
SOCIAL MEDIA MARKETING PLAN FOR MOTEEFE



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ABSTRACT

This bachelor thesis was written for the start up company called Moteefe whose head office is in London. Moteefe has the ambition to help everyone bring great clothing designs to the market without any risk or hassle.

The ultimate objective of this paper was to help the case company design a social media marketing strategy and increase its brand awareness by determining the effective ways of engaging with people on social media and improving its online presence.

The theory applied in this thesis mainly revolved around the basics of social media marketing and described its most effective practices and techniques.

The literature that has been utilized for this thesis is based on the books of marketers, economists and, by people who succeeded in their business.

For the research aspect of this paper, interviews were held with two of the Moteefe's co-founders, who are responsible for the marketing and tech solutions of the company. Based on the results of the interview, the company's goals for the future and technical solutions of launching a new application were figured out.

As a result of the research process, there are three important conclusions made:

- There is a need to launch an application for Moteefe company, so customers could have a faster access to the company's updates.
- There is a need to increase brand awareness of Moteef.
- There is a need to add credibility to Moteefe's business

These results will be taken into consideration while drawing a new social media marketing strategy for Moteefe company.

Keywords Start up, social media channels, target audience

Pages 40 pages

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1. INTRODUCTION

Few years ago it was impossible to imagine that marketing will be developed in social media networks, as to promote something in the social network was meaningless for the lack of an audience. Today, only Facebook visitors view more than a billion pages - means that one person views one hundred pages daily. (Social, 2017)

The relevance of this topic is due to the fact that today more and more corporations begin to address the problems of society. The time when large companies could be successful simply by satisfying the demand of consumers has passed. Look in the eyes of consumers in the best way, thereby strengthening the brand image of the company, solve the problems of society. What they are doing today is called social marketing or corporate social responsibility. But do not confuse this concept with charity. These are slightly different things. Social marketing is primarily aimed at strengthening the brand's position in the eyes of consumers. (Social, 2017)

The writer of this thesis would also like to note that the change in socio-economic relations causes a further development of the concept of marketing, the guide of which becomes a person. Thus, the evolution of marketing has led to the emergence of its latest concept - social marketing. Social marketing logically appeared during the development of marketing and is a further promising stage of this development. This is due to a number of reasons. When analyzing the stages of development of marketing through the passage of various concepts, it becomes obvious that initially firms based their market decisions mainly on considerations of profit, then they began to realize the strategic importance of satisfying customer needs, which resulted in the concept of marketing and at the present stage many firms think about the public interest, meaning that its guided by the concept of social marketing.

From a company's perspective, using social media is both an easy and effective way of learning about consumers' opinions, needs and preferences and adjusting their performance according to this knowledge.

This thesis focuses on the use of social media as a tool to create a better brand awareness, attract new clients (as well as maintain good relationships with the old ones) and encourage them to use services provided by a start-up organization called Moteefe, which was chosen as a case company

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for this paper. The ultimate goal of this thesis is to design a social media marketing plan for the given organization, a brief introduction of which follows below.

Moteefe was founded in 2014 while pursuing an Mastre of Business Administration at INSEAD. That is an e-commerce platform providing customers with a chance to start their own campaign and promote it on company's website.

What drives company is the opportunity to promote entrepreneurship and enable creative individuals and organisations to bring their ideas to life. Start up wants to take away all the risk, worry and hassle, and truly help people get rewarded for their creativity by giving them a playroom and the opportunity to build a brand or spread a message.

Moteefe also aspires to bring customisation to the masses and help everyone wear unique products that make people feel and look special. Why should you wear another mass produced t-shirt when you can get unique and amazing designs created by yourself?

The first step of creating a campaign at the company's website is to select a product to design and use the designer tool to make it unique. You can upload your own designs or choose from a wide range of fonts and pieces of clip art to create your own design. The page also shows an estimate cost for producing the design. Then you can add multiple products to offer within your campaign. For each product you select the colours and selling price to create your own and unique collection. You can also see how much profit you will make depending on the amount sold. The third step will be a creation of a unique URL for sharing the campaign page on social media and via email with friends, family or anybody who you think might be interested.

Nowadays, when technology, computers and the Internet play such a crucial role in our everyday lives, it is essential that a company has a strong online presence, so that it is visible for its customers. Hence, the main objective of this work is to study material concerning social media marketing, apply it to the chosen case company and, as a result, design a social media strategy which will hopefully help Moteefe create a better awareness among potential customers and, thereby, generate more users for its platforms.

Therefore, as a result of this work, the research question of the thesis: «What are the most effective ways of engaging with Company's target audience on social media and improving online presence of Moteefe to maintain brand activity» is answered and the recommendations for the company are provided.

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For conducting this type of research, few steps before must be done: The most important one, is getting deep in the theory for a perfect understanding of social media. Secondly, conducting a research of the current situation of company's social media presence and of the ways of its improvement. Then analysing company's competitors social media presence and conducting a competition audit.

The final step is suggesting solutions on the ways to improve online presence of Moteefe, based on the findings made in the research section, which might be helpful for the company as it strives to increase its brand awareness and attract more users to its platforms; in other words, answer to the research question of this thesis.

2. THEORY

The theoretical part, which follows below, serves as a basis for the practical part of this paper and provides insights into the main areas of interest of the case company. It concerns the basics of social media marketing, explaining why it is important for a business to use social media and how to use it in order to attract customers and communicate with them. It also contains information on social media channels and ways of engaging users on each of those channels as well as utilizing blogging as a part of social media marketing strategy. Finally, the theory behind search engine optimization (SEO) and the ways of creating SEO-friendly content are introduced.

Social marketing in the future will be seen as the concept of harmonizing and linking the interests of the organization, consumers and the whole society. For example, F. Kotler regards it as a concept of social and ethical marketing. S. Zakharova defines social marketing as the establishment of the needs and interests of target markets and providing the desired satisfaction more effective than from competitors, while maintaining and strengthening the welfare of the consumer and society. Social marketing is also understood by S. Ebel, M. Brun and J. Tilmes, M. Auer and M. Hertz, D. Barre. But all definitions of the concept in question one way or another emphasize the social essence of the phenomenon. (Zakharova, 2009)

We define this concept as follows: social marketing is the study and formation of the needs of customers and satisfaction with their more effective methods than competitors, provided that the welfare of all members of so-

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society is improved. In this case, well-being refers to the aggregate of material, spiritual, social benefits that the welfare person owns and uses to meet his needs. Social marketing is a mechanism to harmonize the needs and interests of consumers, the needs and interests of the enterprise and the needs and interests of society. (Kotler, 1980)

This understanding of social marketing has evolved during the evolution of his appointment. The term "social marketing" was first used in 1971. It denoted an attempt to apply the principles of marketing and its techniques to help solving social problems, implement social ideas and also in the process of social action. Then there was that the solution of various social problems became increasingly involved in the sphere of activity of organizations. M. Brun and J. Tilmes wrote: "It is more important than formal criteria for characterizing an organization, its readiness to solve social problems, the ability of an organization to initiate activities in the field of social marketing. Therefore, in order to assess the importance of social marketing, it is necessary to reveal the relative importance of setting social issues. "

As F. Kotler notes, "the notion of social marketing later became more widely used. For example, it is used relative to "socially responsible marketing" of business firms or concerning any marketing activity of non-profit organizations. " For the first time in addition to the concepts of "social" and "social and ethical marketing," Kotler uses the notion of "socially responsible marketing" (Kotler, 1980)

The researcher prefers to still develop the notions of "social" and "social-ethical" marketing. F. Kotler gave one of the first definitions of social marketing. The scientist focuses on the principle of consumer orientation, as he tries to understand why certain groups of people have a deterministic attitude to something and what problems will arise in connection with a change in this attitude. The author emphasizes the focus on target groups. The subject field of such a concept is the development, implementation and monitoring of the implementation of programs whose purpose is to gain a perception and change the positive side of the judgments and opinions of certain target groups about social ideas, tasks or specific activities. The social sphere does not have rigid spatial and time frames. It exists not in itself, not in isolation, but in a certain relationship with other spheres of society: material production, political, cultural and spiritual, and systems of natural order. On the other hand, the condition for the development of the social sphere is the functioning of other spheres, since material, spiritual goods and values are produced in them and the functions of political management of society are realized. Thus, the social sphere is "over-

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lapped" by other spheres, gathering all the prerequisites for the reproduction and development of society. In this sense, all other spheres of society can be considered as an environment. In relation to them, the social sphere acts as a factor of strengthening and maintaining the stability of social relations and processes, their relative balance. This is an indispensable condition for preserving the integrity of the entire social system. (Kotler, 1980)

History of forming of social marketing

The concept of social marketing today occupies important positions in the context of the development of marketing theory and practice. The analysis of publications on this issue shows that the origins of this concept belong to the 50th years of the XX century, at the time of the emergence of original marketing concepts, colored by the orientation toward the consumer, which over the years went beyond the limits of market relations.

The notation of a phenomenon, which in this paper we call social marketing, demonstrates a variety of approaches to its understanding. In the works devoted to this phenomenon, this concept is often called social ethical, ethico-social, socially oriented, socially responsible, strategic, public, responsible marketing, macro-marketing, etc.

Social marketing involves the use of marketing technologies not only in commercial exchange, but also in an exchange that does not involve making a profit, as well as enhancing the role of the consumer (individual and society as a whole) in commercial and non-commercial exchange. Often the essence of social marketing is seen in that it deals with social ideas, tasks or specific actions. Meanwhile, social marketing guidelines acquire significant positions in commercial marketing.

The problem of definition of social marketing is related to the definition of the nature of marketing in general, its embeddedness in social reality, its interrelations with other disciplines. In this case, you can see two main positions on this issue:

- The first assumes the opposition of social and commercial marketing,
- The second is based on expanding the scope of application of marketing technologies.

One of the founders of social marketing, F. Kotler, calls this phenomenon marketing for non-profit organizations and giving the need to focus social marketing on society and satisfaction of its interests, says the need to complement traditional marketing tools.

Today we can talk about the tendency to adapt the traditional marketing tools in accordance with the new views of social marketing.

There is a short example:

The technology of marketing analysis, named by J. McCarthy "4P", which is known from the 60s, puts the product, price, place and promotion at the center of the market, but nowadays it is supplemented with new "P": poli-

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tics, public opinion, place environment, people. Those elements that reflect the system of social ties of the organization. It is worth noting that supporters of the economic approach view this as ignoring the essential foundations of marketing.

F. Kotler, J. Saltman and several other authors believe that social marketing manages not the bilateral (supplier-consumer), but the tripartite relationship: the organization (supplier), consumers and society. Analysis of these relationships shows that the consumer's wishes do not always coincide with their long-term interests, as well as with the interests of society as a whole.

According to F. Kotler, which is shared by a wide range of marketers, consumers give their preferences to organizations that show true concern for satisfying their desires and their welfare, as well as the welfare of society as a whole. In these conditions, the main task of the organization is to adapt to the target markets, ensuring not only satisfaction of desires, but also individual and collective well-being for attracting and retaining customers.

It is at F. Kotler that the notion of social marketing as marketing of ideas is formed, which was further developed in the works of other authors.

Through writing of this thesis, there was also made some theoretical research across the Russian marketers. In the opinion of V.M. Melikhovsky, social marketing has much in common with economic sociology, studying the influence of economic factors on various forms of social behaviour of people. The difference between social marketing VM. Melikhovsky sees in giving them human priorities over the needs of production.

An interesting approach to the definition and evaluation of the potential of social marketing is demonstrated by B.M. Goloden. Social marketing is defined by him as the study and formation of needs and satisfaction with their more effective methods than competitors, provided that the welfare of all members of society is improved. Within the framework of this theory, the conceptual foundations of social marketing are to harmonize and link the interests of the organization, the consumer and the whole society. In the opinion of B.M. Goloden, the current concept of social marketing is aimed at making a profit, provided that the welfare of all members of society is improved.

Analyzing the features of social marketing, distinguish its specific features, such as globalism, strategic market research (a study of development prospects, including a comprehensive analysis of socio-economic development), the active use of public relations.

A.V. Reshetnikov believes that the central notion of social marketing is a "social goal".

At the same time, there are theories according to which the "sociologism" of modern marketing assumes the support of a diverse and subtle sociological tool, and the marketing analysis is based on the understanding of the consumer as a member of a certain society whose influence is reflected in

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the decision making process of purchasing, in communicative features of the consumer.

2.1. Social network

A social network is an online service, a website or a platform designed to organize social relations. On such a resource every person has the opportunity to post information about himself (date of birth, place of study and work, hobby, etc.), at which this account can be found by other participants. Social networks can be opened for access to any Internet user and can be a closed structure that provides access to a certain circle of people. Despite this difference, the common feature of all social networks is the existence of systems of "groups" and "friends." According to various analytical sites, every social network includes every second Internet user. There's no wonder why so many modern companies prefer promotion as an Internet marketing tool primarily in social networks - in this case a well-planned marketing strategy allows to reach a large target audience and effectively promote business.

Modern social networks provide an opportunity to receive detailed reports on the ranking of the use of links, articles, distribution of content on the company's web resources. The organization itself can track the popularity of the created community or group among users, actions of participants on its platform (Google Webmaster Tools, Facebook Insights) - to see what attracts the target audience and what does not, to know opinions about a particular product or service. All this ultimately allows us to create a loyal customer base.

For various types of advertising, many characteristics of social networks are a big advantage in the direction of choosing these networks as a site. For partisan marketing, of course, direct contact with the potential client or the representative of the target audience plays an important role. For banner or contextual advertising, it is important that millions of users spend many hours every day for communicating on the Internet. But in order to get a clearer idea of how social networks can be used effectively for their advertising and promotional purposes.

In this chapter, there a discussion about communities that are built according to some parameters. Whether it's a general interest in breeding purebred dogs or the love of Nirvana's music, it basically does not matter. However, there can be distinguished some of the most popular categories that will help to understand in more detail what is the use of and how best to maximize all marketing opportunities. (Crestodina, 2016)

Social networks of a common format.

Here it is possible to carry the largest worldwide network "Facebook". Here people do not have common interests or any joint activity. Social networks of this kind are created primarily for communicative purposes,

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that is to communicate with friends, relatives, acquaintances and colleagues. People often post pictures from a vacation or other events, videos, music and much more. Applications are actively used. Thus, other people can easily find out how a certain friend lives, not having at times the opportunities in "real life" due to lack of time or for some other reason.

Professional social networks.

Such networks are created exclusively for communication among representatives of certain professions. Professional social networks allow you to find employees or employers, establish contact with a representative of a certain company, post a corporate news or press release and take advantage of many other opportunities. In other words, putting out a video from the day of birth would be at least inappropriate here. The most popular professional social network is "LinkedIn", as well as "XING".

Social networks by interests.

Someone combines music, some are in love of nature, and somebody has favourite TV series. Common interests or love for a particular activity generate the formation of certain social networks, where users can communicate with like-minded people. Such networks as "Tumblr" and "My-Space" are very popular.

There are other types of social networks, but these are more difficult to identify because of their less spread, so author of this thesis will not attach much importance to these type of social networks. It is better to consider the various types of advertising that can be effectively used on the platforms of numerous social networks. (Crestodina, 2016)

Banner and contextual advertising.

Taking into account the specifics of the advertised product or service, it is better to place banner and contextual advertising in such networks, where the target audience is most effectively present. Let's take a concrete example for clarity. Suppose that we want to place a banner that should advertise a unique and useful "super-feed" for dogs. Absolutely not advisable in this case to place a banner in a professional social network. After all, the target audience should be looked for in such networks, which are devoted to dogs or at least to pets in general. Advertise the same services for creating sites just on professional networks, as there may be potential customers. Therefore, in the first place, you should always try to understand your target audience and its location as clearly as possible. In social networks like "Facebook" you can use targeted advertising, which takes into account the interests of users. It is also important to note that banner advertising in social networks alone is ineffective, as it remains practically unnoticed in such places. When planning an advertising campaign in social networks, it is worthwhile to bet on the aggregate, and not to rely on the return of only one type of advertising.

Silence marketing.

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Now the so-called silence marketing is very popular, where contact with a potential client is established directly, due to the communicative capabilities of social networks. In private opinion, people began to trust much more than advertising or a custom article in the magazine. The human factor plays a role here. Therefore, the fact that in such networks as "Facebook" you can establish a really close contact with a potential client or a representative of the target audience is a very big advantage for effective marketing work. As a rule, a profile of a fictitious user is used, and a certain image is being developed and, in the process, the popularity is growing: the new user acquires friends, participates in a large number of groups, actively participates in interesting discussions and thereby constantly expands the circle of acquaintances. Daily monitoring makes it possible to find convenient moments for partisan influence on the target audience. For example, in one of the interest groups, several users started comparing two products. One of the products is ours. The second belongs to the competitors. This is an excellent opportunity to influence the opinions of a few more people. But after all, such influence may turn out to be more massive. There is always a rule that the opinion of an anonymous user is much more important than the official advertising of the company. So, while the partisan work is not disclosed, it is necessary to act actively, but neatly. Often, such discussions or other sensitive topics for "warming up" are initiated artificially to later benefit the advertising campaign as a whole. In other words, work in social networks is very creative. Tasks differ in the non-standard nature of their decisions, and the result can sometimes surpass any expectations.

Viral marketing.

When distributing viral rollers, for example, it is necessary to produce so-called seeding. To do this, there are obviously such specialized social networks as "YouTube" and "RuTube". However, sowing in other social networks, according to interests or common format, in certain groups of "Facebook" allows to effectively increase the sowing.

Applications in social networks.

In the application stores Facebook applications are especially common. Some enjoy a multimillion-dollar popularity. Many companies use such opportunities to promote their products or company image. Some companies even order the production of their own flash applications for social networks and, thus, attract the target audience. Advertising of this kind is very effective, but it requires considerable expenses. At the initial stage of business formation, one can not always afford to spend such large sums on marketing.

One question remains open, namely: how to assess the results of the work done and understand how effective our effort was? It is not always easy to evaluate such results, especially when besides marketing in social networks other methods are used. However, a few points can still be singled out. For example, by "enticing" a specific client to his side, the effective-

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ness of the work done is obvious. You can also count the total number of advertising contacts, visitors' visits from social networking sites to your company's website. Also sometimes it is practiced to track reprints of text materials published on various pages of networks.

2.2. Basic tools for social promotion

Talking about development of business in social networks, it is necessary to mention the two main models of brand promotion - SMM and SMO. The first one - SMM (Social Media Marketing) is the promotion of a company's website or services through social media marketing, which means through communication with representatives of the target audience through social resources. Thus, this method allows you to attract user traffic to the site directly, and not through search engines. SMM covers not only social networks, but also sites such as blogs, forums, network communities, various media resources that involve active communication of users.

The second model, SMO (Social Media Optimization), means carrying out internal technical works that increase the effectiveness of the interaction of the site with social systems. The main optimization actions affect the content of the resource, as well as some interface elements, which allow you to integrate the site with one or more social platforms.



2.3. SMM Basics and Tools

One of the main advantages of SMM marketing before the traditional tools of promotion in social media is its longevity: this method works for the future, creating the desired image or positive perception of the brand from the target audience. As an optimization tool SMM appeared with the emergence of large social networks - Facebook (2004) and Twitter (2006).

Today, when the Internet is distributed virtually everywhere, SMM has a huge set of tools for promoting (more than 100), which can be divided into categories:

1. Creation and promotion of brand communities - community of the company, meetings and events in social networks, development of communities for each product of the company, support of groups and communities of employees of the company.

2. Promotion on niche social networks - in closed social networks, promotion of content in thematic media, promotion of news on news services, brand identification on geo-services (binding to a certain geographical Point), promotion through mobile applications social networks, through the advisory sites.

3. Creation and development of own information sites - corporate blog and video blog, online TV, writing guest posts on topical resources, RSS

marketing, placing social bookmarking resources, maintaining a corporate site on Twitter (including the organization of shares on it), Update statuses on Facebook, build partnerships in social networks.

4. Promotion of content - audio content, video content (on video aggregators), photos on photoaggregators, distribution of social releases, writing articles for Wikipedia, distribution of unique free content (for example, e-books).

5. Conducting interactive actions - virtual flash mobs, webinars, surveys, consulting actions (with the involvement of experts), testing shares, games in social networks, as well as exclusive conditions for users of the company's resource (free visits and discounts)

6. Creation and promotion of interactive elements - promo applications, widgets, promotion of "representations" of the company in applications of social networks.

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7. Working with opinion leaders - attracting a well-known person to a blog or discussion platform, organizations of offline events or actions for bloggers, initiating a controlled "leakage" of data into the blogosphere.

8. "Viral" marketing - the creation of virus content, virus sites, the spread of memes (information objects - pictures, video, symbol - which quickly spread across the Web and RL and become widely known).

9. Personal branding - popularization of a personal profile (or profiles of employees), promotion of a promo-character, a personal blog of a leader, promotion through the sites of business ties (MoiKrug).

10. Active communication - communication with representatives of CA on forums, hidden marketing, promotion of the company on the question and answer services, posting articles on communication resources, creating hotlines on thematic Internet communities, brand representation on a well-known community.

11. Going out to the ratings and tops - for example, in the "The main themes of the day" Yandex.Blogs, posts in the top Livejournal, links to the site on social bookmarking resources and all other possible ratings.

12. Other tools - media or targeted advertising in social networks, access to exchanges of paid posts or access to exchanges of agents of social networks.

This is not a complete list of SMM tools. The most important thing to remember about using such methods is a thorough preliminary study of the

audience of the social network in which the company plans to move forward, isolating the target users from the general composition of the target users and addressing them specifically (this requires considerable time, but is extremely effective).

There is a short example of the SMM monitoring of the Motefe company with graphics and explanations:

Monitoring objectives:

Motefe had a very important event: the company introduced a new item to create a design for. In this connection, it was necessary to conduct monitoring with the provision of a detailed report.

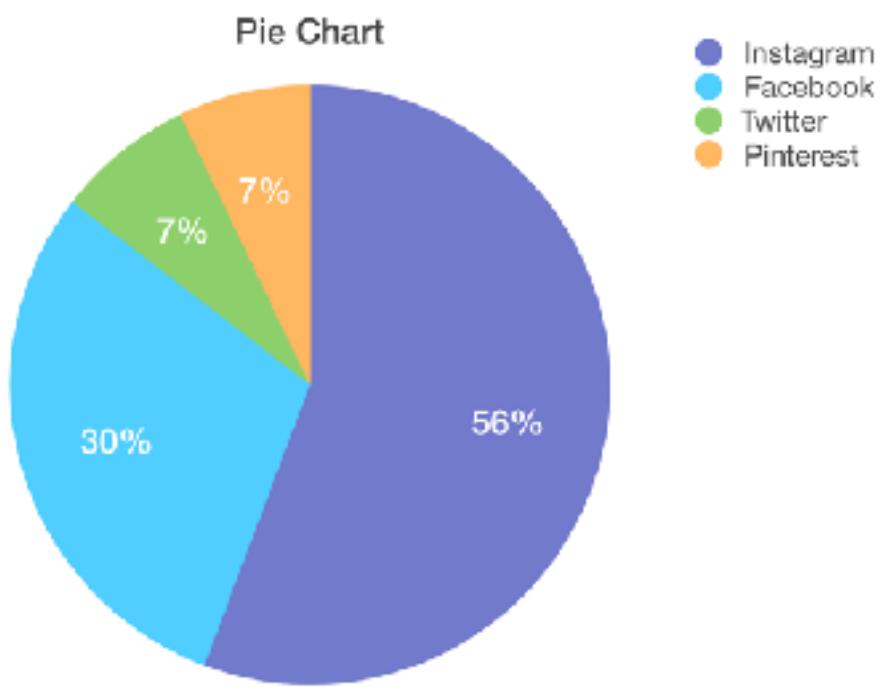
Monitoring of social media in users countries.

Within the monitoring, the customer was provided with daily, weekly, monthly reports.

As part of the weekly report, the customer was provided with a presentation in the form of a presentation on the number, area of sites, geography of the authors of references.

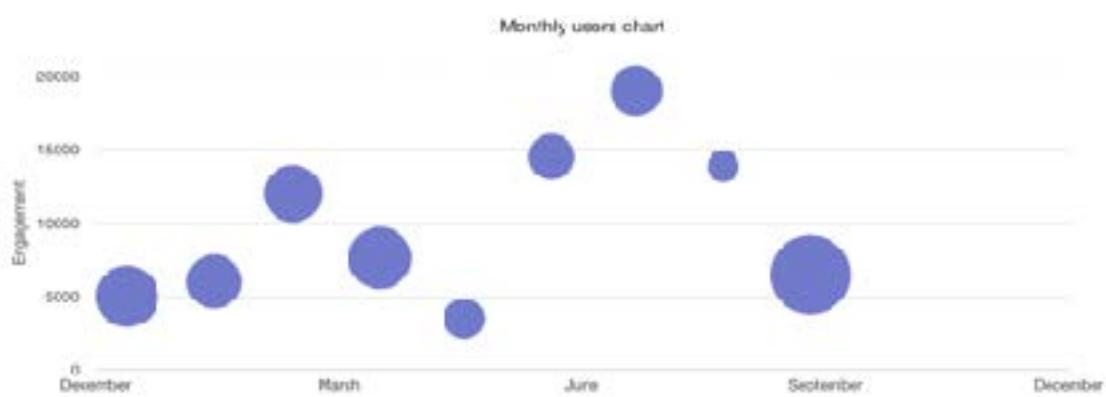
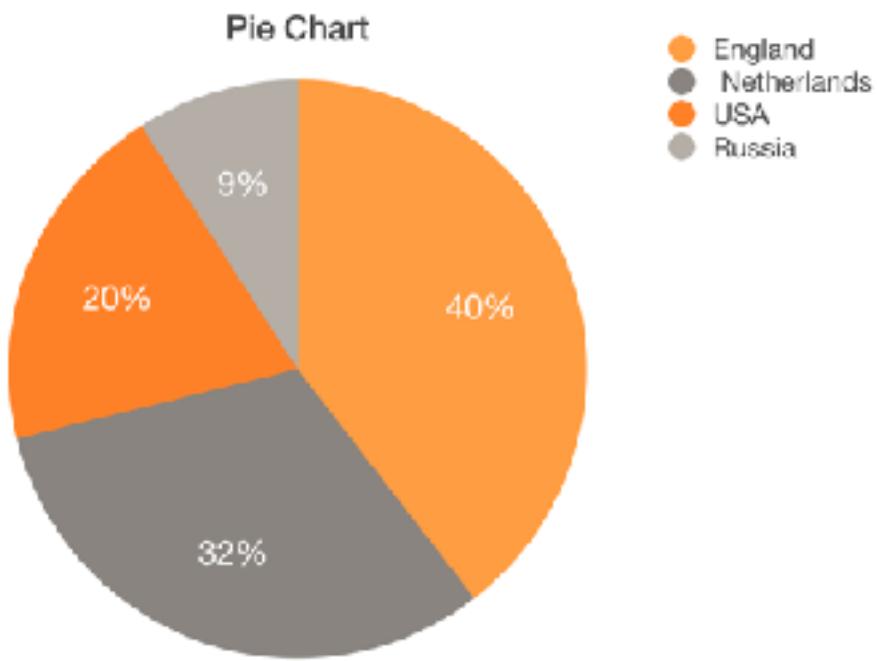
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Presence on company's social media:



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Geography of users:



Results:

Moteefe company is provided with a detailed report on the references, which should help the company to hear its audience and understand the reaction to the presented novelties.

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2.4. SMO Fundamentals and Tools

As it already has been mentioned above, SMO is a change of the site in such a way that it can be referenced, quoted in social networks, blogs, forums and other venues. Optimization affects the content, design and user interface of the resource - as a result, the site itself becomes some kind of social network.

SMO as a method of promotion of the brand came from social marketing, the essence of which was not to sell a particular product or service, but to create a positive image of the brand in the eyes of the target audience. With the advent of the Internet in free access, social marketing has given rise to a separate direction - the optimization of marketing sites in social communities.

Tools SMO is more correctly called "case studies", because in fact, their collection is a series of technical measures (or a set of solutions) for the organization of the site. Many optimizers have made the sale of SMO cases a separate business, offering buyers the most successful solutions for promotion. However, the acquisition of a successful case does not yet give an absolute guarantee of success, since SMO means continuous work and improvement of the site (so that it is always interesting and convenient for use).

The set of SMO-optimization tools is rather limited and a large number of them for effective promotion is not required. Value does not have the quantity and variety, but the quality of use. The most common SMO tools are:

- Keeping corporate blogs and personal blogs of employees with the ability to openly comment.
- Development and maintenance of thematic forums.
- Availability of voting services with public announcement of results.
- The presence of buttons to quickly add entries to social bookmarking services (this facilitates the distribution of content).
- Creation of various formats of content: pdf-files, video and audio recordings.

Exporting this content will give the site additional external links. Even though these tools are enough to attract a few thousand visitors and ensure the availability of the resource. Marketers should always remember

that the site should be people-oriented - the published information should be useful and topical, the content exchange should be convenient for your audience.

SMM marketing - the use of social platforms as channels for brand promotion and other business tasks. SMM has its own social platforms.

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This type of marketing involves working with subscribers on corporate accounts, expanding the base of the followers, etc. The main focus here is on creating content with the maximum viral potential. That means that SMM-promotion in social networks implies the generation of interesting and useful materials that users will distribute on their own, increasing awareness of the brand, its image and the number of readers of the account.

SMO promotion - attracting traffic from social networks and blogs through intelligent resource optimization. It is believed that the term SMO was introduced by Rohit Bhargava in August 2006. It was then that a well-known marketer and entrepreneur named 5 basic principles or rules for using a new trend. According to Rohit, work on SMO includes:

1. Increase the link popularity of the resource. That means, you must make such content, which you want to refer to the reader.
2. Simplification of the process of "shaking" posts and other materials in accounts, bookmarks, etc.
3. Encourage inbound links and referring users.
4. Providing the distribution of content on other resources and networks - with reference to the original, that is, your publication.
5. Encourage readers to create based on or using your content.

It is important to understand that SMM is not an open advertisement. It's about unobtrusive advertising, building brand communities and providing quality content that has an audience for you and your show. When promoting an informal, trustful atmosphere is important - so people will better perceive promoted products and services, and the image of the brand will increase.

Remember that the viral potential is extremely important in social media - create catchy headlines, attractive images, informative videos. Thanks to viral marketing and word of mouth, you can quickly and inexpensively raise awareness about the brand.

Also in the complex of SMM-events is the branding of the community - all channels of communication with the audience should have a single style, and new media is not an exception.

Remember also about content management - for different sites you need different materials, so a simple "copy-paste" of the text from a blog in Facebook to Instagram can become an extremely losing strategy.

To work in social networks, it is also important to monitor analytics tools: demographic data of the audience, activity in the community by the hour and the days of the week, the most relevant materials, etc.

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Among other things, for a specialist working with new media, a number of unique, specific SMM skills are important, such as: positioning the community, setting up and managing targeted advertising in Facebook, Twitter and other venues developing a common SMM strategy, experience in organizing the Internet -competitions, skills of programming applications, etc.

It is important to remember that SMM and SMO are not synonymous - they are different techniques with their own methods and objectives.

In addition, any tasks to promote the Internet should be carried out in a comprehensive manner. In a word, use SMO, SMM and even SEO techniques at the same time to achieve maximum effect.

2.6. Target audience

The target audience of the company is an important aspect of any marketing activity. The presence of the target audience of the product allows you to concentrate on a specific group of market consumers and create an ideal product for them, sell it to the right place with the right communication. The target audience determines the boundaries of the target market of the company and is determined by means of special marketing research. In fact, the target audience is the group of people who need your product and who are interested in the advantages offered by the product.

The target audience of the product is a specific consumer segment of the market or a group of such segments, according to any target audience, features and characteristics are common, which are common for each of its representatives. These are criterias by which consumers are united in the target audience:

- By geographical: the target audience is the inhabitants of Eastern Europe
- On socio-demographic: the target audience - women aged 20-30 years with an average income, occupying the position of the average statistical office employee
- Psychographic: the target audience - people who seek to express themselves and self-affirmation in society
- By behavioural: the target audience - people who buy the product 1 or less times

When determining the target audience, it is important to pay attention to its size and population dynamics, expressed in thousands of people. The size of the target audience allows you to assess the potential market capacity and sales volume, and therefore assess the profitability of the business, the return on advertising investments and the company's long-term growth.

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Each target audience has a core - a group of people that represents the most active and important consumers of the product. To the core of the target audience is usually attributed to consumers who bring a greater share of the profits and sales (or can bring) that use the product more often (or will use), and who are experiencing the highest demand for the product and are ready to satisfy it in any way.

In modern marketing practice, there are 2 types of target audience: primary and secondary.

Primary target audience:

Primary or primary target audience is a priority in brand communication and means a group of people who directly decide on the need to purchase a product or service. The primary audience is the initiator of the purchase.

Indirect target audience:

Secondary or indirect target audience plays a more passive role in the purchase process, it does not initiate the need to purchase a particular product or service. The secondary target audience has a lower priority for brand communication.

The difference of these types of target audience can be considered in the example of the children's toys market. In this market there are two types of target audience: parents (directly buying goods) and children (directly using the goods). Children do not make their own purchase of toys, but very often they are the initiator of the purchase - they ask their parents to make a purchase. Therefore, children are the primary audience for the children's toys market, parents - the secondary target audience.

2.5.1 Identifying the target audience from the company's products:

If you have a product, to change the characteristics of which is quite difficult, then it is better to choose the target audience, starting from the product with which you have to work. In such a situation, the search for the target audience is more optimal, guided by the following scheme of work:

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Stage	Description of the stage
Product Analysis	Conduct a detailed comparative competitive analysis of the product, identify the strong or distinctive properties of its product. Ideally 2-3 key. This can be price, package design, place of sale, working conditions, special properties.
Analysis of existing customers	Interview current consumers of your product. Get from loyal customers the answers to all 6 questions described above. Find out what characteristics are valued your product on the market, the main reasons for its purchase, the distinctive features from other manufacturers. Supplement this information with the previous stage of work.

Short SWOT	SWOT analysis of the product. Understand the main properties of the goods on which all your sales are held. Identify weaknesses that you are unlikely to improve with the authority and resources available. This will be your main document that will help you find your target audience and your market.
Market segmentation	Based on the key properties by which consumers share products on the market, market segmentation. Define the following segments: Buyers who are now buying your product; Buyers who can potentially buy your product; Buyers who will never be interested in your product. Describe all segments based on the six question groups described above. The portrait of the target audience is ready.
Plan of work with the target market	Prepare a detailed plan of marketing activities to attract and retain all potential customers of the market: a plan for improving the product and expanding the range; A promotion plan and a pricing strategy for goods.

2.7. Search Engine Optimization (SEO) and content creation

This section discusses the nature of Search Engine Optimization, revealing its best practises and the ways of developing an effective SEO strategy as well as how to create SEO-friendly content to boost organization's online presence and, eventually, attract audiences to its website.

Search engine optimization refers to the process of using different techniques and strategies with the ultimate goal of increasing the number of visitors to a website by attaining a high-ranking position in the search results page of a search engine, like Google, Yahoo, etc. The main purpose of SEO is to raise the chances of the website being found by the search engine (Fishkin, 2016).

Search engine optimization is a complex process, which involves multiple activities such as keyword research, keyword optimization, content organization and, finally, content promotion. If integrated correctly, these activities normally bring positive results and ensure a website is visible for search engines and, therefore, the likelihood of the site receiving extra visitors is increased significantly (WordStream and Gabbert, 2016).

Keyword research is one of the most important and valuable activities in this whole process, determining whether a website is likely to succeed or fail at being recognised by search engine. Besides, when researching the most effective keywords to use for a particular market, a marketer can not only learn which words and phrases to target with search engine optimization, but also gets a deeper insight into customers (Fishkin, 2016).

The next activity involved in SEO process is *keyword optimization* and it is about determining where and how to use a website's content in order to ensure its high visibility. Content organization is another activity that is done with the goal of organizing a website's content in a logical manner, which is not only beneficial for search engine optimization but also enables a website's visitors to find other related content easily and ensures they stay there for a longer time (WordStream and Gabbert, 2016).

The final activity involved in SEO practise is *content promotion*, which describes the process of raising the visibility of new content on a website, done by virtue of sharing it on social platforms and building links to the site page (WordStream and Gabbert, 2016).

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When creating SEO-friendly content, a marketer has endless possibilities when deciding which types of content to utilize to make a website visible to search engines and attract more traffic to it. When making this decision, it is necessary to consider many factors related to the nature of a particular business such as what kind of industry a company operates in, who its customers are and what kind of content they are interested in reading. Some of the options are discussed in the next paragraph (WordStream and Gabbert, 2016).

Product pages are essential for any e-commerce website and are created to tell a product's story and let potential customers know about its features as well as about the benefits they would receive if they decided to purchase that particular product. *Blog posts* are considered more effective than product pages as they are more engaging and tend to attract links better, which makes this type of SEO content both an easy and efficient way of building the authority of a web page (WordStream and Gabbert, 2016).

Another way of boosting a website's SEO is through publishing *articles*. Articles can be framed as a list, for example, "10 ways to save water". The research has shown that this type of articles generates more clicks when found in search results or social media channels. Placing interactive content on a site is another good way of improving its SEO. A great example of this kind of content are *videos*. Creating and sharing videos is an effective way of attracting and reaching the audience. A company might want to consider publishing video tutorials, explaining how to use its products or illustrating a process that is related to its business. Creating *infographics*, large-format images containing a lot of data, which usually come in the form of graphs and charts can drive traffic to a website and are both informative and interactive way of communicating large pieces of information (WordStream and Gabbert, 2016).

In order to achieve positive results when optimizing a website, a company should not produce content in unstructured manner but instead try to define a concrete SEO content strategy for its web page.

The first step when defining SEO content strategy is formulating the goals for a website or business as the nature of the future content will depend on these goals. If the main target of the business is boosting product sales, the focus should be placed on creating both appealing and informative product pages optimized for search and conversions. In this case it would also be reasonable to design helpful blog content to educate the audience on the ways of using the product, providing the links to product pages when applicable. On the other hand, if the company determined that its primary

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goal is attracting new readers through search, it should produce rich content that is both informative and entertaining and would encourage the site's visitors stay there longer and come back to that web page again (WordStream and Gabbert, 2016).

Another important aspect to consider when determining SEO content strategy for a web page is thinking what its typical customer is like and what kind of content he or she would like to see on a website. By using surveys and different analytics software, a marketer can get a deeper insight into typical clients and their preferences (WordStream and Gabbert, 2016).

When the marketing goals have been identified and the picture of a typical customer is clear, the next step is creating an editorial calendar, which schedules the content to be posted. Designing the editorial calendar with future content in mind prevents marketers from the hassle of coming up with a topic for new post at the last minute and serves as a framework for the entire site's content (WordStream and Gabbert, 2016).



The final element of a successful SEO strategy is the constant analysis of the website's content in order to identify what works and what does not. Marketing analysts should pay attention to the number of page views, links, comments, social shares and conversion rates, as these factors indicates whether SEO content posted on a web page is bringing positive results. They also should be able to analyze and identify what kind of content works best for a certain audience, to be able to adjust the editorial cal-

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endar accordingly and to keep posting content that resonates with the most important audience (WordStream and Gabbert, 2016).

3. RESEARCH AND ANALYSIS

For the purpose of answering the main question of my thesis: “What are the most effective ways of engaging with Company’s target audience on social media and improving online presence of Moteefe to maintain brand activity” I will conduct a research for Moteefe company to come up with ideas and steps for getting a target. My research will be decided in two parts. One of them is completion of competition audit through companies doing the same business with a key company. Another part will be made with the help of company’s co-founders.

After conducting several interviews with each of three CEOs, I will get a clear information about the company main competitors, main activities, current situation on the social media presence and many other relevant things.

The first part of the research process will be describing the main company competitors with their advantages and negative parts to Moteefe company. There will be also an evaluation of the effectiveness of the social media marketing program from the main competitors.

3.1. Competition audit

Before starting the research, it is extremely necessarily to get familiar with the theoretical part of competition audit. Competitive analysis (along with market analysis) is used to evaluate the actions of other players in your sector and provides the following information:

- The sites of competitors, their attendance, the core of the audience, etc.
- The presence of competitors in different market segments
- Direction of marketing efforts of competitors
- A semantic core is being constructed, which will be used to optimize the pages of the site and create new pages and sections

This is necessary in order to get ahead of competitors, making the resource better, more convenient and useful. A detailed analysis of

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the competitive environment allows us to look at our own resource from a different angle in order to discover the advantages and disadvantages of decisions made by competitors. The need for analysis is beyond doubt. This is the very tool that ensures stable growth of the target audience and improves the conversion quality of the site. After all, a truly successful site not only attracts, but also keeps its visitors, stimulating them for repeated orders and constant purchases.

Competitive SEO audit for management should be brief, filled with only the most relevant information and contain a large number of recommendations and further actions.

These are steps which have been followed while completing a competition audit:

1. A section containing overview information. Set the analysis objectives and talk about the tools involved in the audit.
2. Come up with core competitors.
3. Comparison of companies' sites with sites across the network: "Comparison" reports.
4. Conclusions and recommended actions

Considering the first point of my plan the issue is to analyse objectives and get familiar with the tools I am going to use. The main objective of this audit is to conduct an organised and well-build overview of Moteefe webpage's insights and it's competitors as well. The main tool I am using for this audit is RavenTool with is going to show me the exact amount of page insights.

There is a list of the main competitors of the target company which are involved in my analysis:

“Spreadshirt” (Provide self-made designed apparel and accessories, created with responsible and eco-friendly production practices)

“Teespring” (A custom made t-shirt provider for independent entrepreneurs)

“Apliiq” (An e-commerce platform providing an opportunity to design and sell own designs on t-shirts, hoodies, mugs etc)

“Zazzle” (A platform for uploading and selling artwork on t-shirts and many other products)

Another step which need to be followed is a comparison of company's and competitor's websites with the help of RavenTool website. This tool helps to define relevant information about the main constituents of the web page's:

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The first one is the amount of external backlinks, meaning that these are links on another website pointing to your own. The more links a webpage obtains pointing to company's site, the more authority with search engines the website is thought to have. Another thing is the Citation Flow, which is weighted by the number citations to a given URL or Domain. Defining it as "scores assigned to websites and URLs by algorithms run on servers during the build of an index". There is also a Domain Authority, represents best prediction about how a website will perform in search engine rankings. Another two points are MozRank and MozTrust, the first one represents a link popularity score. It reflects the importance of any given web page on the Internet. When the second one is similar, but rather than measuring link popularity, it measures link trust. Receiving links from sources which have inherent trust, such as the homepages of major university websites or certain governmental web pages, is a strong trust endorsement.

There is a statistics for Moteefe website, including all these main points:

SEO Metrics

www.moteefe.com		
External Backlinks by Majestic		2,104 backlinks
External Backlinks by Moz		27,793 backlinks
Citation Flow by Majestic		25 out of 100
Trust Flow by Majestic		20 out of 100
Domain Authority by Moz		30 out of 100
mozRank by Moz		4.66 out of 10
mozTrust by Moz		4.47 out of 10

Another reports are going to be made for core competitors; This one is for Spreadshirt:

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SEO Metrics

		www.spreadshirt.com
External Backlinks by Majestic		28,831,046 back-links
External Backlinks by Moz		3,904,299 back-links
Citation Flow by Majestic		58 out of 100
Trust Flow by Majestic		63 out of 100
Domain Authority by Moz		76 out of 100
mozRank by Moz		6.59 out of 10
mozTrust by Moz		6.73 out of 10

This report is made for Teespring company:

SEO Metrics

		teespring.com/en-GB/about
External Backlinks by Majestic		30,466,666 back-links
External Backlinks by Moz		458,528 back-links
Citation Flow by Majestic		61 out of 100
Trust Flow by Majestic		48 out of 100
Domain Authority by Moz		79 out of 100
mozRank by Moz		6.32 out of 10
mozTrust by Moz		6.49 out of 10

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Apliiq company:

SEO Metrics

www.apliiq.com/designyourown	
External Backlinks by Majestic	3,632 backlinks
External Backlinks by Moz	359 backlinks
Citation Flow by Majestic	25 out of 100
Trust Flow by Majestic	14 out of 100
Domain Authority by Moz	37 out of 100
mozRank by Moz	4.68 out of 10
mozTrust by Moz	5.02 out of 10

Zazzle company:

SEO Metrics

www.zazzle.com/shop	
External Backlinks by Majestic	193,020,950 backlinks
External Backlinks by Moz	10,956,656 backlinks
Citation Flow by Majestic	59 out of 100
Trust Flow by Majestic	69 out of 100
Domain Authority by Moz	89 out of 100
mozRank by Moz	6.90 out of 10
mozTrust by Moz	6.96 out of 10

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After reviewing all the aspects of the report, the author of this these can come up with the conclusion that Moteefe company is quite far from its competitors. There are a lot of things that need to be done for improving its website presence and popularity. From my own point of view, can be suggested to make website optimisation for the company. First of all, it includes providing images on the site with "alt" and "title" attributes. The alt-alternative attribute contains text, so that in case of accidental or special disconnection of an image (for example in a browser), it will provide necessary explanations to site visitors and search robots. The title attribute is responsible for the "hint" that appears when you hover the mouse over an image. The title attribute works in a similar way for hyperlinks. Another thing that could be suggested is making hyperlinks more convenient for visitors, if this has not been done previously. The textual content of the links, the so-called anchor, should clearly inform the visitor about the linked pages. In addition, the optimisation of sites using keywords in anchor not only promotes better navigation on the site, but also the search engine promotion of the site.

Optimisation of sites in the easy way is to improve the effectiveness of search engine promotion. It is possible to edit the headings of the site pages (title, displayed in the upper left part of the browser window) in accordance with the main keywords of the site. Putting the keywords in the title of the page will help the search robot index the page and increase its chances of getting into the top search. Also, strengthen the keywords on the site - it does not require "fundamental" changes as well in the structure or content of the site. It is enough to select keywords with a large font size, boldface, inclined font, etc. For search engine robots, headlines in the text are also of great importance. However, it is not possible to use too many headers.

3.2. Launching Moteefe mobile application

For a better social media presence and users loyalty it is always important to have a fast access to your campaign, products or services. I think that having your own mobile application is really important for a start up nowadays, as for most of the people use mobile devices as a part of their daily life. It is not a secret to anyone that the speed of building the capacity of the mobile sphere increases every day. Sales of smartphones and tablets have exceeded the sales of personal computers, which means that company's website should necessarily be adapted to mobile devices. The number of users who access the Internet from smartphones or tablets is growing every year. To lose this segment of the audience is simply not permissible start ups. Mobile applications that complement online services and loyalty programs are what the market lives today.

3.2.1 Value proposition of the new mobile application.

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Value proposition explains what problems our product or service solve and what benefits we are giving to our customers.

There is a need of a value proposition framework to make thing clear, helpful and valuable.

I have decided to chose a template for a value proposition framework according to the Geoffrey Moore book (.....)

There a template that uses 6 line and it's proved to be pretty useful through many years. The first line is "For" this is about who are you targeting your application to and what is your marketing segmentation. This line clearly helps you to identify your perfect target customer. The second line is about "Who" and that specifies the state that your customer will be in. The third line is "Our product is.." and that's where you categorise you offer generically. This is like what shelf in a supermarket I would look for to find a product that is going to satisfy my needs. The forth line is "your primary benefits" Speaks a lot about the problem which these benefits are solving. The last two line are the way you position yourself against your closest competitors. This is the place where company should state its primary differentiation. The differentiation is not only claiming that our product is better, it's also about saying that these competitors are good in that, and we're good in other areas.

Here is the plan for a value proposition framework.

For: Who's is your target segment or persona ?

Who: What is their main problem? (customer's problem or their need)

Our product or service is: describe the product or solution (categorising it generally)

What it provides: Primary benefit for customer, solution/capability

Unlike: Reference competition. The main goal is to find a real alternative to your business.

Our product/solution. This is where you state your primary differentiation (a key point of competitive differentiation).

The way customers actually understand you is relative to your competitors. In other words, that is how they understand the category, how the are going to understand you and how you are different from the rest of the people. So it is important when company settles a "gentleman" competitors that it has respect for. Picking worthy competitors, that in some situations you would acknowledge they solve certain problems better than you, it is really important. After establishing this so-called competitors set, than the last pice of positioning is "why are we differ?" or "how are we differ?" and "why all that matters specifically for value proposition that customers are bringing to this purchase?" These questions refer to the main question of what is your unique value as a mobile application ? So for the Moteffe company, according to the value proposition framework, this is the value proposition:

For: For Moteffe company, the target segment are designers, people related to art, bloggers, people who are interested in fashion or interior.

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Who: The main problem of the customers is how to run their own campaign successful at Moteefe website.

Our product or service is: providing a service of creating an unique product by yourself.

What provides: An opportunity to differ from other and get profit from it.

Unlike: Shopify is the main competitors, provides worldwide delivery unlike Moteefe.

Our product/solution: The main differentiation is that Moteefe helps with the product promotion on social media.

3.2.2 Pre-launch of the application.

In this chapter there will be a finalising of the marketing plan, which covers: marketing goals, metrics setup, distribution plan, landing pages, app store listing, beta testing. So to be more affective with the application marketing plan, it is better to start with the marketing goal and to figure out what is that we are trying to achieve.

As a start-up it is quite challenging to set marketing goals. Company's goals need to be realistic and amenable. After interviewing one of the co-founders of company Olivier Stapylton-Smith, the main goal when launching an application is - sales growth. Sales growth is highly important for small businesses, as it identifies a sign of marketing efficiency. There are also some specific goals that Olivier has shared with me, which are:

Increasing app downloads by 5% in 30 days. This goals can be considered as one of the KPI (key performance indicators), that helps to evaluate the success of the business. Another general key performance indicator for the company is Net revenue and the number of sitters or a traffic company gets to the website.

This is the funnel, created by Olivier, that clearly explains three main measurable marketing goals of Moteefe mobile application:



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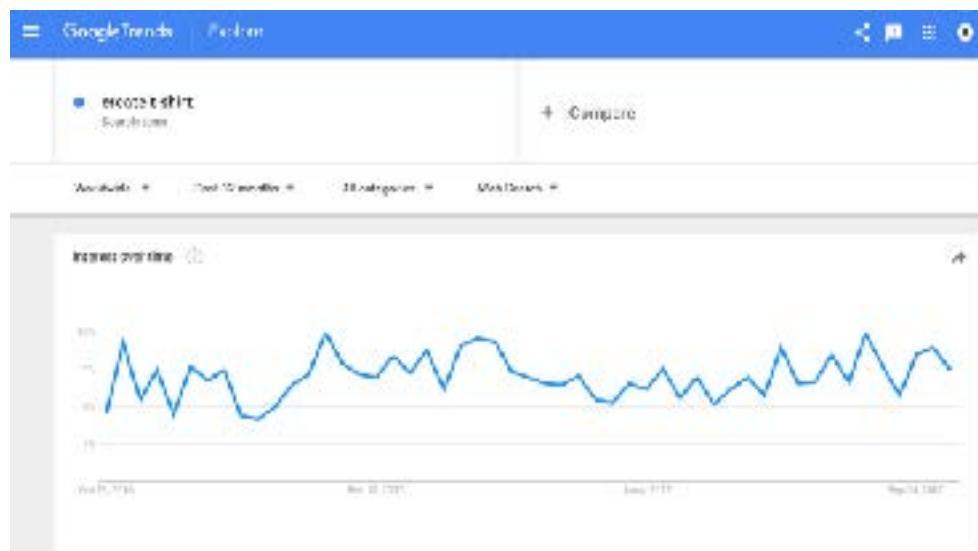
The solution for getting more visitors (traffic) would be an online advertising, an example could be: “Join us today and get a free membership for year!” Another thing to attract new visitors would be local marketing, which means advertising of your application on the websites of the related to your business. As an example, it could be a fashion store, personal webpage of a popular blogger or just an Instagram advertising. Overall, it is really important to focus on the online advertising, that focuses on your niche audience.

3.2.3 Distribution plan

Now that Moteefe has its own marketing plan, it is time to focus on creating of the distribution plan. The distribution plan is focus on how and where the company is going to reach its potential customers. In this part of the research I will focus on the most effective ways to figure out company’s action plan of taking a product to the market. The plan consists the following steps:

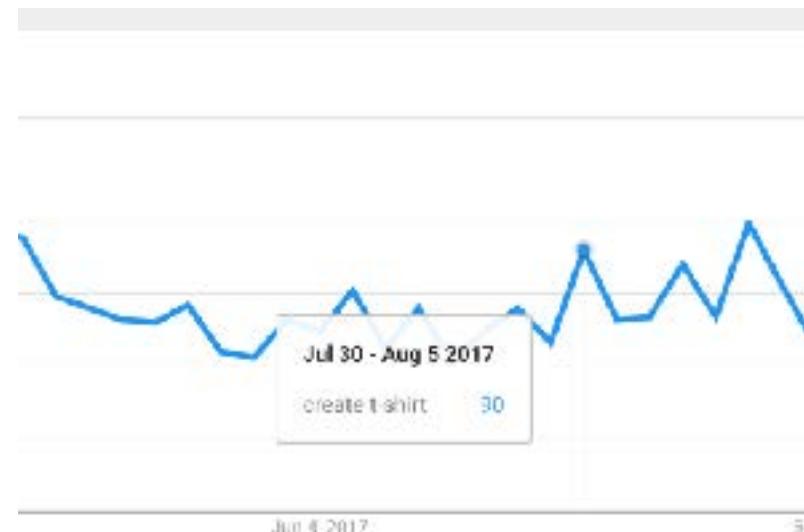
- Look for insights on starting points
- Hypothesis
- Testing the market
- Adjusting

The first step of the distribution plan can be started from the research using Google Trends. This is the best and free tool, that helps to see the popularity of search terms. Total search volume in Google is over 40,000 every single second! The reason why this is a great place to start, is that companies can see really interesting things from search criteria and it also possible to see the history of this search term and related terms for the business. So if I go to the Google Trends website to Explore topics and type in there: “Create my own t-shirt” and I can see that the interest throughout the time is really unstable.

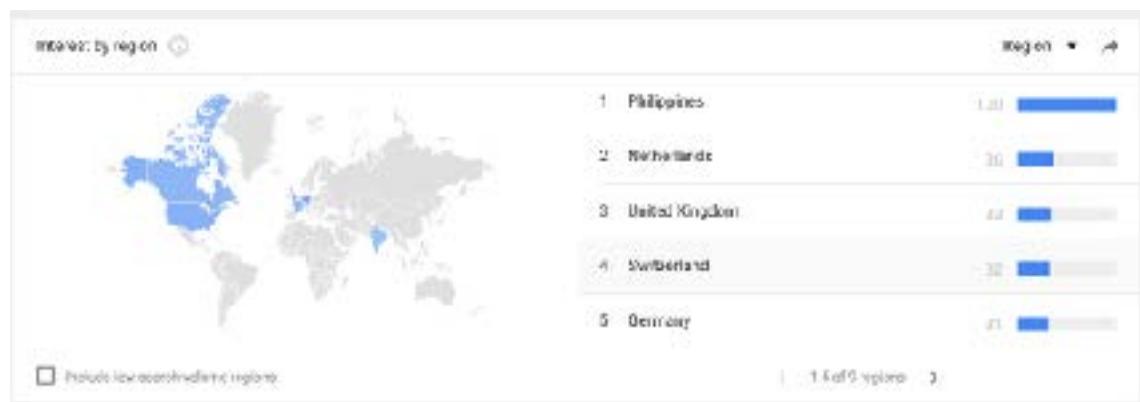


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If I check the “pick zones” of this graphic, I can see that the most interest of creating a t-shirt is in summer. People are most interested in upgrading or having a new brand clothes during the summer period.



Than if I scroll down I can find out where the search of creating a t-shirt is most popular and what locations are most interested in this type of the search term.



Here it is clearly shown that Philippines has 100, so here is the place where the search term is most common. As Moteefe company mostly distribute through United Kingdom, I am assuming it should be relevant to check the regions of The United Kingdom to see what regions are mostly in need of company's service.

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Here is the list of the cities which are most common to search for “create a t-shirt”. Now it is easy to figure out who could be the pilot regions for Moteefe to target in England.

Overall, company can develop the product that has more demand on google search. In this case demand was seasonal, so company can choose either what application to develop or at least plan the advertising campaign around thing people search for on holiday or in the summer etc. So Summer is the time where company should definitely hit its campaign.

Now it is time to think about the places either virtual or physical the potential customers will be exposed to the business. These places are the paths to get a product to the customer, usually which are called distribution channels. Usually for Moteefe goods distribution channels are wholesale, retails, distributors, e-commerce etc. When it comes to the application, the distribution channel would be one of the app-stores. Also there could be considered websites or any partnerships. Partnership is a great way to maximise the distribution of the application. Partnerships can be mutually beneficial and cost effective. When thinking about potential partners, its necessary to think about the touchpoint, which are the methods you use to connect with your customers. So from the research of Google trends, that was made earlier, it can be seen that people are mostly interested in having a brand new clothes when they go on vacations (mostly summer period) or any other holidays. The first thing that comes up is a gift shop, as when going on holidays people usually bring souvenirs or when it is an upcoming holiday they are looking for gifts. There would be logical if they get a fee from each click or conversion coming from their website to ours. For Moteefe company this kind of relationships is great, as other websites are putting promotion on their website and Moteefe will be paying them only for a successful outcome, either leads, which are clicks or conversions. It is a mutual beneficial relationship.

3.2.4 Beta testing of the application

Beta testing insures company of the quality of its application, by having real users actually use it. As a start-up, without quality insurance team, it

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is great to make a community of beta test, that can give a feedback that company is looking for. Choosing a beta community members or audience is really important, there are few thing that need to be considered:

- Representative of actual users, who are using the app when its launches For Moteefe these are actually designers, bloggers, fashion communities or art people.
- They also need to be unbiased. They can not prejudice their emotions of how they feel about the app before experiencing it.
- They must be willing to give their feedback and share their thoughts. They should really want to be involved and be a part of the experience.

Here are the things that are going to be learnt when having a beta testing:

- Does your app do what it should do ?
- Does the application crash or have bugs ?
- Is it too slow ?
- What do users think about the application ?
- How does the application look or work on different devices ?

After using some parts of the interview with Olivier Stapylton-Smith, I came up with the outcome of what he thinks about the beta testing of Moteefe application. First of all, there is no need to ask questions, there is a need to observe behaviour. One of the keys of Beta testing, is that there is a lot of data and rather than asking people questions, company can see how people behave with the application. Secondly, if company must ask questions, they need to be really short and also unbiased. For example, asking things like: “Is it a great app?” will profanely lead to the answer: “Yes, it is a great app”, when actually it might be not a great application. So questions should be a little bit more specific and lead to honest answers.

3.2.5 Launching the application to an app store.

It is possible to develop the application to be compatible with all the different outsources, but before working too hard it is better to be focused on the best app store of your need. It is necessary to think about the audience and what they are more likely to use. It was written in the market share research to validate the assumption. Than if it is focused on the specific region, it can be easily found out what operating system dominates that market, so that application can be developed accordantly.

For example, I would like to make a research for how to laugh on the Apple store, since Apple dominates the global market. Each store has it's own methods and requirements to launching and these things change all the time, these things change every time, so the best thing to do is to check out store's documentation with links to the instruction notes. In a long term there is no need to chose one app store over another, if there is an app that fits for too many platforms, in that way there are more chances to

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reach more customers. But focusing on one first, can help Moteefe to validate and imperfect the idea before expanding to another platform.

After coming up with the idea of having an application at the Apple store, I have conducted an interview with the another co-sounder of Moteefe who is responsible for the tech solutions. Alexey shared with me a plan of how to upload an application to the Apple Store. Here are steps to follow, when launching an application:

1. Certificates required for publication in the AppStore

In order to publish applications in the AppStore, you need to create an application identifier and a distributor certificate (in addition to the developer certificate - iOS Development).

First of all, we create the App ID. The name of the certificate is entered any, ID is a Bundle identifier, you specify it in advance in the Xcode project and then when creating the identifier.

The second step is the creation of a distributor certificate - iOS Distribution. In it, then we select the same ID App ID. To download all this stuff to Xcode, there are 2 ways - "manual and automatic". To do this, go to Xcode -> Preferences -> Account, select your developer account and click **View Details** and in the appeared window **Downloads All**.

But that's not all. Open the **Build Settings** for your project and select your iOS Development and iOS Distribution certificates added to Xcode.

2. Sending your application to iTunes Connect

What project name do you choose when creating? I'm sure, in most cases this is "test1" or "MyFirstProga". So, that would not get into this situation, which I fell into, it is necessary to change the name of the project, otherwise you will not pass the test or your users in iOS will display the name "MyFirstCoolProga" (in my case, not so bad, of course) . To do this, we enter the correct name. Now you can start sending. We compile the Product -> Run project, we send the assembly to the archive Product -> Archive. If you accidentally closed the window, you can call it **Window - Organizer**. The archive will show all your versions and builds. Choose your assembly that you want to send to iTunes Connect and click **Validate**. In the window that appears, select who to approve and click Choose. After that, a couple more windows will appear, an the first click **Validate**, and in the second **Done**. You can also tell in the second window that there are "Warnings" in the project.

And most importantly, sending to iTunes Connect. Here everything is simple, click Upload to App Store, and further actions are identical to Validate.

Go to iTunes Connect, select an application, go to the correct version, if you do this for the first time, then the version will be 1.0. Next to the **Build** will be "+", click it and the window with your downloaded assem-

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bly opens. The truth is that it's impossible to choose at once, it is pre-checked within an hour.

4. CONCLUSIONS

The following chapter of this paper concludes the findings from the research and analysis part, discussing the problem areas of the case company Moteefe in terms of its marketing efforts and lays the foundation for the following chapter that contains the recommendations for Moteefe and provides the answer to the research question of this thesis: "What are the most effective ways of engaging with Company's target audience on social media and improving online presence of Moteefe to maintain brand activity?"

In order to reveal the gaps in Moteefe current situation in terms of its marketing, the interviews with the Co-founder as well as with the Head Tech Solutions of the case company have been conducted along with the research on its main competitors and their marketing activities. The findings following from the research part have been analysed and helped to form the conclusions that are presented further in this chapter.

Conclusion 1: There is a need to launch an application for Moteefe company, so customers could have a faster access to the company's updates.

Getting a profit is the main goal of any business. All marketing tools should help in achieving this goal. Built-in application functions, for example, a loyalty card and sending push notifications allow to motivate users to buy goods or services of Moteefe company, as well as instantly inform about various promotions and discounts. As I have mentioned earlier, one of the most important goals of Moteefe company was to increase its profit along with the brand awareness. I can certainly claim that application is the right solution for achieving company's long-term goals.

Conclusion 2: There is a need to increase brand awareness of Moteefe

The previous chapter of this paper demonstrates that Moteefe company faces quite strong competition from other providers of the same services. Moteefe's main challenge at the moment is to put a spotlight on what they do and spread the word about its services among the community. There-

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fore, a well-thought-out social media marketing strategy can be of a great help for Moteefe that is struggling with its image of “just another startup company” and wishing to become the most successful designing solution.

The suggestions on how that could be done by using the most effective social media marketing techniques are discussed in detail in the next chapter.

Conclusion 3: There is a need to add credibility to Moteefe’s business

All the businesses know about the importance of building credibility for one’s business and demonstrates how Moteefe’s competitors achieved recognition, whether it was by virtue of partnerships with respectable designing industries and well-known enterprises or by getting popular bloggers to promote its social media channels. If the case company is to compete with those businesses, it needs to ensure potential clients have trust in its products.

The possible ways of adding credibility to Moteefe’s business are specified in recommendations chapter below.

5. RECOMMENDATIONS AND SUGGESTIONS

The following chapter of this thesis is dedicated to discussion of possible solutions that the case company Moteefe could apply in order to fill the existing marketing gaps that were identified and discussed in detail in the previous chapters. The recommendations for Moteefe suggested in this part are based on both theoretical knowledge of the most effective social media marketing practices and practical knowledge concerning the current marketing situation of the case company and its competitors gained from the research part of this paper.

The main objective of this chapter is providing possible solutions for three main challenges of the case company Moteefe, introduced in the previous chapter. By giving recommendations on how the organization can overcome these challenges, the author of this paper also answers its research question: “What are the most effective ways of engaging with Company’s

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target audience on social media and improving online presence of Moteefe to maintain brand activity ?”

Challenge 1: There is a need to launch an application for Moteefe company, so customers could have a faster access to the company's updates.

Solution: The solution of this challenge was explained in the research chapter about launching Moteefe mobile application above.

Challenge 2: Increasing brand awareness of Moteefe

Solution: The following section of this chapter reveals some possible solutions on how to engage with people on social media and increase Moteefe's brand awareness by utilising the best social media marketing practices and techniques.

When thinking of social media marketing startegy for Moteefe, there are two key questions that should be considered.

The first question is: *"What are the most usable social media channels, that company could rely on?"*

According to the following and engaging percentage of the Moteefe company statistics, 75% of engagment comes from Instagram, while the rest 25% is spread among the other social media channels like Twitter, Facebook and Pinterest. That is why a good step for Moteefe company would be focusing its efforts on being active on Instagram and trying to engage with the followers of its Instagram page as much as possible. However, that it completely does not mean that Moteefe should not pay high attention for the rest of its social media accounts.

First of all, it is important to make fans think that their opinion matters to the company. For this reason, the author of this thesis advices Moteefe to make sure they constantly ask for users' feedback and encourage them to share their experiences on social media. When clients are satisfied, they are likely to spread positive feedback about the product among their friends and colleagues and help getting new potential customers for Moteefe.

Talking about another ways of brand awareness of the company, there could be other easy ways for company to consider:

- Mailing is the cheapest, fastest and most effective way to provide content to the target audience.
- Free training materials increase the public popularity of the brand and segmented subscriber base of the company. There could be a lot of train-

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ing materials invented of how to create your own campaign on the Motteefe website with some simple visuals in it. This could really help to engage people, as they will be more familiar with the process.

- Create more visual content for Motteefe social media pages, as 53% of people says that watching video reviews on those or other goods or services makes them ready to make a final purchase decision.

Another thing that can improve company's social media presence is hashtags. Hashtags increase audience reach, increase brand awareness, help attract customers' attention to an event or trend. The most important thing - is to find those hashtags, that are related to Motteefe's business activities. For example, there could be a lot of hashtags with the worlds fashion, design, campaign, clothes, logo etc.

Challenge 3: Adding credibility to Motteefe's business

Solution:

It is highly important to add credibility to Motteefe's business in order to be able to compete with other companies offering similar solutions. The author of this thesis suggests that the case company does the following to build trust in its products.

In order to get people's trust in company's services, the first step for the company would be getting influential people of designing industry to try Motteefe and review it on their social media accounts on YouTube and Instagram. Motteefe's main challenge here is to make sure they communicate the right message to influencers they decide to approach and discuss the main aspects of their collaboration in detail so that both parties are satisfied in the end.

Furthermore, Motteefe is advised to continue working on press releases on website updates as well as monthly highlights of the company and making sure to get them published on the websites related to company's sphere of activity.

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