

INCREASING MARKETING EFFICIENCY OF A RENTAL AGENCY IN BARCELONA

Case Company: Barcelona4Seasons



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ABSTRACT

This thesis is commissioned by Catalan rental agency Barcelona4Seasons, which is based in Barcelona, Spain. The main goal of this thesis is to analyze the marketing performance of the company and provide recommendations on how to increase the marketing efficiency of the firm.

The objectives of this thesis are: (1) to observe marketing communications theory and understand the conception of digital marketing and its influence on today's world, its benefits compared to traditional marketing, and analyze what impact have popular social networks of business. Information was collected from student books, articles, websites and blogs. (2) To conduct a market share research to define the position of Barcelona4Seasons on the market and to conduct competitors' research to identify their activities and their presence on social media and compare it with Barcelona4Seasons. (3) To analyze the data gathered from the research and detect strengths, weaknesses, opportunities and threats that Barcelona4Seasons might face in the future in case of increasing a market share and develop further their business. To analyze target market, previous marketing and communications performance of the assigning company. (4) To suggest recommendations and devise a marketing strategy that Barcelona4Seasons can implement to boost its marketing and overall business performance.

The results of this work showed that Barcelona4Seasons has a great potential in social media and if used it correctly they can achieve a success. It is advised to implement a social media marketing plan and calendar to plan everything in advance and therefore save time and costs for social media advertising.

Keywords Rental agency, social media, marketing strategy, efficiency
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1 INTRODUCTION

1.1 Background information

The thesis is written for the board managers of a rental agency in Barcelona called Barcelona4Seasons as well as for HAMK teachers and anyone else interested in this topic.

The purpose of this thesis is to analyse company's current situation, conduct market analysis, find out weaknesses in marketing, introduce new marketing approaches, and suggest ways to boost company's performance.

This topic is important because Barcelona4Seasons needs to focus on its marketing activities and find new approaches to attract new clients and increase its customer base. Since Barcelona is a very popular tourist destination, the company has to be aware of new marketing trends in order to remain competitive on the market.

Marketing efficiency of a small business like Barcelona4Seasons can be reached when the service or product is marketed correctly and effectively. Marketing involves lots of task: advertising, promotion and public relations. Marketing is essential for any types of business, because without marketing nobody will know about a company and its services/products. Specialized marketing efforts can help create awareness among potential clients.

For Barcelona4Seasons it is important to build trust and credibility with its customers. To do this they need to offer an excellent service and avoid offering something that is not in the customer's best interest.

Social media marketing is crucial for effective and productive promotion of products and services thereby it is necessary to focus on the development of this area of the business. Through social media a company can qualitatively build trust and credibility and make a step towards company's recognition and success. Barcelona4Seasons does not have a marketing specialist who is responsible for advertising, promotion, public relations and social media. Since this business is small, company's owners and interns have been responsible for marketing activities of the firm so far.

Barcelona4Seasons is present in several social networks but their performance there is not systematic and regular. They don't have a marketing strategy. It is required to communicate with clients regularly and listen to them to ensure the compelling marketing efforts.

1.2 Barcelona4Seasons

The case company chosen for the following thesis is a Spanish rental agency based in Barcelona. The company was established in 2005. Barcelona4Seasons is a firm made up of qualified staff, with an expertise in the field and with a very long experience devoted to renting apartments for short stays. Barcelona4Seasons provides a wide range of apartments to rent. Holidays apartments are fully equipped and centrally located.

This rental agency offers a variety of apartments in different parts of the city to meet needs of every customer. This is a great alternative to a traditional holiday accommodation. The apartments are available for some nights, weeks or months.

Currently the personnel of the company consists of 4 people (office workers, cleaning staff is not counted). The responsibilities of each person vary, but organisationally there is one person who is responsible for marketing and managing social networks, one person who is mainly responsible for communicating with clients and two other persons who are the owners of the business and are responsible for every organizational moment.

Since Barcelona4Seasons is a small business, their mission is integrated with their vision and values. The mission is the following:

“In Barcelona4Seasons we are committed to ensure that our guests experience our city in a unique and memorable way. In our work transparency stands out as the main value. We meet our guests personally and provide them with helpful tips about visiting Barcelona. Your comfort and positive experience in Barcelona are our top priorities and we strive to do our best in achieving exceptional level of service and care. We wish you to enjoy the fullest our lovely Barcelona!”

Barcelona4Seasons' main service is to offer holiday accommodation for tourists in Barcelona. But they also provide their customers with additional services on demand. Barcelona4Seasons team can help with anything a guest might want during his/her stay in Barcelona. Everything started from transfer from the airport to the apartment to making appointments – Barcelona4Seasons can take care of everything!

Since Barcelona4Seasons collaborates with a variety of companies in Barcelona they are able to help their customers getting exclusive discounts on the following services:

- Discounts for visiting museums and tourists attractions (such as Sagrada Familia, Parc guell, ect)
- 10% discount on bike rental

- Discounts for shopping
- Free access to nightclubs
- 20% discount for visiting Palau de la Musica Catalana
- Discount for visiting the stadium of Barcelona – Camp Nou
- Discount for Locker Barcelona where you can leave your luggage and other discounts in Barcelona

Other services include:

- Free Wifi - All apartments have free wifi connection
- Transfer from Airport.
- Groceries delivery & Restaurants – Barcelona4Seasons can organize a grocery delivery straight to the apartment or book a table in a restaurant.
- Cleaning & Laundry service
- Spa/Beauty treatments. Barcelona4Seasons can help to make appointments or simply recommend where to go.

Barcelona4Seasons customers come from all over the world. If describing more closely, the customer's segmentation is customers from Europe, Latin America, USA, Canada, China, Russia, and some Asian Countries. They are usually families or groups of friends. Nevertheless, Barcelona4Seasons wants to focus more on families rather than group of friends.

Barcelona4Seasons has a huge number of competitors. Below, in this work, there is an analysis of their competitors presented in the table 3. In short, their competitors have all different sizes and even markets, but there are several companies which have the same size as Barcelona4Seasons. This leads to fact that Barcelona4Seasons has to work in the situation of high competition and to stay competitive in the market they need to have a strong company identity and marketing strategy.

There are other rental agencies in Barcelona which are present not only in Barcelona but on other markets. Other markets mean other cities in Spain and other cities in Europe. Barcelona4Seasons is only present in the Barcelona's market at the moment, but they do want to open offices in nearby France or in other cities in Spain. The nearest city to Barcelona is Hospitalet de Llobregat. This city is the first one where they want to open office after Barcelona. In this work this goal is counted and is integrated in the overall strategy for business development.

Barcelona4Seasons has 70 apartments for rent in Barcelona. This number has to be increased in the nearest future.

1.3 Research problem, question & objectives

Problem:

The problem is that Barcelona4Seasons has certain weaknesses concerning its marketing activities, for example lack of presence in the social media. Also the company has relatively small customer base.

Barcelona4Seasons needs to develop a new more technologically advanced and more efficient marketing strategy to increase awareness and therefore attract new potential customers.

Right now their presence in social media is not well enough and do not help to attract new customers. Therefore, Barcelona4Seasons needs to develop a social media marketing plan and calendar to raise the number of followers, likes and comments in the social networks.

Furthermore, Barcelona4Seasons is a small business with the personnel of 4 people and they work without a marketing specialist. This means they do not have a marketing strategy as such. Nevertheless, the owners want to grow business and to do so they need to employ more staff. Obviously, the first specialist they need to employ is marketing specialist who will take care of all promotion, advertising and social media activities.

Research question:

How can Barcelona4Seasons increase their Marketing efficiency?

Objectives of this thesis are:

1. To study and define Marketing Communications and Social Media Marketing
2. To analyse the Current Situation of the Assigning company
3. To analyse strengths, weaknesses, opportunities and threats of the Assigning company
4. To give recommendations for the company

1.4 Research methods

To conduct a good research and answer the research question, research methods must be defined. In this work the following research methods are used:

- Interview with the owners of Barcelona4Seasons;
- Market share research;
- Competitor's research

- Customer's research
- Desk research (books, company materials and Internet)
- Field research (marketing communications theory, digital marketing, social media marketing and strategic marketing)

2 MARKETING COMMUNICATIONS THEORY

2.1 Definitions

The word "Marketing" originally comes from the word "Market". Marketing means actions on the market. It is an organizational function of a company and a set of processes for creating, promoting and delivering a product or service to customers and managing their relationships with the benefit for the organization. In a broad sense, marketing tasks consist in determining and satisfying human and social needs. (Kotler 2012, 12)

Marketing is the most visible activity of the firm. Main tasks of marketing include: identifying the demand, influencing the demand, satisfying the demand and therefore leading to ensuring the customer satisfaction.

Philip Kotler identified the core strategy as the following:

"Hub of marketing - where company strengths meet market opportunities" (Kotler, 2012)

The emergence of marketing as a specific system of management, a method of solving production and market problems is "nothing more than a reaction of the business unit to such processes as the complication of the problem of production and sale of goods due to the rapid expansion of their range, rapid renewal, an unprecedented increase in production opportunities, frequent shifts in the nature and structure of market demand, its fluctuations in market conditions, and increasing competition in the market" . (Kotler 2012, 24.)

The concept of "marketing" is based on the term "market". This concept in the most general form implies market activity. Marketing is understood to be a kind of market activity in which the manufacturer uses a system approach and a program-targeted method for solving economic problems, and the market, its requirements and the nature of its implementation are criteria for the effectiveness of the activity. The main idea in any definition is customer orientation. At the same time, the task of marketing is not only to increase demand, but also to try to influence it so that it corresponds to the proposal. The marketing activity of the firm is aimed at establishing the specific current and mainly long-term (strategic) goals, the ways to achieve them and the real sources of economic resources, reasonably based on market requests; to determine

the range and quality of products, its priorities, the optimal structure of production and the desired profit. In other words, the manufacturer is producing such products, which will be sold and will bring profit. And for this it is necessary to study public and individual needs, market demands as a necessary condition and prerequisite for production. Therefore, the understanding that production begins not with exchange, but with consumption, is getting more and more deepened. This concept has found its embodiment in marketing.

2.1.1 Structure of marketing activities

The basis of marketing usually follows these categories: price, place, product and promotion. (The marketing mix, 2016)

Practical implementation of marketing functions is related to the process of marketing management, which includes:

- Analysis of market opportunities of the enterprise;
- Selection of target markets;
- Development of a set of measures to enter the market;
- Deeper introduction into the traditional market with the existing goods (for example, by increasing the volumes of output of goods);
- Exit with a new product to the traditional market;
- Exit with the existing product to a new market;
- Exit with a new product to a new market. (Fitzgerald, Arnott 2000)

Marketing research is directly related to:

- Production potential of the enterprise;
- Flexibility and structure of production capacities;
- Financial resources. (Fitzgerald, Arnott 2000)

Traditional marketing is usually what is associated with a variety of advertising channels seen in everyday life. It includes print media, TV, radio, flyer and poster campaigns, billboards.

Marketing theory that is regarded a certain way to be traditional is a marketing mix. Marketing mix consists of 7ps: product, place, promotion, price, packaging and positioning. (Fitzgerald, M., Arnott, D., 2000, 19) Initially marketing mix consisted of 4Ps. Product – is a good, service, or idea that offers and bundle of benefits to satisfy customer needs. Placement – activities to make a product available to target customer. Price is determined depending on competition and costs. Promotion – is all forms of marketing communications. Promotion mix includes advertising, sales promotion, public relations and personal selling. All of these contribute to the sales support. (Siddiqui, D., 2016).

2.1.2 Tools and Media

Marketing Communications is the theory of communicating and idea (message) to a target market. The ideas are “coded” in images and words. Consumers must be able to “decode” the message correctly for the message to be communicated clearly. Marketing Communications includes tools and media to be used. (Smith PR and Zook Ze, 2014, 12)

Tools:

- Advertising
- Sales Promotion
- Word of Mouth
- Direct Marketing
- Packaging
- Public Relationships
- Sponsorship
- Exhibitions

Media:

- Print Media: magazines, newspapers, leaflets
- Broadcast Media: TV & Radio
- Electronic media: Web & Social media

The ultimate purpose for every promotion is to raise awareness and provoke response accordingly. There are two models of awareness: AIDA (attention, interest, desire, action) and DAGMAR (defining, advertising, goals for measuring advertising response) (Smith PR and Zook Ze, 2014, 23)

Two-step flow model

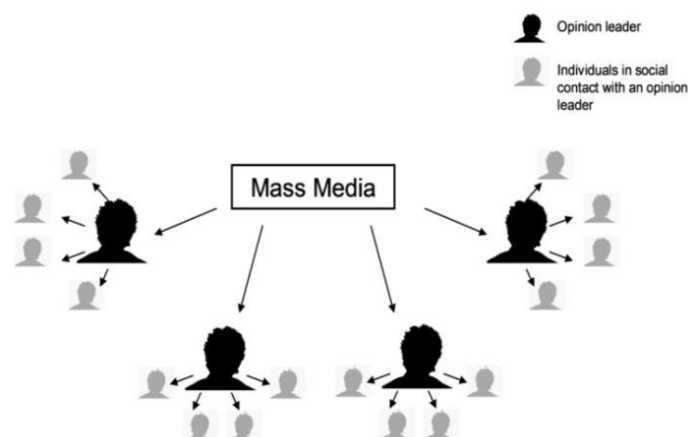


Figure 1. Traditional Communications Model (Smith PR and Zook Ze, 2014, 56)

2.2 Digital marketing

The theme of the impact of digital technology on business is one of the key issues for the journal called MIT SloanManagementReview. Authors of one article (The Nine Elements of Digital Transformation) from this journal have set a goal of systematizing the fields of application of digital technologies in modern business. To do this, they interviewed 157 managers of 50 large companies (with the annual turnover of at least \$ 1 billion), presented in 15 countries. (Westerman, Bonnet & McAfee, 2014)

The survey showed that the respondent enterprises are at different stages of integrating IT technologies into their activities. While some already have a conscious system of business development integrated with the capabilities of the IT sector, others are only at the stage of introducing the basics. Comparative analysis shows that those who successfully use digital technologies in their activities are more competitive than those who are lagging behind in their "digital maturity" (the term was introduced by the authors earlier; the material refers to the corresponding classification of digital maturity of enterprises). (Westerman, Bonnet & McAfee, 2014)

Over the next two years, significant changes are expected, as almost half (49%) of companies believe that during this time they will revolutionize the business with digital technology. As for specific deadlines, a large group of respondents (32%) suggests that their reforms will take one to two years. Forty-two percent of respondents believe that they will need less than one year, and 27% - more than two years. (Westerman, Bonnet & McAfee, 2014)

Digital marketing is a relatively new phenomenon that continues to integrate in our lives. Digital marketing works because it is another powerful channel for organisations to engage with audiences – their customers and stakeholders. (Birchfield, R. 2010) According to Mark Evans – director of technology communications company Swaytech and founding chief executive of New Zealand's Interactive Advertising Bureau (IAB), digital marketing probably won't completely replace other communications channels such as radio, magazines, television and newspapers, but it will strongly supplement them. (Birchfield, R. 2010)

2.2.1 Benefits of digital marketing

The impact of web communications is evident: opinions are shared by end users, reach is worldwide and instant, models are non-linear and messages are shared by end users. (Goodman, G., Korhan, J., Safko, L., Stratten, S., Schaffer, N., & Zarrella, D., 2013). Digital marketing significantly facilitates various functions and demands. The database can

in turn be used to drive customer research (web surveys), direct mail advertising, text or email campaigns, conduct referral campaigns to further build the database, build a social network profile or, simply enable customers to communicate back about what they liked or did not like about the organisation and its products.

Therefore, among the most important digital marketing benefits there can be mentioned the following:

- Almost instant communication with the customers – fast response
- The opportunity to include text, images, video, audio in one message
- Easier to measure the results of marketing activities
- Facilitates research due to fast feedback, reviews and product comparisons
- The popularity of digital marketing media is growing dramatically especially in young generations
- Quiet cheap compared to other media tools such as TV, radio or newspapers (Birchfield, R. 2010)

However, marketers should still keep in mind that traditional marketing mix will continue to be important. A strong marketing strategy needs to be a comprehensive model that includes a variety of tools and methods. It always will be necessary to identify target customers, create a segmentation strategy, create clear and concise message that has to be sent to the audience and realize how and when consumers will get the information. In short, digital marketers still have to consider a variety of channels: mobile, social media, web, text and even traditional media. (Tiago, M., Verissimo, J., 2014)

In the today's world, many companies switch their strategy to focus more on the consumer and his needs rather than on the company itself. With the appearance of digital media it has become easier to communicate with customers, so the trend of digital media continues to evolve. The innovative forms of communication must be implemented; marketers should focus on relationship-based interactions with their customers to improve digital marketing engagement. (Kaplan, A., Haenlein, M. 2010)

Therefore, the dominance of the digital marketing is evident and cannot be ignored. It can also be considered as a new marketing power of the future. As well as technologies Marketing has developed a lot in past 20 years and what marketers need now is to adapt to this new innovative thinking mode and make the best of it.

2.2.2 Digital marketing use for business

Digital marketing has a variety of tools and can be effectively used for business purposes. Marketing management has to define marketing objectives that should be SMART – specific, measurable, achievable, realistic and time-oriented. But there are always a noise and confusion that can make it difficult to focus on objectives. Noise can be:

- for print and online – other text, pictures and adverts around it
- for TV and radio – distractions in the home, similar adverts or more striking adverts
- word of mouth from others (Smith PR and Zook Ze, 2014, 15)

Objectives should drive sales and prove ROI (return on investment). At a high level, these objectives should address the Top of the Funnel (TOFU), Middle of the Funnel (MOFU) and Bottom of the Funnel (BOFU):

TOFU -- If there is a need to increase traffic to the website, such tactics like blogging, Search Engine Optimization & Social Media can be utilized as a part of digital marketing strategy.

MOFU -- While blogs are very effective at bringing visitors to the website, they won't help to qualify prospects or make a sale. To turn visitors into leads, MOFU tactics like ebook offers & webinars will help to get there.

BOFU -- By the time a lead reaches the bottom of the funnel, they are ready to buy and the only question is who they will buy from. This is the chance for marketers to add more qualified opportunities to the sales pipeline by using tactics like lead nurturing through email marketing & case studies.

Once these objectives are top-of-mind, the marketing department can devise a strategy that turns them from a cost centre into a profit centre, fully capable of explaining results and impacting the company's growth. (Lee J., 2017)

There are several digital marketing tools that can help to grow the business:

- Organic Social Media
- Paid Social Media
- Email Marketing
- Programmatic Advertising
- Website Testing
- Video Hosting
- Content Creation
- Content Curation
- Website Analytics
- Customer Service
- Search Engine Optimization
- Affiliate Marketing (Patterson, M., 2015)

Organic social media is focused on using free tools provided by each social network to build a social community and interact with it, sharing posts and responding to customer comments. The difference between organic likes and paid likes depends on whether these likes came from a paid campaign or not. There are special websites, for example Hootsuite or Buffer, where it is possible to schedule and publish posts and this is organic and not paid.

Paid social media is paying for displaying adverts, for example 1-week facebook campaign targeted for certain countries. Also this can be sponsored messages or other types of adverts.

Email marketing is sending emails to specific target markets. There are different email marketing platforms (e.g. mailchimp) that enables to send messages to a group of people and plan them accordingly.

2.3 Social media marketing

Social media marketing can be defined as *the use of social media platforms and websites to promote a product or service* (R. Felix, P.A. Rauschnabel, C. Hinsch 2016, 118).

The emergence and rapid development of Social media during the first decade of the new millennium enabled an evolutionary leap forward in the social component of web use. Social media provides space for creating user-generated content. (Obar, Jonathan A.; Wildman, Steve, 2015)

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks.

The main features of social media include:

- Based on the Internet
- The content visible in the social media is a user-generated content which is composed by online interactions between users
- There are social media applications where users create their profiles
- Online social networks develop when users connect with each other and share data (Obar, Jonathan A.; Wildman, Steve, 2015)

The concept of Social Media is top of the agenda for many business executives today. Decision makers, as well as consultants try to identify

ways in which firms can make profitable use of applications such as Wikipedia, YouTube, Facebook and Twitter.

According to Forrester Research, 75% of Internet surfers used “Social Media” in the second quarter of 2008 by joining social networks, reading blogs, or contributing reviews to shopping sites; this represents a significant rise from 56% in 2007. The growth is not limited to teenagers, either; members of Generation X, now 35–44 years old, increasingly populate the ranks of joiners, spectators, and critics. (Agichtein, Castillo, Donato, Gionis & Mishne, 2008).

It is therefore reasonable to say that Social Media represent a revolutionary new trend that should be of interest to companies operating in online space — or any space, for that matter. (Kaplan Andreas M., Haenlein Michael, 2010)

Social media differ from paper-based media (e.g., magazines and newspapers) or traditional electronic media such as TV broadcasting in many ways, including quality, (Agichtein, Eugene; Carlos Castillo, 2008) reach, frequency, usability, immediacy, and permanence. Social media operate in a dialogic transmission system (many sources to many receivers). (Pavlik & MacIntoch, John and Shawn, 2015). This is in contrast to traditional media which operates under a mono-logic transmission model (one source to many receivers), such as a paper newspaper which is delivered to many subscribers or a radio station which broadcasts the same programs to an entire city.

2.3.1 Facebook

Facebook was originated on February 4, 2004 and based in Menlo Park, California. The founder of Facebook is Mark Zuckerberg, who invented this social media with his friends from Harvard College. Mark Zuckerberg is ranked by Forbes magazine as the fifth richest person in the world and his net worth is estimated to be US\$63.3 billion as of May 2017 (Forbes, 2017).

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The site, which is available in 37 different languages, includes public features such as:

- Marketplace - allows members to post, read and respond to classified ads.
- Groups - allows members who have common interests to find each other and interact.

- Events - allows members to publicize an event, invite guests and track who plans to attend.
- Pages - allows members to create and promote a public page built around a specific topic.
- Presence technology - allows members to see which contacts are online and chat. (Qwaya n.d.)

Facebook is among the most efficient social media tools for business. It offers special settings for business users, for example targeting exactly the demographic needed and direct communication with customers. (Qwaya n.d.) Moreover, using Facebook for business purposes helps to increase awareness about the company and products/services it sells, create an online space for customers where they can discuss the products, share feedback and reviews, and let people spread the word about the company. (Qwaya n.d.)

Each business has its Facebook strategy depending on its objectives. Objectives can be online sales, attracting likes, increasing follower base, etc. Therefore, before actually starting doing something on Facebook, a company has to define its goals and what it wants to achieve.

Small and traditional retailers benefit from Facebook more than large corporations. Facebook allows small businesses to compete with larger companies. It also let them to work with personal approach which many large corporations lack. Big companies have less time for focusing in depth on establishing good relationship with customers, and small businesses on the contrary possess this opportunity and can successfully use Facebook for it.

2.3.2 Instagram

Instagram is modern social media network that was created by Kevin Systrom and Mike Krieger in 2010 and was lately bought by facebook in 2012. From the very beginning, Instagram was a great success. In fact, it had 1 million users just 2 months after its launch and it kept on growing ever since. (Geoff Desreumaux, 2014)

Initially it was launched as a free mobile app exclusively for the IOS operating system. Two years later a version for Android devices was released and only in 2016 Instagram app for Windows 10 Mobile was released respectively. (K. Systrom, 2011)

Instagram is a mobile and Internet-based application that allows users to share pictures and videos either publicly or privately. It also lets users upload photos and videos. Recent innovation has allowed users to upload Instagram stories; both video and photo with geotags, time and temperature to better communicate all the details of the user.

Instagram is mostly associated with a mobile application which has digital filters for images, locations, hash tags, comments and newly direct messages. Users also can link their photos up to other content on Instagram that marks the same subject. They can connect their Instagram account with other social media accounts (Facebook, Twitter, Tumblr, Vkontakte, etc) (Geoff Desreumaux, 2014)

Instagram is an ideal platform for many businesses. 1,5 million companies use Instagram to tell about themselves in their images. Using Instagram can help a company to increase brand awareness, promote its product or service. Using Instagram for business purposes stimulates customers' interest in product/service and provokes immediate course to action. Therefore, using Instagram for business purposes can attract new customers, increase sales, increase the amount of downloads, overall visits of the company's office or store. (Instagram, 2017)

The efficiency of Instagram for many kinds of business can be proved in the following figures:

- More than 700 million people all over the world use Instagram every month;
- 80% Instagramers are subscribed on the accounts of different companies in Instagram
- More than 400 million people check Instagram every day
- More than 250 million people use Instagram Stories every day (Instagram Internal data 2017)

Companies around the world, from legendary brands to family businesses achieve real results thanks to Instagram. Companies of any size can be recognized with a business profile, get insight about followers and posts, and promote posts to drive business objectives – all within the Instagram app. (Instagram, 2017)

2.3.3 Twitter

Twitter is a free social media network for public exchange of messages with the use of web interface, SMS, instant messaging tools or third-party client programs for Internet users of any age. Twitter was the first social media that introduced the term “microblogging” because of publications of short notes in a blog format.

Twitter was invented in 2006 by Jack Dorsey and has gained a huge popularity all over the world. The mission of the twitter is:

“Give everyone the power to create and share ideas and information instantly, without barriers.” (Twitter, 2017)

Twitter headquarters are located in San Francisco (California) Twitter Inc. also has servers and offices in San Antonio (Texas) and Boston (Massachusetts) As of June 2015, there are about 3,000 employees in the US offices of the company.

The Usage of Twitter – Basic information about Twitter

- 328 million active users every month
- 82% active users use mobile devices
- 3860 Twitter inc. Employees around the world.
- More than 35 offices in different countries
- 79% accounts belong to the users living outside the US
- More than 40 languages
- 40% of employees are technician workers (Cargemini Consulting, 2017)

Twitter is a fast and powerful way to deliver important messages to subscribers. These messages can be about company's events, sales, discounts, etc. Companies can offer coupons or just connect with their audiences through twitter. Twitter is very useful for practical purposes; compared to Instagram and Facebook it can promptly deliver an urgent message in a short form.

Below there are Twitter tips to consider for starting a Twitter account for business purposes.

1) Twitter lets the important message to be heard.

As Instagram Twitter also has tags and by using them people can easily find information on a particular topic. Thus this enables a company to stay on top of market segment and get valuable facts about its competitors.

2) Before starting on twitter there is a need to write a Twitter business plan.

Writing a Twitter business plan will generally help to sustain a company's reputation. The questions that have to be answered are: Who is the target audience? Will the account be private or public? Will the Twitter account be interactive? Who is responsible for monitoring Twitter account? What are automotive settings that will be used? For example, connecting a Twitter account to a blog or other social networks;

3) Consider micro-needs of the business and put them on Twitter.

Twitter is a micro-blogging tool. Twitter only allows sending short quips and updates to subscribers. Micro-needs are referred to very small informative message that a company wants to share. A marketing

specialist who will be responsible for tweeting must recognize all business needs before tweeting. Furthermore, a person who is responsible for marketing must constantly monitor Twitter account to avoid confusing subscribers with unnecessary information. (The balance, 2017)

2.4 Strategic marketing

Strategic marketing is the identification of one or more sustainable competitive advantages a firm has in the markets it serves (or intends to serve), and allocation of resources to exploit them. (Business dictionary, 2017)

The development of a marketing strategy involves the identification of target market segments and the development of a positioning strategy, the development of strategies aimed at maintaining customer relationships and strategies for planning the sale of new products.

The goal of strategic marketing is to create an exceptional consumer value by combining the corporate and marketing strategy into a comprehensive market orientation program. To determine the objective is to establish exactly what, when, or until when, by who, by what means and for what reason the goal should be achieved. Goals should be realistic, achievable, controlled, prompting and understandable. If losing one of these components, the goals become meaningless.

Corporate strategy is the interconnection of all possible components of the company's economic activity as a whole structure, aimed at creating a consumer value. An effective corporate strategy includes (by Porter):

1. The Company's unique position regarding its competitors.
2. Features of the company's products related to the products of competitors.
3. The company's actions and the proposed strategy.
4. Company growth as a result of its efficient operation as a whole, and not of each division separately; efficiency of the company's activities, which is a condition for the successful business.

The corporate strategy can be defined as the following:

1. Market analysis, where it occurs, sales, how it is formed and in what direction it develops, what opportunities and dangers exist.
2. Analysis of the industry. The way it is developing and how the industry will develop in the future. What is the position of the enterprise in comparison with the situation of the industry?
3. Analysis of the environment; factors that can influence the enterprise (economic and political situations).

The strategy is the path that the management chooses to achieve business goals. The main tasks of the head of marketing department are: to participate in the development of corporate strategy, to develop marketing strategies and take into account the priorities of the corporate strategy. Since these tasks are closely interrelated, it will be useful to consider the role of marketing in the economical activities of the company. (Felix, Rauschnabel & Hinsch, 2016).

Before initiating a marketing strategy development, management should identify the main marketing objectives and provide a plan for achieving the assigned goals, which is:

- Determine the mission and strategic goal of the enterprise;
- Make a comparative analysis of the main financial and target indicators, the results of the main activities;
- Determine the actual market share related to the aggregate market capacity and market segmentation; Describe the three main competitors and make an analysis of the strategies used by competitors;
- Determine the tactical goals. Define strategies for achieving tactical goals. Identify actions to implement the strategy;
- Develop a scenario of likely events and a plan of action;
- Calculate the financial forecast for the calculation of expected financial indicators. Make a personal assessment of the projected indicators.

Thus, the marketing strategy is a component of the corporate strategy aimed at promoting the company at a given time and in this market position.

The development of a marketing strategy involves the analysis and implementation of the following marketing activities:

- a comprehensive study of the markets that are of the company's interest, the definition of target market;
- the setting of tactical goals, the development and implementation of product positioning strategies aimed at meeting the needs of consumers, identified previously target markets, as well as the management of these strategies. (Felix, Rauschnabel & Hinsch, 2016).

There are certain benefits of Strategic Marketing Planning. First of all, this process assists the progress of mutual comprehension between the stakeholders of a company. The plan informs management decisions, the behaviour of the employees towards the institutional goals and also the response among current and potential clients. The plan is also subjected to changes over a period to meet changing demands.

A good marketing plan helps an organization to grow its market share which leads to increased revenue and profits. As the firm expands, it's able to enjoy the large economies of scale and thus less operational costs. Overall, the strategic marketing planning process connects the production engine to the consumption transmission. (The balance, 2017)

3 CURRENT SITUATION OF BARCELONA4SEASONS

Barcelona4Seasons is a company that offers holiday apartments for rent in Barcelona and nearby city Hospitalet de Llobregat. Since their beginning they have been working constantly on improving their service to meet and satisfy their clients' individual needs. Now, the personnel consist of 5 women – a young, friendly and dynamic team that works with enthusiasm and joy. Company offers high standard apartment for rent in Barcelona and some apartments in close by areas including Hospitalet de Llobregat. The wide range of apartments is the result of a very demanding and quality selection. Every home has its charm and distinct design.

However, marketing area in Barceona4Seasons is under development and requires more attention. Company has accounts in various social media networks, but they are not being using it systematically. They have Facebook, Twitter and Instagram accounts, but they lack systematization and every day update of the information and proper marketing control and a well developed strategy over those channels. A marketing role has always been done by interns in this company; they have never employed a marketing manager as a regular employee. Therefore, all marketing functions were divided between CO-founders and interns and a single marketing strategy simply didn't exist. Consequently that has lead to this state of business when it is frozen and is not further developing. Financial figures stay the same year by year and company needs advancement in the area of marketing to attract new customers and thus attract new householders. Barcelona4Seasons doesn't have a marketing department as such. Hence they can't have a well-planned marketing strategy.

When analysing the work of similar firms, including travel agencies, it was revealed that marketing activities of Barcelona4Seasons are on the very low level. Perhaps, this is because Barcelona is already a very popular tourist destination and every year it is full of tourists, so they don't need to concentrate that much on marketing. There are many similar rental agencies in Barcelona, so there is very high level of competition and to take leading positions in the market, Barcelona4Seasons will need to undertake efficient marketing activities.

New technologies nowadays have become of the utmost importance and can tremendously contribute to a better and smoother work flow. The knowledge of these features allows reducing the number of mistakes, improving the quality of marketing strategies, and thus enabling companies to achieve great commercial success.

3.1 Collaborative consumption

Table 1. Market share research

Marketplace	Description	Number of users	Annual turnover	Worth	Coverage area
Airbnb	Online-platform for short-term accommodation; the source of income - the retention of commission fees through the payment of a service charge by homeowners. Foundation year: 2008	About 2 million registered accommodations, more than 60 million users all over the world	250 million \$ USA in 2013, 900 million \$ USA in 2015, 10 billion \$ USA in 2020.	25,5 billion \$ USA in 2013, more than 30,0 billion \$ USA in 2016	34000 cities, 191 countries
HomeAway	Vacation rental marketplace. The source of income - payments for registration, taken from the owners of housing. Foundation year: 2005	More than 1,2 million registered accommodations	346,5 million \$ in 2013; 446,8 million \$ in 2014 (28,9% growth)	3 billion \$ USA (February 2015)	190 countries
Couchsurfing International	Website, organized by principles of a social network that provides free housing services. Non-profit organization. Foundation year: 2004	About 10 million registered users.	-	-	More than 200,000 cities

(Dedok, 2016)

These companies are the examples of the sharing economy.

Sharing economy is the economy of joint or collaborative consumption. It is an economic model based on the collective use of goods and services, barter and lease instead of ownership.

The idea of the economy of collaborative consumption has been actively discussed since the late 90s, but it was finally formed only after the rapid development of the Internet, digital technologies and virtual communities of interest.

The development of the economy of collaborative consumption was influenced by the spread of information technologies: the development of high-speed Internet access, the cheapening of electronics and (most importantly) the popularization and development of online communities of interests that developed their moderation system and rules of the game, increasing the level of trust between the participants.

There are many other examples of sharing economy: bicycles for rent: spinlister.com, general use of machines by subscription: zipcar.com. Some lease their parking spaces justpark.com. (Dedok, 2016)

Of course, the most successful company is Airbnb, estimated at \$ 25 billion. Airbnb also created opportunities and infrastructure for the so-called Subeconomy (an economy within another economy) (Collins dictionary, 2017)

The main advantages of such companies, built on the principles of the economy of collaborative consumption, there should be noted:

- vivid impressions and unique experience of living in places other than hotels; At present, on the Airbnb website, for example, apart from houses and apartments, it is possible to book other accommodation options (beer barrel in Germany, a mill in Portugal, a clock tower in the UK, a ship in France, a tent in Israel, a boot-shaped house in New Zealand and an entire island in Fiji);
- as a rule, the lower cost of services for accommodation compared to hotels (Airbnb, HomeAway) or lack of payment, since the emphasis is on sharing experiences (Couchsurfing);
- convenient reservation system;
- providing freedom of choice and movement, regardless of the location of accommodation facilities;
- trust built on the basis of comments, feedback, assessments left by previous guests, which provides a high level of confidence in the selection;
- guests are given the opportunity to understand what they are paying for: the amount exposed for payment is deciphered by categories: apartment rent, cleaning and commission. This practice is excluded in the hotel industry. (Dedok, 2016)

The author's analysis shows that, according to the results of international studies, 7% of respondents noted that they used leases of private accommodation facilities during their travels; another 8% are ready to consider this possibility in the future. (Dedok, 2016)

Airbnb, being the leader among market participants offering short-term leasing services around the world, can offer more than 2 million accommodation options in 34,000 cities worldwide (more than 190 countries). In 2013, the revenue of Airbnb was \$ 250 million. USA; By 2020, the company's revenues will amount to \$ 10 billion. The United States, analysts say.

The allocation of accommodations registered in Airbnb by the cities of the world is presented in the following table.

Table 2. Allocation of accommodations registered in Airbnb

City	Number of accommodations
Paris	78,000
London	47,000
New York	46,000
Rio de Janeiro	33,000
Los Angeles	26,000
Barcelona	23,000
Rome	23,000
Copenhagen	20,000
Sydney	20,000
Amsterdam	17,000

(Dedok, 2016)

The increasing popularity of booking services through Airbnb is observed around the world. So, in 2015, the biggest increase in the number of bookings through Airbnb was recorded in the years of. Osaka, Japan (+7000%); Bangkok, Thailand (+1230%); Kuala Lumpur, Malaysia (+1200%); Bordeaux, France (+960%); Athens, Greece (+800%); Seville, Spain (+770%); Hamburg, Germany (+415%).

In the summer of 2016 Airbnb achieved great success in Portugal (+76%) (Dedok, 2016, 30) in France (+86%), as well as in Italy, Spain and the United Kingdom; it allowed to accommodate 16 million tourists in Europe, which is 74% more than in 2015 (Dedok, 2016, 24)

In the summer of 2016 Airbnb announced the creation of Samara - a design laboratory that will build a network of community centers. The first of them will appear in the village Yoshino in Japan. The house, built according to the concept of designers Airbnb, will house an exhibition, a center for tourists, places to stay overnight. For the company this is not a hotel, but a playground for meeting local residents and travellers. (Dedok, 2016, 21) In November 2016, it became known that the company was launching a travel journal designed to inspire readers with new travels.

Thus, the scale (apartments, houses, villas, castles, etc.) and multidirectionality (services for renting housing, building community centres, publishing a travel journal), the activities of Airbnb show the success of the model of short-term rental of housing around the world, built on the principles of the sharing economy. Not owning any hotel, it costs more than Hilton and Marriott networks (capitalization of 23.9 and 18.8 billion US dollars, respectively). At the same time, it should be emphasized that the growth of the economy of joint consumption in a geometric progression exerts pressure on existing tourist complexes of different countries. (Dedok, 2016)

The rental market is a significant competitor to the hotel sector. Taking into account the worldwide trend of increasing popularity of Airbnb, it can be assumed that the number of private accommodation facilities registered on this platform will increase, which will only strengthen the existing level of international competition in the capital hotel services market.

In the last decade, the following trends have emerged in the international market of hotel services: the creation of international hotel chains; Merger of large hotel corporations; Active development of the share of the rental housing market; The integration of independent hotels into hotel consortia; wide introduction of new information technologies into the business strategy of the enterprises of the tourism and hospitality industry; Introduction of innovative management methods in the activity of hotel enterprises.

Competition with a multi-brand corporation covering all segments of the market that owns a room fund of over 1 million rooms and a global sales system, or with companies built on the principle of a joint consumption economy, which also have millions of facilities for placing different price ranges around the world of any type and on any segment of the market, initially places other market participants in unequal conditions and deprives the possibility of attracting foreign visitors using traditional management methods. Study of changes in the behavioural characteristics of consumers, the consequences of integrating information technologies into people's daily lives and the possible prediction of their further development, the creation of radically new

forms and concepts of accommodation facilities, the search for and creation of new channels for promotion and sales, providing a human resource with a certain set of competencies and unique knowledge , - all this will constitute the basis for actions to ensure the competitive position of participants in the international market of hotel services in Conditions of global competition. (Dedok, 2016)

3.2 Competitors Research & Analysis

To understand the position of Barcelona4Seasons in the market there is a need to conduct a general competitor's research & analysis. There are dozens of rental agencies in Barcelona, most of them are bigger in the size of enterprise and some of them have offices in other cities in Spain. The table analyzes 10 most well-known rental agencies in Barcelona, including Barcelona4Seasons. Price ranges for the cheapest apartment, counting two persons in the apartment.

Table 3. Competitors' research.

Name of the company	Number of apartments in Barcelona	Instagram followers	Facebook followers	Twitter followers	Website & Blog	Youtube	Price range
Bemate	740	7660	4035	2734	Good website No blog	7 videos, 93 followers	Price is not available
Apartment Barcelona	>300	2478	12856	771	Very simple website Good blog	No youtube	3000 euros/month
Fotocasa	4237	11900	393222	34600	Modern website, good blog	200 videos, 3901 followers	600-1150 euros/month
ShBarcelona	290	705	4274	1496	Nice website Very interesting blog	79 videos, 130 followers	845 euros/month
Only-apartments	1164	2786	188014	2908	Good blog	52 videos, 90 follo	5000 euros/month

						wers	
Renttop apartmen ts	No info	251	2408	540	Good website and blog	No youtube	4000 euros/ month
Enalquile r	6498	1059	12189	6221	Good website, blog only in Spanish	No youtube	1700e uros/ month
Barcelon a comfort	108	no	267	no	Good website, no blog	0 follo wers, 31 videos	550- 750eu ros/m onth
Barcelon a-home	No info	898	14143	1031	Good website and blog	39 follo wers, 79 videos	650e uros/ mont h
Barcelon a4Season s	70	669	2431	1209	Good website, blog under develop ment	1 follo wers, 21 videos	300- 1300 euros /mon th

(Apartmentbarcelona, 2017) (Barcelona home, 2017) (Barcelonacomfort, 2017) (Be mate, 2017) (Enalquiler, 2017) (Fotocasa, 2017) (Only apartments, 2017) (Shbarcelona, 2017) (Renttopapartments, 2017)

In the table it is clearly seen that all the companies have different figures. While doing the research it was hard to identify a definite price for the apartment because some websites do not show the complete information. The entire information in some websites can only be seen when dates are applied. Notwithstanding it was possible to identify the factors that determine the price.

Price range depends primarily on location of a particular apartment. Close to the coast and in the centre of the city the price is 4 times higher than in the suburbs. The possibility of renting an apartment that is cheap enough depends on how long a client starts looking for an apartment in advance. This can be several months before the actual arrival.

In Barcelona4Seasons 10-20% must be paid two weeks before the arrival of guests, regardless of direct booking or through intermediaries (booking, airbnb). If this condition is not met, the reservation is cancelled.

When comparing activities of different firms, it is clearly visible that they pay a great attention to social media. Barcelona4Seasons has low figures in social media so there is a huge potential here. Barcelona has more than 200 companies that rent apartments for tourists. About 90% of them are members of APARTUR – association of Barcelona tourist apartments. Being a member of this organization gives an opportunity to become partners with other members so they can exchange experiences and information and provides additional advertising and promotion and increases the reliability of the services provided. (Apartur – Association of Barcelona tourist apartments, 2017)

Analyzing the table we can see that a number of apartments offered also has a big role. Furthermore of great importance is the presence of the company on the first page after entering in the search box in Google the key words - "Rent an apartment in Barcelona" in different languages. Information about those companies that appear on the first page is read and consumed by the largest number of customers.

For Barcelona4Seasons it is necessary to increase the number of followers in social media, increase the number of apartments offered and make a paid promotion of Barcelona4Seasons website. Barcelona4Seasons can use SEO – search engine optimization to appear on the first page in Google.

4 OPPORTUNITIES AND CHALLENGES OF BARCELONA4SEASONS

To examine current situation and internal activities of the company there has to be analyzed the internal factors as well as external factors that influence the company's performance. The interview with co-founders of Barcelona4Seasons was conducted to do this. (see appendix 2) The following types of analysis were chosen:

- SWOT
- Target market
- Review of previous marketing performance
- Review of previous marketing campaigns

4.1 SWOT Analysis

Table 4. SWOT Analysis

<p>Strength</p> <p>Good customer service Good reputation Collaborations and Public Relations Catalan founders</p>	<p>Weaknesses</p> <p>Poor internal organization of working processes Only one office Not enough properties Not enough feedback Website is not autonomous</p>
<p>Opportunities</p> <p>All illegal apartments have recently disappeared Special contracts for business customers Good climate in Barcelona Not very expensive prices</p>	<p>Threats</p> <p>Tourist tax had grown up from 0,60euros to 2,50euros. Economical threat Great competition Only 9606 legal apartments so very hard to grow A need for investment in marketing to ensure success</p>

Strengths:

Barcelona4Seasons has very good customer service in comparison to its competitors. They treat clients very nice. This includes personalized service. They meet and greet each customer in the apartment. If a customer rents apartment for special purposes, for example for Honey Moon or Birthday and therefore comes to Barcelona to celebrate something important in own way, Barcelona4Seasons employees always prepare a gift for this type of guest. This gift can be a Welcome Pack or wine and chocolate for example.

Barcelona4Seasons has been on the market since 2005 and has gained a good reputation among other rental agencies and other small businesses. Each apartment is always fully equipped with all necessary amenities, furniture and has a special design. Needless to say, all apartments have a wireless Internet connection (WIFI). In addition, company provides clients with other on-demand services. This includes transfer from Airport, Grocery delivery, booking tables in the restaurants, cleaning & laundry services and also Spa/Beauty treatments.

Collaborations with small businesses such as restaurants, Locker Barcelona for luggage keeping, shops, taxi, museums and tourists attractions, night clubs – all these make Barcelona4Seasons more competitive and successful in the market. Due to those collaborations, company can offer various exclusive discounts for their clients on the following services:

- Discounts for visiting museums and tourists attractions (such as Sagrada Familia, Parc Guell, etc)

- 10% discount on bike rental
- Discounts for shopping
- Free access to nightclubs
- 20% discount for visiting Palau de la Musica Catalana (Palace of Catalan Music)
- Discount for visiting the stadium of Barcelona – Camp Nou
- Discounts for Locker Barcelona where clients can leave their luggage.

Since founders of Barcelona4Seasons are two Catalan women they know everything about the city which makes them even more competitive. Founders of other rental agencies in Barcelona are usually foreigners so they are not acquainted with complete information about the city. Employees and founders of Barcelona4Seasons speak several languages: Spanish, English, Portuguese, German, Italian, French, Romanian and Russian. By cause of many clients coming from all over the world it is necessary to speak several languages to understand all the needs of all the customers.

Weaknesses:

Unfortunately, the internal organization of Barcelona4Seasons is not running smoothly. Sometimes employees do not have enough time for adequate research and planning of working processes and therefore certain areas of work become less developed. Internal coordination and communication are fundamental in each kind of businesses. Job responsibilities should be divided more comprehensively and precisely. This means clear and understandable division of work between workers.

Right now Barcelona4Seasons has only one office in the centre of Barcelona, although not all the apartments are in the centre of Barcelona. There are more and more new apartments that have been added in the previous 5 years which are located in a new close by city called Hospitalet de Llobregat. This city is a municipality to the immediate southwest of Barcelona in Catalonia, Spain (Statistical Institute of Catalonia). Hospitalet de Llobregat is a nearest big city which is very well connected with Barcelona by train. By the way, train is very well connected with metro, so from the centre of Barcelona it only takes 30 minutes to reach Hospitalet de Llobregat. However, it is desirable to have one more office and not in Barcelona but in Hospitalet de Llobregat since many existing and new apartments are located in that area. All the apartments are concentrated in Plaza Europa (Europe square) in new modern buildings. The volume of work is very high there, so that is the reason for opening one office there.

Barcelona4Seasons has 70 apartments. Those properties are owned by a third person and the company takes cares of promotion and customer check in and check out. Since the volume of work is too high (personnel

consists of 5 persons), they don't have enough time to select new apartments, which is a big weakness.

Sometimes a good contact with clients is missing and personnel forget to ask a client for a feedback. Feedback is an essential marketing tool for finding new customers, so it is very important to have positive feedback. It is necessary to communicate with a client while he is in Barcelona to acquire a positive feedback. Also after a client leaves Barcelona it is also advised to maintain in contact through sending newsletters with special offers.

Barcelona4Seasons has organized system for controlling their website. One main point that they are missing is not sending on the regular basis emails of thanksgiving to the guests.

Recently Barcelona4Seasons has launched a new website. New website is easier to navigate and make a direct booking. Nevertheless, it is still not autonomous and yet not advanced. Many clients find Barcelona4Seasons on other websites, such as booking.com, expedia, homeaway, airbnb and others. Barcelona4Seasons aims to find new customers via social networks and directly through their website.

Opportunities:

Since town hall has closed giving up licences for renting apartments, in a present moment it has become difficult to develop the market. Positive side is that illegal apartments now do not exist; this is definitely good for Barcelona4Seasons and for any other rental agency. This gives an opportunity to search for new legal properties that have licence but yet not working with any rental agencies and make contracts with new apartment owners. Especially there is now an opportunity to grow outside of Barcelona, find properties close to the coast, for example. Moreover, there are more licences outside Barcelona, which should be taken into account if a company wants to grow.

Barcelona4Seasons has a special category of apartments called "Business apartments". With this type of clients there are special contracts (min. 32 nights). Business customer is every type of customer staying at least 32 nights. These clients can come to Barcelona for business purposes, for a special event or for medical purposes. All of them fall into category a "business client".

Good climate in Barcelona is great opportunity for growing any type of business related to working with tourists. According to some research (holiday-weather.com/Barcelona/averages) during the whole year daytime temperature is never lower than 13 degrees, which makes Barcelona one of the most visited cities in Europe all over the year, especially in summer.

Compared to other most visited cities in Europe, for example Paris and London, Barcelona's prices are still not very high, although it has tendency to grow up annually. In this particular case, with apartments, the price level is lower than of the one of competitors.

Threats:

Since town hall have closed giving up new licences for the apartments, there are only 9606 apartments left and it has become impossible to find new apartments, therefore it is almost impossible to grow in Barcelona. Tourist tax has grown up from 0,60euros to 2.50euros per person/per night, which is considerably a high movement. It affects general price for apartment which has grown up due to this.

There are many tourists in Barcelona and not enough offer for accommodation, therefore the prices go up, which means that economically this is not good. Very high demand caused by a large flow of tourists and inability to fully satisfy it leads to the increased price.

Moreover, great level of competition does not allow Barcelona4Seasons to grow further; therefore there is business stagnation.

4.2 Target market

Target market of the Barcelona4Seasons is very wide and hard to determine. However, it must be determined to devise an effective and working marketing strategy.

4.2.1 Tourists

While conducting the interview with co-founders of Barcelona4Seasons (see appendix 2) it was disclosed that they prefer to rent apartments for families rather than for young people. This can be easily explained by the fact that many young people do not show adequate behaviour and do not leave an apartment in a good condition. Families, as a rule, are calm and easier to work with.

Therefore, the target market that Barcelona4Seasons should aim at is families with children or couples.

During the interview with co-founders of Barcelona4Seasons it was told that they want to target people from Scandinavian countries because they are a good type of guest. In addition, this inference is based on a fact that economic situation in north of Europe (also in Canada) is good and these countries are more developed than others.

The majority of Barcelona4Seasons' clients surely come from Europe. Needless to say that many clients also come from other parts of the world. In general there are always clients from every part of the world and they are not necessarily targeted customers.

Consequently, to draw the conclusion from the above mentioned points, the target market can be defined as – families and couples from the North of Europe coming to visit Barcelona as tourists.

4.2.2 Business customers

Business customers are all clients who come to stay in Barcelona for more than 32 nights. With these types of guests Barcelona4Seasons makes special contracts.

A business customer is anyone who comes to Barcelona for not touristic purpose. It can be medical or business purposes, for example. Barcelona4Seasons makes a special contract for these types of customers that has a lower price for accommodation than for tourists.

4.3 Review of previous marketing performance

When Barcelona4Seasons had launched there was not digital marketing performance. In the beginning they only put brochures in the mailboxes with their company presentation. Those brochures were aimed at property owners. That way Barcelona4Seasons found its first apartments.

To advertise Barcelona4Seasons they became a member of Association of Barcelona tourist Apartments - APARTUR. To become a member they had to pay. Being in this association is also a kind of advertising. Apartur provides services exclusively for members of APARTUR. These services include:

- Requests for apartments addressed directly to the Association
- Job Vacancies
- Training courses
- Agreements with external companies
- Consultancy service relating to the sector activities
- Statistics
- Etc.

In short, the aim of APARTUR is not only to offer a platform for promoting the sector of tourist apartments, but also to serve as a useful tool and a meeting place for all the members of APARTUR.

During the boom of the residential renting prices, the number of touristic flats has decreased in 1.076 houses (about a 3,26% in two years) thanks to the inspections of the city hall and the collaboration of the real estate sector. APARTUR represents 83% of the legal offer and its economic impact to the city is of 860 million Euros per year. The legal sector generates 2.100 direct work placements and about 5.000 indirect ones. (Apartur – Association of Barcelona tourist apartments, 2017)

The website of city council of Barcelona also has influence on rental agency and provides advertising for them. This service is free of charge since city council is public. (Official statistics website of Catalonia, 2017).

The intermediaries of Barcelona4Seasons are advertising channels as well. Booking.com, airbnb, expedia, wimdu and homeaway are among those intermediaries who have been working with Barcelona4Seasons during 5 past years.

Social media channels were only used by interns. Barcelona4Seasons initially started using social media 4 years ago. Throughout this time they have never had a devised social media marketing plan.

4.4 Review of previous communications campaigns

During 4 years of the work of Barcelona4Seasons there have been conducted several marketing communications campaigns in Facebook by interns.

One recent campaign cost was 35\$ and was conducted within one week. Owing to this campaign were gained about 100 new followers on Facebook and 150 new likes.

Other campaigns included a social media marketing plan for 3 months, covering Facebook, Instagram, Twitter and WordPress. Posts published on these social media were done on regular basis 5 times per week. WordPress is a platform for blogging so blog posts were done once per week during 3 months. This plan helped to gain more followers and more likes and therefore increase general awareness about Barcelona4Seasons.

Other social networks: Instagram and Twitter had just random posts and have never been used as a part of marketing strategy. Instagram in general has 3 posted pictures by week while Twitter can be abandoned for months.

5 RECOMMENDATIONS

Above mentioned points clearly say that Barcelona4Seasons needs to devise a social media marketing plan. In this chapter there are some recommendations what Barcelona4Seasons should do to become more successful in the market.

According to this article (Westerman, Bonnet, McAfee, 2014), authors managed to identify IT-specialized methods to develop customer relationships. These methods include improving the quality of customer service and the transformation of operational processes.

Barcelona4Seasons should transform some working processes to achieve success and increase profitability.

Thereby, improving the quality of customer service will include the three following points:

- Understanding customer. Companies invest in various types of information systems to collect client information in order to gain a comprehensive understanding of a certain geographical and market segments, as well as the level of customer satisfaction. (Westerman, Bonnet, McAfee, 2014) For these purposes, social networks and digital media are also used. For example, Barcelona4Seasons can use facebook paid advertising.
- Using electronic gadgets and programs. This element implies the use of digital technologies for additional communication with the client. (Westerman, Bonnet, McAfee, 2014) Barcelona4Seasons should consider creating independent websites in the main European languages: German, French, Italian, Russian, English, Swedish, Finnish, Norwegian, Danish, and Dutch. They should particularly consider creating independent separate websites in Scandinavian languages because their main target market is Scandinavian countries.)

For instance, companies use advertising digital presentations on the monitors, where clients are. In the case of Barcelona4Seasons, they can use monitors that are located in the big European cities in the congregations.

- Creating points of interaction with customers. This enables a significant increase in working contacts with consumers. This means accounts in various social media (Twitter, Instagram and Facebook) for quick responses to complaints and questions. Such Internal marketing transformation entails employing a marketing specialist and not just interns as Barcelona4Seasons used to do. (Westerman, Bonnet, McAfee, 2014)

The transformation of working processes implies the virtualization of the workspace. In fact, it's about implementing a remote work mode. For example, remote work mode can include website and blog updating, social media management and advertising.

5.1 Competitive advantage

In the situation of a high competition of rental agencies in Barcelona, Barcelona4Seasons has to differentiate from hundreds of others in the market.

One main advantage of Barcelona4Seasons is that this company is on the list in APARTUR – association of Barcelona tourist apartments. There are rental agencies that did not choose to be a member of this association, thus this benefits to Barcelona4Seasons. (Apartur – Association of Barcelona tourist apartments, 2017)

Furthermore, Barcelona4Seasons has partnerships with other tourist-oriented companies in Barcelona, which give them an opportunity to offer discounts for guests. Compared to other rental agencies personnel of Barcelona4Seasons meet and greet guests in the apartments, while the majority of other rental agencies do not make check ins. Most of them meet guests in their offices and give them keys and do not provide with the excessive information.

The service provided by Barcelona4Seasons is personalized to meet individual need of each customer. Barcelona4Seasons offers high standard quality apartments for rent in the heart of Barcelona for all budgets. This makes them extremely competitive.

Another important competitive advantage of Barcelona4Seasons is a great level of hospitality and service. The company provides guests with amenities and welcome packs. Not every rental agency in Barcelona has that, especially for this price that Barcelona4Seasons offers to its clients.

5.2 Marketing strategy

A good digital marketing strategy can bring significant benefits to a business - the key is to think and plan your activities as thoroughly as possible. Experts claim that the first step in realizing those benefits is the documentation of the strategy. According to the statistics, organizations

with documented strategy were more likely to report the effectiveness of their digital marketing strategy than organization without a documented strategy. (K. Lee, 2016).

The main goal of transformations with the help of digital technologies is to achieve business results, and a good sign is that the main driving factors for the changes are new business models and new technologies.

For existing companies, converting a business using digital technology provides increased efficiency and reduced costs. The results that contribute to the development can be achieved through the transition to new business models. Often, these models are based on data sets that have been accumulated by companies for many years. Now they find effective use, says SAPO vice president SAPO. He gives an example of the company Saber, which was originally part of American Airlines, and later became one of the leaders in the field of technology. It has become one of the leading high-tech companies in the tourism industry. Almost every ticket reservation or hotel room reservation is now carried out with the help of Saber systems. Saber carefully studies the data to help its customers in the tourism industry or the hospitality industry to optimize pricing, marketing and congestion. (Westerman, Bonnet, McAfee, 2014)

To continue moving towards a more mature use of digital technologies, companies must remain focused on transforming the business, making it a strategic and investment priority, as well as assessing the impact of measures aimed at transforming business and implementing innovations using digital technologies. They also need to focus more on data, expand the transformation to the scale of the entire enterprise and do not forget about human resources. (Westerman, Bonnet, McAfee, 2014)

As a part of marketing strategy Barcelona4Seasons needs to constantly search for new apartment owners.

5.2.1 Objectives

In the theory of marketing communications (Smith PR and Zook Ze, 2014) there are three types of objectives that a company can have:

- 1) Organisational or Business objective (e.g. Financial objective – increase profit; HRM objective or Research objective)
- 2) Marketing objective (e.g. Have the largest market share or Increase sales by 20%)
- 3) Communications objective (e.g. Increase awareness)

These objectives must be SMART, which means
-specific

- measurable
- achievable
- realistic
- time based;

Objectives at all levels should be aligned so that they all work to achieve the overall business goals.

In accordance with this theory were developed 4 objectives. These objectives were devised after analysis, in particular after SWOT analysis to improve company's internal situation.

Organisational objectives:

- Open a new office in Hospitalet de Llobregat within one year after starting to implement social media marketing plan.
- Continue market share research on an ongoing basis.

Marketing objective:

- Increase the number of the apartments by 10% within 6 months.

Communications objective:

- Increase the number of subscribers in social networks (Facebook, Instagram, and Twitter) by 50% within 6 months.

To fulfil the marketing objective – increase the number of the apartments by 10% within 6 months Barcelona4Seasons will need to send commercial offers to apartments' owners and invite them to become partners. It is better to do this one time per week. Furthermore, Barcelona4Seasons needs to employ a marketing specialist who will be responsible for fulfilling marketing and communications objectives.

On the website of city hall there is free database of all the apartments in Barcelona. This database has information about which apartments already are in partnership with a rental agency and which apartments are not in partnership. (Official statistics website of Catalonia, 2017)

5.2.2 Social media plan

To choose a right social media a marketing specialist should understand which social media the target market is using. Facebook and Instagram are the most commonly used social networks in the whole world that is why they were chosen. Twitter was chosen for sharing general news with company's stake holders. Stake holders include all other organisations that have direct or indirect influence on Barcelona4Seasons. Twitter is the best social media for communicating with such organizations.

Due to the fact that different social networks were created with certain goals, and for certain groups of people, there should be placed the relevant content in accordance with their initial goals. Therefore each social network should have a mission statement. Here there are mission statements for social media of Barcelona4Seasons.

Instagram – To promote company culture with photos of apartments and Barcelona;

Facebook – To give people all around the world the opportunity to discuss and find information about Barcelona4Seasons;

Twitter – To share news about Barcelona and Barcelona4Seasons with company's stakeholders and other publics.

The ultimate communications goal is to increase the number of subscribers in social media (Facebook, Instagram and Twitter) by 50% within 6 months. To fulfil this goal it is required to create a content marketing plan and a social media content calendar for 6 months correspondingly because excellent planning ensures best chance of campaign success. (see example of social media content calendar in appendix 3) Having great content to share will be essential to succeeding at social media. The social media marketing plan should include a content marketing plan, comprised of strategies for content creation and content curation, as well as a content calendar.

The content marketing plan should answer the following questions:

- What types of content are intended to be posted and promoted on social media?
- Who is the target audience for each type of content?
- How often will the content be posted?
- Who will create the content?
- How will the content be promoted?

The social media content calendar significantly facilitates the process of social media planning. It encompasses all the dates and times that the content will be published. Through social media content calendar it is easier to encode a message for the audience and plan it in advance. It is better not to be spontaneous with the content and have it all planned. (LePage, 2017)

Of course, there will be special cases when the improvisation is needed, for example if there is some special news that must appear on facebook or twitter and in this case it is hard to plan. Nevertheless it is possible to plan all the images, links, sharing videos and blog posts in advance regardless of sudden news.

When creating a social media content calendar it is necessary to make sure it reflects the mission statements that were assigned to each social profile. It is advisable to use 80-20 rule – 80 percent of the posts should inform, educate, or entertain the audience and the other 20 percent can directly promote Barcelona4Seasons. It is important not share boring content, but make it interesting and useful for the audience. (LePage, 2017) An example of social media content calendar can be found in the appendix 3.

The final step in devising a good social media plan is testing, evaluation and adjusting. To do this it is recommended to use Google Analytics. This tool can track page visits driven by social media. Moreover, there are special websites, for example hootsuite.com, which has social media analytics. Using social media analytics will help to track the success and reach of social campaigns. (LePage, 2017)

6 CONCLUSION

The last decade is characterized by an established trend of widespread introduction of new technologies into the business strategy of the enterprises (there are Internet, reservation and reservation systems, software for managing the enterprises, social media). This trend makes it possible to conduct a deep and systematic economic diagnosis of the activities of business entities. Thanks to the speed of information transfer, reliability, flexibility of use and other advantages, new technologies allowed to significantly expand the potential of the sharing economy market.

The use of the Internet has the most powerful impact on systems of providing services for renting apartments and provides the opportunity for clients a wide choice of prices. Moreover, under the influence of information technologies there is a change in pricing models in the economy of collaborative consumption: prices can be set in real time in accordance with the balance of supply and demand; Pricing becomes mobile, flexible, with instant and continuous communication between the consumer and the manufacturer; Moreover users actively use the opportunity to book an apartment through the Internet and even through social media.

Social media has become essential for almost every kind of business. In case of Barcelona4Seasons – the rental agency, using social media can help to find new customers and increase company's awareness. It can help only if used properly according a systemized marketing strategy. Furthermore, Barcelona4Seasons needs to constantly monitor new trends and implement them in their work.

Digital marketing has certain benefits over traditional marketing and traditional ways of advertising: the reach is worldwide and instant and models are non-linear. Digital marketing can help to make a brand more visible without paying for it. Of course there are paid digital marketing tools, such as google adverts, for example. But by using social media, a brand can become more visible after some efforts related to a systemized updating. For marketing strategy of Barcelona4Seasons were chosen 3 the most frequently-used social networks: facebook, instagram and twitter.

Facebook allows companies to advertise their business and create a specialized facebook company page, where customers can interact. The main role of marketing manager in Barcelona4Seasons is to post systematically different content corresponding to customers' interests. The content may include photos, videos, links to blog posts both by Barcelona4Seasons and by other users, games to engage the audience, company promotions and discounts. Facebook is among the most efficient social media tools for business. It offers special settings for business users, for example targeting exactly the demographic needed and direct communication with customers.

Instagram is used by many companies worldwide to promote their product or service and increase awareness. Using Instagram for business purposes stimulates customers' interest in product/service and provokes immediate course to action. Therefore, using Instagram for business purposes can attract new customers, increase sales, increase the amount of downloads, overall visits of the company's office or store. In case of Barcelona4Seasons, through instagram they can find new customers and create collaborations. Collaborations mean finding someone who has many followers, for example a travel blogger, who can advertise for free Barcelona4Seasons on his/her instagram account. In return, Barcelona4Seasons can advertise the account of this person on its profile. These kinds of collaborations are very popular nowadays and can significantly assist in increasing brand awareness.

Twitter is a fast and powerful way to deliver important messages to subscribers. These messages can be about company's events, sales, discounts, etc. Companies can offer coupons or just connect with their audiences through twitter. Twitter is very useful for practical purposes; compared to Instagram and Facebook it can promptly deliver an urgent message in a short form. Barcelona4Seasons can use Twitter for communicating with the stakeholders and other companies, finding new information about Barcelona that is relevant to share with customers.

All social media networks should be well-planned by using a social media content calendar (see appendix). This calendar can help to save time when updating on a daily basis all social networks. The calendar is done in the beginning of each month.

Right now, Barcelona4Seasons has lack of presence in the social media. They have a great potential there, which requires a development. Due to the fact of lack of presence in the social media, the business is not further developing and now it is in the state of stagnation.

In this work market share research was conducted to determine a place of Barcelona4Seasons in the market. 3 major online platforms were researched and analyzed: airbnb, homeAway and Couchsurfing. These companies are the examples of sharing economy. In other words it is called the economy of collaborative consumption. This economy has appeared with the development of Internet and high-speed connection. Barcelona4Seasons is therefore also an example of sharing economy.

Airbnb is a largest platform and is a competitor and at the same time is an intermediary for Barcelona4Seasons. The assigning company finds its customers through booking.com, airbnb, homeAway and other similar companies. In the future they want to completely switch to social media for finding new customers and do not use those platforms as intermediaries anymore.

Then, a competitor's research & analysis was conducted. 10 most well-known rental agencies were analyzed including Barcelona4Seasons. The following indicators were investigated: number of apartments in Barcelona, instagram followers, facebook followers, twitter followers, website & blog, youtube and price range. As a result of the research it was revealed that many companies pay more attention to social media than Barcelona4Seasons. Barcelona has more than 200 companies that rent apartments for tourists. About 90% of them are members of APARTUR – association of Barcelona tourist apartments. Being a member of this organization gives an opportunity to become partners with other members so they can exchange experiences and information and provides additional advertising and promotion and increases the reliability of the services provided. (Apartur – Association of Barcelona tourist apartments, 2017)

Also Swot analysis was conducted. Additionally, target market, review of previous marketing performance and communications campaigns was considered to identify internal factors influencing the company's performance.

As a recommendation it was stated that Barcelona4Seasons should implement a social media marketing plan. The devised plan includes: competitive advantage and marketing strategy with objectives and social media plan. The last recommendation that Barcelona4Seasons should consider is that they constantly need to search for new apartment owners to ensure their growth.

Internship outcomes

During the internship were done the following tasks:

- Participating in creating slogan and image of the company
- Writing texts for Barcelona4Seasons' website and helping in website design. For example, text about services - see appendix 4
- Wrote several articles for Barcelona4Seasons blog on WordPress and their own blog on the website. For example, one article about a famous building in Barcelona – see appendix 5
- Several pictures of apartments and Barcelona city were taken for Instagram and for Facebook accounts. See appendix 6
- Created newsletters for sending to customers as a reminder of Barcelona4Seasons. See appendix 1
- Updated Twitter, shared posts of other companies in Barcelona
- Created a newsletter in Russia with a commercial offer to make new partnerships with Russian companies.
- Found problems with photos in a blog section and significantly improved it.

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Appendix 1
NEWSLETTERS

Barcelona4Seasons

Holiday apartments in Barcelona

We offer you: customer service
24h, free wifi in all our
apartments, maximum flexibility in
check in/out hours, personal
support to each of our guests

Follow us to get
more information:

 **Barcelona4Seasons**

 **Barcelona4Seasons**

 **Bcn4seasons**

 **Bcn4seasons**

Get in touch:

www.barcelona4seasons.com
info@barcelona4seasons.com

+34 935 199 199

+34 685 490 750



Barcelona4Seasons

because enjoying life is also a must...



Welcome to Barcelona4Seasons. We offer our guests holiday apartments fully equipped & centrally located in our lovely Barcelona. Enjoy this Summer to the fullest!
Book your dream apartment now!

FOLLOW US:



Appendix 2

INTERVIEW WITH CO-FOUNDERS OF BARCELONA4SEASONS

1. Have you ever done any kind of advertisement somewhere which is not in the Internet? For example, did you publish any announcements in newspapers, magazines, catalogues?
2. Did you use brochures? If yes, how and when?
3. What type of publicity did you use in the beginning of Barcelona4Seasons project?
4. In your opinion, what are the Strengths, Weaknesses, Opportunities and Threats of Barcelona4Seasons?
5. What circumstances will improve company situation?
6. What changes in technology will help to improve company situation?
7. Are there any economic factors that influence the company performance?
8. How do you get your new customers?
9. What is your target market?
10. Do you have a marketing strategy?
11. How do you differentiate from your competitors?
12. Is it possible that any threat can totally stop your company activities?

Appendix 3

SOCIAL MEDIA CONTENT CALENDAR

August 2016		Topic/Theme	Copy	Link	Facebook	Time	Twitter	Time	Pinterest	Time	Google Plus	Time	Instagram	Time
Sunday	7/31/2016													
Monday	8/1/2016													
Tuesday	8/2/2016													
Wednesday	8/3/2016													
Thursday	8/4/2016													
Friday	8/5/2016													
Saturday	8/6/2016													
Sunday	8/7/2016													
Monday	8/8/2016													
Tuesday	8/9/2016													
Wednesday	8/10/2016													
Thursday	8/11/2016													
Friday	8/12/2016													
Saturday	8/13/2016													
Sunday	8/14/2016													
Monday	8/15/2016													
Tuesday	8/16/2016													
Wednesday	8/17/2016													
Thursday	8/18/2016													
Friday	8/19/2016													
Saturday	8/20/2016													
Sunday	8/21/2016													
Monday	8/22/2016													
Tuesday	8/23/2016													
Wednesday	8/24/2016													
Thursday	8/25/2016													
Friday	8/26/2016													
Saturday	8/27/2016													
Sunday	8/28/2016													
Monday	8/29/2016													
Tuesday	8/30/2016													
Wednesday	8/31/2016													
Thursday	9/1/2016													
Friday	9/2/2016													
Saturday	9/3/2016													

Appendix 4

SERVICES

In Barcelona4Seasons we are glad to provide you with additional services on demand. Our team will help you with anything you might need during your stay in Barcelona. Everything started from transfer from the airport to your apartment to making appointments – we can take care of everything! You just need to relax and enjoy your holidays in Barcelona!

Discounts

Since we collaborate with a variety of companies in Barcelona we are able to help you getting exclusive discounts on the following services:

- Discounts for visiting museums and tourists attractions (such as Sagrada Familia, Parc guell, ect)
- 10% discount on bike rental
- Discounts for shopping
- Free access to nightclubs
- 20% discount for visiting Palau de la Musica Catalana

- Discount for visiting the stadium of Barcelona – Camp Nou
- Discount for Locker Barcelona where you can leave your luggage and other discounts in Barcelona

Free Wifi

All our apartments have free wifi connection, so you don't have to worry about staying connected with your family and friends during your stay in Barcelona.



Transfer from Airport

If you would like us to meet you in the airport and organize a transfer to your apartment we can do it. To get a transfer you will need to order it in advance.

Groceries delivery & Restaurants

Haven't got time to do buy your groceries? Don't worry; we can do it for you. Just send us a list of products you want and we can get in organized.

We also can book a table for you in any restaurant and give you some recommendations where would be better to have a dinner.

Cleaning & Laundry service

If you wish your apartment be cleaned whenever you want it is possible with us! If you need laundry service let us know and we take care of it.

Spa/Beauty treatments

Barcelona has many beauty centres where you can get massage; enjoy spa and other beauty treatments during your stay. We can make appointments or simply recommend where to go.

Appendix 5

TORRE AGBAR – A SYMBOL OF CONTEMPORARY BARCELONA

The Torre Agbar, or also called Torre Glòries was designed by French architect Jean Nouvel and has become a symbol of a contemporary Barcelona. This tower is located in the Poblenou neighbourhood – the new technological district of Barcelona, also known as 22@. The name of the tower – Torre Agbar comes from the name of a Spanish company dedicated to services and distribution of water – the Agbar Group. Originally the building was owned by the Agbar Group and recently it was purchased

by Merlin Properties real estate group which renamed the tower to be called Torre Glòries after the name of the adjacent square.

The construction of the tower was started in 1999 and was finished in 2004. The Torre Agbar is one in a collection of high-tech architecture examples in Barcelona and therefore it is interesting to take a closer look at the building, its architecture and design, both external and internal.

The Torre Agbar is somewhat similar in shape to Sir Norman Foster's 30 St. Mary Axe in London - "The Gherkin", because it is also a massive bullet-shaped cylinder pointing skywards, with a glass surface in which the colours of the Mediterranean are reflected. The building has 31 office floors, 3 floors for technical facilities on the top and 4 underground floors. This tower is the third highest building in Barcelona, it stands 144 metres tall. It cost 130 million Euros to build.

Jean Nouvel – the architect of Torre Agbar had done a very meticulous and hard work with his team, thinking a lot about the best location where to build the tower, the design and ways how to reduce energy consumption. For that reason during its construction the solar power and groundwater were used. The Torre Agbar can truly



be called as example of bioclimatic architecture. In this building, functionality and design merge with environmentally-friendly building materials and elements that take advantage of climatic and environmental conditions to achieve a significant reduction in energy consumption and improve the quality of life of residents. In 2011, the Agbar Tower won the European Commission's Green Building award for its energy efficiency and low CO² emissions.

The construction was inspired by the work of the architect Antoni Gaudi with his smooth and uneven lines and forms in all his buildings. In addition, the north side of the tower was

designed with the intention of obtaining an optimal panoramic view over the Sagrada Família.

One of the most characteristic elements of the building is its nocturnal illumination. The tower has more than 4,500 luminous devices that can operate independently using LED technology and enables the generation of images on the outside of the tower. The system is capable of creating 16 million colours, thanks to a sophisticated system of hardware and software. It has the ability to quickly transition between colours which can create a shocking effect. We advise you to see Torre Agbar both by day and by night! Particularly by night it can become an amazing experience!

The tower is not open for visiting since there are offices. In the future Torre Agbar might be converted to the hotel but it is doubted and hasn't been decided yet. Whatever is inside the Torre Agbar it is an important sight, that is interesting for observing as for locals as for tourists!



Appendix 6


INSTAGRAM AND FACEBOOK POSTS

barcelona4season
Ciutadella – Vila ... [Подписаться](#)

barcelona4seasons Hello and happy monday 🍷👤🌞
#barcelona#happy#spain#summer#sun#holidays#wanderlust#travel#travelgram#travelblogger#blogger#awesome#amazing#apartmentsforrent

71 отметок «Нравится»
24 ИЮЛЯ

Войдите, чтобы поставить «Нравится» или прокомментировать. ...



-7aqXmm/?taken-by=barcelona4seasons

barcelona4season Casa Batlló - Ga... [Подписаться](#)

barcelona4seasons You will only see this type of architecture in Barcelona!! Absolutely must see for everyone 😍 Both inside and outside it is a masterpiece ❤️ #barcelona#spain

seakingsclub Gracias
 likamimi Show 🍌🍌🍌
 drcaussa 🍌🍌

122 отметок «Нравится»
 20 ИЮЛЯ

Войдите, чтобы поставить «Нравится» или прокомментировать.



h1grPU/?taken-by=barcelona4seasons

barcelona4season Sagrada Familia, ... [Подписаться](#)

barcelona4seasons Admiring gorgeous architecture of #barcelona and getting tanned is the best #summer goal! 😍🍌🍌
 #travel#enjoy#love#lovetravel#picoftheday#instagood#instadaily#wanderlust#spain#goodvibes#inspiration#photooftheday#loveit#igers#instacool#photogram#realestate#properties#homesearch#thegoodlife#travelphotography#friendly#traveltips

andreeavesa In loveeee
 umibaydrawings awesome ^^...

126 отметок «Нравится»
 20 ИЮНЯ

Войдите, чтобы поставить «Нравится» или прокомментировать.



holiday Apartments in Barcelona

Barcelona4Seasons
@Barcelona4Seasons.Apartments

Home

- About
- Photos
- B4S on Instagram
- Reviews
- Videos
- Posts
- Notes
- Community

Create a Page

Liked Following Recommend ...

Barcelona4Seasons
16 July · 🌐

Can you imagine waking up in this apartment in the centre of Barcelona? With us it is possible 😊 Book your next holiday with us -> <http://barcelona4seasons.com/en/>



Barcelona4Seasons
@Barcelona4Seasons.Apartments

Home

- About
- Photos
- B4S on Instagram
- Reviews
- Videos
- Posts
- Notes

Liked Following Recommend ...

Barcelona4Seasons
17 July · 🌐

Casa Batlló is one of the Antoni Gaudí's masterpieces. It is an example of Catalan Modernisme or Art Nouveau. Unusual tracery, irregular oval windows and flowing sculpted stone work are just impressive! 🤩🤩🤩

