

## **Social Media Strategy. Case: Jolly Dragon Oy**

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<b>Degree programme</b> International Business	
<b>Report/thesis title</b> Social media Strategy. Case: Jolly Dragon Oy	<b>Number of pages and appendix pages</b> 28+8
<p>The current thesis is a project-based thesis focusing on creating a social media strategy for an event organizing company Jolly Dragon Oy. The company doesn't have any Marketing specialist who has necessary knowledge in social media marketing for implementing it into a marketing strategy. The objective of this thesis is to produce a guideline for creating and promoting an event in social media for employees of the commissioning company.</p> <p>Theoretical framework consists of theory of event marketing, social media marketing and creation of social media strategy. The main focus is made on Facebook as it is the most important social media platform for the company although other platforms such as Instagram and Youtube are explained as well.</p> <p>Research methods include quantitative and qualitative analysis of main competitors' activity in social media and desktop study. Thesis is based on the experience the author got during the internship in the commissioning company and knowledge got from the studying process.</p> <p>The end product is a guideline with the help of which every employee in the company will be able to create and promote an event in social media step by step. The guideline consists of general tips and actions of pre-event, during-event and after-event stages.</p>	
<b>Keywords</b> Marketing, Social Media Marketing, Event Marketing, Social media strategy, Facebook marketing	

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# 1 Introduction

This Chapter will explain what is the objective of this project, what are the project tasks, what will be included and excluded from the research and the reasons for it. Together with the information about the background topic, the commissioning company information will be provided.

## 1.1 Background

The emergence of Social media is tremendous now, it has changed the world's organization not only in communication between people but also between companies. Politicians, business people, teachers, students use social media for professional, social and other purposes. There are many reasons behind the usage of social media but all of them show its doubtless importance.

Nowadays everybody is using some sort of social media. 70% of people has at least one account at one of social media platforms. There is an opportunity to reach almost everybody in the world by the web.

Social media became an important and indispensable aspect of marketing. Companies realize its importance and how it can benefit company's position in the market. The effectiveness of social media as a marketing tool has been discussed and proved in many researches. If the company doesn't have an account in any social media platform it looks very suspicious and definitely not attractive for purchasing goods or services. It's not much better if a company uses social media platforms but doing it in a wrong way. A good-looking page in Facebook can lead people to sales and partnerships faster and easier than an advertising article in the newspaper. Traditional marketing is already two steps behind and probably it will not come back to the same positions. People read news in the internet and not newspapers, prefer Netflix to TV, online streaming to the radio.

Hubspot's survey showed that 92% of companies benefit from social media up to 86% increase in sales. Increased traffic, raised awareness, earned partnerships and higher level of customer loyalty are just some benefits which can be easily gained through the correct using of social media. (Hubspot 2017.)

Many organizations use social media in order to be competitive and up-to-date. It helps to distribute news about new products, campaigns, news and other useful information for a customer. However, some companies underestimate social media as a valuable tool for

promotion and do not take the opportunity for getting more attention via the net. Lack of marketing skills in social media can cause money loss. The right tools and knowledge can improve the situation but companies should invest in it in order to get new customers and therefore a profit. (Barker 2013.)

Every small business or huge international company needs a good social media strategy. It should include the successful experiences of other companies and same time it should be adjusted individually. It doesn't matter what the company is doing but what people tell about it online is everything now. It's more powerful than paid advertising. (Stern, 2010.) Small company can even build its brand in social media and there are a lot of examples of such success stories. (Gunelius 2011, 13.)

Nowadays social media is a part of event promotion with a lot of benefits and opportunities. Event marketing is another important field of marketing. Events give the opportunity to pass the clear message to customers. Events are usually created for promoting new products, getting new customers, showing the importance and uniqueness of a company.

The mix of two types of marketing – event marketing and social media marketing is the topic of the current thesis. Correctly promoted event in social media is a key to success in the modern and interactive world. What is needed is a right social media strategy adjusted to the company's needs.

## **1.2 Project Objective**

The project objective is to produce a guideline for marketing and promoting events through social media for the commissioning company. By following this guideline the company will be able to organize events in social media step by step.

The guideline is based on the experience what the researcher has got during the internship in Jolly Dragon Oy and theory from the literature.

The guideline consists of general tips how to make posts and which platforms and services to use. It is created in a way that everybody easily understands it and can use it in their work.

There are four Project Tasks (PT) designed for this thesis:

PT1: Designing a theoretical framework for the project

PT1.1: Observing Social Media Platforms

PT1.2: Creating a Social Media Strategy

PT2: Competitors' analysis

PT3: Event Marketing Principles

PT4: Creating a social media guideline

Table 1 below presents the theoretical framework, project management methods and outcomes for each of the project tasks.

Table 1. Project tasks

Project Task	Theoretical Framework	Project Management Methods	Outcomes
PT 1. Designing a theoretical framework for the project	Social Media Strategy	Desktop study	Theoretical framework for the thesis
PT1.1: Observing Social Media Platforms: Instagram, Facebook, Youtube	Social Media and its principles	Desktop study	Getting understanding of possible platforms for the company
PT1.2: Creating a Social Media Strategy	Social Media Strategy theory	Desktop study	Creating a Social Media Strategy for a case company
PT 2. Competitors' analysis	Competitor analysis	Survey	Description of current competitors and their usage of social media
PT3: Event Marketing Principles	Event marketing theory	Desktop study	Principles needed for setting up an event
PT4: Creating a social media guideline	Social Media Strategy	Desktop study; Own experience	Guideline for setting events in social media

### 1.3 Jolly Dragon Oy

Jolly Dragon Oy is an event organizing company which operates in Helsinki area and organizes sport events, business meetings, student parties and others. Their aim is a "friendly, happy network for locals and new residents". (Jolly Dragon 2017.) The company wants to create a community of people participating in their activities.

Target audience of Jolly Dragon varies because of different nature of their events. Events include sport clubs like squash, floorball, badminton and Café Lingua, the language exchange meetings, and business meetings for networking. The biggest target group of Jolly Dragon is students. Almost all projects are aimed at students and their life. The second

target group is people who is interested in networking for business. The third target group is people who are interested in sports on a regular basis.

It's a small size company with a few employees, including the CEO, which does not have any marketing specialist. In order to get more customers and raise company's awareness, they need a social media strategy. The company uses only Facebook and partly Instagram but not on a professional level and don't have enough active followers to reach their objectives.

Jolly Dragon's main competitors are Zone – Ammattikorkeakoulujen liikuntapalvelut and Unisport. Both companies are organizing sport events for students in the capital area. They are active in some social media platforms such as Facebook and Instagram.

Jolly Dragon needs a strategy and constant activity in social media. The main problem is the absence of full-time Marketing manager. The company always hire only interns for social media marketing. Once one intern completes the internship, activity in social media stops. Then the other intern comes, bring something new, it starts to work but it again stops when the person leaves the company. For solving this issue the author has written this thesis with the end product – a guideline which will help a company to maintain their presence in social media even without social media marketing skills.

#### **1.4 Benefits**

There are several sides which will benefit from the end-product of the current thesis.

First of all, the guideline will help the commissioning company to set up events in social media and raise the brand awareness together with attracting more customers. The company will benefit financially because of more tickets sold for events and more signed partnerships deals.

The other group is customers who will benefit because of increased activity of the company in social media. They will be able to get more useful information about events and the company, discounts and offers, interesting happenings and so on.

Social media marketing is one of the most important aspects of business life nowadays. The author is very interested in social media and event marketing so this is a good opportunity to work with it and implement knowledge got from the internship into the thesis.

## **1.5 Demarcation**

The current thesis will explain the importance of social media in event marketing. Among the social media platforms the main focus will be given to Facebook although others such as Instagram and Youtube will be briefly observed. Other social media platforms are excluded from the research as they can't add any value to the commissioning company.

Although the guideline is made specifically for Jolly Dragon Oy it can be used by any other event management company operating in Finland because it consists of general tips and steps for creating and promoting an event online.



## **2 Social Media Marketing**

This Chapter explains the key concepts needed for creating a good social media strategy for an event organizing company. Different perspectives show what is social media, why it is important and which platforms have a value for the commissioning company.

### **2.1 Social Media marketing**

Social media was growing along with the development of Internet technologies. The more Internet developed the more social media became advanced. Low cost of it makes it even more efficient in the sense of profit for the company. Companies promote its brand, interact with customers, get new ideas, create valuable partnerships, drive leads, increase revenue online.

Social media marketing works very well for getting traffic and attention. One of the reasons why companies choose social media as a promotion tool is its low cost. Advertisement in social media costs much less than traditional advertisement in newspapers. The main difference between traditional marketing and social media marketing is that the traditional marketing is clear advertising but social media marketing is the sharing of a value.

Social media platforms are where are people now. Everything the company does in social media has an impact on decision-making processes. While thinking to buy or not to buy a ticket to the event the customer will get social signals via presented materials such as videos, updates, pictures and posts.

Social media is “participatory online media where news, photos, videos and podcasts are made public via social media websites through submission. Social media is about listening, participation and influence. (Evans 2012, 38.)

How social media is connected with marketing? Basically there is a crowd of supporters which will help a company to build a business. Nothing can replace traditional marketing but social media is a very profitable extension of it. (Evans 2012, 38.)

Nowadays people tend to express their opinion online in different forms – long reviews, short phrases, a few sentences. Building a brand is an important part of social media mar-

keting. Brands are built not by companies but by people using it. People share their experience, make recommendations, write reviews and all of it can be easily found in the Internet.

Companies use this data for analyzing customer behaviour and trends together with finding own mistakes and trying to solve them. Information which organizations can get from social media is extremely valuable. It helps to improve business, to create new products and to be up-to-date. Overall it's called social media monitoring and the using of social media data in decision-making processes is called social media intelligence. (Moe 2014, 4.)

It's important to listen to what the crowd says and take an action in the right direction. People check reviews in the social media because a big amount of people can't be totally wrong. The building a solid conversation with the customers in web, listening to what they say, participate in discussion is a key to success.

Ajit Jaokar defined social media marketing as "Social media marketing is an interaction with a set of online social media conversations from a marketing perspective based on converged media". (Jaokar 2009.)

Social media enables a customer to engage with the brand much more than in the store. Customers share information, discuss new products, collaborate with each other and the brand online. As a rule, customers bring new customers, their participation is crucial for the business. (Tuten 2013.)

Susan Gunelius (Gunelius 2011, 15) wrote that there are five ways how social media can make the business successful:

- Relationship building
- Brand building
- Publicity
- Promotions
- Market research

Social media is a very rich tool for a marketing research. It generates a bigger amount of opinions and samples which can be used for some sort of a survey. However, the quality

of them is not reliable. People invited to the interview are usually checked but it's impossible to check people in the Internet. People can lie about their age, job, gender and it will affect the results of a survey in some way.

## **2.2 Facebook Marketing**

Nowadays there is a big amount of platforms but only three of them will be discussed because of their value for the commissioning company. The main focus is given to the Facebook as it's the main and the most important communication channel to the company.

Facebook was created in 2004 and steadily became a leader among the social media platforms. 68% of people report that they have an account in Facebook. (Statista 2018.) This platform can be used for many purposes – connecting people, selling goods, advertising, promoting, increasing brand awareness. It has a great visibility for the company online. According to the statistics, there are 2.23 billion active users in Facebook by 2018. (Statista 2018.) If Facebook were a country, it would be in the top 3 biggest countries in the world.

Event management company definitely needs to use Facebook because of a huge amount of options which help to create and promote an event. All the company need for promotion is there. The right skills can help to promote it for less amount of money but with the same or even higher effectiveness as traditional ways of promoting.

Justin R. Levy writes that there are three main ways how companies can use Facebook: community building, marketing and promotion, advertising. (Levy 2011.) Community building allows to promote a brand at a cheap cost. The main issue here is to choose the right audience and the right tools what will be discussed in Chapter 5 in details. Promotion in Facebook is a must for every company. There are no limits, only imagination and creativity. Advertising is cheap, the main issue is to customize the advertisement correctly according to the company's goal and the need of target audience.

There are four main aspects of Facebook such as profile pages, groups, events and pages. Each of them has its own functions and purposes. Pages are usually created by companies for closer connection with customers. First of all, it's free of charge visual presence of the company in the platform where is more than 2.2 billion people. It's easy to manage communication there using different options. Profiles are for individual users where people usually show how do they live and what is their social image. Events are usually for promoting a good or service. Fully-detailed events can be easily created in the

page with a variety of options. Groups are for people which want to create a small community around their topic of interest. (Facebook business 2018.)

There are six main ways a company can use Facebook effectively: community building, keeping interaction with followers, marketing and promotion, advertising, driving traffic and leads to company's webpage . It's easy to drive traffic to the company's event pages or a page of a new product. There is a lot of options for advertising, the company needs to decide which option fits the best for their case. (Levy 2011.)

### 2.3 Other Social Media platforms

The first Social media platform SixDegrees.com was found in 1997 by Andrew Weinreich, the author of famous theory that all people in the world are connected and between them are not more than 6 intermediaries. It was the first but not very successful social media platform. It gave an idea and inspiration to other developers for creating better platforms which will connect people for social and professional purposes.

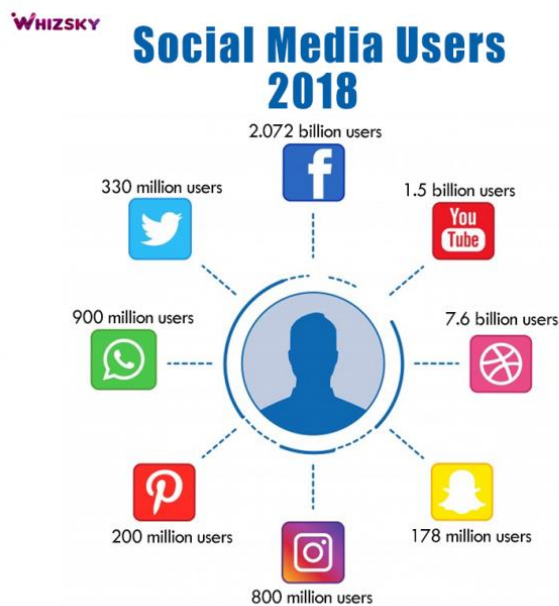


Figure 1. Social media users in 2018 (Whizsky 2018)

Instagram was launched in 2010 and became popular rapidly. There are more than 25 billion business accounts and over 80% of accounts follow some business. The first aim of it was sharing photos and videos of everyday life but now business took a huge part of it. It's easy to use Promotion option there. It's a low-cost advirtisments with an option to

customize. The company can choose its target group there, location and gender. It's proved to be very effective promotion tool.

Youtube was launched in 2005 and became the most famous video sharing social media platform. It is proved that 59% of decision making people would rather watch a video than read a text post. Youtube channels are everywhere now. Companies try to be creative and get more attention by making videos about their activity or products.

The content marketing is another aspect but very important to companies which want to show what they are actually doing. Well prepared visuals can create a lot of profit. In 64% of cases a customer tends to buy more likely after watching a video (Forbes, 2017). The numbers are shocking and force to think about social media in a more serious way.

### 3 Event Marketing

This Chapter will present the theory of event marketing and show the event marketing mix.

#### 3.1 Event Marketing Principles

From the author's point of view there are two definitions of event marketing which describes it in the best way.

**Event Marketing** is "a designing and creating a promotion of a good through an event ". (Marketo 2017.)

**Event Marketing** is "a face-to-face and hand-to-hand contact between companies and customers at events". (Marketing-Schools, 2017.)

The key factor why events exist is that in the most cases an event is a part of a marketing and promotion strategy. Marketing is the bridge between the company and event attendees, it builds communication which gives everybody the opportunity to reach their own objectives. Every event has different purposes, the two most popular of them are financial profit and promotion. Depends on the purpose the whole strategy is built. Promotional events are aimed at building a communication and keeping it in the future and events made for profit end when the goal is achieved.

There are 3 Es of event marketing: entertainment, excitement and enterprise. (Hoyle, 2002.) These elements are essential for any successful event. Excitement is the element which makes your event unforgettable. It can be new product, logo, award, basically anything but presented in a way what will excite people and make the event memorable. Entertainment is about unique, interesting and attractive atmosphere. People need a reason to leave home and come to the event and enjoy it. Enterprise means being risky, try something new, use of imagination. It's all about new and unique experience for a customer.

There are five stages of event:

- Research
  - setting up the objective
  - market research
  - target audience identification

- Preparation & Organization
  - selection of venue
  - food and beverage preparation
  - ticket selling
- Promotion
  - advertising
  - announcing special guests, discounts and offers
  - showing the value
- During event
  - coordination
  - entertainment
  - being online
  - taking photos and videos
- Follow-up & Evaluation
  - evaluation
  - sharing the visuals like photos and videos
  - asking of opinion

### 3.2 Event Marketing mix

There are five Ps or five key elements of Event Marketing. (Hoyle 2012.) Some researchers support and use theories of 4P's by Jerome McCarthy and 7P's by Booms and Bitner but from the author's point of view 5P's is the most suitable in this case.

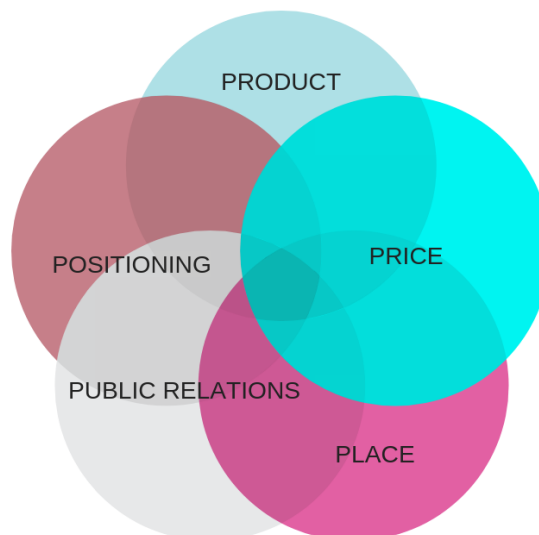


Figure 1. 5 P's of Event Marketing

Every event is dedicated to some product. Although the event is actually more a service than a product, it's agreed to use the term "product" in this case too. The difference between the service and a product is that the product is touchable. Event product is the experience of attendees. (Jackson 2013.) It's very important to understand why the product is unique and what is its value. The message of an event is built around it so that the customer will understand how the participating in the event will benefit him.

Every event has some financial goal. The pricing strategy is a difficult process which needs to be done carefully and has to include all the detailed about expenses and the goal company wants to achieve. A company has to understand how much money it wants to spend on marketing and launching of event, what will be the venue, who will be the special guests. All factors will form the price of a ticket for an event. A very good step is to analyze what is the financial situation of a target group. It will help to get more customers by adjusting, for example, a ticket price.

Place is the third element of Event marketing mix. The most important rule is that the event venue should match with its purpose. The right location will build a character of an event and create the right atmosphere. A scientific conference should be held in a place with serious atmosphere and a student party should be held in a club.

Public relations is the most important element. It forms what other people think about the company and how they see it, what do they feel. It's promotion which lasts for some period of time and creates engagement with the event. Promotion can be done through different channels like traditional advertising, word-of-mouth, direct marketing, indirect marketing, online promotion and many others. It depends on the nature of an event. The message in advertisements should be wisely created because it's the best chance to get more customers.

Positioning is about understanding what place in the market the company tries to fulfill. Why the product is different and why customers need it. What is the value the company can give to the customer and how this value better than what competition offers.



## 4 Research Methods

This Chapter will explain what research methods were used and the results of it. Primarily it describes competitors' presence in social media and comparison between the commissioning company's activity and its competitors'.

### 4.1 Quantitative analysis

Quantitative analysis is "a technique that seeks to understand behavior by using mathematical and statistical modeling, measurement, and research". (Investopedia 2018.) In this particular case the amount of posts and its regularity will be measured for understanding what is the position of Jolly Dragon in social media in comparison with its competitors.

Competitor analysis is a very useful tool for understanding the place of a company and its competitors in the market. It's crucial to know what they have done and how it affects their business. In this thesis the analysis of competitors' social media is essential in order to create a right social media strategy. It's very important to check on competitors, what are they doing, how creative are they, how interesting their campaigns are. It takes a lot of time and money investment together with the skills in social media marketing.

There are two main competitors of Jolly Dragon: Zone – Ammattikorkeakoulujen liikuntapalvelut and UniSport and both companies use several social media platforms for promoting their events.

ZoneSport Services is a united sport services of Haaga-Helia, Laurea and Metropolia. It was launched in January 2017. Its mission is to activate and move the community of Universities of Applied Sciences. Only students of those universities together with Arcada, Diak and Humak can use its services. (ZoneSports 2018.)

UniSport is united sport services of the University of Helsinki and Aalto University. Our goal is to promote wellbeing in the academic community and society in general by increasing awareness of personal wellbeing, providing sports and exercise opportunities as well as fostering an environment conducive to exercise. Unisport offers a huge variety of sports: yoga and pilates, body control and acrobatics, body care and mobility, classes for kids, indoor cycling, dance, ball sports. (UniSport 2018.)

Quantitative part of analysis includes information about the amount of posts and its regularity, how often the competitors post something in a certain period of time, the amount of

followers they have on Facebook. It's their main platform so it's more valuable to check the activity there.

Two months of social media activity were analysed: 25.07.2018-25.09.2018.

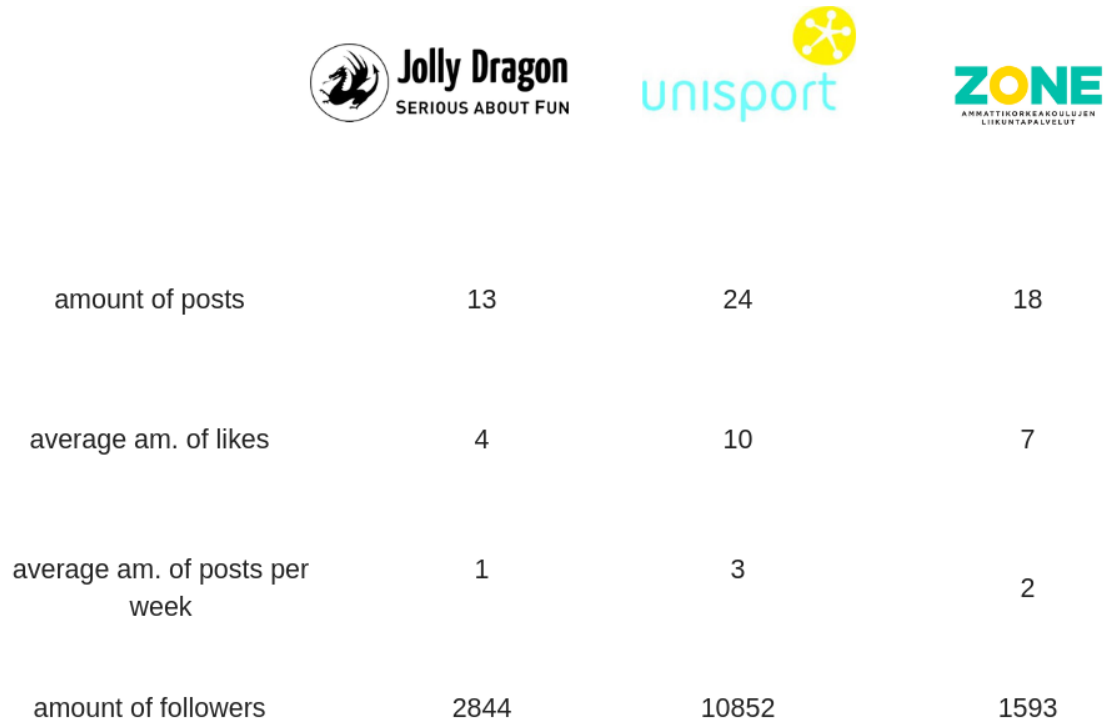


Figure 2. Social media activity of Jolly Dragon and its competitors

The analysis showed that both competitors are much more active in Facebook than Jolly Dragon. Even though the company has more followers than Zone Sport does, it has almost 50% less response from the followers. It means that followers are not actually following the page. They liked it some time ago but stopped checking on it after a while. It means that the engagement with followers is not working and it needs to be gained again.

The analysis showed there is a room for improvement and it would be very good for a company to keep an eye on the competitors' activity and try to be the same active.

#### 4.2 Qualitative analysis

Qualitative analysis is "a securities analysis that uses subjective judgment based on unquantifiable information, such as management expertise, industry cycles, strength of research and development, and labor relations". (Investopedia 2018.) In this case it includes the information about the content of social media platforms competitors create and what the commissioning company does.

Likealyzer is a tool for analysing Facebook pages. It shows a simple but very informative report based on Facebook analytics. (Likalyzer 2018.) The information presented in the report shows the activity of a page and engagement with the followers. Together with that there is additional information on how well the front page filled and how it could be improved. According to this report the activity of competitors is higher than the activity of the commissioning company.

Table 2 shows the Likealyzer statistics of Jolly Dragon and its competitors on Facebook. It shows that all three companies have good front pages but the section which tells followers about the company is not filled enough: Unisports’s page is filled only for 50%, ZoneSports for 69% and Jolly Dragon’s for 74%. According to this statistics Unisport is the most active – 92%, Jolly Dragon is the most not active – 58%. Response means how fast the company answers to messages or questions and the statistics shows that Jolly Dragon has the lowest level of response – 44%.

Table 2. Likealyzer statistics for Jolly Dragon and it competitors (%)

Company	Frontpage	About	Activity	Response
Jolly Dragon	100	74	58	44
ZoneSports	100	69	67	100
UniSport	100	50	92	100

Overview of Likealyzer as follows:

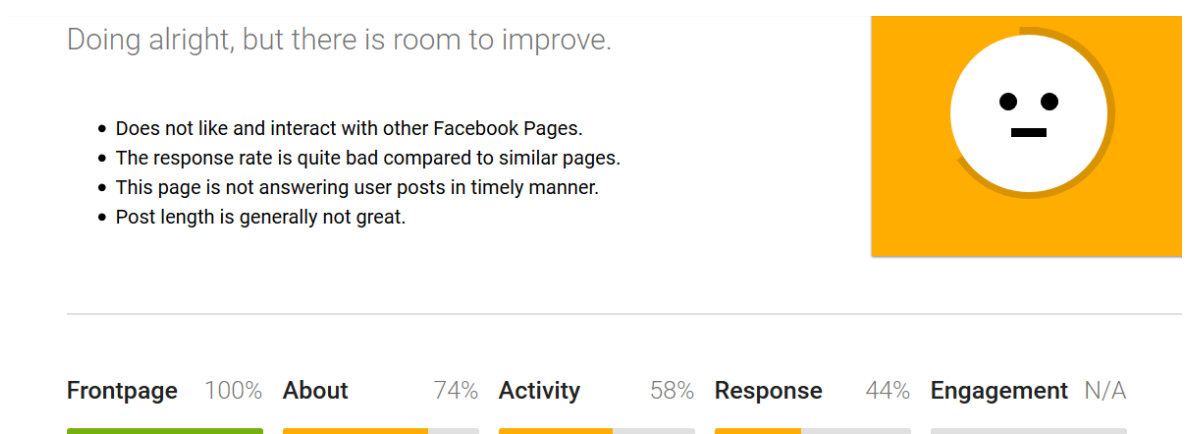


Figure 3. Analysis of Jolly Dragon’s Facebook page

The overview of Jolly Dragon's page showed that the company is not doing very well and there is a room for improvement. The information about the company is not filled properly even though the front page itself looks good. The page is not very active, it should be changed to more frequent presence. Response rate is very low, it shows followers that company doesn't care about what they share with them. In order to change that some employee should check on Facebook page every now and then in order to be engaged with the potential customers.

Together with that the overview showed that the company doesn't like and interact with other pages. Interaction with other pages creates more buzz about the page and there is bigger chance to get more attraction to the page. Post length is important issue and the report showed that the post length should be shorter in order to attract more attention.

## OVERVIEW

Doing alright, but there is room to improve.

- Does not like and interact with other Facebook Pages.
- There is room for improvement in terms of how often they post content.
- This page understands quality over quantity in terms of post length and is receiving excellent engagement!
- The mix of different content types in this page posts is fantastic!

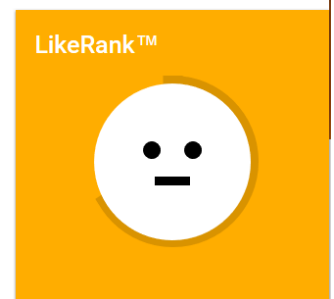


Figure 4. Analysis of ZoneSport's Facebook page

The report about ZoneSports showed that the company doesn't like to interact with other pages as well. The content isn't posted very regularly. However, it showed that the engagement on the page is excellent and the different content looks fantastic. Jolly Dragon could check on their content and try to be on the same content level in order to be more competitive.

Doing alright, but there is room to improve.

- There is room for improvement in terms of how often they post content.
- This page understands quality over quantity in terms of post length and is receiving excellent engagement!
- The mix of different content types in this page posts is fantastic!
- The response time of this page is excellent!

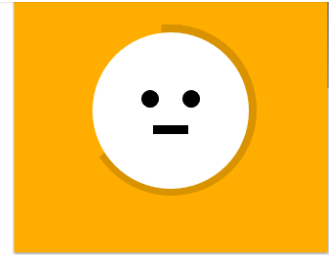


Figure 5. Analysis of Unisport's Facebook page

The analysis of Unisport page showed that the page's activity is very professional. The content is great and the engagement with followers is on very good level. The interaction with other pages and responses to the activity of followers is done very well.

Overall, competitors' Facebook pages are doing much better that Jolly Dragon's page and it needs to be improved in order to be more competitive.

## 5 Social Media Strategy for Jolly Dragon Oy

The importance of having a clear strategy for a company is proven in many researches. Strategy is "plan of actions required to meet a goal". (Jackson 2013.) It has general principles of operating a company and ways of solving occurred problems. Not for a long time events are linked with strategies. Before events were a part of marketing strategy but now events more often have separated event strategy. It's focused on a particular event or several events and it makes it more valuable because it's more detailed and more into the event itself.

Event strategy is aimed at perfect organization of an event where overall principles, actions and measures are discussed.

All events should have a social media strategy where all the information about how to promote an event in social media can be found. As social media has a huge potential for event promotion it should be used with all its functions in order to reach the high level of engagement with customers and attract more attention.

One of the crucial moments is the understanding of who the target audience is. It can be chosen according to the demographics, gender, occupation, hobby, education, place of origin or living etc. Every segment has own values and interests and the company should find out will one or another segment be interested in the product and will it help to reach the event objectives. At the same time the understanding of a right audience helps to create better content and a way of communication. The biggest target group of Jolly Dragon is students and it's much easier to reach them via social media.

Choosing the right social media platform for the chosen target group is one of the most important parts of social media strategy. Where in Internet company's target group can be found is the question the company should figure out. Checking out competitors' presence on different social media platforms is very helpful as it was discussed in Chapter 4. Customers' feedback on their preferred platform is a good way to choose the main platform where the biggest part of target group can be reached. It can be done via opinion poll in Facebook or a survey made via Google forms.

Social media strategy for an event promotion should include clear event objectives and way how to reach them via social media. Mostly events are aimed at getting profit to the

company and there are many areas which have an influence on it such as customer service, social media marketing, market research and target group research, after-event follow-up. In all those areas a detailed strategy for every touchpoint will help to find solutions for occurred problems or weak spots.

The next step is creating a great content which will help to reach the event objectives. Nowadays there is a huge variety of content presentation like posts, polls, updates, videos, live streaming, infographics, visuals, surveys, photo collages and many others. The content should be interesting and innovative, adding value and keeping the audience attracted. The content should be appropriate for a particular kind of an event and educate the audience in a way the company needs it. Valuable content is what people need in order to continue following the event page. The important issue is that the company should not post only money-related information. It's nice to interact with followers in discussions, opinion polls, listen to their thoughts and answering their questions. Amazing content is one of the most important keys to success. It should represent the business, its values and atmosphere. Together with that it's great if followers can post something on the page themselves and share company's posts. It will lead to sales, increase number of followers and rise company's awareness. The more interesting content you create the more people want to socialize with you.

Creating an actual content plan will make the whole process easier. Content strategy is the management of all visual materials the company post online. (Hubspot 2018.) It has to be detailed plan of what the company will post in a certain period of time. Every post has its own goal and the ways how to reach this goal. It will create a structure and bring the visual content of a page on the higher professional level. Content plan should be created according to the schedule of events and updates. For example, each event should have a separate campaign which starts at least two weeks before the event date. All the platform's new features should be taken into account and implemented on time. Event company should have nice photos and videos which show the atmosphere of events. It's crucial to share it on Facebook. According to HubSpot, 73% of consumers want to watch videos in social media. Another fact is 59% of company's decision makers prefer to watch videos instead of reading a post. (Hubspot 2018.)

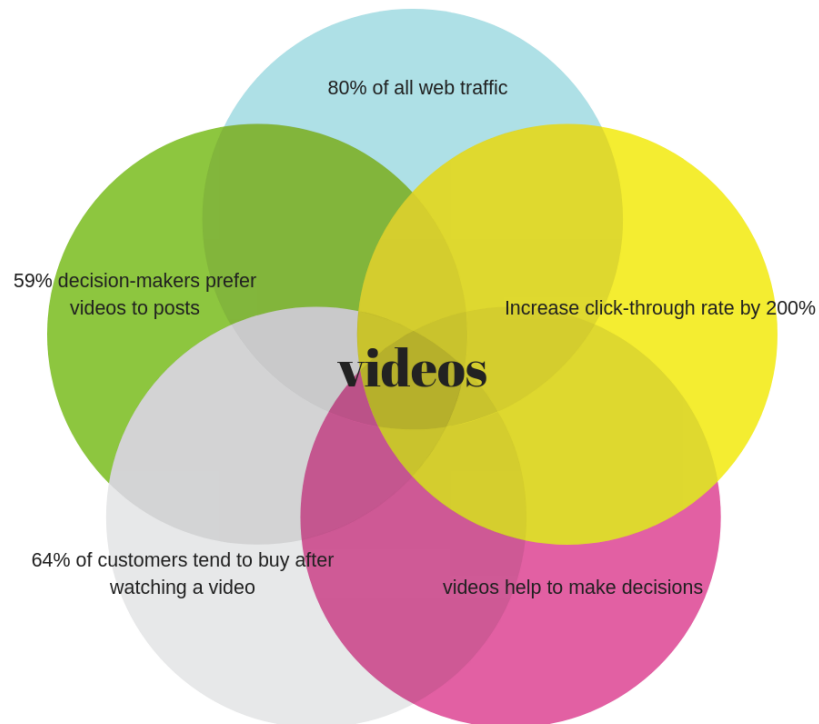


Figure 6. Video Marketing statistics (Hubspot, 2018)

Creating albums for each occasion is a nice idea. It looks organized and logical. Photos of the team and the office can help to engage more people as people like to see faces and internal lives of companies. It creates trust between customers and a company. Customers see who is behind the written posts and comments and it gives more soul to it. Videos can be different, for example a video about company's overview, short introduction of a team, interview of people from the same business field, why the company is unique.

The company should be active in social media on all platforms it uses. Otherwise it's very easy to loose connection with followers which are potential customers. There are silent followers, people who never put likes or comment anything. Same time there are active followers which offer new own ideas, share useful information, upload photos from the events. The main goal of social media marketing strategy is engaging with all kinds of audience the company has.

#Hashtag is a unique symbol of any company. A potential customer can find photos and videos of company's events very fast and easily just by a hashtag. Hashtag should be unique, clear, easy to remember and made in a way that people can understand that it is about this particular company.



A company should invest in paid advertising for reaching more audience which means more potential customers. It's not expensive but very effective. Facebook allows to customize the promotion by choosing age group, geographical location, occupation and others. The correct targeting will create bigger engagement around the event and get the company more attendees. Facebook Ads allow to measure cost-per-click, number of clicks, CTR (click-through-rate) so in the end the company understands was this ad worth money spent on it.

Nowadays there is a big amount of influencers – bloggers or vloggers who can help to promote any brand. Young population like to listen to them because they create some kind of trust and belief that the product is good. Event company is not an exception in this case, it should also take this opportunity. The company should find the influencer which will attend their events, write reviews about it and attract attention to the company. It's important to approach the influencer with a big enough amount of followers which matches the target group and whom followers believe. Second thing is to think about value which you can give to the influencer – salary, free goods, free services. The most important thing is that the influencer makes a review or video in the format he or she usually does it. Setting up the exact objective is the best thing the company can do but the ways of achieving them is the duty of influencer as a creativity master.

The company doesn't want to lose connection during the event as well. At least one employee should be online checking what people share and make posts and stories, live streaming himself. Creating campaigns online is a great idea because it will make people excited. For example, the best photo of the evening will get a reward. It will make people encouraged to be active and keep the atmosphere on the high level.

It's very important to measure the results and activity. Facebook insights give a pretty full information about page's facebook presence. It gives the image about the amount of posts, interactions, post quality, discussions, mentions, shares, amount of new followers, amount of people who unfollowed, age groups. All statistics are made in visuals as well so it's easy to understand it.

Behavior on the page will build trust and be a helpful element in a purchasing decision of a customer. Page manager should go online often, help people a lot and be a connector. Simple commenting creates interaction, telling a good word brings a good impression of a company's representative. Other interesting thing the company can do is to connect people inside the community. If the manager understand that two people can benefit why not

to help them find each other. People will remember it and be thankful. They will advise the company as very helpful and caring which is very important in building relationships in the community.

## **6 Conclusion**

This Chapter provides information about recommendations for the commissioning company, suggestions for future research and conclusions.

### **6.1 Recommendations**

The objective of current thesis was to produce a guideline for event creation and promotion in social media which includes the information about step-by-step process so that every employee in the company could easily set up an event. The guideline is based on the Social media strategy theory and theory of event and social media aspects of marketing.

The main recommendation is to be active in social media. It's very important to be in touch with the followers and give them up-to-date information. The next step is to improve the Facebook page itself as it was discussed in Chapter 4.

Together with that the author strongly recommend starting using Instagram and Youtube on a regular basis. As it was discussed in the Chapter 2, video marketing is one of the most important drivers online now. Professionally created and edited videos easily get thousands of followers. Videos from sport clubs, business meetings, parties visually show the purpose of the company. People get an idea and atmosphere of it and it make the company's events more attractive. Jolly Dragon has 17 videos in Youtube and it would be a good idea to be more active on this platform. Jolly Dragon has an Instagram account there but uses it rarely. It's not the most important platform but anyway it is a good way to support the Facebook account. Sharing photos and videos can be a good help for event promotion and news announcements.

It would be very good to include Facebook page to the email signature. Now some companies include videos to email signatures and it increases the conversion by 200%. It would be a good idea to think about this. (Hubspot 2018.) Moreover, email marketing is still considered to be very influential aspect of information distribution so it would be good to send all the updates by email as well.

Another suggestion is to appoint a person which will be responsible for social media activity. It will be easier to keep up a good work online and be logical and understandable in passing a message to the followers.

Content plan should be developed because of its value to the company. It will create a particular structure of posting, give ideas for more professional visual content, more logical content.

The company doesn't really use advertisement online so it would be very good to use Facebook ads and Instagram promotions sometimes in order to drive the traffic to the profile and to the webpage. It helps a lot for increasing company's visibility online.

## **6.2 Suggestions for future research**

Current thesis is focused mainly on Facebook and partly on Instagram and Youtube so it would be good for a company to find out other social media platforms to support their online presence. Social media is developing very fast so it's very important to follow the updates. Everything what can support a company will be a great help.

The importance of influencers was described in the Chapter 5 and I do recommend to think about finding some blogger and creating a partnership. It's very important now and the company will be two steps ahead its competitors. Competitors don't have any influencer working for them so it will make the company even more unique.

## **6.3 Conclusion**

The current thesis was started during the author's internship in the commissioning company. Thesis was mainly focused on social media marketing, facebook marketing in particular and event marketing. The topic was chosen due to the need of a company to have a guideline for social media and event marketing. The author had a position of Social Media Marketing manager for three months so the problems discussed in the thesis were experienced during the internship.

By the end of thesis writing process the author got a huge theoretical background in social media marketing and event marketing. Together with the practise during the internship it showed the importance of current topic and the possibility of future research.

To sum it up, this project showed how important is social media for a business and how companies can use this tool for promoting events online. Events is the new trend, everybody wants to get a live experience and social media is a trend which takes a big of our lives. In order to be successful the company needs to have and implement a social media strategy and follow the guideline for everyday activity in Facebook.

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## Appendices

### Appendix 1. Social Media Guideline



## Guideline “Creation and Promotion of event in Social Media”

Alesia Klyga

### Table of Content

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Introduction

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Project Objective

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Pre-event stage

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---

Post-event stage

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Recommendations

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## Introduction

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The following guideline is created for the use of Jolly Dragon Oy as a part of thesis "Social Media Strategy. Case: Jolly Dragon Oy"

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The guideline will help employees without any marketing knowledge to create and promote an event online

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The guideline is created for Facebook, Instagram and Youtube only

## Project Objective

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The **project objective** is to produce a guideline for marketing and promoting events through social media for Jolly Dragon Oy

## Pre-event stage



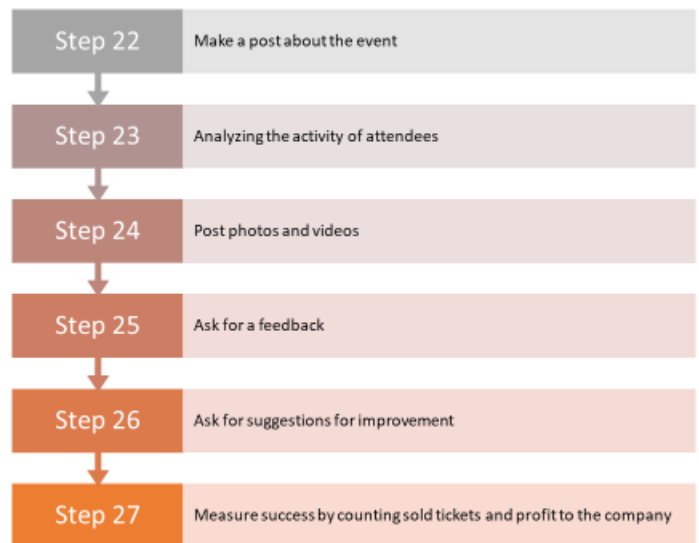
## Pre-event stage



## Event stage



## Post-event stage



## Recommendations

---

Being active in Social Media

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Using Instagram and Youtube on a regular basis

---

Creation of videos from events and posting them on SM platforms

---

Assigning one person responsible for Social Media

---

Creation of content plan

---

Using online advertisement

---

Finding an influencer who will participate in events and make reviews on it

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Take interviews of special guests or speakers and post it on FB

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## Appendix 2. General tips on how to write a post in Facebook

# How to write a post in Facebook

Post should be no more than 80 letters

Unique hashtags for every kind of events

Using of visual materials

Keywords

Using of powerful headlines

Check-in option

"How to" Headline

Feeling option

Numbers&questions

Do not make a post too  
early or too late

Be creative