

Digital Promotion of ASUS Smartphones in the Ukrainian Market

Diana Tykhonenko

Author Diana Tykhonenko	
Degree programme Degree Programme in International Business (GLOBBA)	
Thesis title Digital Promotion of ASUS Smartphones in the Ukrainian Market	Number of pages and appendix pages 44+27
<p>This is a product-based thesis commissioned by the Ukrainian representative of ASUS, a multinational electronics company. The organisation's objective is to increase the sales of the smartphones along with raising brand awareness.</p> <p>This study seeks to investigate the viability of ASUS smartphones in the Ukrainian market and foster ways, guidelines and procedures appropriate to promote the use of ASUS smartphones in Ukraine.</p> <p>The final outcome is a cost-efficient digital promotion plan of ASUS smartphones for the Ukrainian market. The plan is presented in a form of a handbook. The implementation of the plan is not included in the project.</p> <p>The theoretical framework was carried out as secondary research and focuses on digital promotion tools and models such as inbound marketing, use of social media platforms, content marketing, blogging, search engine marketing and search engine optimisation. The information was obtained from the books, online sources and journals.</p> <p>Benchmarking concerning the digital promotion strategy of ASUS Brazil was carried out to obtain more ideas on how to promote the same product in the Ukrainian market. The benchmarking study looks into the digital promotion tools and social media platforms that are used to promote ASUS smartphones in Brazil.</p> <p>The primary information was gathered by face-to-face and Skype interviews with the case company and ASUS Representative in Brazil.</p> <p>The handbook follows the design of the case company and provides clear and useful recommendations and suggestions that could be used by the organisation to implement an effective digital promotion campaign of ASUS Zenfone smartphones.</p> <p>Based on the research, the social media and content marketing strategies have been found to favour the promotional activities that ASUS may use to venture into the Ukrainian market.</p> <p>The promotional strategies that ASUS could use to dominate the Ukrainian market incorporate the use of social media, content marketing, SEO tools and blogging. Celebrity endorsements will also take promotion a notch higher.</p>	
Keywords Smartphones, digital promotion, content marketing, social media marketing, blogging.	

Table of contents

1	Introduction	1
1.1	Background.....	1
1.2	Case Company	2
1.3	Statement of the Problem.....	2
1.4	Demarcation.....	4
1.5	Key Concepts.....	4
2	The Theoretical Path of ASUS Smartphones to the Fame	6
2.1	Inbound Marketing	6
2.2	B-to-C Digital Marketing Platforms	7
2.2.1	Social Media	7
2.2.2	Blogs.....	13
2.2.3	Search Engine Marketing	14
2.3	Content Marketing	14
2.4	Summary	16
3	Project Management Methods.....	19
3.1	Research Target	19
3.2	Digital Promotion Plan Development Process	19
3.3	Stages of the Digital Promotion Plan Development	20
3.4	Interviews Planning Process	22
4	Digital Promotion Plan	25
4.1	Mission Statement.....	25
4.2	Company's Objectives	25
4.3	Situational Analysis	25
4.3.1	Competition Evaluation	25
4.3.2	SWOT Analysis.....	27
4.3.3	Target Population Analysis.....	29
4.4	Benchmarking	31
4.5	Current Digital Promotion Activities in Ukraine	34
4.5.1	Instagram.....	34
4.5.2	Facebook	34
4.5.3	Twitter	34
4.5.4	YouTube	35
4.6	Digital Promotion Strategy.....	35
5	Conclusions	37
5.1	Product Assessment	37
5.2	Case Company's Feedback	37
5.3	Process Assessment.....	37

5.4 Recommendations for Further Research.....	38
5.5 Reflection on Learning	38
References	39
Appendices.....	45
Appendix 1. Interview with the Ukrainian representative of ASUS	45
Appendix 2. Interview with the Brazilian representative of ASUS.....	45
Appendix 3. Digital Promotion Plan for ASUS Smartphones in the Ukrainian Market ..	45

1 Introduction

In this chapter, the thesis topic, project objective and project tasks will be discussed. On top of that, the case company will be introduced. Finally, the project scope will be explained along with the key concepts and the demarcation.

1.1 Background

Smartphone is a mobile phone with an extended list of functions such as Wi-Fi, GPS, increased computing power and higher connectivity (Chew, Lee, Lime, Loke & Wong 2012, 1). The essence of utility of smartphones is for message and voice communication. For example, they provide users with the access to internet, email and secure connection to corporate network services wirelessly. (Mohammed & Ahson 2006, 3.) Due to the advanced development in technology industries, number of smartphone users around the continents has greatly increased over the decades. In Ukraine, some of the most well-known smartphone brands are Apple, Samsung, Xiaomi, ASUS, Huawei, LG, and Lenovo that have the highest demand in the market.

Moreover, Ukrainian smartphone users are expected to grow from 25% to 47 % in the next few years (ZN UA 2017). This will have a great impact on the increase of demand for affordable and top-rated smartphones. Hence, smartphone industry should take this as the opportunity.

The majority of smartphones users in Ukraine are between ages of 18 to 39, have higher education level and a full-time job. 62.9% of them live in a big city and 66% of smartphone users in Ukraine prefer Android phones. (Ain UA 2016.)

According to Pasqua and Elkin (2013, 10), 74.4% of smartphone users utilise their gadgets to send and receive messages, 61.6% to surf the internet, 51.8% to take pictures and film videos.

ASUS smartphones being superior in software and hardware specifications have lower market share in Ukraine comparing to Apple, Samsung and Huawei smartphones. This study's aim is to conduct a research and recommend ways to promote ASUS smartphones to achieve a decent market share in the smartphone sales in Ukraine.

Several articles have been published regarding the promotion of smartphones in the consumer market. However, very few have talked about the Ukrainian smartphone market.

Besides, the existing publications have not yet provided a digital promotion plan that is cost effective hence applicable to the case of ASUS smartphones.

1.2 Case Company

ASUS is a Taiwanese multinational electronics company headquartered in Taipei. It was founded in 1989 in Taiwan as a manufacturer of motherboards. ASUS later grew into industry's leader and became a multinational company that manufactures hardware such as PCs, peripherals, laptops, tablets, servers, smartphones and accessories for them. The company has been developing products of virtual and augmented reality as well as robotic technologies. Recently, ASUS has launched Zenbo – a smart home robot. (ASUS 2017.)

The company employs more than 17 000 professionals and has facilities and branches all over the world. In 2015 and 2016 ASUS has been given a title of one of the World's Most Admired Companies by Fortune magazine. On top of that, the company holds around five thousand different awards. ASUS is No. 1 motherboard and gaming manufacturer and is in the top three laptop brands in the world. ASUS holds around 40% of market share in the motherboard industry. With over 500 million motherboards sold since the company was founded, one in every three computers nowadays has an ASUS motherboard. In 2016 the company's revenue was US \$ 13.3 billion. Although ASUS became popular after it revolutionised the PC industry in 2007 and is still one of the leaders in PC sales all over the world, the company has been working on developing smartphones that were launched in 2014. The brand's promise and its famous slogan is "In Search of Incredible" which explains the vision to be the leading company in the new digital era. (ASUS 2017.)

1.3 Statement of the Problem

It is from the above background that this study seeks to investigate the viability of ASUS smartphones in the Ukrainian market and foster ways, guidelines and procedures appropriate to promote the use of ASUS smartphones in Ukraine. ASUS smartphones being superior in software and hardware specifications are lagging behind in market share in Ukraine as compared to smartphones from Samsung and Huawei companies.

The main objective of the thesis is to develop a cost efficient digital promotion plan of ASUS smartphones for the Ukrainian market.

The projects tasks of the thesis are explained below.

Project task one is to design a theoretical framework for the project and to research what tools and activities are generally used to promote smartphones in a cost efficient way. The author will analyse and identify social media platforms and digital promotion techniques that could be applicable to the case.

Project task two is to review and analyse the company's current digital promotion activities in Ukraine. For this, management and employees will be interviewed and the author will gain an in-depth knowledge about the company's current situation, actions, future plans and main challenges.

Project task three is to investigate digital promotion tools and activities that are used by the Brazilian representative of ASUS to promote the same product. The country was chosen because of the good sales of the smartphones. The comparison will give more ideas on how to promote the same product in Ukraine.

Project task four is to formulate an improved digital promotion plan for the Ukrainian market and give suggestions to the case company.

Project task five is to present the product to the management of the case company. Based on the company's feedback, necessary adjustments will be taken into consideration.

Project task six is to evaluate the project and give suggestions for the future research.

Table 1 below summarises the project tasks.

Table 1. Overlay matrix.

Project Task	Theoretical Framework	Project Management Methods	Outcomes
1. Designing a theoretical framework for the project	Writing the theoretical framework	Desktop study	Theoretical framework
2. Investigating current digital promotion activities of ASUS Ukraine	Utilising the theoretical framework	Analysis of digital promotion activities and multiple interviews of the management of ASUS Ukraine	Gaining comprehensive understanding of the company's current situation, actions, future plans and main challenges
3. Benchmarking against marketing activities of ASUS Brazil	Utilising the theoretical framework	Analysis of promotion activities in Brazil and Skype interviews	Comparison of marketing activities for the same product in two different coun-

			tries
4. Formulating a digital promotion plan for the Ukrainian market and giving suggestions to the case company	Utilising the theoretical framework	Producing the plan	Digital promotion plan
5. Presenting the product to the management of the case company		Meeting with company and finalising the plan	Company is informed about the outcome of the plan, feedback is taken into account
6. Project evaluation		Own assessment	Project assessment

1.4 Demarcation

This product-based thesis is aimed at creating a low-budget digital promotion plan for ASUS smartphones in the Ukrainian market. It will focus only on digital promotion tools as per the request of the case company. The product is to be implemented only in the Ukrainian market due to its distinguished nature.

The final outcome is a digital promotion plan for the case company that will include practical suggestions and recommendations for digital promotion rather than actual marketing materials.

1.5 Key Concepts

Smartphone is a mobile phone with an extended list of functions such as Wi-Fi, GPS, increased computing power and higher connectivity (Chew & al. 2012, 1).

Social media is a combination of web-related resources and platforms that allow the exchange of information between users (McHaney & Sachs 2016, 9).

Marketing communications is a set of marketing and promotional elements when a brand or a company communicates with their potential customers in an attempt to convince them to buy the company's products or services (Pickton & Broderick 2005, 4).

Content Marketing means creating valuable content that aligns with the needs of customers which is more effective compared to other traditional forms of advertising and is aimed at attracting and acquiring potential customers to increase profits (Pulizzi 2014, 5).

Search Engine Optimisation (SEO) is an approach to promoting a brand, product or service by increasing its appearance and rankings in search engine results for special keywords (Chaffey, Ellis-Chadwick, Johnston & Mayer 2006, 376).

Search Engine Marketing (SEM) is a type of marketing, which involves paying online companies that promote the advertisements of products and websites with the final goal of attracting users from the search site to the company's website (Moran & Hunt 2009, 3).

2 The Theoretical Path of ASUS Smartphones to the Fame

This section includes the literature review of the digital marketing and promotion strategy that could be used to improve the sales of ASUS Zenfone smartphones in the Ukrainian market. Among the digital promotion strategies that shall be discussed in this chapter is the use of social media, blogging and content marketing. The different promotion tools that could be used to increase the general sales of ASUS smartphones in Ukraine involve appealing the product to the customers. This way, customers are given the adequate knowledge that would convince them to purchase the product due to its benefits. For example, the durability and water-resistant aspect of ASUS smartphones are some of the appealing factors that could result in the rise in popularity of the smartphones. The purpose of the marketing strategies is to create a channel that allows the transmission of this information to the potential clients so that they can purchase the product. The platforms which could allow the advertisement of the smartphones are those that are popular in Ukraine. This attributes to the selection of the marketing strategies mentioned above.

2.1 Inbound Marketing

Inbound marketing involves inclusion of promotion strategies that are aimed at attracting more clients. The process involves creating content that catches the attention of the potential buyers, gaining their trust and finally converting them into loyal customers. The inbound marketing strategy is most efficient in search engine optimisation (SEO), content marketing, social media marketing and blogging. According to Halligan and Shah (2010, 138), the journey of inbound marketing requires the advertiser to gain trust of the customer with each step. For example, the advertiser can create content that addresses a certain problem that would lead the customer to follow the remedies provided. After a successful completion of the problem-solving stages, the user will gain trust to the advertiser and hence would be willing to purchase the products or services offered. This technique is in contrast to the outbound marketing process, where the advertiser struggles with getting the attention of a potential buyer.

The use of inbound marketing strategy is essentially meant to create quality content for the targeted customers so it would lead them to other websites and earn their trust. More precisely, quality content will be created and availed through SEO tools. The websites will lead the client to another website with the content they need. The website will provide free content to earn trust of the customers. However, the customers shall be required to subscribe or register through their email addresses. This way, the advertiser would have obtained a communication platform with the potential buyers. Emails with product information would then be sent to the registered clients to increase knowledge about the

smartphones and raise brand awareness. The emails would also allow the sellers to make their initial sales besides creating long-life customers for the brand. The email communication is crucial in addressing the buying cycle of the smartphones with every stage.

The inbound marketing strategy is more effective compared to the outbound technique due to its ability to pull customers to its side rather than 'pushing' them (Halligan & Shah 2010, 129). The promotion strategy offers a holistic approach in serving the needs of the buyers hence even more advantageous in comparison with the outbound techniques. The mechanisms should be practiced simultaneously for the best performance.

2.2 B-to-C Digital Marketing Platforms

The marketing mechanism involves the use of interactive and networking tools that enhance product and brand awareness. This marketing system pushes commodities to the potential customers. The advertising techniques also rely heavily on the use of social media to facilitate the interaction between the sellers and buyers. This section discusses the role that interactive marketing techniques will play on the digital promotion of ASUS smartphones in Ukraine.

2.2.1 Social Media

Social media is a combination of web-related resources that allow the exchange of information between users (McHaney & Sachs 2016, 9). In actual sense, social media includes components that let information flow from one internet user to the other with an internet connection. Therefore, the social media platforms contain the basic properties of ordinary websites. In addition to this, the social sites should include the profile of the users, the content that is to be shared between the users and a medium of data transfer from the sender to the recipient and vice versa. An example of a media communication in Facebook is the fan pages where organisations and brands can distribute information to their customers, who are the social media users. The pages allow the clients (users) to comment on the information provided thus completing the communication process between sellers and buyers. Virtual groups in social media also help in converging users of similar interests thus developing additional structures for communicating information more effectively (McHaney & Sachs 2016, 168).

Social media is also known as social networking field where users converge, network and exchange bright ideas regarding commodities available in the market. This attribute of social media makes it important in helping in the decision making process regarding the consumption of the commodities offered. Kayode (2014, 62) highlights that one of the big-

gest benefits of promotion via social media is that it creates the two-sided communication between brands and their customers. It makes customers feel like their opinion is valuable and can be heard.

Lecinski calls this communication via social media “zero moments” when potential clients are doing their research before making a decision to buy a product. Just like Kayode, he highlights the importance of connecting with customers through social media. (Pasqua & Elkin 2013, foreword.)

Thus, social media has the ability to influence the demand and sales of products, which translates to a powerful marketing tool that ASUS could use to increase the sales of the smartphones in the Ukrainian market.

Although there are a lot of social network sites, any organisation should choose the ones that are most popular amongst its target audience and concentrate its efforts there. Statista (2017) presents the most used social networks globally as of September 2017. The most popular ones are Facebook with 2 061 million active users and YouTube with the total amount of 1 500 million active users. They are followed by WhatsApp and Facebook Messenger that both have 1 300 million active users and Instagram with 700 million users. (Statista 2017.)

The following are some of the popular social websites that organisations could use to push their brands explained in detail.

YouTube

YouTube is one of the most popular websites on the internet today. The site has 1500 million users who use the platform to search and watch the content of their preference (Statista 2017). Around 300 hours of video content is being added to YouTube every minute. YouTube users spend over one billion hours every day watching videos pertaining to a variety of subjects (Fortunelords 2017).

The platform allows users to create channels and post videos that others can watch. This feature is particularly important to organisations as the site offers a free video-hosting service. Companies can thus create content that favour their sales and post them on the website. Other users can access and watch the free videos at any given time creating traffic to the organisation’s website.

The benefits of YouTube extend to its ability to allow users to share content on social media as well as embed video on other websites. This function is especially important for e-commerce. In addition to that, YouTube is advantageous as a marketing tool for its high association with search engines. YouTube client is favoured by search engine two ways. Firstly, the video posted on the website pop up at the top of Google search results exposing the content to many users. Secondly, YouTube has been named one of the most popular search engines. This ideally implies that the videos posted on the website are likely to gather more views than other video-hosting websites. (Miles 2014, 10-11.)

McHaney and Sachs (2016, 81) claim that businesses who want to use YouTube for marketing and promotion should remember that customers will link the quality of the content with the product's quality. However, nowadays, with the level of technology development it is possible to film and edit videos even with a smartphone.

Twitter

Twitter community has been expanding since the inception of the website. Twitter offers a micro-blogging tool that allows its users to send and receive brief messages (tweets) about any topic. The platform restricts tweets to a hundred and forty characters that allow the transmission of brief and relevant information. Due to the shortened tweets, users get updated information on diverse topics over a short period of time. This attributes to the massive number of tweets that are generated (50 million tweets per day) (Omnicoagency 2017). Twitter is most popular among the age group of 18-29 years (37%) and 30-49 years (25%). The social media platform is widely used by high-profile individuals, people with higher education, by many politics, business owners and celebrities (Omnicoagency 2017; McHaney & Sachs 2016, 133). In fact, it has been researched that 54% of Twitter users earn more than \$50 000 per year (Omnicoagency 2017).

The brief tweets can create a greater following of brands compared to other platforms such as Facebook, Pinterest and Instagram. Twitter users have been found to have a high tendency of brand-following, which is important for the marketing and sales of the company. Moreover, the platform plays a significant role in the company's growth in addition to the product development. In other words, when useful information is posted on the website, the content is treated with the perception that the data contained helps the entire industry rather than that particular organisation. Twitter is also a good marketing tool due to the existence of apps, which allow a seamless transmission of tweets. (O'Reilly & Milstein 2012, 223.)

Twitter offers support with promotional activities and marketing campaigns and provides data analytics for the companies to determine the success of marketing campaigns (McHaney & Sachs 2016, 135).

There are a number of third parties that provide data analysis for Twitter either for free or for a relatively low cost. For example, Tweetarchivist.com offers tracking of Twitter campaigns, brand, hashtag, keyword monitoring for free and some extra features for \$14.99 per month. It is proved to be a good tool for analysing Twitter campaigns and is being used by companies such as IBM, Marriott, Xerox etc. (Tweet Archivist 2017.)

Facebook

Facebook is a good networking place for businesses and individuals. The platform is the most popular social media website nowadays and has 2 061 million active on a daily basis users (Statista 2017). The most common age demographic for Facebook is 25 to 34 years (29.7% of users) (Statista 2017). The huge number of users has made the website one of the most considered elements of social media marketing. As of October 2017, there are over 65 million business pages on Facebook, which proves that Facebook is an important part of any marketing strategy (Expanded Ramblings 2017).

It is vital to know that midweek time 1pm – 3 pm is considered to be the busiest time for Facebook which means that the highest traffic occurs at this time. So if the company aims to drive traffic to its website, this time should be considered as the most suitable. (Co-Schedule 2017.)

However, it was found out that Facebook users are more engaged at 7pm – 8 pm, which means that at this time they will more likely spend more time on reading posts and communicating in the comments section. Moreover, the traffic is higher on Thursdays and Fridays by 18%. (Zephoria 2017.)

According to Facebook (2017), it is against the website's rules to create and use personal accounts for business and marketing purposes. However, companies can create business pages and use them to promote their brand, products or services. Creating a business page is as easy as creating a personal account. However, there are some points that can make a big difference when it comes to digital promotion. Personal accounts are intended to represent a holder's personal information, where he/she studied, worked, family ties etc.

On the contrary, Facebook business pages include the following elements:

1. Cover Photo – should represent the company's products or services and has to capture attention of the potential clients.
2. Profile Photo – a small photo, normally the company's logo that will appear anywhere on Facebook when the page leaves a comment, likes or subscribes.
3. About – section that is meant to be used for displaying general information about the company, its products or services, links, contact information etc.
4. Posts – the main tool for promoting businesses and products – a place for news updates, images, videos and links. (Zarrella & Zarrella 2011, 39-43; McHaney & Sachs 2016, 168-170.)

Facebook (2017) and McHaney and Sachs (2016, 171) both suggest some tips on how to manage a business page. Amongst them are:

1. News Updates – staying in touch with your audience is vital, hence the companies can share industry news, company's updates, new product launch information, sneak peeks, photos, backstage shootings, videos and interviews with the company's management and employees. The main rule is to keep the posts rather short, meaningful, easy to read and fun.
2. Questions – asking customers' opinion, making questionnaires and initiating conversation with existent and potential customers will give more ideas on how to improve company's products or services and will help to build rapport with customers.
3. Events News – sharing information about new launches, online and offline sales, sending invitations to the events can create a buzz around the brand which potentially can result in higher sales.

One of the features that make Facebook a hotspot for marketing is its ability to reach a broad range of audience. However, the social network website's organic reach has been declining since Facebook was founded. Organic reach shows the amount of people a company can reach with a free advertisement. (Facebook 2017.) Nowadays the figure is below 2%, although just three years ago it was approximately 6% (Adgo 2017).

Facebook (2017) and Adgo (2017) name two reasons of the decline. Firstly, more content is being created and published daily on Facebook, which makes it more difficult for users to see it. The second reason is the way News Feed functions. It was designed to show the most relevant content for each user (posts that were like by other friends and similar posts to the ones that were liked by the user).

However, to reach more people companies can use Facebook's sponsored advertisement. Organisations can sponsor their advertisements to reach different users from all over the world. Facebook allows companies to reach specific audiences. For instance, a company can specify that the paid advert should majorly focus on users from a particular region, age etc. The feature makes it easy to control the marketing efforts directed towards pushing a specific brand, product or service. Moreover, creativity and innovation can be used to complement the paid adverts. Facebook does not limit companies on the

nature of the advertisement, whether it is an image, audio or video. (Zarrella & Zarrella 2011, 223.)

Facebook (2017) and Zarrella and Zarrella (2011, 224-242) explain 4 easy steps that companies have to take in order to start advertising on Facebook:

1. Set a goal – whether it is raising brand awareness, promoting a product, service or an app.
2. Define target audience – Facebook offers special selecting tools that allow companies choose age, gender, education, relationship status, work title, location, hobbies, interests and online behaviour of people who will see the advertisement.
3. Choose advert placement – Facebook, Instagram, Messenger or all of them.
4. Define the budget – set the daily or total budget for the advertisement.

Instagram

Instagram is another social media tool that is highly significant in the marketing sector. The platform is accessible via a free mobile application. Instagram has become popular in the past few years with more than 700 million monthly active users from all over the world (Statista 2017). 68% of them are women who are under 35 years old (McHaney & Sachs 2016, 234.) Approximately 80% of Instagram users follow at least one business profile (Instagram 2017).

Instagram allows users upload photos, videos, carousels (2-10 photos in one post) and stories (photos or videos that disappear in 24 hours).

The application was bought by Facebook for \$1 billion in 2012. Since then the paid advertisement was introduced which is aimed at redirecting customers to the company's website, raising brand awareness and promoting products and services.

Elise Moreau who is a social technology expert (Lifewire 2017) gives recommendations on how to use Instagram in the most effective way:

1. Create valuable content.
2. Keep in mind quality of photos and videos.
3. Use hashtags.
4. Post frequently enough.
5. Be in touch with the audience (comment, message via direct messaging).

Sproutsocial (2017) claims that Instagram posts with at least one hashtag get 12.6% more engagement than posts with no hashtags. Currently, Instagram limits its users to 30 hashtag per post, however, studies have shown that it is recommended to use around 10-12 hashtags per post.

One of the outstanding features of Instagram that makes it popular is its simplicity and preference by many celebrities, influencers and companies. Moreover, the content posted on Instagram takes much longer to disappear compared to Facebook and Twitter. This means that content in Instagram is more likely to be viewed than in Twitter or Facebook. Nowadays a majority of the celebrities who use the social media to reach their fans prefer Instagram.

2.2.2 Blogs

Blogs can be called the first and the oldest type of social network websites. Nowadays blogging is perceived as a type of marketing, which encourages online advertisements of products and services. Blogs can be used to attract more sells through their online marketing platforms. (Zarrella 2010, 9-11.)

One of the ways in which this can be done is through the SEO tools. When content in blogs is developed in a way that generates more views, traffic is being redirected to the company's website and thus more sales will be generated. Moreover, blogs have the benefit of attracting strangers and converting them into leads and finally happy customers. The blog posts give responses to crucial questions, which guide the strangers into leads and customers. This implies that quality blogs are able to attract and retain customers. (Hubspot 2017.)

McHaney and Sachs (2016, 32-35) and Zarrella (2010, 27-30) describe the main features of blogs and give suggestions on how to turn blogging into a good marketing tool:

1. Blog Name – should be creative and easy to remember. For example, famous designer Chiara Ferragni called her blog “The Blonde Salad” and 7 years later she turned it into a multi-million dollar business.
2. Social Media Share Buttons – it is vital to include social media share buttons in blogs to facilitate the blog sharing and its promotion in other social media websites.
3. Follow Option – like any other social media page blogs should have a subscribe option. It allows users to subscribe to the blog and get notified about new posts.
4. Call to action – besides valuable content business blogs should have links to the company's website, application download button or links to the online stores where the company's products are sold.

Similarly, ASUS could utilise blogs as a method of enhancing product awareness in Ukraine. The company could focus on building its blog to raise the product awareness in the country. To start with, the blog can provide high-quality content related to solving problems associated with the usage of smartphones such as fast battery draining. The information contained could then provide additional free content which will help to gain trust of the buyers. The information could also benefit the visitors of ASUS website where they

can find detailed information regarding the usage of ASUS smartphones. Information containing specifications of ASUS smartphones can also be shared to other social media websites to further boost the brand awareness.

2.2.3 Search Engine Marketing

Search Engine Marketing (SEM) is a type of marketing which involves paying online companies that promote the advertisements of products through the Search Engine Optimisation (SEO) tools (Moran & Hunt 2009, 3). SEO is an approach to promoting a brand, product or service by increasing its appearance and rankings in search engine results for special keywords (Chaffey & al. 2006, 376).

Google is one of the companies that offer SEM. The organisation hosts one of the most powerful search engines in the world that is effective in conducting search engine marketing. Google Ads is particularly the program that undertakes the Search Engine Marketing effectively.

It offers two types of marketing campaigns: pay-per-click advertising (PPC advertising) and display network. PPC means that a company bids on special keywords that describe or are applicable to its business, product or service. Later, when Google users type the keyword to the search field, the advertisement can be displayed either above or below organic (non-paid) search. Display network allows companies to advertise by using visual types of advertisement such as banners. (Wordstream 2017.)

The use of Google Ads can be modified to reach different target population with the utilisation of keywords, geographical location, and demographics.

ASUS can utilise Google Ads to create content that will attract a large audience with the utilisation of keywords. ASUS can use both PPC and display network advertisement to gain attention of customers in the Ukrainian market.

2.3 Content Marketing

As discussed in the earlier sections of this chapter, the content of the advertisements plays a crucial role in attracting clients. Content is all types of information posted online that web users read, view or listen to (Ramos 2013, 24). Pulizzi (2014, 5) defines content marketing as creating valuable content that aligns with the needs of customers which is more effective compared to other traditional forms of advertising and is aimed at attracting and acquiring potential customers to increase profits.

This method differs significantly from the traditional method of advertising. In fact, many brands use content marketing. A good example is Whole Foods – American supermarket chain. The company's home page provides content rather than deals and offers. Users can find valuable content on the website, such as seasonal dishes that can be cooked with food that is sold in Whole Foods, Instagram food photos and articles about healthy eating. The content attracts customers, gives them valuable information while promoting the company's products. (Whole Foods Market 2017.)

Additionally, content marketing is also affordable when undertaking a cost-benefit analysis. The technique is cheaper compared to the traditional forms of advertising. Organisations that use content marketing have been found to save approximately 60% of the total costs involved in the advertisements of the products and services. (Medium 2016.)

As Ramos (2013, 25) asserts, the main reason for companies to use content marketing is that the traditional marketing methods do not work anymore in most cases. An example would be a bad practice of Unilever while promoting Axe body spray in 2012. The company targeted 18-24 year old people and to reach them Unilever created a TV advertisement that cost \$ 6.3 million. However, as it was found out later, 60% of the targeted audience has not seen the advertisement at all. Young people prefer content on social media, articles on their favourite online newspapers, movies on Netflix and videos on YouTube rather than watching TV. (Financial Times 2012.)

Moreover, by posting valuable and interesting content and giving information about the product, the company becomes an influencer and can encourage potential customers to purchase the product (Ramos 2013, 26).

Nonetheless, it should be acknowledged that content marketing is interconnected to other forms of advertising such as social media marketing. In other words, the content marketing process can be utilised over a broad variety of marketing platforms. The content marketing strategies should also be customised to fit the targeted audience and reach them in the most effective manner.

The content marketing methodology can be applied to the promotion of ASUS smartphones in Ukraine. The company can invest in creating quality content that will attract a high number of visitors to the various platforms used. For instance, the organisation can hire personnel that will enhance the creativity in content creation to enable the organisation to publish useful and relevant information about the advantages of ASUS

smartphones. Adequate research can be done on the features that customers are more concerned about when selecting their preferred smartphones. The organisation can then base its content creation on the attributes that the target population is looking for. This way, ASUS can elevate the popularity of their smartphones in Ukraine.

The digital promotion of ASUS smartphones in Ukraine through content marketing can also be undertaken through identifying advertising platforms that are popular in various marketing segments. For example, the youth are more conversant with video platforms such as YouTube. Therefore, the digital promotion of ASUS smartphones could be done through the development of video content that will enable the information contained reach the youth of the country and subsequently spread to the other age groups.

Furthermore, the advantages of content marketing extend to their main reasons. The method is cost-effective in the sense that it provides cheaper ways to market the ASUS smartphones. The organisation only needs to generate great content that will enthrall the audience. The techniques used to disseminate the information are mostly affordable. YouTube and Facebook, for instance, provide free platforms where the information can be advertised.

The content marketing strategy is also beneficial because it creates better and loyal customers. The advertisements induce significant knowledge on the minds of the audience transforming them into regular and well-informed customers. The knowledge of the few customers can spread to the rest of the citizens hence gaining a significant amount of attention from the Ukrainians. With this situation, the sales of ASUS smartphones in Ukraine can gain traction to be one of the most popular gadgets in the country.

2.4 Summary

The digital marketing and promotion strategies discussed above possess numerous benefits towards the digital promotion of ASUS smartphones. Inbound marketing strategies can be used to attract strangers, convert them into leads and finally regular or satisfied customers. ASUS could take advantage of this mechanism to attract and retain potential clients hence increasing their presence in the country.

In addition to that, B-to-C digital marketing platforms can also be used to promote the sales of ASUS smartphones in Ukraine. The system has the benefit of encouraging interaction between the sellers and the buyers. The interaction process can also lead to the increased exchange of information from both parties. The customers can give their opinion regarding the brand and the company can use the information to its advantage. The

organisation, on the other hand, can communicate the strengths of their products to gain trust of the Ukrainians. The B-to-C digital marketing strategies that can be utilised for the digital promotion of ASUS smartphones in Ukraine including social media marketing, blogs and Search Engine Marketing.

Social media marketing of smartphones will include using pages and virtual groups to present vital information to the Ukrainian community in social media. Users will in turn comment on the posts to let the company know their opinion. This information can be utilised to improve the brand awareness among the Ukrainian community.

Video content with ASUS smartphones' features can also be created for the YouTube channel and shorter videos for Instagram. Videos are popular among the young population hence a strategic way to reach them. When this active population is reached, the entire population will follow and embrace the consumption of ASUS smartphones.

Additionally, Twitter could be used to build brand awareness in the country. The company will need to encourage the Twitter following in the country by providing quality content via its Twitter account. The strong brand created will improve the sales of ASUS smartphones.

The use of blogs could aid the digital promotion of ASUS smartphones in two major ways: customer attraction from quality content and the use of SEO tools. The blogs can be used to generate valuable information about the smartphones, which will create traffic on the official company website. The SEO tools can also be used to help to direct clients to areas where they can find information related to the consumption of ASUS smartphones. This implies that Search Engine Marketing and blogs can be used hand on hand to promote the presence and popularity of ASUS smartphones in Ukraine.

Nonetheless, of all the methods discussed, content marketing is the most imperative tool that the company could use. In fact, inbound and B-to-C digital marketing techniques heavily rely on the information contained. The company should understand the requirements of the different population segments and come up with content that is relevant to the targeted population.

However, other promotion techniques should also be included to the marketing mix to create an advertising methodology that is comprehensive and addresses the needs of the target population. This is the most effective way that ASUS can gain enormous recognition in Ukraine.

Figure 1 shows the digital promotion techniques and channels that can be used for digital promotion of ASUS smartphones in Ukraine.

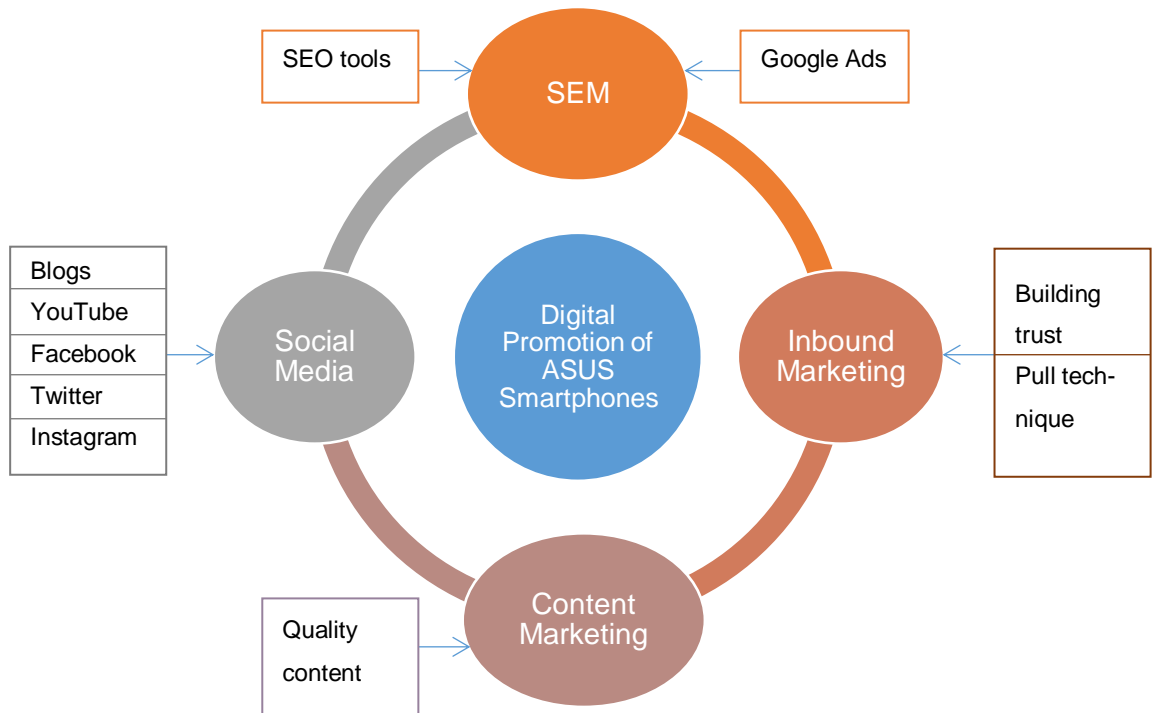


Figure 1. Digital Promotion Techniques and Channels. (Tykhonenko 2017.)

Chapter 3 explains in detail the project management process of creating the digital promotion plan for the case company.

3 Project Management Methods

This section covers the management processes that are required to conduct effectively the successful digital promotion of ASUS smartphones in the Ukrainian market. This chapter includes the research target, digital promotional plan development process among other segments.

3.1 Research Target

The main objective of the thesis is to create a cost-efficient digital promotion plan of ASUS smartphones to achieve a decent market share in smartphone sales in Ukraine and raise brand awareness. The digital promotion strategy should help the organisation to increase revenue resulting from the accumulation of sales in the Ukrainian market.

The study will be highly significant in devising the strategies required for the digital promotion of smartphones in the Ukrainian market. It incorporates diverse methodologies that could be used to gain traction to the popularity of ASUS Zenfone smartphones in the Ukrainian market.

Several articles have been published regarding the promotion of smartphones in the consumer market. However, very few have talked about the Ukrainian smartphone industry. Besides, the existing publications have not yet provided a digital promotion plan that is cost-efficient hence applicable to the case of ASUS smartphones. This situation demands advanced researching techniques to come up with viable solutions that will help the company achieve its promotional and sales objective.

Furthermore, the research requires an in-depth marketing knowledge to come up with a functional digital promotion plan that will help to raise the sales of ASUS Zenfone smartphones in Ukraine. Most importantly, the research should possess the knowledge to compile the study in such a way that it portrays meaningful data and conclusion arising from the investigation conducted.

3.2 Digital Promotion Plan Development Process

This section concentrates on describing how to build a structured digital promotion plan of ASUS smartphones in the Ukrainian market. It includes the planning process and the theoretical framework that could be applied for the best possible outcome.

Nevertheless, it should be noted that despite this research focusing only on the digital promotion of ASUS smartphones, other conservative methods of promoting the brand might also be incorporated into the promotion plan for utmost effectiveness.

The basic digital promotion strategy that shall be used for this study is the content marketing strategy. The mechanism has been tested by various firms in the past and has been found to possess certain advantages over other forms of marketing. The figure below shows a flowchart of the digital promotion process planning that will be used for the study.

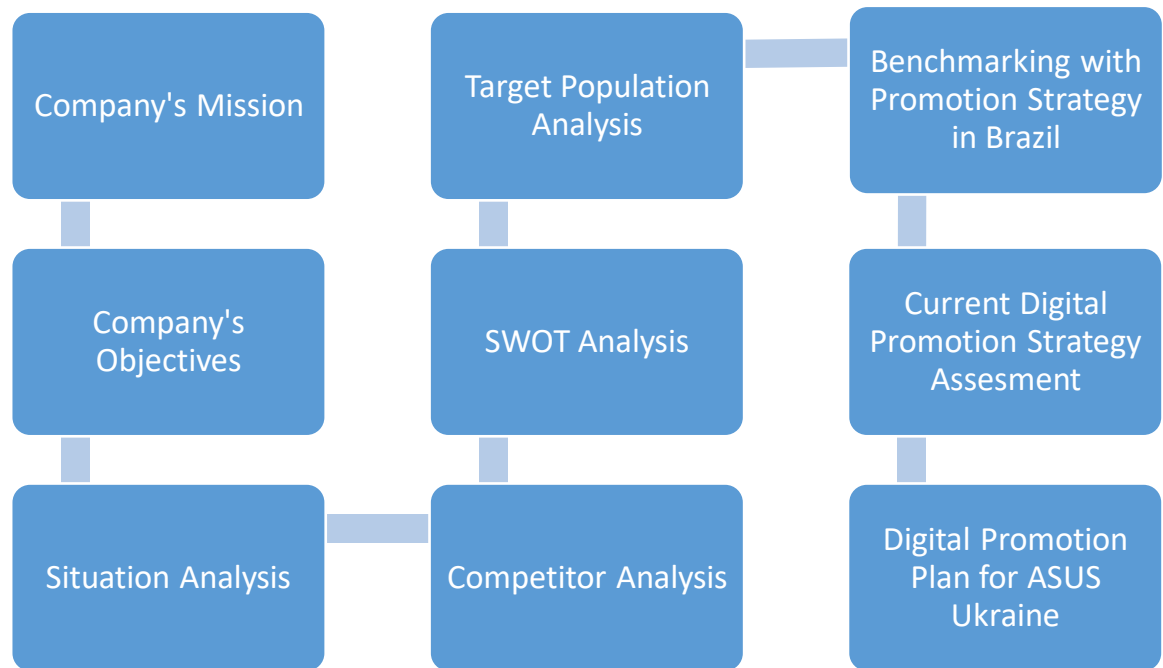


Figure 2. Digital Promotion Plan Development Process. (Tykhonenko 2017.)

3.3 Stages of the Digital Promotion Plan Development

This section contains a detailed plan of the digital promotion planning process. The strategy is divided into six sections, which will handle the different stages involved in the planning and management process. The overall management plan is provided in the figure and explained below.

Table 2. Summary of the Research Methods.

Project Task	1. Research	2a. Company Interview (Ukraine)	2b. Company Interview (Brazil)	3. Theory Analysis	4. Digital Promotion Plan Development	5. Project Evaluation
Information Source	Books, journals, articles	Face-to-face interviews	Skype interviews	Findings from the research	Various digital promotion techniques	Author, Thesis Advisor
Implementation Method	Studying	Interviewing the company	Interviewing the company	Assessing different digital promotion tools	Studying different digital promotion plans	Assessment of the project
Task Outcome	Come up with the appropriate marketing channels for ASUS	Understand the situation and goals of ASUS Ukraine	Learn the promotion strategy of ASUS Brazil	Come up with a list of the effective digital promotion strategies	Create the final digital promotion plan	Correct the faulty aspects of the project
Project Outcome	Developing a comprehensive cost-efficient digital promotion plan					

The first step is to conduct a comprehensive research of the current digital marketing and promotion techniques and the trends that have emerged. The trends to be assessed are such as the social media usage patterns in Ukraine, the popularity of the different digital marketing strategies and the influence of the content marketing strategies in the country. The information gathered from the research shall form the basis of the entire digital promotion plan development process.

The second step of the process is to determine the current situation of the company and its goals. In order to make a marketing plan, it is recommended to assess the company's current position and align it with the future expectations. The assessment of the company's position will be done through interviewing the company. From the interview, adequate information will be collected to find out the digital marketing objective of the organisation. Unveiling these details shall play a huge role in selecting the correct digital marketing strategies that suit the company (more detailed information about the interviewing process

is in the Chapter 3.4 and the lists of questions from the interviews are in Appendices 1 and 2).

The third step encompasses the selection of the specific digital promotion techniques that will form the digital promotion plan and will be presented to the case company. The selection criteria of the digital promotion methods will depend on aspects such as their effectiveness in reaching the target audience, the cost involved and their suitability for this particular project. This step largely concerns the application of theoretical model formulated in step one.

The fourth step is characterised by the formulation of a concise digital promotion strategy from the details collected from stage one to three. The digital promotion plan developed should be cost-efficient and in-line with the objectives of the company. It is also important to understand that the digital promotion strategy developed can include different models and theories rather than a single approach.

The final fifth step of the process is to evaluate the entire project. The effectiveness and practicality of the final digital promotion plan are evaluated at this stage. If the setbacks are found to overwhelm the benefits to an extent that aspects including the cost-effectiveness are left out, then the whole cycle (stage one to five) is repeated again until a reasonable outcome is achieved.

A summary of the activities and outcomes of the five stages covered is given above in the Table 2.

3.4 Interviews Planning Process

This section explains the second step of the digital promotion plan development process which is the company interviews.

As mentioned above (Chapter 3.3), to deliver a coherent digital promotion plan of ASUS smartphones, it is vital to determine the company's current situation and objectives. Qualitative research will be done in order to investigate and understand what kind of digital promotion activities are used nowadays in order to promote the smartphones in the Ukrainian market, what is the reasoning behind it and the constraints.

For the first part of the qualitative research (**step 2a**) the Country Head, Head of Marketing Department and Product Manager of ASUS Representative in Ukraine will be interviewed by the author. The interview will take place in the office in Kiev, Ukraine. The men-

tioned interviewees were chosen as they have all the information about the company situation and directly work on promoting and popularising the smartphones. The questions from the interview are presented in the Appendix 1.

For the second part of the qualitative research (**step 2b**) Product Manager of ASUS Representative in Brazil will be interviewed to investigate and later analyse what marketing activities are used in the country to promote the smartphones. The interview will be carried out with the Brazilian Representative via Skype. The country was chosen because of the good sales of mentioned smartphones. The comparison will give more ideas on how to promote the same product in Ukraine. For the list of questions from the interview in Brazil see the Appendix 2.

The interview process is summarised in the figure below.

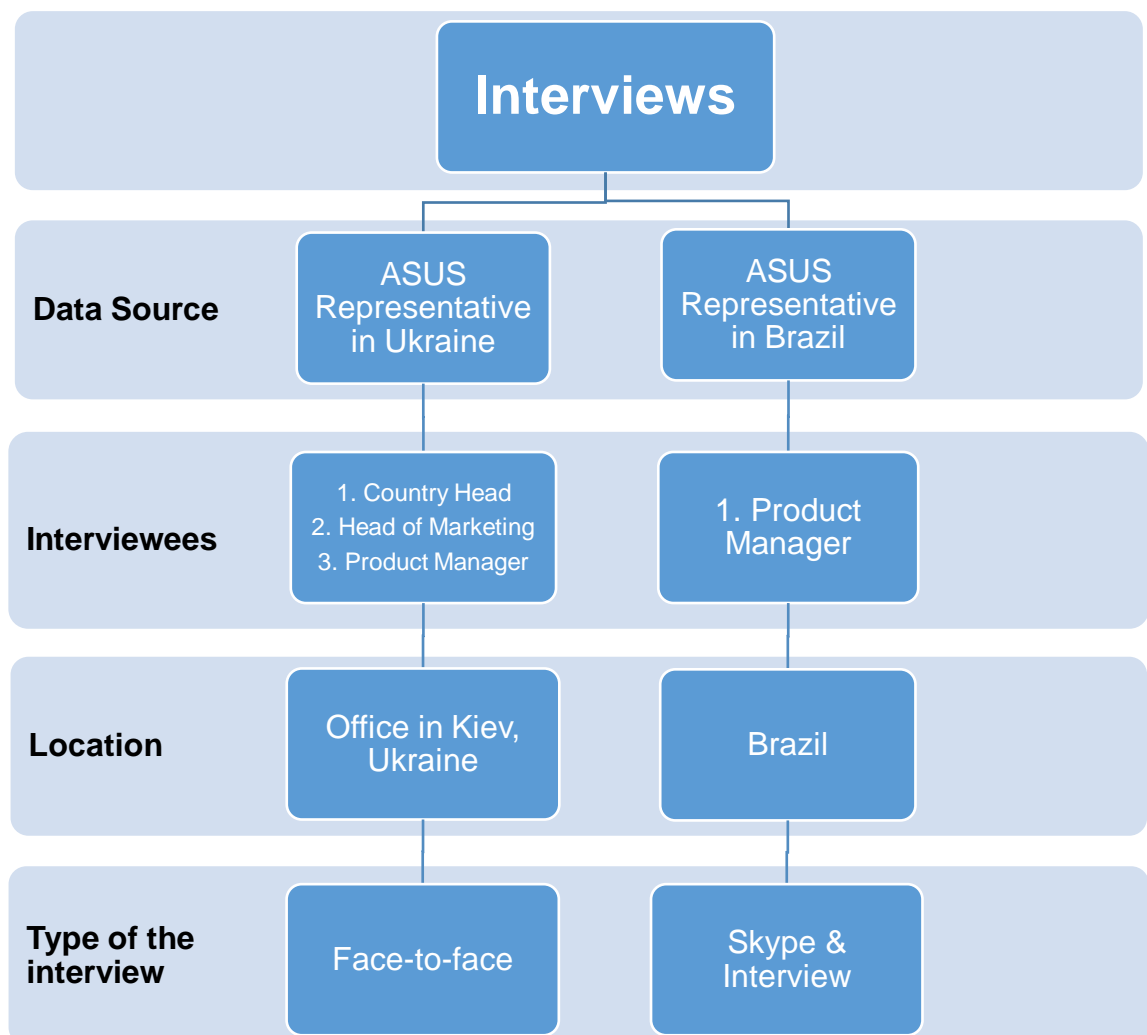


Figure 3. Interview Process Summarised. (Tykhonenko 2017)

Chapter 4 includes the background research that is required in order to form a base before creating the digital promotion plan.

4 Digital Promotion Plan

This section includes the situational analysis of ASUS for its digital promotion strategy of Zenfone smartphones in Ukraine. It also encompasses the case company's mission statement and objectives as well as the background that is vital in formulating the digital promotion plan. For the actions plan see the Appendix 3.

4.1 Mission Statement

The mission statement is one of the crucial elements that should be considered during the creation process of the digital promotion strategy of ASUS smartphones in Ukraine. It is vital to have a clear and defined mission that reflects the core values of the company and guides all the employees in the company (Drummond, Ensor & Ashford 2008, 133).

The company's mission is "to provide innovative IT solutions that empower people and businesses to reach their full potential" (ASUS 2017).

4.2 Company's Objectives

According to the interview with the company's management, there are two main objectives that the company has set for the year 2018.

Firstly, ASUS plans to increase its market share in the Ukrainian smartphone market up to 4%.

Secondly, the company aims to build brand awareness of ASUS as a smartphone brand by improving its social media presence. The goal is to double the amount of followers in the company's social media websites and increase their engagement and interactions with the brand.

4.3 Situational Analysis

The third step of the digital promotion plan preparation is the assessment of the company's current situation. A situational analysis of ASUS will include the evaluation of the competitors, a SWOT analysis and the breakdown of the targeted audience.

4.3.1 Competition Evaluation

A successful marketing strategy is often associated with the level of competition that exists in the market. The organisation has to examine closely the products that could be

used as substitutes of Zenfone smartphones in order to formulate strategies to counter that effect of stiff competition.

The main smartphone players in the Ukrainian market are Samsung and Huawei. Samsung has the biggest market share (35.8% in Q3 2017) and is being followed by Huawei (12.6% in Q3 2017). Among the other competitors are Xiaomi (10.2%), Meizu (9.7%) and Lenovo (5.7%). Huawei, Xiaomi and Meizu, being relatively new smartphone companies in the Ukrainian market, are growing rapidly, acquiring on average 7% of the market share each since 2016. ASUS's market share in Q3 2017 is 2%. (ASUS 2017.)

Average Selling Price (ASP) is another important factor that has to be considered during the competitor analysis. Apple smartphones' ASP in the Ukrainian market is \$ 726, which is the highest in the market. Samsung has the second highest ASP - \$ 189, Xiaomi, Meizu and ASUS are in the middle with around \$ 150 each. The lowest ASP has Huawei (\$ 135) and Lenovo (\$ 110). (ASUS 2017.)

The competitor analysis is summarised in the figure below.

Brand	Average Selling Price (ASP)	Market Share
Apple	\$ 726	12%
Samsung	\$ 189	35.8%
Xiaomi	\$ 151	9.6%
ASUS	\$ 150	2%
Meizu	\$ 145	7.1%
Huawei	\$ 135	12.4%
Lenovo	\$ 110	7%

Figure 4. Major Smartphone Brands in the Ukrainian Market. (ASUS 2017)

4.3.2 SWOT Analysis

In order to understand external and internal marketing conditions it is recommended to do SWOT analysis (Kotler & Keller 2012, 48). The SWOT analysis provides an in-depth understanding of the factors that surround the promotion of ASUS smartphones in Ukraine. The evaluation provides relevant insights into the internal and external factors that are related to the digital promotion of ASUS smartphones in the country. The analysis involves looking at the strengths, weaknesses, opportunities, and threats facing the consumption of ASUS smartphones. Below is the SWOT analysis done by the author.

Strengths

One of the strengths of ASUS is that the company manufactures quality products that are capable of withstanding the stiff competition in the technology industry. ASUS is one of the giant technology companies in the world today. Having the experience of more than three decades, the company is specialising in providing IT solutions to its clients.

Moreover, ASUS has a competitive advantage of the lower average selling price of its smartphones. This makes the company attract more clients who are not willing to spend a lot of money on a smartphone.

Furthermore, ASUS is known to be a leader in product innovation through its efforts to develop unique and outstanding products in the technology field. ASUS was the first company to create water-cooled gaming laptop (Laptop Mag 2015) and holds many awards for innovations. This kind of reputation has brought a positive image to the company.

The innovation of products has also led to the increased diversification of the commodities that ASUS offers. The organisation is known to produce technological products of various forms including motherboards, laptops, PCs, and smartphones.

Weaknesses

ASUS also exhibits certain limitations in relation to other firms in the same industry. Firstly, the company has a small market share in the smartphones market. Due to the small market share, the company has not been able to compete fairly with some of the major players on the market.

Zenfone smartphones that the company offers have also been found to possess several weaknesses that could possibly undermine the efforts of the promotion strategy of the

organisation. For instance, 4PDA (2017) states that Zenfone 4 Max has a weak loud-speaker which affects the quality of the sound.

Moreover, lack of online presence compared to the company's competitors can be followed by the lost clients. For example, Samsung Ukraine has 66 700 followers on Instagram, while ASUS Ukraine is followed by 1400 users (as of December 2017) (Instagram 2017).

Opportunities

ASUS has an opportunity for growth due to the ever-increasing demand for smartphones and the growing market in Ukraine. The number of individuals requiring smartphones in their daily lives is increasing each day. As a consequence of digitalisation, students, adults and even the elderly need smartphones to keep up with the dynamic technology. The implication of this is that the company can fight the competition and also acquire new audience.

Secondly, according to ITC (2017) the 4G internet will be launched in Ukraine in 2018 which will allow smartphone users browse internet faster and will let them perform even more tasks and actions with smartphones.

This combined with the overall growing smartphone market should be considered as the main opportunities of ASUS smartphones in the Ukrainian market.

Threats

Stiff competition is the biggest threat facing ASUS. The technology industry has been dominated by price wars where organisations are offering their innovative products at low prices. This price competition has led to the scenario where the final price is set at a point where further decrease might result in zero profits. ASUS being in the technology industry had to reduce its prices to beat the competition. The implication of the price wars and reduced sales price is low marketing budget for promotion of the smartphones.

A summary of the SWOT analysis is given in the table below.

Table 3. SWOT Analysis of ASUS Zenfone smartphones in the Ukrainian market. (Tykhonenko 2017)

Strengths <ul style="list-style-type: none"> • Quality products • Lower average selling price • Leader of product innovation 	Weaknesses <ul style="list-style-type: none"> • Small market share • Lack of online presence
Opportunities <ul style="list-style-type: none"> • Increasing demand for smartphones • Growing market • 4G launch in Ukraine in 2018 	Threats <ul style="list-style-type: none"> • Stiff competition

4.3.3 Target Population Analysis

The evaluation of the smartphone market is important to ensure the marketing strategies reach the desired group of people. Thus, it is vital to determine target audience – specific people that organisation should attempt to reach in its promotion campaign. This section provides a concise description of the target population that ASUS needs to identify and reach for the promotion to be successful.

The consumer section of ASUS smartphones can be divided into two segments: those who are geographically accessed and those with consumer habits. The geographically accessible group refers to all clients within the country, mostly in the cities, who are more likely to use the gadget. Ukraine is a country with many urban centres despite them being geographically distant from each other. The organisation should make efforts to ensure the digital promotion campaign spreads to urban centres in the country. This way, ASUS will have reached a huge and diverse range of clients from all over the country.

However, the promotion campaign should be more specific when looking for its targeted audience. This can be achieved by analysing the population that is most likely to use the smartphones. In other words, smartphones users are not only located in the urban setting but rural too. The company needs to find the age group with the consumer traits of using the smartphones.

According to the interview with the case company, ASUS targets people of 30-45 years old with average income, who value ASUS as an IT brand and also people who use ASUS laptops.

However, the company could further break down the target market as well as attract new audiences.

For image building ASUS should consider focusing on mobile enthusiasts segment – people who know ASUS as a laptop manufacturer. These people are typically IT educated people and technical geeks, who undertake the research before buying a smartphone and who value the technical features over the design. (Giff Gaff 2016.)

Moreover, to support the image building, the company should not forget about the existent ASUS smartphone users and persuade them to stay loyal to the brand by buying new ASUS smartphones. This target audience can contribute to the company's image building by recommending the products to their friends and families.

For value driving, ASUS could target the millennials and the youth for the following reasons:

- According to ITC (2015), 59.2% of young adults of 18-29 years old own a smartphone.
- 34.1% of people aged 30-39 own a smartphone too.

In fact, the use of smartphones by millennials has a compulsive character. Globenews Wire (2017) asserts that 25% of young adults check their phones more than 100 times per day. Most than anything they use smartphones to take photos and selfies, store them, listen to music, watch videos, download and use applications etc. To appeal to this segment, ASUS can highlight these features of Zenfone smartphones. Elle (2017) claims that ASUS Zenfone 3 is a perfect phone for millennials because of its powerful camera and flashlight. These features enable users to take high quality photos which could be also used for the social media. This and many more features can be appealing to the millennials, hence a reason to attract these potential customers through a better social media presence. The consumers who form the segment are not ready to pay a high price for the smartphone. ASUS could use its lower average selling price as a competitive advantage.

Lastly, for value driving ASUS can target value shoppers. Consumers who want to buy a good product quality wise for a good price. They are not so loyal to the brands, hence a segment to consider. ASUS once again can take an advantage of its innovative features, lower average selling price and compensate for the lack of the brand awareness.

4.4 Benchmarking

A successful digital promotion of ASUS smartphones in Ukraine can follow the strategies that were used to promote the same product in Brazil. The promotion of the gadgets in Brazil was successful in the sense that ASUS is being widely consumed in the region.

Product Manager of ASUS Representative in Brazil was asked many questions about the digital promotion strategy of Zenfone smartphones (appendix 1). The information received gave a good insight into the digital promotion used in Brazil and has formed a base for the benchmarking provided below.

According to the interview with ASUS Representative in Brazil, the first step of Zenfone 3 promotion was called Pre-Launch and was aimed at building the hype around the product before it was released. At this step the company targeted ASUS fans and tech enthusiasts. The goal was to make them aware of the new product and trigger them.

Firstly, the company has started initiatives with the leakage of photos. Zenfone 3 was photographed in the factory in Brazil and the photos with the date of the release were published by many newspapers (Tech Tudo 2016). ASUS took an advantage of the situation by publishing a video on their YouTube channel, where the smartphone was taken apart. The video is called “ZenFone 3: desmontando o monstro” (ZenFone 3: disassembling the monster). (YouTube 2016.) By the launch date the video was viewed 49 679 times on YouTube, got 1 194 likes on Instagram and reached 7 898 people on Facebook. As Product Manager asserts, this was done without any investment and the video was filmed by ASUS employees.

On October 3rd, 2016 the company has officially announced the launch date (October 25th) and launched the countdown website and a countdown campaign on Instagram. From the beginning of the countdown and until the launch date the countdown website got 99 213 visits. 3 weeks before the launch, 100 selected journalists received the product with a letter introducing Zenfone 3. The journalists have created 576 posts about the product on various social media platforms.

Furthermore, ASUS has filmed 6 more videos about the product to create curiosity in Facebook. At the end of the videos, the company invited people to watch the live stream on the launch date. The videos were viewed 741 000 times. In the countdown website users were able to register and one day before the launch ASUS sent them a reminder email. 14 000 people registered on the website to receive more information about Zenfone 3.

The launch event was held on October 25th, 2016 in a luxurious hotel and was attended by 554 people. Zenfone 3 was exposed in the glass cubes with fashion clothes as an art object. The event included the smartphone's presentation, different activities and giveaways that were aimed at appealing the product to all attendees and people who were watching the live stream. It has reached 7 million people who generated 13 000 comments, shares and reactions. The launch event had a major impact on the brand.

Figure 5 shows Google Trends search interest statistics of ASUS Zenfone compared to its competitors in Brazil in the 7 days period before and after the launch date.

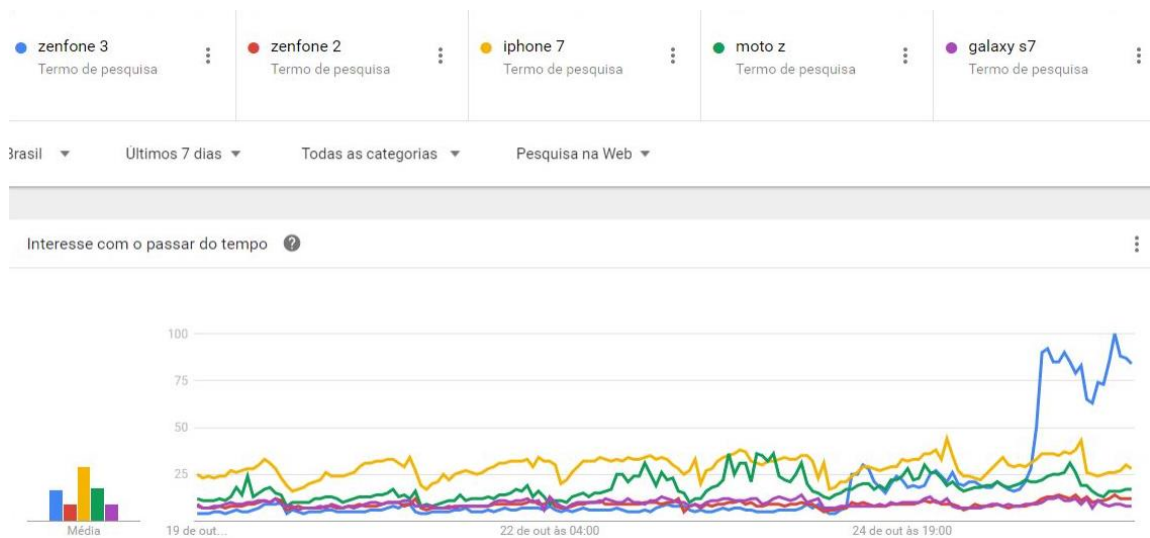


Figure 5. Google Trends Statistics. Search interest in Brazil during the launch time of ZenFone 3 compared to its competitors. (ASUS 2017.)

According to the Product Manager of ASUS Brazil, the Post-Launch stage was focused on building sales of Zenfone 3. It targeted primarily brand switchers and “the upgradables”. The company has published creative and entertaining videos on their YouTube channel that had more than 200 000 views without any investment. This campaign made the company’s YouTube channel (ASUS Brasil) the second biggest tech brand channel on Youtube (figure 7). While the company’s YouTube blog (ASUS Fanáticos) was the fifth biggest channel at the time.

Figure 6 shows the total subscribers and number of interactions for the biggest tech brand YouTube channels in Brazil.








<input type="checkbox"/> All	Channel Name	Total Subscribers	Total Change in Subscribers	Number of Interactions per 1000 Subscribers	Sum of Interactions
	Dell no Brasil / UCLU9AOnGneCLuSmpLmAu5Q	56 632	- 235	1,43	68
	ASUS Brasil / UC72r3GV0vG29slnkQwKzm6w	32 591	+ 2 845	166,84	5 200
	Meu Quantum / UCT3V0XERlvmOPPDyZB8VikA	28 051	+ 60	18,50	519
	Hp LatAm / UCNe_YpFp9PQYKpvy5ePFQ	22 687	+ 3 365	37,18	761
	ASUS Fanáticos / UC5bvWpC47YShCANPQmWY1A	16 860	+ 2 755	309,33	4 805
	Dell Latinoamérica / UCuW9eF4IOYkQdITdogb-g	3 776	+ 155	8,07	27
	Acer Latinoamérica / UCpvd85Ov0BsT7gKYrR5OwQ	114	0	52,56	4

Figure 6. Ranking of Brazil's Biggest Tech Brand Channels on YouTube (ASUS 2016).

ASUS has also done SEM advertisement that has reached 79 million people and generated 380 000 clicks from October 25th until October 31st (ASUS 2016). On top of that, traditional advertising such as advertising in the subway and corporate buildings was used.

General digital marketing strategy of ASUS Brazil:

1. Instagram. Mostly focused on Zenfone line rather than laptops, tablets etc. Branded hashtag #WeLovePhotoBrasil is featured in every post on the page. Overall on Instagram there are 2 200 photos with this hashtag, majority of which is user generated content (photos taken with ASUS Zenfone by its users). The account has 312 000 followers (as of December 2017). (Instagram 2017.)
2. Twitter. The company's tweets contain links to other social media platforms (Instagram, YouTube, blog etc). On top of that, the organisation reposts photos taken by users of Zenfone smartphones. The company's Twitter account has 11 000 followers (as of December 2017). (Twitter 2017.)
3. Facebook. Again the focus is on Zenfone line, the same branded hashtag is always used, the page has a clear description, links to the e-commerce and to other social media platforms that ASUS Brazil uses are provided (Facebook 2017).
4. YouTube. The company focuses on the smartphones and posts videos that promote smartphones' features (YouTube 2017).
5. Blog. ASUS Fanáticos is an official blog of ASUS Brazil and has accounts in Facebook, Instagram, Twitter and YouTube. The focus is on valuable content rather than on pure advertisement. For instance, ASUS Fanáticos blog on YouTube provides videos with tips on how to use specific apps, make the battery last longer etc. (Facebook 2017; Instagram 2017; Twitter 2017; YouTube 2017.)

Take away ideas for ASUS Ukraine:

1. Shift the focus from laptops to the smartphones and generate more content about Zenfone line.

2. Create a blog and generate valuable content.
3. Come up with a branded hashtag and encourage people to share photos taken with their ASUS smartphones and use the hashtag. Repost the photos in all social media.

4.5 Current Digital Promotion Activities in Ukraine

This section includes assessment of the current digital promotion strategy of ASUS Ukraine. The social media platforms used by the companies were analysed to get a better understanding on what areas need improvement. The information was gathered from the interview with Head of Marketing of ASUS Ukraine and is also a result of author's web research. The list of interview questions with ASUS Representative in Ukraine is presented in Appendix 2.

4.5.1 Instagram

The company's Instagram account was created in December 2016 and as of December 2017 has 1400 followers and 193 posts. The average amount of hashtags per post is four while three of them are always branded hashtags: #asus, #asusua, #asusukraine. The posts are mostly photos of the company's products, with a focus on laptops. Only one photo out of seven recent photos features Zenfone 4, while the rest are photos of the laptops. The average amount of likes per post is 30-40. The captions normally present features of the product. (Instagram 2017.)

4.5.2 Facebook

The company has an account on Facebook with similar content to Instagram. The cover photo presents the new smartphone and the profile photo is the company's logo. Users can find a lot a lot of videos on the page and links to the company's YouTube channel, Instagram and Twitter accounts. Moreover, the links to the online stores where customers can buy the company's products are provided and all the necessary contact information can be found in the "About" section. The average amount of likes per post is 30. (Facebook 2017.)

4.5.3 Twitter

The company's Twitter account was created in July 2009 and it is followed by 4 000 people as of December 2017. ASUS Ukraine is quite active in Twitter and tweets on average 5 times per week. The content is focused on laptops rather than on the smartphones. It was noticed that the branded hashtags are not used by the company in Twitter, maximum one per post. The cover photo features a new smartphone and the profile photo is the company's logo. Every tweet features either a link to an online store, where a user can

buy the mentioned product, or a link to another source such as company's account on another social media platform or a website with a product review. (Twitter 2017.)

4.5.4 YouTube

ASUS Ukraine's YouTube channel was created in 2012 and as of December 2017 has 92 followers and 32 videos. The videos are mostly short advertisements that were created by the HQ and localised for the Ukrainian market. The channel does not provide much valuable content about the products' usage. On the other hand, the videos are professionally filmed and edited and have a very luxurious feel to them which reflects the way the brand positions itself.

Furthermore, the company uses SEO tools to promote its products. According to the Head of Marketing, the company is able to reach approximately 815 000 people with pay-per-click campaign.

Finally, ASUS does not have its own blog which limits the content that the company posts to the pure advertisement that does not provide much value to the customers.

4.6 Digital Promotion Strategy

Based on the targeted audience, limited budget and the company's objectives, the most suitable promotional strategy is the use of content marketing in various social media platforms, blogging and SEM. Most youths are likely to get the attention of the advertisements made if modern advertising techniques are employed. The modern marketing techniques largely rely on online advertising strategies such as those mentioned above. This is especially important when the targeted audience is composed mostly of the younger generation. The key objective of the digital promotion strategy is to reach a great number of millennials who are likely to form a majority of the product consumers of ASUS smartphones.

Similar to the promotion strategy that was used in Brazil, the company needs to let the Ukrainians know that Zenfone is a powerful smartphone that can be used in many areas. The Ukrainian smartphone market is always looking for quality smartphones at affordable prices. The company should be able to fill this gap. However, the campaign needs to be dominated by the effective use of SEO tools, social media, and content marketing. In addition to that, ASUS could venture into building the company's brand by creating more valuable content for the social media platforms where the company is present. Through blogging, the use of social media and SEO tools, traffic can be directed to the company's website where information about the smartphones would be available. After the traffic has

been directed to the website, the strangers can be converted into regular visitors and then to satisfied customers and finally loyal clients. This strategy is effective for commodities such as the Zenfone smartphones as useful information about the usage of smartphones is likely to draw huge attention from the Ukrainians.

The strategies mentioned above have a high probability of getting the attention of the target audience. However, the techniques still need additional tools to boost the development of the brand. Therefore, using brand ambassadors may be a great idea. ASUS Ukraine can look for celebrities that have a huge influence in Ukraine and incorporate them into the promotional process. The celebrities will post content with Zenfone smartphones in their social media accounts to help popularise the brand as was done in the promotion of the smartphones in Brazil. The brand ambassadors will cement the marketing techniques that the organisation will employ to come up with a holistic advertising campaign.

Chapter 5 presents the conclusions and recommendations about the digital promotion plan, the evaluation of the product and the planning process as well as the reflection on learning.

5 Conclusions

This section gives the assessment of the outcome of the study and the research process. Further suggestions will be provided to create the room for additional investigations and the author's reflection on learning will be given at the end.

5.1 Product Assessment

The developed digital promotion plan will largely help ASUS to undertake a successful digital promotion campaign of Zenfone smartphones in Ukraine. The plan involves a set of suggestions and recommendations that could be used to guide the digital promotion of ASUS smartphones. Based on the research, the social media and content marketing strategies have been found to favour the promotional activities that ASUS may use to venture into the Ukrainian market. The study has also provided a theoretical and systematic approach that the organisation could utilise for a successful promotion. From the discussions above, the promotional strategies that ASUS could use to dominate the Ukrainian market incorporate the use of social media, content marketing, SEO tools and blogging. Celebrity endorsements will also take promotion a notch higher.

The greatest challenge in assessing the strategies was the limited amount of information that could be found in different sources about the Ukrainian market. In spite of this setback, the study manages to provide a handbook with clear and useful recommendations and suggestions that could be used by the organisation to implement an effective digital promotion campaign of ASUS Zenfone smartphones.

5.2 Case Company's Feedback

After the digital promotion plan was completed, the handbook was presented to the management of the case company for the evaluation. The Country Head and the Head of Marketing were both very satisfied with the project outcome and found the recommendations and suggestions to be very practical, helpful and fresh. According to the management of the case company, all constraints such as low-budget and focus on the digital tools were fulfilled. The management was impressed by the design of the handbook and is planning to send it to the HQ. Moreover, the company appreciated the theoretical research that was done by the author.

5.3 Process Assessment

The project was limited due to the scope of the study and faced the difficulty of acquiring some information that was found to be relevant to this project. However, the researcher

was able to gather substantial information using primary and secondary resources. The cooperation with the case company helped to gather information that was vital in coming up with conclusions that are important in determining the promotion platforms that ASUS can use to increase its presence in Ukraine.

5.4 Recommendations for Further Research

The topic of the smartphones promotion in the Ukrainian market is diverse and has not been studied well. Other researchers are welcome to investigate additional factors that may influence the promotion of smartphones in Ukraine. The researchers can find other marketing strategies that have not been covered by this thesis such as the use of billboards and personal appeal. The study opens up the platform for the research of the marketing strategies that ASUS and other tech brands could implement while attempting to increase their presence in Ukraine.

5.5 Reflection on Learning

The topic of digital marketing and promotion has been one of the author's interests throughout the whole study. The author had experience in social media marketing before, mostly from the internships. This research helped to learn more about the social media and digital promotion tools both from the theoretical and practical points of view.

The theoretical research was challenging in the beginning due to the fact that digital promotion is very complex and it was difficult to choose specific tool and models for the research. However, with help of the thesis advisor and consultations with the case company, the author was able to narrow it down to the tools and platforms that are described in the thesis.

The researcher benefited significantly when compiling the findings of the report. The author understood the various techniques of data collection and the manner in which thesis project is compounded. This information is crucial for future endeavours of the researcher as the knowledge gained might be helpful in analysing a real-world scenario of such a case.

References

- Adgo. 2017. Facebook organic reach is declining. Here's 6 ways to fight it. URL: <https://www.adgo.io/blog/2017/6/8/facebook-organic-reach-is-declining-heres-6-ways-to-fight-it>. Accessed: 3 December 2017.
- Ain.ua. 2016. Who uses smartphones in Ukraine in 2016. URL: <https://ain.ua/2016/07/28/kto-polzuetsya-smartfonom-v-ukraine-v-2016-godu-issledovanie-lead9>. Accessed: 2 October 2017.
- ASUS 2017. Brand promise: In Search of Incredible. URL: https://www.asus.com/About_ASUS/Brand-Promise/. Accessed: 2 October 2017.
- ASUS 2017. Company Introduction. URL: https://www.asus.com/About_ASUS/Company-Introduction. Accessed: 2 October 2017.
- ASUS. 2017. The ASUS Winning Formula. URL: https://www.asus.com/us/About_ASUS/Winning_formula/. Accessed: 1 December 2017.
- ASUS. 2017. Intranet. Smartphone Review. ACUA. Sales Part. Accessed: 1 December 2017.
- ASUS. 2016. Intranet. Brazil Z3 Evolution. Accessed: 1 December 2017.
- Chaffey, D., Ellis-Chadwick, F., Johnston, K., Mayer, R. 2006. Internet Marketing, Strategy, Implementation and Practice. 3rd edition. Pearson Education Limited. Boston.
- Chew, J. Q., Lee, J. H., Lim, C. T., Loke, W. W. & Wong, T. K. 2012. Exploring the factors affecting purchase intention of smartphone. Bachelor's thesis. Universiti Tunku Abdul Rahman. URL: <http://cwpj.org/wp-content/uploads/2015/08/EXPLORING-THE-FACTORS-AFFECTING-PURCHASE-INTENTION-OF-SMARTPHONE-A-STUDY-OF-YOUNG-ADULTS-IN-UNIVERSITI-TUNKU-ABDUL-RAHMAN-PERAK-CAMPUS-MALAYSIA.pdf>. Accessed: 1 October 2017.
- CoSchedule. 2017. What 20 Studies Say About The Best Times To Post On Social Media. URL: <https://coschedule.com/blog/best-times-to-post-on-social-media/>. Accessed: 18 October 2017.

Drummond, G., Ensor, J. & Ahsford, R. 2008. Strategic Marketing: Planning and Control. 3rd ed. Elsevier. Burlington.

Elle Canada. 2017. Is this a Millennial's dream smartphone? URL: <http://www.ellecanada.com/culture/tech/article/is-this-a-millennial-s-dream-smartphone>. Accessed: 2 December 2017.

Expanded Ramblings. 2017. 90 Amazing Facebook Page Statistics and Facts (November 2017). URL: <https://expandedramblings.com/index.php/facebook-page-statistics/>. Accessed: 2 December 2017.

Facebook. 2017. ASUS Brasil. URL: <https://www.facebook.com/asusbr/>. Accessed: 2 December 2017.

Facebook. 2017. ASUS Fanaticos. URL: <https://pt-br.facebook.com/asusfanaticos/>. Accessed: 2 December 2017.

Facebook. 2017. ASUS Ukrine. URL: <https://uk-ua.facebook.com/ASUS.Ukraine/>. Accessed: 10 December 2017.

Facebook. 2017. Why should I convert my personal account to a Facebook Page? URL: <https://www.facebook.com/help/www/201994686510247>. Accessed: 3 December 2017.

Facebook Business. 2017. Choose your audience. URL: <https://www.facebook.com/business/products/ads/ad-targeting#>. Accessed: 1 December 2017.

Facebook Business. 2017. Getting started with adverts. URL: <https://www.facebook.com/business/learn/facebook-ads-basics>. Accessed: 1 December 2017.

Facebook Business. 2017. Organic Reach on Facebook: Your Questions Answered. URL: <https://www.facebook.com/business/news/Organic-Reach-on-Facebook>. Accessed: 1 December 2017.

Financial Times. 2012. TV ad campaigns fail to reach audiences. URL: <https://www.ft.com/content/2ca49632-ef1b-11e1-9da8-00144feabdc0>. Accessed: 3 December 2017.

Fortunelords. 2017. 36 Mind Blowing YouTube Facts, Figures and Statistics – 2017. URL: <https://fortunelords.com/youtube-statistics/>. Accessed: 3 December 2017.

Giff Gaff Community. 2016. Top 3 smartphones for Tech Geeks. URL: <https://community.giffgaff.com/t5/Blog/Top-3-smartphones-for-Tech-Geeks/ba-p/19624469>. Accessed: 3 December 2017.

Globenews Wire. 2017. Smartphone Obsession Grows with 25% of Millennials Spending More Than 5 Hours Per Day on the Phone. URL: <https://globenewswire.com/news-release/2017/05/18/987607/0/en/Smartphone-Obsession-Grows-with-25-of-Millennials-Spending-More-Than-5-Hours-Per-Day-on-the-Phone.html>. Accessed: 3 December 2017.

Halligan, B. & Shah, D. 2010. Inbound Marketing. John Wiley & Sons, Inc. Hoboken.

Hubspot. 2017. Why Blog? The Benefits of Blogging for Business and Marketing. URL: <https://blog.hubspot.com/marketing/the-benefits-of-business-blogging-ht>. Accessed: 29 October 2017.

Instagram. 2017. ASUS Brasil. URL: <https://www.instagram.com/asusbrasil/>. Accessed: 10 December 2017.

Instagram. 2017. ASUS Fanaticos. URL: <https://www.instagram.com/asusfanaticos/>. Accessed: 10 December 2017.

Instagram. 2017. ASUS Ukraine. URL: <https://www.instagram.com/asus.ukraine/>. Accessed: 10 December 2017.

Instagram Business. 2017. Inspire action. URL: <https://business.instagram.com/>. Accessed: 1 December 2017.

ITC. 2015. 59% of 18-30 years old people use smartphones. URL: <https://itc.ua/news/smartfonami-v-ukraine-polzuyutsya-59-polzovateley-v-vozhage-18-30-let-41-v-vozhage-18-50-let/>. Accessed: 1 December 2017.

ITC. 2017. 4G in Ukraine by Lifecell and Ericsson: when and why? URL: <https://itc.ua/articles/4g-v-ukraine-ot-lifecell-i-ericsson-kogda-i-zachem/>. Accessed: 15 December 2017.

Kotler, P., Keller, K. 2012. Marketing Management. 14th ed. Pearson Education Ltd. Boston.

Laptop Mag. 2015. Meet the First Water-Cooled Gaming Laptop. URL: <https://www.laptopmag.com/articles/asus-gx700-water-cooling-hands-on>. Accessed: 5 December 2017.

Lifewire. 2017. 10 Instagram Tips for Beginners. URL: <https://www.lifewire.com/instagram-tips-for-beginners-3485872>. Accessed: 1 December 2017.

McHaney, R. & Sachs, D. 2016. Web 2.0 and Social Media: Business in a Connected World. 3rd ed. Bookboon. Copenhagen.

Medium. 2016. Why Content Marketing is Essential. Top 5 Reasons to Use Content Marketing. URL: <https://medium.com/digitalauthority/why-content-marketing-is-essential-3f146fe6db0a>. Accessed: 1 November 2017.

Miles, J. 2014. YouTube Marketing Power. McGraw-Hill Education. New York.

Mohammed, I. & Ahson, S. 2006. Smartphones. Research Report. Professional Education International Inc. Illinois.

Moran, M. & Hunt, B. 2009. Search Engine Marketing, Inc. Driving SearchTraffic to Your Company's Web Site. 2nd ed. International Business Machines Corporation. Boston.

Nielsen. 2016. Millennials are top smartphone users. URL: <http://www.nielsen.com/us/en/insights/news/2016/millennials-are-top-smartphone-users.html>. Accessed: 1 December 2017.

Omnicores. 2017. Twitter by the Numbers: Stats, Demographics & Fun Facts. URL: <https://www.omnicoreagency.com/twitter-statistics/>. Accessed: 5 October 2017.

O'Reilly, T., & Milstein, S. 2012. The Twitter Book. 2nd ed. O'Reilly Media, Inc. Beijing.

Pasqua, R., & Elkin, N. 2013. Mobile Marketing, an Hour a Day. John Wiley & Sons, Inc. Indianapolis.

Pickton, D., & Broderick, A. 2005. Integrated Marketing Communications. 2nd ed. Pearson Education Limited. Harlow.

Pulizzi, J. 2014. Epic Content Marketing: how to tell a different story, break through the clutter, & win more customers by marketing less. McGraw-Hill Education. USA.

Ramos, A. 2013. The Big Book of Content Marketing. URL: <https://www.klean.dk/media/1195/content-marketing-book.pdf>. Accessed: 5 November 2017.

Sprout Social. 2017. 18 Instagram Stats Every Marketer Should Know for 2017. URL: <https://sproutsocial.com/insights/instagram-stats/>. Accessed: 5 November 2017.

Statista. 2017. Distribution of Facebook users worldwide as of January 2017, by age and gender. URL: <https://www.statista.com/statistics/376128/facebook-global-user-age-distribution/>. Accessed: 5 November 2017.

Statista. 2017. Most famous social network sites worldwide as of September 2017, ranked by number of active users (in millions). URL: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>. Accessed: 5 November 2017.

Tech Tudo. 2016. Zenfone 3 é flagrado em fábrica no Brasil e já tem data para chegar às lojas. URL: <http://www.techtudo.com.br/noticias/noticia/2016/09/zenfone-3-e-flagrado-em-fabrica-no-brasil-e-ja-tem-data-para-chegar-lojas.html>. Accessed: 5 December 2017.

Twitter. 2017. ASUS Brasil Oficial. URL: <https://twitter.com/asusbr>. Accessed: 5 December 2017.

Twitter. 2017. ASUS Fanáticos. URL: <https://twitter.com/ASUSFanaticos>. Accessed: 5 December 2017.

Twitter. 2017. ASUS Ukraine. URL: https://twitter.com/asus_ua. Accessed: 10 December 2017.

Tweet Archivist. 2017. Home page. URL: <https://www.tweetarchivist.com/>. Accessed: 7 October 2017.

Whole Foods Market. 2017. Home page. URL: <http://www.wholefoodsmarket.com/>. Accessed: 5 November 2017.

Wordstream. 2017. How to Use Google AdWords. URL: <https://www.wordstream.com/how-to-use-google-adwords>. Accessed: 1 December 2017.

YouTube. 2017. ASUS Brasil. URL: <https://www.youtube.com/user/tvasus>. Accessed: 7 December 2017.

YouTube. 2017. ASUS Fanáticos. URL: <https://www.youtube.com/channel/UC5txWpC47YShCANPQrhWY1A>. Accessed: 7 December 2017.

YouTube. 2017. ASUS Ukraine. URL: <https://www.youtube.com/user/ASUSukraine/videos>. Accessed: 7 December 2017.

YouTube. 2016. ZenFone 3: desmontando o monstro. URL: <https://www.youtube.com/watch?v=INEWgULDgRE>. Accessed: 5 December 2017.

Zarrella, D. 2010. The Social Media Marketing Book. O'Reilly Media, Inc. Beijing.

Zarrella, D., & Zarrella, A. 2011. The Facebook Marketing book. O'Reilly Media, Inc. Beijing.

Zephoria. 2017. The Top 20 Valuable Facebook Statistics – Updated November 2017. URL: <https://zephoria.com/top-15-valuable-facebook-statistics/>. Accessed: 1 December 2017.

ZN.UA. 2017. Ukraine is ranked 38th by the smartphone usage. URL: https://zn.ua/TECHNOLOGIES/ukraina-zanyala-38-mesto-v-reytinge-stran-s-naibolshim-kolichestvom-polzovateley-smartfonov-248248_.html. Accessed: 5 October 2017.

4PDA. 2017. Review of ASUS Zenfone Max: share the energy. URL: <https://4pda.ru/2017/08/14/346036/>. Accessed: 5 December 2017.

Appendices

Appendix 1. Interview with the Ukrainian representative of ASUS

Below are the questions from the face-to-face interview with the Country Head, Head of Marketing and Product Manager of ASUS Representative in Ukraine.

1. What do you expect from the project?
2. What are the key challenges that you face in the promotion of Zenfone smartphones?
3. What are the main objectives for the year 2018 in terms of the promotion of Zenfone smartphones?
4. What are the product's strengths?
5. Who is the target audience?
6. What is the digital promotion strategy?
7. What social media platforms do you use and how?
8. What challenges do you face and why?
9. What marketing resources do you have? What is the budget for the marketing activities that you get?

Appendix 2. Interview with the Brazilian representative of ASUS

Below are the questions from the Skype interview with the Product Manager of ASUS Representative in Brazil.

1. Who was the target audience for Zenfone 3?
2. How did you create the hype?
3. How did you start the digital promotion campaign of Zenfone 3?
4. How many journalists and influencers were engaged in the Pre-Launch campaign?
5. How did you encourage people to watch the live stream of the launch event?
6. How many people watched it? How many people were reached and how many reactions, comments and likes it generated?
7. What results did the Pre-Launch campaign bring?
8. What about the launch event? Where was it? When? How did it go?
9. What challenges did you face?
10. What did you do for the Post-Launch stage?
11. Who did you target for the Post-Launch stage?
12. Who became the brand ambassadors?
13. What was the result of the digital promotion campaign overall?
14. Can you please tell me more about your digital marketing strategy in general?
15. What social media platforms do you use?
16. Why have you created the blog?
17. Do you find content marketing useful as a strategy?
18. What would you recommend for ASUS Representative in Ukraine?

Appendix 3. Digital Promotion Plan for ASUS Smartphones in the Ukrainian Market



DIGITAL PROMOTION PLAN OF ASUS SMARTPHONES IN THE UKRAINIAN MARKET

Tykhonenko Diana
December 2017

TABLE OF CONTENTS

COMPANY'S OBJECTIVES

TARGET AUDIENCE

SOCIAL MEDIA MIX

FACEBOOK

INSTAGRAM

TWITTER

YOUTUBE

THE BEST TIMES TO POST ON
SOCIAL MEDIA

BLOGGING

KEY PERFORMANCE
INDICATORS

BLOGGERS & INFLUENCERS

SEO

ASUS
IN SEARCH OF INCREDIBLE





COMPANY'S OBJECTIVES



To increase market share in the Ukrainian smartphone market up to 4%.



To build brand awareness of ASUS as a smartphone brand by improving its social media presence.

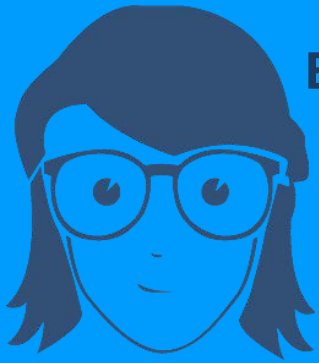


The goal here is to double the amount of followers in the company's social media websites and increase their engagement and interactions with the brand.

TARGET AUDIENCE

MOBILE ENTHUSIASTS

People who know ASUS as an IT brand (ASUS laptop users, IT educated people, technical geeks). They need to be confident in the quality and reputation of the brand. They need the best technical features, while design is also important for them.



EXISTENT ASUS SMARTPHONE USERS

ASUS should confirm their right choice and persuade them to buy new ASUS smartphones. This target audience can contribute to the company's image building by recommending the products to their friends and families.

MILLENNIALS

Young people 18-34 years. Most than anything they use smartphones to take photos and selfies, store them, listen to music, watch videos, download and use applications etc.



VALUE SHOPPERS

People who want to buy a good product quality wise for good price. They are not so loyal to the brands.

SOCIAL MEDIA MIX

To Improve Social Media Presence of ASUS



FACEBOOK

Facebook is the most popular social media website nowadays and has 2 061 million active on a daily basis users.

The most common age demographic for Facebook is 25 to 34 years (29.7% of users), which matches with ASUS targeted customers' age.

INSTAGRAM

Instagram is another social media tool that is highly significant in the marketing sector. It has more than 700 million monthly active users from all over the world (68% of them are women who are under 35 years old.) Approximately 80% of Instagram users follow at least one business profile. Moreover, the content posted on Instagram takes much longer to disappear compared to Facebook and Twitter.



TWITTER



Twitter offers a micro-blogging tool and is most popular among the age group of 18-29 years (37%) and 30-49 years (25%). The social media platform is widely used by high-profile individuals. Tweets can create a greater following of brands compared to other platforms such as Facebook. Furthermore, Twitter users have been found to have a high tendency of brand-following.

YOUTUBE

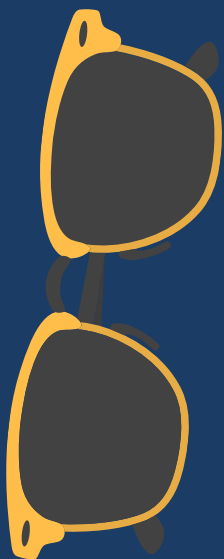
YouTube has 1 500 million users who use the platform to search and watch the content of their preference. Companies can create content that favour their sales and post them on the website. Other users can access and watch the free videos at any given time creating traffic to the organisation's website.



BLOG



Blogs can be called the first and the oldest type of social network websites. Nowadays blogging is perceived as a type of marketing, which encourages online advertisements of products and services. Blogging can be used to attract more sells through the online marketing platforms.



facebook®



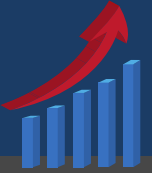
facebook®



GENERAL RECOMMENDATIONS

&

FACEBOOK ADS



Post more valuable
content

Encourage interactions
between users in
comments

Promote other social
media platforms where the
company is active

Focus on creating more
content about
smartphones

Use Facebook Analytics
to track the success of
the campaigns

To reach more people with the
advertisement the company can use
Facebook's paid advertisements.

Choose Marketing
Objective

Awareness

☒ Brand awareness

☐ Reach

Choose Target
Audience

Create New Use a Saved Audience ▼

Custom Audiences ⓘ

Target Ads to People Who Know Your Business

You can create a Custom Audience to show ads to your contacts, website visitors or app users. Create a Custom Audience.

Specify format

☐ Carousel ☐ Single Image ☐ Single Video ☐ Slideshow

Set the budget

facebook®

CONTENT IDEAS



Post news about the company

Share links to the product reviews & posts from Facebook where Zenfone smartphones are mentioned or reviewed



Post product photos & videos

Create contests (like, tag 3 friends, share to win)



Use branded hashtags (same as in Instagram)

Ask customers' opinion by creating polls, questionnaires & asking questions



Share partners' content (promotions & special offers in retail)

Countdown to the new launches & sending event invitations



ASUS
IN SEARCH OF INCREDIBLE



∞
DUAS
CÂMERAS

Instagram



Instagram



GENERAL RECOMMENDATIONS

&

HASHTAGS

Post more valuable
content

Post more frequently

Post not only photos, but
also videos and Instagram
stories

Encourage more
interaction between the
brand and users

Encourage people to post photos
taken with Zenfone, tag ASUS
Ukraine and use a branded hashtag

Generate more content about
the smartphones in general

Approximately 10 hashtags per post

Use branded hashtags

#asustipsandtricks

#asusfacts

#WeLovePhotoUkraine to encourage
people to post photos taken with
Zenfone



Instagram

CONTENT IDEAS



Post product pictures & videos – comment “link in the bio” – do not forget to update links depending on the last product featured

Partner with bloggers and influencers for media reviews



Repost pictures taken with Zenfone #WeLovePhotoUkraine

Use GIFs for more interesting content



Tips and Tricks Tuesday – valuable information on how to optimise the usage of Zenfone #asustipsandtricks

Facts Friday – interesting facts about the company and its products #asusfacts



Use Instagram Stories – photos, videos, polls

Countdown to the new launches



Instagram

TO CONSIDER

Add Instagram feed to the official website to convert its visitors to followers

Use Instagram Analytics to learn more about followers



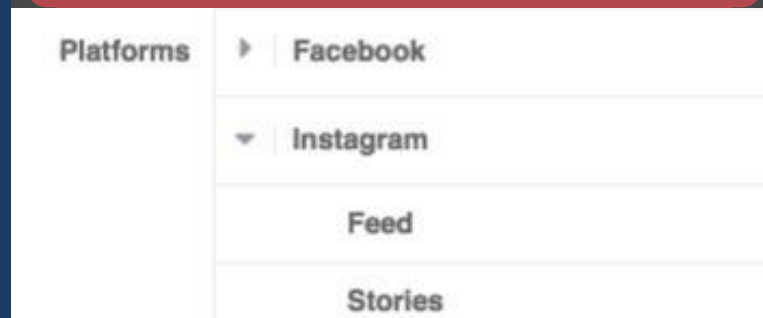
Promote certain posts



Use Facebook Ads Manager (repeat all the steps mentioned above in Facebook Ads)



Change Ads Placement to Instagram

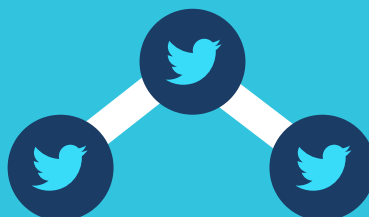


Deselect Facebook and select Instagram. You can choose to promote posts in the feed or stories.





TWITTER



GENERAL RECOMMENDATIONS



Post news about ASUS
Share links to valuable
resources and articles



Use Tweetarchivist.com (or
similar free websites) for
Twitter analytics:



Engage in discussions
and conversations with
the users
Post about promotions
and special offers

#ASUSUA

#ASUSUA		
63 Tweets	208,794 Impressions ⓘ	12/12/2017 - 12/22/2017 Date Range



Repost tweets related to
ASUS products
Share links to the other
social media platforms
where ASUS is active



Use branded hashtags



You Tube



YOUTUBE

GENERAL RECOMMENDATIONS



Focus on creating valuable content that will benefit users

Focus on videos about the ZenFone line



Try to keep videos under 5 minutes (for tips and valuable content) & around 1 minute for ads



People do not want to watch video ads – they see them everywhere already

Embed YouTube videos to the posts in Facebook



Adapt videos for Instagram

Post parts of the videos to Instagram stories and provide link to the YouTube channel



YOUTUBE

CONTENT IDEAS



Tips about Zenfone smartphones optimisation

- How to protect photo gallery
- How to get more from Zenfone during the vacation
- How to make the battery last longer etc.



Photography course with ASUS

- Monthly videos with tips on how to take good photos with Zenfone smartphones
- How to have the most Instagrammable festive food with Zenfone.



Product Tests

- Product presentations
- Explaining the specifications
- Comparing different Zenfone models.



Unboxing videos

- Unboxing of new Zenfone models
- Presenting other handphoned options etc.

THE BEST TIMES TO POST ON SOCIAL MEDIA

FACEBOOK

4 times per week
Thursday, Friday,
Saturday & Sunday
1:00-3:00pm

This time is considered to be the busiest for Facebook which means that the highest traffic occurs at this time. So if ASUS aims to drive traffic to its website, this time should be considered as the most suitable.

INSTAGRAM

5 times per week
Monday, Wednesday,
Thursday & Saturday
3:00-4:00pm

The company should experiment though, for instance, try off-work hours.

YOUTUBE

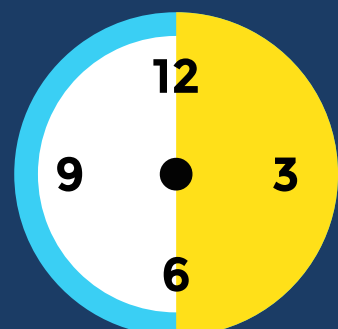
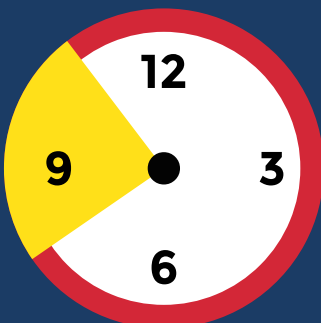
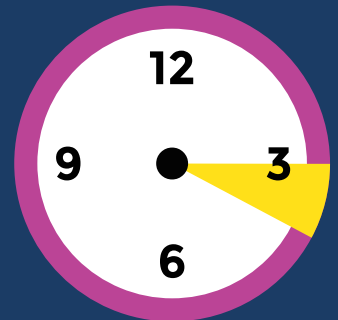
Once a week
Saturday
8:00-11:00am

This time is the most suitable for posting videos on YouTube. The long life span of the content on YouTube means that videos posted on Saturday morning most likely will be viewed during the weekend.

TWITTER

Daily tweets
Monday-Sunday
12:00-6:00pm

Tweets have very short life span, hence it is recommended to post daily. B-2-C segment is 17% more active during weekends. Furthermore, Twitter users are 181% more likely to be active while they are on the way to/from work.



BLOGGING



WE
LOVE

BLOGGING

PHOTO

WHY ASUS SHOULD CREATE A BLOG?



It increases incoming traffic to the company's website.

1 blog post = 1 indexed page = 1 more opportunity to appear on search engine & attract visitors.



By adding lead-generating call-to-action to each blog post the company can convert traffic into leads.

A user sees a free offer, fills in a form and gets the offer. For the company it means getting a new lead, that can later be converted into a client.



It makes the company an opinion leader and helps to educate customers about its products.

Valuable information provided in the blog will benefit readers more than advertisement.



Note: 70% of current month's traffic comes from the posts that were published way earlier.

WE
LOVE

BLOGGING

PHOTO

WHAT SHOULD BE CONSIDERED WHILE CREATING A BLOG?



Create posts for all the target segments.

Update regularly.

Use keywords that will help to drive traffic to the blog.



Focus on creating valuable content.

Include social media share buttons and share blog posts to Facebook, Twitter and Instagram.



<http://www.asus-zenfone.com/> - blog about Zenfone smartphones created by the fans (in English).

The blog has over 30 billion of views and focuses only on content about Zenfones.



Each month the blog has around 500 visitors from Ukraine. If ASUS creates an official blog in Ukrainian, it will be able to drive more traffic in the future.

New visitor chart from
Ukraine for October,
November, December 2017



KEY PERFORMANCE INDICATORS



FACEBOOK

- Page likes
- User engagement (comments, likes, shares)
- Number of people reached by each post

INSTAGRAM

Stories

- Unique views
- Completion rate (number of viewers on the last story divided by number of viewers on the first one, multiplied by 100)
- Direct messages

Feed

- Number of followers
- User engagement (comments, likes)
- Number of mentions
- Branded hashtag usage
- Number of people reached



TWITTER



- Number of followers
- User engagement (favorites, retweets, replies)
- Click through rate
- Brand mentions

YOUTUBE

- Number of subscribers
- Video views, likes, dislikes, comments
- Click through rate
- Number of shares to other platforms



BLOG



- Blog visits
- Average views per post
- User engagement (subscribers, comments, shares)
- Conversion rate
- Click through rate



Bloggers & Influencers



BLOGGERS & INFLUENCERS

Media reviews

Kaddr.com

Photography and mobile photography expert

90K subscribers (average 20K views per video)

www.youtube.com/user/kaddrcom

www.kaddr.com/category/mobilefoto/

Alexandr Lyapota

YouTube and Instagram blogger focused on gadgets, travel & sports

65K YouTube & 35,7K Instagram subscribers (average 30K views per video)

www.instagram.com/lyapotasasha/

www.youtube.com/user/lyapotasasha

Diana Gloster

Top Ukrainian beauty & fashion blogger

220K subscribers (average 50K views per video)

www.youtube.com/user/Justd lady/videos

www.instagram.com/dianagloster/

EeOneGuy

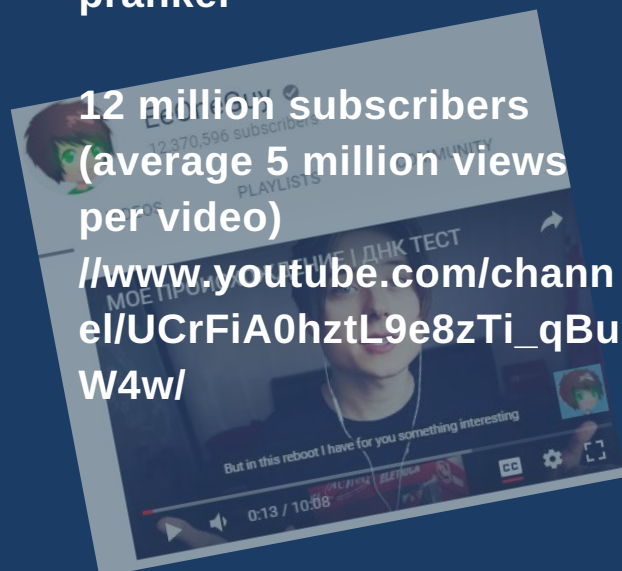
Mobile gamer, blogger, pranker

12 million subscribers (average 5 million views per video)

www.youtube.com/channel/UCrFiA0hztL9e8zTi_qBuW4w/



Diana Gloster
216,233 subscribers





SEO



SEO

General Recommendations

THE COMPANY'S WEBSITE IS VERY WELL DESIGNED, USER FRIENDLY, HAS A HIGH SITE SPEED AND CAN BE EASILY FOUND ON SEARCH ENGINES.

A COUPLE OF GENERAL RECOMMENDATIONS AND POINTS TO CONSIDER:

Modify the Meta Tag.

1

Now it says that ASUS manufactures motherboards, laptops, screens etc. However, the smartphones are not mentioned. The company could modify the text, make it shorter and add smartphones to the list of products.

ASUS Україна

<https://www.asus.com/ua-ua/>

Компанія ASUS створює інноваційні продукти такі, як материнські плати, що відзначені найбільшою кількістю нагород. ASUS - один з трьох провідних виробників ноутбуків у світі. Будучи лідером нової цифрової ери, ASUS пропонує широкую лінійку продуктів, що включає материнські плати, відеокарти, монітори ...

2

Optimise Keywords on the website.

ASUS could optimise keywords related to the smartphones. This will let the company's website rank higher when users search for smartphones in Ukraine.

Google Keywords planner can be used to learn more about keyword trends and can help to come up with appropriate keywords for the company.

SpyFu detects popular keywords used by the competitors and can give a good idea what keywords could be added to ASUS website.