and can lead Dpoint to one of the tops of the inflatable product provider.

Target customers: Inflatable products are just popular in big and professional events and activities; the customers are the companies taking part in the events. Therefore, it would be a disadvantage while the target customer is limited and just only in Spain. However, the name of the company can expose outside the country with social media, especially Facebook.

Social media team: The company created the dynamic and active Web development team to build and manage the page; the group includes mainly staff and interns, most of them are young, always have new ideas and update new trends. Hence, it would be an advantage for the company, and the CEO to know how to motivate the talent team.

Objectives for 6 months: Currently, the page has 1,615 likes and most of them are new interns, employees, the number of companies or customers just occupy a small number of this. The target for the next six months is 3000 likes and followers. Also, in this time, the management team just want to see how customers, Internet users react with the page.

Objectives for 12 months: The target for the whole year is 6000 likes and trying to be one of the top inflatable products providers.

Measurement: Facebook is an excellent tool, which can analyze the reaction of viewers and users. From there, the creative team can focus on what customers are interested in and design the page more convenient and suitable for all kind of consumer. Especially, the marketing team knowing their customer and they can set the strategy plan to get more attention from the client.

4.3.2 SWOT analysis

SWOT is representing for strength, weakness, opportunities and threats. The purpose of SWOT analysis is realizing the strength, minimizing the weakness, and seeing the possibilities and threats that the company has to face. This step is playing an important role in planning and helping the company concentrate in which aspects they have to improve.

The table below shows the SWOT of the enterprise, and it can be a part of the plan.

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> • Different types of products and services • Creative and enthusiastic media team • Strong local area | <ul style="list-style-type: none"> • Internal management • Lack of professional advertising • Not strong brand outside the country |
| Opportunities | Threats |
| <ul style="list-style-type: none"> • Events and congresses every year • Advantages of social media and Internet users • Opportunities to expand the company to other countries. | <ul style="list-style-type: none"> • Economic factors • The threats of existing and potential substitutes |

TABLE 3. Dpoint's SWOT analysis

4.3.2.1 Strengths

Dpointgroup's products and services: Dpointgroup aims to provide differential products and services to satisfy customer's demand at the different level. Hence, the company profit is not depending on one product. Especially, the product is designed according to the need of the customer.

The creative team: Dpoint's organization structure mainly works on interns outside the main employees. Therefore, interns have their innovation and enthusiasm to learn and create something new. It will help the company have more ideas and more customers.

Excellent location: All of the products are manufactured in Spain; therefore, the production cost is cheap and reaches the EU standard since it produces in Europe. Moreover, Barcelona is a tourist city and attracts many tourists each year, and the city holds a lot of festivals, congresses, and exhibitions, hence, it easier to find the potential customer since the entire products are made in Spain.

4.3.2.2 Weaknesses

Weak internal management: Dpointgroup is not only providing service and product, but they are also spreading into three more sections in online solutions, marketing and education: creating the domain, Web development, mobile application, hospitality, online course, and training. It is hard for a small company to keep track while they have many different departments working at the same time. Hence, it is also a problem recently.

Rare professional advertising: The company lacks professional advertising; most information is based on the website, flyers and the documents which are sent to the customer. It is one of the biggest problems happening with sales and marketing departments because they do not have any additional material for more information. Hence, this case requires more accurate ads concentrating on what the customer wants.

Brand name: Dpointgroup is still working within the country, and the CEO would like to expand the service and product worldwide, and they are working on this.

4.3.2.3 Opportunities

Events and conferences take place the whole year in Barcelona: Spain is famous for interesting activities and attracts many tourists, and there are a lot of potential marketplaces for the company to sell their product and service. For example, CPhI world congress took place from 4th to 6th October; the IBTM world will be held from 29th to 1st December, and Mobile World Congress held every year, and there are many exhibitions during the year. Dpointgroup has many opportunities to reach the target customer during the year.

The growing of Internet users and social media: Dpoint uses the Internet as a tool to reach potential customers because the numbers of Internet users increase rapidly following the rise of social media. It is the favorable environment for a company like Dpointgroup.

Ability to expand the business brand name: As the author mentioned earlier, Dpoint is also working with interns who come from different countries, different cultures, and interns have the ability to promote company's products and services to their country. The commission is based on the sales; this is a smart strategy when using interns as a marketing branch to spread the company to all over the world.

4.3.2.4 Threats

Economic factors: The economic crisis, the unemployment rate is the big problem that can threat the business not only with Dpoint but also the whole world. The unemployment rate in Spain is on the second highest in the European Union, even though it declined to 18,91% in the third quarter of 2016 (Trading Economics 2016.) Although the global economy is expected to grow in 2016, nothing is impossible due to risks and uncertainties that could happen in the future.

Substitutes enter a market: Online marketing is increasing dramatically due to the development of Internet. There are many competitors entering a market, and there are still exist substitutes offering better products and services. The easier to get into the market, the more risks a business gets. Hence, innovations and quality of goods are the keys to getting customers.

4.4 The Opportunities And Challenges

Everything has two sides, and social media is not an acceptance. There is a significant controversy surrounding this area. Some say that social media expand the business connection, raise awareness about political issues and entertainment. On the other hand, it reduces the real world connection; increases the ability of hacking and other privacy concerns. The author mentioned most opportunities and advantages of this trend, but this part digs a little deeper to the pros and cons related to the case.

4.4.1 Advantages

Cost effective

Social media create viable start up, and small businesses are cost sensitive, and they want to cut as much productive cost as possible. Social media for product's marketing can be utilized and it is suitable for Dpoint business model. The company targets the huge market and sells a product at the lowest price. Due to the growing of business, they are expanding the product line, negotiating with suppliers and using social media to speed up the time and cut waste from the operation.

Increasing traffic & attention

Dpoint put official websites links to every article, blog to raise the traffic on the social media network and get more attention to the site. This process is useful to build a good relationship with the audience. Besides, the company also promotes their products and services to some Facebook group and pages concerned.

Good education

Realizing the critical of knowledge, marketers, and others departments have to understand how to use social media and how it works. Dpoint has a course to train new interns how to do marketing with social media. In the beginning, every intern has to learn the same materials, the same lectures and after getting the certain point, they are spread to different functions and enhanced with fulfilling practices.

4.4.2 Challenging

Substitutes

Dpoint has to face with many competitors in this field. They are strong brands, and they have more viral marketing strategies and can threat the reputation of the company. Furthermore, doing business online is easy to make the profit but also if Dpoint does the wrong strategy, it could be damage, because it is online so that everyone will know about the mistakes.

Content is a king

As the author mentions earlier, the biggest problem of Dpoint is content. It is vital to transfer the information to the audience; they need to know what the company is doing and they need something to talk. Most of Dpoint websites and Facebook page do not reflect enough knowledge and news about the enterprise.

There are a lot of different online marketing channels and strategies, and the producer has different ways to get the attention of viewers. Therefore, the audiences are easy to get tired of the same posts and same press releases every day. A good content requires the creative and new ideas because consumers are curious about something new and different. The Internet users will share the post widely if they are interested in the post, video or any picture. The more it was shared, the more people know about the events. Hence, focusing on developing and creating the quality content will create more miracles than ever.

Hence, in this part, the author is going to give some recommendations to improve the content based on Coles (2014) and she focuses on four factors that can create the interesting content, the articles, questions behind the note, the theme of the story and put the useful link on the note.

| What to write? | Useful websites |
|---|--|
| <ul style="list-style-type: none"> • News about upcoming events • Tips to use the products • The story about the events • Pictures related to the products or services | <ul style="list-style-type: none"> • http://www.dpointgroup.com/ • http://www.dpinflatables.com/ |
| Questions | Themes for the quarter |
| <ul style="list-style-type: none"> • What is the customer's need? • Design/ quality or price • What they like and do not like about product? • How they know about the product? | <ul style="list-style-type: none"> • Sport • Exhibition • Entertainment |

TABLE 4. Dpoint's social media content plan (adapted from Coles 2014)

The content writers have to think about the attraction story, the information they chose to share, or a note can attract the attention of the audience. The writer is not working alone; they have to work together with other colleagues to brainstorm and set up the idea to write. Nice pictures are also necessary for the great content.

The theme of the content relies on the type of coming events; it can be sport, entertainment, and exhibition. For Dpoint, they can write about upcoming events, congresses or exhibitions that happen the whole year. Furthermore, they can guide audience how to use inflatable products with tips, provide detail information or introduce new kind of product with pictures and helpful captions. Moreover, put the link of the website at the end of every note.

In addition to this, they can write funny stories that happen in the office or interesting information about the events happening soon. Updating the trends or predicting the future is based on writer's knowledge. The quality content helps the viewers feel more comfortable to enter the company's site because they do not only view the product's information but also many interesting stories or news.

The company gives back the value to their fans by connecting them to the benefits to know more knowledge.

Moreover, the content can make a survey sometimes to review what customers need and desire by asking the question directly on the page. It is fast, convenient and easy to know what customers want. It can be the issues related to the products and services or just random questions about different fields. This step shows how the customers react with Facebook page, and the main purposes are proving the audience that the social media team wants to understand them and always have the activities to bring them closer to the company.

5 CONCLUSION

To conclude, it takes time to transfer from e-commerce to e-business organization and the transformation is must have in the business environment. Following the development of technology and the rise of social media, each business needs to adapt to change in the fast changing world. The businesses have to identify the trends and position themselves among the competitors to compete with other brands.

Social media is not only bringing many benefits to society but also to the business environment. However, not all social media strategy is suitable for every organization. The company must be aware which way is appropriate for both internal and external environment and the impacts on their own business and consumers. The key to a successful social media strategy is pushing the conversation of the company on social media network. There are different ways to reach the target on social media because there are no stable templates. Each business has to know which way is better for their organization. Various approaches combined can bring the best benefits.

The theoretical backgrounds of the thesis and information are based on the experiences of the author during two months' internship in Dpointgroup. In fact, the company is working on different brands and lacking concentration of social media strategy. Therefore, the author uses Dpointgroup as a case study to develop the social media-marketing plan.

Dpoint has well encouraged positive communication on the website and sufficient criteria for the success. However, there are still many things to do to improve the plan although the company has the great social media team and good education but lack of motivation. The most important factor that needs to improve is the content. The management team has to realize that once they start the process, it must be integrated with all the activities and has to concentrate on the target.

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APPENDIX

1. What are the company's products and services?
2. What industry the company belongs to?
3. Why have you chosen this type of industry?
4. What is the legal form of ownership?
(Sole proprietor / Partnership / Corporation, Limited liability Corporation (LLC)?
 - Why have you selected this form?
5. How is the company operation?
6. What is the target customer?
7. What kind of marketing methods the company uses to reach the potential customer?
8. What are the pros and cons of marketing online?
9. What is the social media marketing strategy to promote the company's products and services?