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Influence of Digital Marketing on Brand Image Perception of the Com



Bachelor of Business
Administration

Spring 2018



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UNIVERSITY OF APPLIED SCIENCES

ABSTRACT

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Title of the Publication: Influence of Digital Marketing on Brand Image Perception of the Company

Degree Title: Bachelor of Business Administration, Degree Program in International Business

Keywords: digital marketing, brand image

This thesis is aimed to develop the recommendations for Animafest Experience Company in digital marketing activities, using different marketing tools, integrated marketing communications approach and marketing communications mix module. Therefore, the focus of the thesis is to identify the most relevant digital marketing tools applicable to Animafest Experience Company Case and develop the recommendations for further improvements.

Theoretical framework includes analysis of digital marketing tools and marketing communication mix together with an integrated marketing mix approach, in order to provide a coherent base for further empirical part of study.

An empirical part of the research is done by using two research methods for qualitative and quantitative parts in the form of questionnaire and interview.

As the result, based on the theoretical and empirical findings, an author will provide with the recommendations and suggestions for Animafest Experience Company.

FOREWORD

An author would like to extend her gratitude to everyone who supported her throughout this challenging and experiencing period of her life and, especially to her supervising teacher of this thesis. She is not just an amazing teacher but, what is more important, supporting, understanding and wise person.

Thank you.

Table of Content

1 INTRODUCTION	3
1.1 Digital Marketing as part of brand image perception	1
1.2 Main goals of the research	2
2 ANIMAFEST EXPERIENCE COMPANY	4
3 THEORETICAL ASPECTS OF DIGITAL MARKETING IN BRAND IMAGE PERCEPTION	7
3.1 Integrated Marketing Communication.....	7
3.2 Marketing Communication Mix	8
3.3 Digital Marketing Tools & Techniques	12
3.3.1 SMM.....	13
3.3.2 Content Marketing.....	18
3.3.3 SEO.....	18
3.3.4 SEM	19
3.3.5 PPC.....	20
3.3.6 E-mail Marketing	20
4 FAMOUS BRAND CASES	22
4.1 Advertising like Coca-Cola	22
4.2 SMM like Adidas.....	23
4.3 E-mail Marketing like Virgin.....	24
5 RESEARCH METHOD AND IMPLEMENTATION	25
5.1 Collecting Qualitative Data	26
5.2 Collecting Quantitative Data	26
6 ANALYSIS OF THE RESULTS	28
6.1 Analyzing Qualitative Data	28
6.1.1 Areas of Convergence.....	29
6.1.2 Areas of Divergence.....	34
6.2 Analyzing Quantitative Data	37
7 THE FINAL OUTCOME	57
8 CONCLUSION	59

LIST OF REFERENCES64

APPENDICES

LIST OF SYMBOLS

IMC	Integrated Marketing Communication
SEO	Search Engine Optimization
SEM	Search Engine Marketing
SMM	Social Media Marketing
SERP	Search Engine Results Page
PPC	Pay-per-click
ROI	Return on Investment
EC	E-commerce

1 INTRODUCTION

A corporate presence on the Internet is now a necessity. Every company from all over the world conducts the biggest part of its business through the World Wide Web since it has appeared at the end of 1990s. (Sheehan, 2010.) The first Internet pages were simple but have rapidly gained a caught from society –hypertext, video, graphics, sound and illustrations – all the components were a new tool for its users and, therefore, it has led to the technical revolution.

Nowadays, Internet is not only an entertaining channel, moreover, it is a tool in each business field, which manages needs of the customers, improves corporate image, finds new prospects and reduces costs. Proper digital marketing activities attract more clients, increase sales of an organization and provide a strong brand image of the company to the customer. Brands communicate symbolically in the sense that they are signs or combination of signs (words, music, colors, logos, and packaging design) that convey abstract values and ideas. (Hackley, 2010.) In connection to digital marketing, it is implied that every digital marketing campaign running on the channels should support, highlight and express the brand's idea and company's philosophy. It is important to understand the process of branding, in order to connect it with the digital marketing and create a sustainable and attractive brand image perception. Therefore, it is important to focus on the symbolic meanings incorporated into the brand in the marketing messages, as it does not create an image of just selling purposes.

1.1 Digital Marketing as part of brand image perception

Digital marketing in the era of Internet and digital revolution is an important tool for the developing and modern organization. It adds value to the company itself by ways of improving customer service, creating personalized customer experience or value-added services. For the marketer, the Web's most important value is direct interaction with customers. Online it's about engaging with them, listening to them, and learning from them. (Bruner, 1998.) It also shows its customers that the company is keeping up with the times, increasing and interactive the communication between the company and the customers and improving the quality of service. The best marketing is great customer service. (Sterne, 1999.) Channels like Twitter are being used to respond to potential PR issue that are quickly resolved before they turn into public disasters. Companies are monitoring social networks such as Facebook to turn customer care problems into opportunities to impress their customers with sheer speed of their response. (Retrieved from <http://www.creativeemporium.co.uk/digital-technology-in-marketing-how-it-adds-value/>)

Digital marketing today is more than just an advertising. It can create an actual channel for providing services for customers. For instance, social media marketing is one way to combine the advertising purposes with the provision of services. The quality of those services provided, complements the use of social media marketing and adds value to company's brand image.

Digital marketing gives many opportunities to any company and links all the aspects of internationality, liability, loyalty and convenience of provided services to the customer. In today's world, digital media are mass media channels which allow covering broader audience as well as within the single country or in a world's scale.

The importance of digital marketing can be seen in a real-life behavior and communication. For example, when two people see each other for the first time: they

take a glance on his or her face, clothes, haircut, and the way he or she talks. After this a person unconsciously decides whether an interlocutor has an interesting personality for the other party, and does it make him or her to continue further communication. The same is in marketing - it speaks for the company, makes first impression and has a big influence on further potential customer's behavior. It requires a good psychological scheme, and digital media provides a company with the better opportunity to understand its customer and create unique and individual approach. The main digital marketing tools will be researched in this thesis with the practical approach and will furthermore studied to explain the link between the importance of digital marketing techniques use in brand image perception of the company.

The way a company operates with its digital marketing activities and the quality of it influences its own brand image. A service that organization provides can have a good idea and quality; however, if the digital marketing channels that are used not appropriately, then it can create an unsatisfactory brand image perception. When a brand has been brought unto existence, the role of the marketer is to bring it into the market place and to the attention of known and potentially interested places. (Marconi, 2000.)

1.2 Main goals of the research

The purpose of this research is to analyze how digital marketing activities, implemented within the organization, influence on brand image perception of the company. In this research it is analyzed

- 1) What are the main digital marketing tools used in the Animaifest Experience Company;
- 2) How do they influence on the perception of the services, provided by the company;

- 3) How is digital marketing enhancing company's brand image and;
- 4) How do people perceive company's digital marketing activities;

In order to understand the whole, the most famous brands are investigated and are seen as a reference point. Both qualitative and quantitative research tools are used to draw a clear picture of the company's digital marketing activities as well as finding answers to the main research question and sub-questions.

The main research question of the thesis is; How digital marketing activities done in Animafest Experience Company are perceived by the customers, while answering also the following sub-questions:

- How does the perception of digital marketing in Animafest Experience influence on brand image perception?
- How can the digital marketing be done differently in Animafest Experience in comparison with the chosen cases?

The practical and development goal of the work is to sum up recommendations for the digital marketing activities to the commissioning party.

2 ANIMAFEST EXPERIENCE COMPANY

Animafest Experience was founded in 1997 in Malgrat de Mar, Spain as a joint ownership between two owners. The owners are the only employees of the company together with the third person, working as an accountant. The owners rent an office, where all the employees and interns, hired for the practical training period, work.

Animafest Experience operates as an outsourcing company in the form of an e-commerce business and provides services for hiring students as interns for more than 300 hotels all over the Spain. The company has a website with its own platform for registering and managing students' internship details. The platform is presented as a single system which allows a student and Animafest Experience to track, add and change information and document uploads, needed for an internship process. Therefore, a student can distantly have an interview with Animafest Company, get a practical training place and start uploading all the documents (in the case of getting a place) into the platform, where Animafest Team checks everything and transfers them to the hotel manager. Each student also gets a consultancy with Animafest Team, regarding all the visa matters for non-EU residents.

Animafest Company offers exclusive services for free which builds up a sustainable competitive advantage over the competitors. The company aims to get its brand awareness among the wider audience and, hence, develop and improve its digital marketing activities.

Animafest Experience is the company where the author had her practical training, working for the Digital Marketing Department. Therefore, during an internship period, an idea occurred of doing a research in this area with the specific recommendations further for the company's development.

The internship period lasted for 5 months and for that time the author's working duties included implementing a digital marketing strategy with the focus on the

elements of digital marketing that are most relevant to the business. It was crucial to understand and find out how the constantly evolving digital and online market relates to Animafest Experience Company, how it affects the relationship between a customer and a brand and defines the digital marketing strategy that will target the right people. The author had been working with such digital marketing approach as Content Marketing and digital tools as SMM, SEO & SEM, PPC and e-mail marketing.

In the area of content marketing, the author worked on Animafest Experience website content by optimizing article-based marketing, which included writing weekly blog posts for the website. The main task in this area of digital marketing strategy was to produce article content that will engage the target audience and attract new visitors for the website.

SMM (Social Media Marketing) implemented by the Animafest Experience Company was the second focus for the author. As Animafest operates in an e-commerce business, SMM is an essential tool in its business, aiming to increase brand awareness, increase consumer's engagement with the brand, reach the right people and provide unique value for the customers.

Thirdly, search engine optimization is constantly developing channel in Animafest Experience Company. This requires developing a website and digital marketing strategy, primarily considering some aspects of digital marketing activities that is social channels and content marketing. SEO (Search Engine Optimization) is company's guarantee to take the first pages of SERP (Search Engine Results Page), get noticed by wider audience and increase its position among the competitors. For Animafest Experience Company, it is important to take the leading positions on SERP as the competition is always strong and people are unwilling to search for other options too far on SERP. Therefore, Animafest Experience Company is constantly optimizing its SEO with providing valuable and relevant information on its website and creating relevant content for reaching wider audience.

SEM (Search Engine Marketing) & PPC (Pay-Per-Click) are also a part of Animafest Experience Company's digital marketing strategy, with which the company is assuring to take its leading position on SERP in a form of advertisement with Google AdWords tool. An author had been creating different advertisements for Animafest Experience Company to run it out with Google AdWords and analyzed the statistics for finding out the most efficient advertisements that have gained more clicks than the others.

E-mail marketing has been one of the most frequently used digital marketing tools in Animafest Experience Company. However, it was often interpreted as a spam and considered as an annoying information for people who received e-mails. Thus, they were most likely to be ignored. Unsophisticated mass-marketing techniques were the reason of bad brand image perception for the customers. This was one of the motivational factors for the author to do the research in the area of digital marketing activities, in order to improve and strengthen brand image perception of the company.

3 THEORETICAL ASPECTS OF DIGITAL MARKETING IN BRAND IMAGE PERCEPTION

There are many formal definitions of marketing. It is highlighted that marketing is mainly based on concentration of customer as the most important chain in the link to an organization. (Kotler, 1999.) Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. (Kotler, 2003.)

An organization and a consumer can be defined as a system, where both elements have a significant influence on each other. Therefore, the company has to create an effective communication between it and a customer. Digital marketing is included to the marketing communication mix. It thus is relevant to look at the marketing communication mix and integrated marketing communication more closely.

3.1 Integrated Marketing Communication

Companies and organizations can manage a single activity from the marketing communications mix, but in order to operate with the whole mix and run out the activities properly, firms have to be aware with the idea of Integrated Marketing Communication (IMC) that implies a coordination of all the marketing activities. IMC reflects managerial interest in coordinating different media channels to optimize the effectiveness of brand marketing communications programs. (Hackley, 2010.)

IMC, as a philosophic concept, dictates that all parties involved in the firm's communications efforts coordinate to speak to target consumers with one voice, a unified message, and a consistent image. (Sirgy, 1998.) When IMC concept is constantly involved in marketing activities process of the company, it can create a competitive advantage, rise up sales and profits and, also, create a communi-

cation around customers, which will help them to move through the all stages of buying process. If company builds up a dialogue with a customer, nurtures its relationship and, therefore, strengthen its brand image, it can create a powerful competitive advantage.

IMC can wrap communications around customers and help them move through various stages of their buying process. The organization simultaneously consolidates its image, develops a dialogue and nurtures its relationship with its customers. This relationship marketing' cements a bond of loyalty with customers that can protect them from inevitable onslaught of competition. (Smith & Taylor, 2004.)

3.2 Marketing Communication Mix

The communication mix is a subdivision of the marketing mix. (Blythe, 2009.) The marketing communication mix includes the marketing communication activities as advertising, personal selling, sales promotion and publicity and they create a link with a main message the company is attempting to convey to consumers about its "offering". (Kotler, 1999.) E-commerce and advertising are digital elements of the marketing communication mix. Technology keep changing the face of marketing communications. (Smith & Taylor, 2004.) Media audiences now access more channels than ever before, and in different proportions. Brand clients want promotional campaigns to be integrated across media channels and across promotional sub-categories. (Hackley, 2010.)

Advertising

According to Kotler, (1999.) advertising is any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor. Advertising is a type of communication as it informs consumers about products, services and organizations, but it also has to contain motives as primarily an advertising message is seen as the tool used with the ultimate purpose of sale. Con-

sumers must be moved towards purchase; ideas must be communicated. (Lancaster, 1999.)

An effective advertising is very important in conducting business via the website, and it is a significant part of digital and brand marketing. The multiplication of media channels through new technology and regulatory change has meant the most aspects of brand marketing management. (Hackley, 2010.)

Advertising is customer's assurance in the product or service selling, because buyers see it as standard and legitimate, so it will be accepted publicly. Advertising creates, sustains and reflects the brand. (Hackley, 2010.) This promotion tool also is a way to reach the target audience on a geographically global level, and it is a low cost per exposure. However, radio and TV advertising are one of the most expensive advertising channels. Social media advertising is a way of low-cost advertising. (Barker, 2008.)

The main goal of an advertiser is to ensure that customers perceive the brand image in a favorable manner and react positively when the brand name is mentioned. Brand image is what consumers will see and feel when the brand name is called to their attention by means of advertising. (Lancaster, 1999.)

Branding is the process of developing a specific set of identifying marks, symbols and perceptions to distinguish one product from competing products in the same market. Brand personality goes beyond brand image, however: brand personality implies that people can think of a brand in the same way as they might think of a person. (Blythe, 2009.) Thus, branding strategy is the key element in advertising.

Personal Selling

Personal selling is a form of personal communication in which a seller attempts to persuade perspective buyers to purchase his company's product or service. (Lancaster, 1998.) The main goal of personal selling is to build customer relationships and make sales through the communication in a way of oral presenta-

tion in a conversation. It is a form of direct interaction between a buyer and a seller and it stands for a face-to-face contact with a customer. (Jobber, 2001.)

Personal selling at some point of the buying process is considered as one of the most effective tools in selling a good or a service, because it is easier to frame and mark buyer's preferences and actions. (Smith, 2007.) For the seller it is a convenient way to build up customer's needs and characteristics, in order to make proper adjustments. An effective salesperson is able to build a long-term relationship with a buyer by keeping his or her constant interest to a product or a service. (Lancaster, 1998.)

Sales Promotion

Sales promotion is a flexible technique, which implies a quick achievement of purchase by incentives that stimulate it. According to Jobber, (2001.) the main goal of sales promotion is to provide a short, sharp shock to sales. As examples it can be free gifts, money off, discounts and trade promotions which encourage buyer to make a purchase in a faster way.

Sales promotions are made by companies to not just attract a bigger number of buyers once, but by creating sales promotion campaigns it can lead to a long-term relationship with consumer as it rises up a chance of repeat purchase in the case if a buyer got attracted by a brand. However, in an international study of leading grocery brands it has shown that in most of the cases the long-term effect of sales promotions stays neutral as it most likely tends to attract the new buyers during the promotion rather than create abiding relationships with the customers.

Public Relations

Publicity is a communication activity with which a company has little control over the presentation unlike the aforementioned elements. According to Jefkins (1988.) public relations consists of all forms of planned communication, outwards and inwards, between an organization and its publics for the purpose of achiev-

ing specific objectives concerning mutual understanding. Public relations interact with such groups as employees, shareholders, the media, government and pressure groups and, therefore, creates an environment in which for the company it is easier to conduct marketing activities.

Publicity is an action of communication about a product, service or a company by involving the media with the informing news about it. Publicity is usually done by news releases, conferences, interviews, feature articles and public speaking. Hence, a company or an organization doesn't possess total control over the information which will be presented by those channels. A message is delivered by an independent person like media person and it has a high credibility. This way of message delivery also implies a loss of control over the content as it can be expressed with the different viewpoint by the news supplier. (Hurst, 1997.)

E-commerce

E-commerce is a use of websites to promote and/or sell products. (Blythe, 2009.) It is a fast-growing business function in the era of digitalization and, according to Turban & King (2003) rapid progress in e-commerce will force a Darwinian struggle: To survive, companies will have to learn and adapt quickly to the new technologies.

E-commerce has its broader function, which is e-business. E-business refers to a broader definition of e-commerce, not just the buying and selling of goods and services, but also servicing customers, collaborating with business partners, and conducting electronic transactions within an organization. (Turban & King, 2003.) E-business is a tool which aims at handling all the business operations of the company or organization via the Internet.

E-commerce has several significant benefits (Turban & King, 2003.):

- i. EC (e-commerce) is a low-cost strategy: companies do not need to handle the costs of creating, processing, distributing, storing, and retrieving paper-based information.

- ii. EC improve business operations and process: e-commerce provides organizations with an unparalleled level of strategic control, offering a tremendous competitive edge. (Evans & Wurster, 2000.)
- iii. EC promotes interactivity: EC allows companies to interact with their customers and business partners and to receive quick and accurate feedback.

Other benefits of EC include improved corporate image, simplified business process, compressed time-to-market (time from the inception of an idea to its implementation), significantly increased productivity, reduced paper and paperwork, increased access to information, and increased flexibility. (Turban & King, 2003.)

Thus, e-commerce can be also considered as a way for the company to represent modern and developing brand. A good corporate image facilitates trust. (Turban & King, 2003.) E-commerce opens many opportunities for the companies to conduct its business in a low-cost and effective way, providing also a variety of implementations to closer relationships with the customers. E-commerce is a bigger chance for the company to be noticed by potential customers. The tens of millions of people that surf the Web are potential buyers of the goods and services offered or advertised on the Internet. (Turban & King, 2003.)

Content Marketing, SEO, SEM, PPC, SMM, and e-mail marketing – all of these activities can be done in digital marketing purposes in e-commerce business function.

3.3 Digital Marketing Tools & Techniques

The literature that will be investigated in this research is about the online advertising, e-commerce, brand image, public relations and current digital marketing tools for creating a background for the development work of the thesis. Also with

the help of the literature and empirical work, the research questions are answered.

According to the research made and theoretical background used, the aforementioned tools create a base for the digital marketing approach of the Animafest Experience Company. Current status of the digital marketing is investigated and strategic recommendations for the future improvements within digital marketing activities are being suggested.

The main elements in digital marketing include: e-mail marketing, blogging, social networking, e-commerce and e-branding, SEO and paid marketing. (Kaufman, 2015.) These tools and techniques are used in Animafest Experience Company and will be studied in the following chapter.

Nowadays companies and organizations are using many forms of digital marketing as their marketing communication activities. How companies stress particular digital marketing activities and apply them into the business has a direct influence on their brand image as well, as how customers perceive the company. Based on the theoretical background study and practical experiences, an author has chosen the most widely spread tools to be investigated:

SMM (Social Media Marketing), Content Marketing, SEO, SEM, PPC, E-mail Marketing.

In the next sub-chapters, the digital marketing approaches are explained.

3.3.1 SMM

Social Media Marketing (SMM) is the most influencing driver in marketing and formation of brand image nowadays. A form of Internet marketing utilizing social networking sites as marketing tools, thereby gaining traffic, brand exposure, and interaction with customers through social media. (Dodson, 2016.)

Social media is becoming more and more popular, attracting wider audience to connect and stay in touch with friends or interact with brands and businesses. Social media is the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction. Your customers are already talking to each other online; they are talking about your industry, your competition, your company, your brand and other topics that are relevant to what you do. (Ryan, 2014.) Therefore, most of the companies today involve SMM in their marketing strategy as it is an effective way of developing a brand image as a progressive organization. In fact, a 2013 CMI/Marketing Profs Study found that 93% of B2B marketers now use social media for content marketing. (Kaufman, 2015.)

The way how company uses SMM in its business can be indicated as its success rate as well as how company takes care of its brand image. In today's world, in order to thrive in business environment, you have to play and compete on different main Internet platforms. SMM allows businesses to support relationships with their customers and target wider audience.

SMM comes in three media types which help companies to determine in which way they want to promote its business and find the channels for posting content.

Earned Media

This type of media implies free publicity which is generated by the recognition from the customers as a response to the content (for example, comments, likes and shares for the posts on social media channels as Instagram, Facebook, Twitter, LinkedIn etc.).

Owned Media

Owned media is content created by a brand on its own platform. It includes such online examples as company's website or blog and company-owned pages or accounts in online social networks.

Paid Media

It this media activity a company has to pay for an advertisement, in order to reach wider audience, increase brand's awareness, drive traffic to company's website and generate new prospects via display/banner advertising, search advertising (e.g. Google AdWords) or social network advertising (e.g. Facebook or Instagram ads).

Social media comes in all shapes, however, there are the most popular online platforms like Facebook, Instagram, Twitter, LinkedIn and YouTube, which every company should consider for usage. Social network sites are popular because they offer users the ability to find and connect with people they already know in novel, convenient ways; to rekindle old acquaintances, and reinforce new ones. (Ryan, 2014.)

Facebook

Founded in 2004 by Mark Zuckerberg, Facebook is an online social network service where users can create profiles, upload photos, and video, send messages and keep in touch with family, friends, and colleagues. (Sponder, 2018.) Facebook is one of the most effective platforms to interact with people, and it became of the strongest tools of digital marketing since Facebook has created a function of creating a business page for the companies. Facebook is currently the second most popular site on the Internet, behind only Google, according to its Alexa Traffic Rank. (Ryan, 2014.)

There are couple of features which allow Facebook to stay on the good position of effective online platforms for marketing or selling purposes. Firstly, it is optimized for search engines if a company uses Business Account (SEO is also a digital marketing tool, which will be described more precisely in the next sub-chapter), so it puts the page in the public realm.

Secondly, Facebook Business Account provides an information of analytics which include genders, ages, location of the audience and how often it interacts with certain posts, which is a useful data from business perspective. A company

can better understand its target market, its preferences and find out which content better suits the customers for free.

Facebook Page Promotion is a paid media type which allows companies to simply advertise its Facebook Page to increase awareness. It also provides an opportunity to optionally choose company's target audience, highlight specific interests, location and gender, in order to promote post with the company's desired preferences of reached audience.

After the promotion has ended, Facebook Tools allow to see how often there interactions with the post and track page's performance have been.

Instagram

Instagram is a mobile photo-sharing app and social network created in 2010. It provides easy upload service, which allows instant feedback from the community of users. (Sponder, 2018.) Instagram today is not just a popular online platform for average user to showcase the life pictures, but it is one of the most effective and attractive ways for businesses to display products for these users online or in-store purchases. Instagram is getting its popularity fast and more and more people are using the platform on a daily basis.

The features like use of multiple hashtags allows users to find relevant products or services in an easy way and for businesses it is an effective way for being searched a lot, so it is a smart tool to raise company's brand awareness and build customer loyalty.

Twitter

Twitter is an online microblogging service that allows users to post and read short messages called "tweets". Microblogging is a miniature version of blogging that allows users to exchange and publish brief messages, including text, images, or links to other websites. (Sponder, 2018.) Twitter is not as popular as Facebook or Instagram for conducting any marketing campaigns, however, it is an efficient way to be in touch with customers and users as it creates a strong cus-

customer loyalty. It is an easy platform to create a channel between a company and a customer to inform about any updates or provide some news and facts about the business as it increases an interest of customers towards business as a brand.

Twitter is continuing to get its popularity. It has over 280 million active users around the world – 80% of whom are logging on via their smartphones. (Dodson, 2016.) Twitter can offer an immediate and surprisingly accurate barometer of public opinion on the web. (Ryan, 2014.)

Twitter is an effective platform for short announcements for business accounts (tweets are limited to 140 characters) where a tweet can be connected to a link, and in Twitter News Feed followers can easily access company's website by clicking description. Twitter also allows to use images and hashtags which increases company's chances to be noticed by wider audience and attract new followers.

LinkedIn

LinkedIn is a social media platform for professionals to network with each other and is also used as a recruiting tool for many large companies. (Sponder, 2018.) LinkedIn is a completely different online platform than those that were listed before. This is an online platform, created for establishing professional network. It is usually not used in direct marketing, but it is an effective channel to create important connections for the company, post its news and run out an advertisement.

LinkedIn humanizes your brand, and by showing off the individual skilled workers involved in its day-to-day running, it helps people to get to know you better. (Dodson, 2016.) Therefore, LinkedIn can provide company's team information, acquaint users with it inside operations and help to create a better understanding of the brand. LinkedIn is usually used by users to find a job and for brands it is important to present sufficient information, in order to attract a wider audience to apply for company's job vacancies.

3.3.2 Content Marketing

Content marketing involves creating a valuable, relevant and interesting content with the aim to attract customers onto the company's website. The website should usually contain not only the information in selling purposes; it has to entertain and show users that the company is not only trying to sell the product or service, but also provide an image of organization which has an expertise and passion in its business. Therefore, some companies use blogs, articles, videos and some other entertaining content on the websites, in order to create a sustainable brand, which, nowadays, cares not only about sales but customer's loyalty and involvement as well. Content marketing helps companies to build a sustainable brand image and loyalty, provides relevant and valuable information to the customers and builds trust with an audience. It is an important part of digital marketing in distributing content for target market, attracting new customers and developing a loyalty of existing ones. Content is one of the few marketing channels that allows marketers to contact their potential customers along all phases of the customer cycle, during research, purchase and review. (Ryan, 2014.)

Content media also includes Social Media Marketing. In fact, a 2013 CMI/Marketing Profs study found that 93% of B2B marketers now use social media for content marketing. (Kaufman, 2015.) Moreover, content marketing is a part of such forms of marketing as SEO and PPC. Article-based marketing can be seen as digital content marketing. The first step in article-based marketing is to produce article content that the target audience will be interested in reading. (Barker, 2008.)

3.3.3 SEO

Search is one of the most important features in marketing, even though for most of the people as Internet users it usually means the way of finding things on the Web. It is important for a company's website to be listed in the top results of Web

search. It gives a website more clicks and increases a number of visitors if site is placed on the first page. 62 % of searchers don't go beyond the first page. (Sheehan, 2010.) Digital marketers use search engines for the brand awareness. A brand is seen and recognized by consumers in a top search result once a branded term or the name of the brand is searched for. (Sponder, 2018.)

Search has two various options: natural and paid search, also called as SEO (search-engine optimization) and SEM (search-engine marketing). SEO is a part of SEM which both processes aim in increasing visibility in search engines. (Charlesworth, 2018.)

SEO is an amalgamation of factors – the quality of the site's architecture, its content, and the influence of other websites, social channels and endorsements: SEO done correctly needs to satisfy every one of these aspects. (Ryan, 2014.)

Most of the companies employ scientific approaches to improve their natural search results. If you want to sell anything you had to have a high ranking on the search engine results page (SERP). (Charlesworth, 2018.) The main tactics of SEO include choosing the right keywords and phrases, in order to achieve the relevance; focusing specific site pages on specific keywords; giving relevant names to the site's pages. Very rare users go further after the first search engine result page (SERP), and that's the reason, why companies actively involve strategies towards SEO, using the key phrases and words, in order to guarantee a place on the first page. (Ryan, 2014.)

3.3.4 SEM

As it was mentioned in the previous chapter, SEM is more proficient tool of SEO and a better guarantee of taking the first place at SERP. Google AdWords is the main tool in involving SEM nowadays, and it has several advantages in in: clear division of an advertisement (advertisement messages are separated from the results of usual search by going to the left position on the page or on the top of

the left), an order of advertisement messages (it is built depending on the level of income that goes to Google, meaning that the one that gets more clicks is going to the top of the search page), an advertisement is appeared not only on the search pages of Google (distributing an advertisement banners on the relevant websites and YouTube videos).

3.3.5 PPC

PPC is pay-per-click search engine advertising which refers to occasionally appears alongside, above or below the organic listings on the search engine results page. (Ryan, 2014.) The three biggest players in the PPC are Google with its AdWords, Yahoo! with Search Marketing and Microsoft Live with Search Advertising.

In contrast to SEO, PPC doesn't make a customer wait till the advertising will appear on the page and people will follow the link. With SEO it can take months until the site will get to the top of the first page of organic search, whereas PPC is a guarantee of getting the site take the first position. PPC places company's website on the above results of an organic search listing, therefore, providing an opportunity for the company to be noticed by wider audience.

The payment structure of PPC is also a comfortable way to control the budget: customer pays when the advertisement is clicked by pre-qualified user (those who type the chosen keywords into the search engine in the geographical regions that were selected by the customer). If users don't click, then the customer doesn't pay.

3.3.6 E-mail Marketing

E-mail Marketing is one of the common tools in any organization, in order to establish a constant connection with the customers. The most frequent Internet ac-

tivity is e-mail. (Schumann, 2007). This digital tool may be used to also build a brand awareness or to provide with a customer with any update, news or innovations in services and products, related to the company. However, often there is a chance that an e-mail sent in marketing purposes, can be referred to as spam.

A spam is an unsolicited message which is sent indiscriminately, meaning that there was not any permission given by the customer to allow the company to send any kind of information. Therefore, in order to prevent an image of the company with poor brand perception, it has to develop an appropriate strategic approach, i.e. get a permission from the customer. A message has to be clear and exclude small-format ads (buttons, tiles hyperlinks, audio-only), listing (online directory listing, search engine optimization) an paid placement (content sponsorship, online game sponsorship, paid placement in Web sites). (Schumann, 2007.)

4 FAMOUS BRANDS' CASES

Internationally known brands have a symbolic presence in social life that reaches beyond mere product consumption: they become part of the social vernacular. (Hackley, 2010.)

4.1 Advertising like Coca-Cola

Coca-Cola is the biggest-selling soft drink in history, and the best-known product in the world. (Retrieved from www.coca-cola.co.uk/ourbrands/)

Coca-Cola advertising campaigns are among the most iconic in advertising history – one is widely credited with popularizing the image of Father Christmas or Santa Claus in the Western world as a rotund, cheerful man with a white beard and always dressed in red. (Hackley, 2010.) The company has created its own symbol which make people associate it with the brand. Coca-Cola has linked the whole story to its symbol which increases an interest not only consumers but all of the people. Even if people are not consuming Coca-Cola beverages, they are still most likely to be aware about company's advertisements, and that makes Coca-Cola a brand. The company has gained its world-wide brand awareness mostly due to its advertising.

The company also makes use of extensive non-advertising promotion, for example through its websites which promote its sponsorship or music and football and offer fans free stuff and other ways of engaging with the brands and its sponsored activities experientially. (Hackley, 2010.)

The site simply asks a silly question each week such as, "Who, or what, were you in your past life?", and then posts 50 or so innocuous responses. Nothing too creative, but it's a better reason for a bored teenagers to return to the website than the easily mastered Shock-wave games. (Schumann & Thorson, 2007.)

Coca-Cola has also created a huge advertising campaign which has rapidly gained its popularity among the young generation. Their “Share A Coke” campaign was a standout campaign of 2014, and it’s still going strong this year. Coke’s digital content keeps interactive features at the forefront. (Retrieved from <https://insights.newscred.com/the-top-32-most-influential-content-marketing-brands-of-2014/>)

By this way, a company has created consumers’ higher interest in Coca-Cola as in brand which entertains and gets in touch with its customers on a daily basis.

4.2 SMM like Adidas

As one the top apparel brands in the space, Adidas has leveraged social media marketing—in particular, youth-focused influencer marketing campaigns and engagement-boosting user-generated content (UGC) initiatives—to outpace their competitors. (Retrieved from <http://mediakix.com/2016/06/instagram-marketing-case-study-adidas-neo/#gs.zvY1uYg>)

In 2012, Adidas reinvigorated its marketing efforts with the launch of Adidas Neo, a new division of trendy, youth-targeted products. In response to the rise of social media platforms and the increased purchasing power of millennial consumers, Adidas launched the #MyNeoShoot social media campaign in 2015. This socially-driven initiative looked to leverage the popularity and marketing potential of Instagram by inviting both Instagram influencers and ordinary users to create Adidas-inspired Instagram posts. (Retrieved from <http://mediakix.com/2016/06/instagram-marketing-case-study-adidas-neo/#gs.zvY1uYg>)

As a result, the company has selected the best creators, who were lately invited to model for Adidas photo shoot.

4.3 E-mail Marketing like Virgin

At the moment when Virgin Atlantic Airlines has created its upper-class air travel with the new features as lie-down beds and personal service in the cabins, the company has started to run its e-mail marketing campaign. An email included a hypertext link which redirected user to the Virgin Atlantic website, where customers could take a virtual tour of the new cabins, check the routes and buy the tickets electronically. With just one click a customer could receive an extra information in a visual manner, which was a step to closer relationship with the customers.

Virgin's integrated communications make use of a membership scheme with benefits, a web presence with a retail interface, and service extras such as VIP lounges the brand and increase customer happiness. (Hackley, 2010.)

An e-mail marketing campaign of Virgin is a way how company communicates with its customers in a comfortable and modern manner, representing its strong brand image.

5 RESEARCH METHOD AND IMPLEMENTATION

Selecting the research method is important while handling the empirical part of the research. It is important to choose the right research approach. After choosing the research method, it is important to plan and make the research decisions, understand its ethical implications and report the findings with a view of answering the main research question of the thesis. In practical settings, the researcher is likely to enter the organization as an outsider, or third party, and will need to remain objectively throughout the research process, regardless of external pressures and the methods selected for generating and gathering data from the participating organization. (Brewerton, 2001.) The researcher of this work aimed to receive an information from the external and internal environment of Animafest Experience Company, i.e. the main study group of this research are the employees and customers of the company.

Both secondary and primary data was used in this research, in order to obtain accurate information and answer the main research question. As the topic of the brand perception is not only quantitatively or qualitatively measurable, an author aimed at receiving the data from both perspectives to be able to provide recommendations for the company.

For qualitative part an in-depth interview research method was chosen. Interviewing is a flexible research tool (Breakwell, 1995). Interviews can provide an information which can be based not only on the structured questions, but the additional questions can occur during the interview, providing more information for an interviewer. Interviews can also be combined with other approaches in a multi-method design which may incorporate, for example, questionnaire measures or observation. (Brewerton, 2001.) Thus, a questionnaire for the purpose of obtaining quantitative data was used in this research. A questionnaire is one useful method for collecting an information. In addition, its low cost, minimal resource requirements and potentially large sample-capturing abilities make the method

an attractive research method for academics and practitioners. (Brewerton, 2001.)

5.1 Collecting Qualitative Data

Interviews are, by their very nature, social encounters where speakers collaborate in producing retrospective (and prospective) accounts or versions of their past (or future) actions, experiences, feelings and thoughts. (Seale, 2013.)

The primary data for qualitative part of this study was obtained through personal interviews with the employees of Animafest Team, who work in Digital Marketing and HR Departments. The interviewees (4 respondents) work on a daily basis with the digital marketing, in order to enhance the digital marketing activities, improving its quality and also benefiting the most from the new technology.

The empirical part focuses on exploring the effectiveness of digital marketing activities done in Animafest Experience Company, researching through the questionnaire form how it is perceived among the customers. The main goal of the interview was to receive qualitative information, regarding the strategy of digital marketing, its directions in e-commerce business, effective and challenging sides, feedback from the workers in Digital Marketing Department and from the customers. The structure of the questions was aimed at receiving the data based on in-depth interview form, in order to obtain information from the thoughts, opinions and expectations of the interviewee based on his or her performance in Digital Marketing Department.

5.2 Collecting Quantitative Data

A quantitative research is based on the quantity or the amount. The outcome of the study is presented through monetary or numerical terms. (Krishnaswami,

2010.) The main purpose is to receive desired amount of answers, in order to study its different variations.

A quantitative research is done, using a questionnaire (62 respondents) for the customers of Animafest Experience Company. The customers are interns who had an internship with the company, reaching an information about their experience of using the website and with which digital marketing tool they found out about the company, how do they overall perceive the service of the company, based on the digital marketing activities of the company.

The questionnaire consists of 10 questions where 9 are structured with an answer, regarding to estimate on a scale from 1 to 5 and are compulsory to answer. 1 question is not compulsory to answer, and it requires a detailed response. The aim of this questionnaire is to receive the numeric answers, in order to be able to analyze it with SPSS program. The questions are structured in a simple form, followed by images and are easy to perceive. A questionnaire was sent to the interns of Animafest Experience who had or currently have an internship through the company. It aims to receive answers which reflects customers opinion towards Animafest Digital Marketing activities based on emotions, feelings and personal experience, regarding its influence on perceiving company as a brand. This questionnaire also aims to formulate customer's opinion and recommendations, based on the negative emotions from some digital marketing activities done in the company.

Overall, the thesis is planned to be measured by the commissioner party from Animafest Experience Company. At the end of the thesis, the development suggestions will be given, and the commissioner party will evaluate the usefulness of it for the company and provide the feedback towards the reliability of the research done.

6 ANALYSIS OF THE RESULTS

This chapter explains how the qualitative and quantitative data was analyzed. In order to analyze the qualitative data, an author has used a “quantitative-informed” approach, whereas for the quantitative part SPSS Program was used for the statistical part of the research.

The secondary data was the basis for conducting primary data research. During the research, an author has received statistics from the marketing manager of Animafest Experience Company, which is a basis for researching the effectiveness of certain digital marketing tools, and how it influences the brand image of the company from theoretical and practical perspectives. (Appendix 1 1/16.)

6.1 Analyzing Qualitative Data

A “quantitative-informed” approach was used (Eriksson & Kovalainen, 2008.), in order to analyze the obtained data as the most convenient way from author’s point of view. The approach aims at dividing the answers from respondents into two groups:

Areas of Convergence

This group implies the summary of the answers to the interview question which were similar or the same.

Areas of Divergence

This group consists of different answers to the interview questions which gives additional information to answer the main research question.

6.1.1 Areas of Convergence

The following is a summarized narrative of the areas of convergence.

All of the respondents currently work in the area of Digital Marketing, and each of them is engaged with the certain responsibility, including content marketing, SEO, SEM, SMM and email marketing. In Animafest Experience Company, the employees of the Digital Marketing Department can exchange the roles, in order to constantly provide the fresh and creative ideas to the certain areas of digital marketing activities.

The main strategy of the employees of Digital Marketing Department is to follow the strategy with consistency of providing the content for SMM, optimizing the SEO where the development of content marketing is the main goal, SEM by creating the new and innovative ideas for PPC (Google AdWords).

SMM is one of the most developing and effective channels of Animafest Experience Company, including such platforms as Facebook, Instagram, Twitter and LinkedIn.

SMM in Animafest Experience Company

Instagram

In Animafest Experience case, the company uses Instagram as, according to the statistics, it is the most popular mobile app among the audience of 18-29. Thus, this is the perfect tool for advertisement and increasing the brand perception, as company has to be up-to-date with the digital features in applying the digital marketing strategy.

Facebook

Animafest Experience uses Facebook daily as the tool to connect with people, involve new auditory as, for example, interns that were using the services of Animafest and had an internship through this company, are sharing photos and

videos, tags Animafest and, therefore, lets other people get aware with the company.

Twitter

Animafest Experience uses Twitter to inform the users about, for examples, the deadlines to apply for internship or posts some interesting facts about the places of practical training to involve students into the higher interest about the company as a brand.

Content Marketing in Animafest Experience Company

The company is also supporting the idea of importance of content marketing on the website. The company has a modern and easy-to-use website which include different sections of the website, including weekly blog posts, covering the topics about Spain, tips for internships, student life and other relevant themes, pictures of interns who had an internship with Animafest Company, videos with entertaining and useful information. Statistics shows that it gives more views on the website, attracts wider auditory from all over the world and, as a result, brings more customers to the company.

SEO in Animafest Experience Company

In Animafest Experience Company as an e-commerce business, SEO and SEM play a significant role. The website is constantly generated by the marketing manager, submitting the site to as many specialized directories as possible, in order to create as many relevant links as possible and to make it easier for special Web mechanism to reach the site. SEO together with the paid search enhances the chance of getting a higher position on the Web search list. Therefore, Animafest Experience Company's goal is to join both search tools, in order to have a strong marketing approach and increase a brand success.

Together with natural search, Animafest Experience Marketing Department uses a paid search which reinforces the main marketing strategy. Paid search is a

guaranteed way to place an advertisement on the search results page based on markets paying for that placement. (Sheehan, 2010.)

In Animafest Experience Company, it is used an approach of the system, automatically sending e-mails to each user of the platform. Therefore, the messages are not filtrated and, in most of the cases, get into the spam box itself or cause an irritating response from the receivers. It is known as messages that are at minimal cost for advertisers, thus, having a big control over the timing and delivery of the content. However, during the research, it was found out, that e-mail marketing of Animafest Experience creates a poor brand image as the users of the platform are not satisfied with the relevance of information, e-mail design and content and frequency of it.

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PPC in Animafest Experience Company

Together with natural search, Animafest Experience Marketing Department uses a paid search which reinforces the main marketing strategy. Paid search is a guaranteed way to place an advertisement on the search results page based on markets paying for that placement. (Sheehan, 2010.)

E-mail Marketing in Animafest Experience Company

As an e-commerce business, Animafest Experience is using several forms of an Internet advertising, including direct digital marketing channel – e-mail.

In Animafest Experience Company, it is used an approach of the system, automatically sending e-mails to each user of the platform. Therefore, the messages are not filtrated and, in most of the cases, get into the spam box itself or cause an irritating response from the receivers. It is known as messages that are at minimal cost for advertisers, thus, having a big control over the timing and delivery of the content. However, during the research, it was found out, that e-mail marketing of Animafest Experience creates a poor brand image as the users of the platform are not satisfied with the relevance of information, e-mail design and content and frequency of it.

The statistics of an efficiency of digital marketing activities in Animafest Experience Company has been provided, according to the percentage of frequency of usage particular digital marketing tools within the company's marketing strategy. (Appendix 1 1/16)

The company is following the one digital marketing strategy for a long time with minor optimization, which includes the content improvements, development of social media channels as creating sufficient content, ads for the marketing purposes and engagement with the customers via the posts with the interns' photos from an internship. Currently the company is aiming at developing its marketing strategy as the level of competition is increasing.

All of the respondents have given 10 regarding the level of importance of use the digital marketing activities in Animafest on a scale from 1 to 10 where 10 is estimated as very important. It was highlighted that a modern company has to follow the current digitalization of the world by being present on the various digital channels. Moreover, it is important to create new and innovative ways for providing any information on the social media. Social media users require the content to be entertaining, unique, and friendly and provide with extra information about various topics in order to keep an interest high.

SMM and SEM were highlighted as the most efficient digital marketing activities from the respondents' point of view. Potential customers and the target audience

are young generation which spends most of their time on the social websites and Google search. Animafest's current presence on these channels increases company's chance to be noticed by wider audience and strengthens its brand image.

PPC and SEO optimization are less effective than other activities done in the company. PPC has been started recently as the new digital marketing channel for Animafest and it still is in the testing mode. Therefore, now it doesn't bring the company an expected ROI and wider audience, and it needs to be improved in a matter of design of the running ads and targeting options. Animafest Experience uses Google AdWords, and it requires a good knowledge of the settings of the tools and its statistics. Thus, company aims to attract the right people to take care of this digital marketing activity, in order to develop it efficiently.

SEO optimization is not a necessity in the current situation of Animafest Experience Company as it already operates as an e-commerce business for the past 20 years and has efficiently gained its brand awareness.

Currently the company struggling SMM as some social media channels like Instagram and Twitter require big developments and improvements, in order to attract wider audience and brand awareness. The content should always be optimized, coherent and show company's values and visions. An email marketing strategy has to also be changed, as there is a big percent of the customers unsatisfied with not relevant mailing, too frequent emails and some information in the email can be unreliable as the company uses an automatic email mailing system, which requires using proper targeting.

The company constantly receives customers' feedback by phone, email and digital statistics regarding the perception of digital marketing activities. In most of the cases, customers make phone calls, in order to highlight the importance or unimportance of the emails sent by Animafest Experience, leave the comments on social media channels regarding the design of the posts and information presented. The interns who work in Digital Marketing Department are constantly

sharing their opinions and make recommendations on how to improve and what to change in company's digital marketing strategy.

As the company has rapidly growing by increased brand awareness and receiving more customers every year, the work of Digital Marketing Department was estimated as successful. However, it was mentioned that the strategy still needs a lot of improvements which if to be done, will improve company's brand image, attract wider audience and set up brand's popularity on the Internet.

The main goal of the company is to develop the social media channels and change the email marketing strategy. Those are currently considered as the most important tools for further improvement. Animafest Experience also aims at creating sustainable SEM which will allow to target more people and increase the brand awareness among the targeted audience.

Among the respondents of the interview it was unanimously mentioned that the way how digital marketing is done straightly influence on brand image perception among the customers. As an e-commerce business, Animafest mainly does its operations on different Internet platforms. In order for customers to register for Animafest, they have to do it with the company's website. Before the potential customer redirects to the website, he or she clicks on an ad or get an information about the company through the social websites. A customer constantly has to interact with various company's ways of an Internet presence. Thus, if it doesn't operate effectively with the digital marketing tools, it can receive a bad brand image.

6.1.2 Areas of Divergence

The areas of divergence are presented in Appendix 1 (5-16) for each interviewee. The two columns present a question and an answer to it against. The answers to the questions which don't come to the areas of divergence are empty in the table and filled with the grey color.

The following information is a summary of the answers received:

- i. Email marketing requires most of the changes and improvements in digital marketing strategy of Animafest Experience Company. Email mailing is done automatically: the emails are sent to all the registered users with Animafest platform. However, some percent of the users already have its internship, are in the waiting list or don't need company's services anymore. Thus, when an automatic email with the information about the available practical training places is sent, it can disinform the customer, cause negative feelings or be treated like a spam. It can cause a bad brand image among the customers and lead to the loss of existing and potential customers.
- ii. Social Media Marketing plays a significant role in the work of Digital Marketing Department of Animafest. However, it requires some improvements. It was highlighted that company's target audience are students in range of 18-30 years old, which implies that young generation nowadays is spending a lot of time with the social media. Animafest is currently developing its SMM actively with the goal of attracting wider audience, increasing brand awareness and creating its own digital marketing competitive advantage.
- iii. SEO and content marketing bring company the biggest percent of the customers. As Animafest operates as an e-commerce business for the past 20 years, these activities now don't need significant changes or improvements as it already is on the high level of effectiveness.
- iv. PPC is a new activity for Animafest and it still is in its testing mode. Currently the company has gathered an information from the statistics of Google AdWords and determined the most effective ads and its settings. Therefore, it has framed the starting points for Animafest to create certain digital marketing strategy for the channels of PPC.

- v. Animafest Experience doesn't follow certain strategy in digital marketing and, thus, it creates several obstacles and challenges for the company like customers' complaints, negative feedback, untargeted digital marketing.

6.2 Analyzing Quantitative Data

Quantitative data was analyzed with SPSS program, providing the statistics for each question in the questionnaire.

Question 1

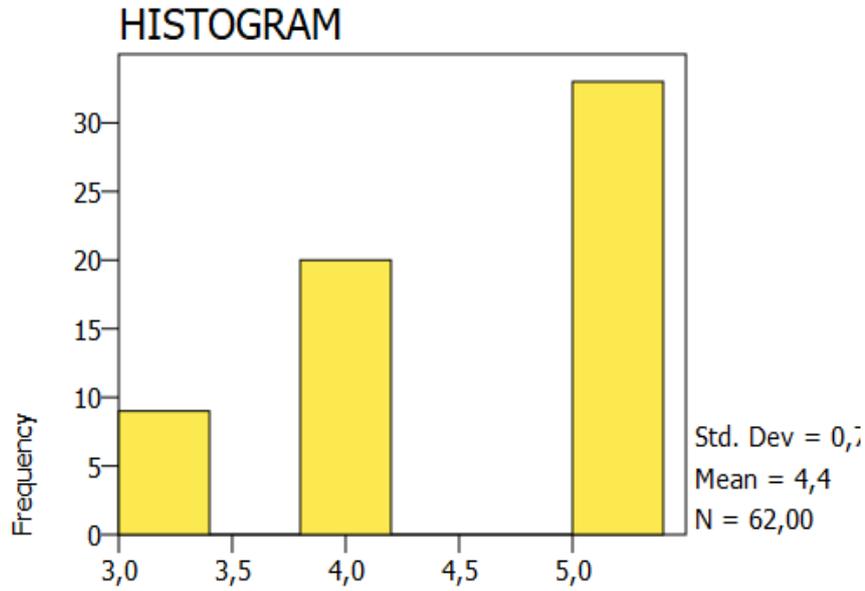
Instagram advertisement was estimated among the respondents as following:

Score	Percentage
3	14.52%
4	32.26%
5	53.23%

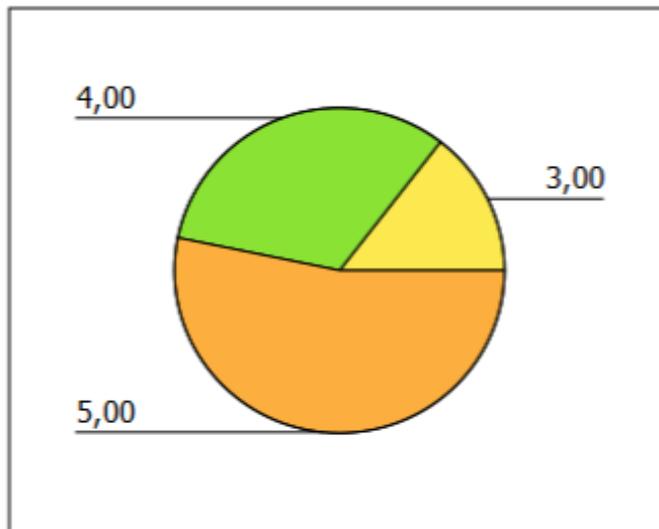
More than half of the respondents estimated this activity as very informative and useful for the customers, representing satisfying feelings towards the Instagram marketing campaign of the company. Score 5 has gained the biggest percentage among the respondents.

How informative do you estimate this Instagram Advertisement? (i.e. presentation of the message, design, importance)

1 – Not informative at all	5 – Very informative
----------------------------	----------------------



How informative do you estimate this Instagram advertisement?



How informative do you estimate this Instagram advertisement? (i.e. presentation of the message, design, importance)

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
	3,00	9	14,52	14,52	14,52
	4,00	20	32,26	32,26	46,77
	5,00	33	53,23	53,23	100,00
	<i>Total</i>	62	100,0	100,0	

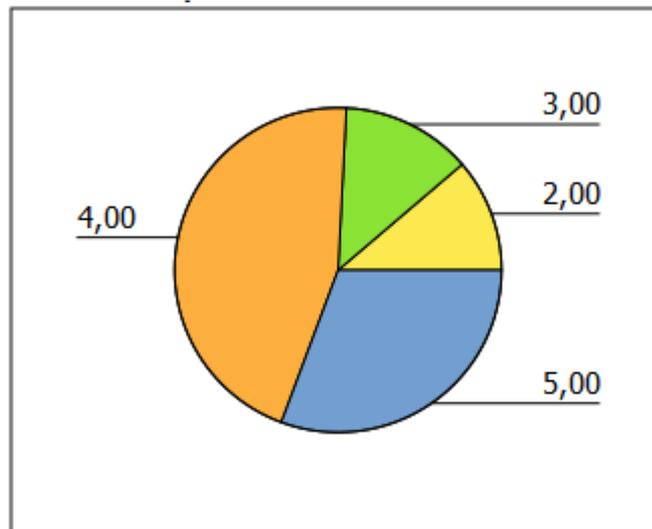
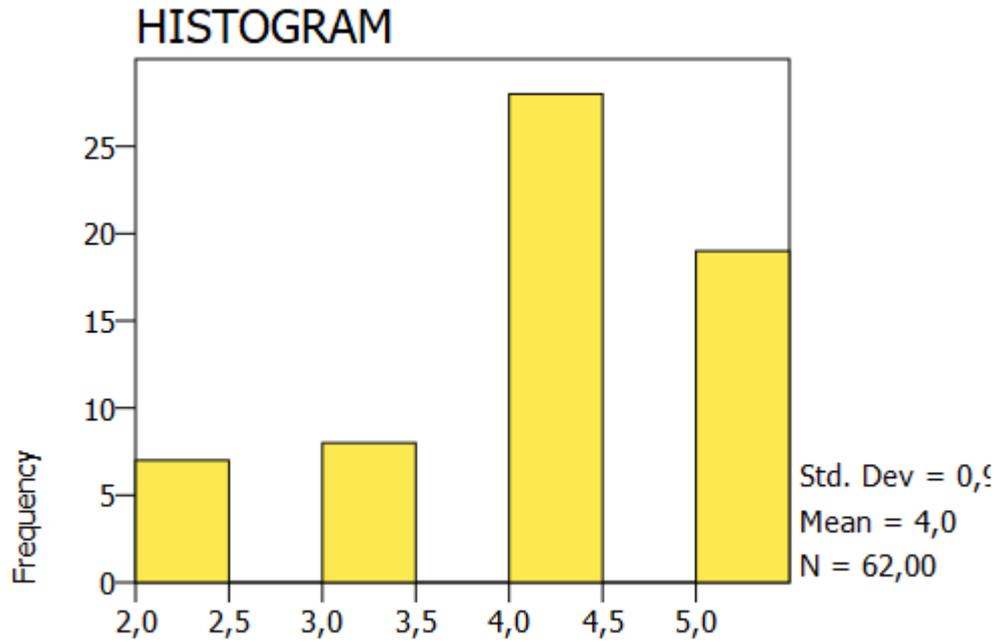
Question 2

FaceBook advertisement was estimated among the respondents as following:

Score	Percentage
2	11.29%
3	12.90%
4	45.16%
5	30.65%

How informative do you estimate this FaceBook advertisement? (i.e. presentation of the message, design, importance)

1 – Not informative at all	5 – Very informative
----------------------------	----------------------



How do you estimate this FaceBook advertisement? (i.e. presentation of the message, design, importance)

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
	2,00	7	11,29	11,29	11,29
	3,00	8	12,90	12,90	24,19
	4,00	28	45,16	45,16	69,35
	5,00	19	30,65	30,65	100,00
	<i>Total</i>	62	100,0	100,0	

Question 3

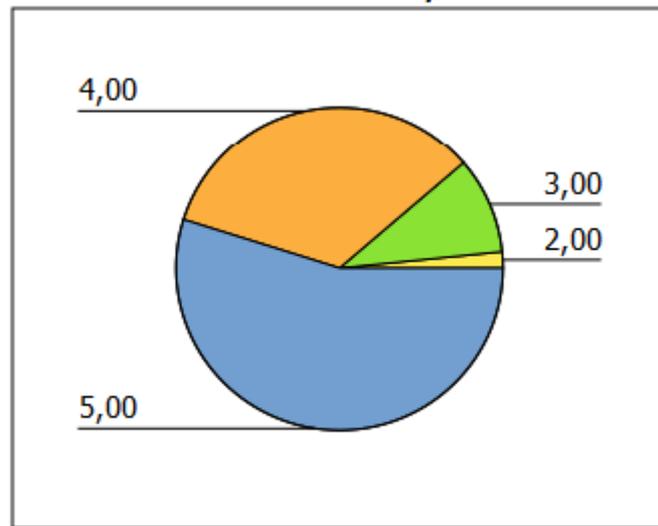
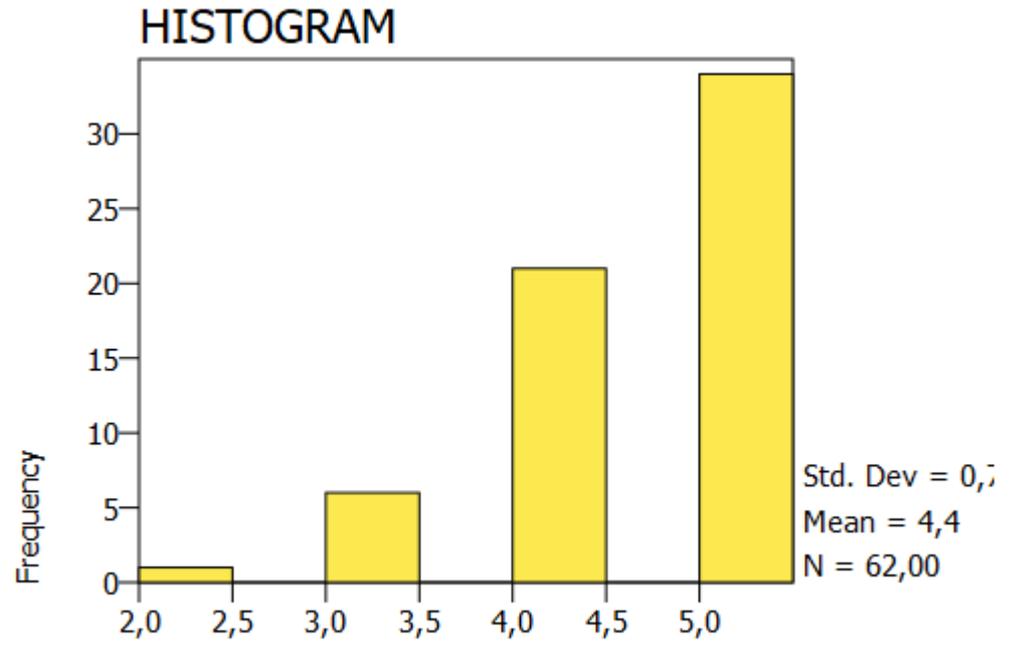
Twitter advertisement was estimated among the respondents as following:

Score	Percentage
2	1.61%
3	9.68%
4	33.87%
5	54.84%

Twitter advertisement has gained the biggest score as 5, identifying customer's satisfaction towards the activity.

How informative do you estimate this Twitter Advertisement? (i.e. presentation of the message, design, importance)

1 – Not informative at all	5 – Very informative
----------------------------	----------------------



How informative do you estimate this Twitter advertisement? (i.e. presentation of the message, design, importance)

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2,00	1	1,61	1,61	1,61
	3,00	6	9,68	9,68	11,29
	4,00	21	33,87	33,87	45,16
Very informative	5,00	34	54,84	54,84	100,00
	<i>Total</i>	62	100,0	100,0	

Question 4

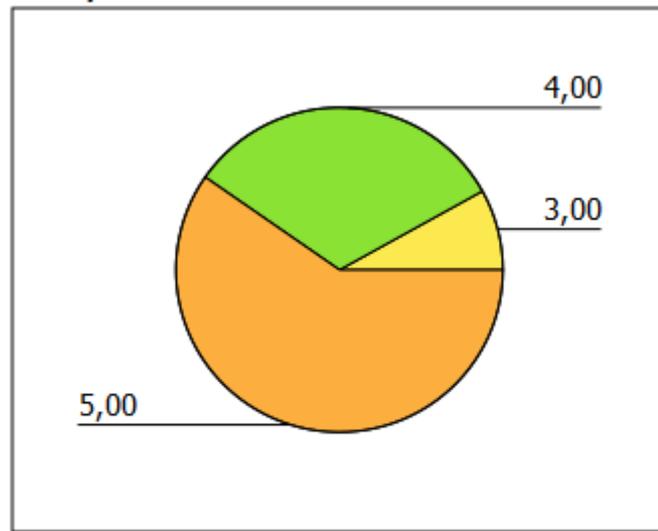
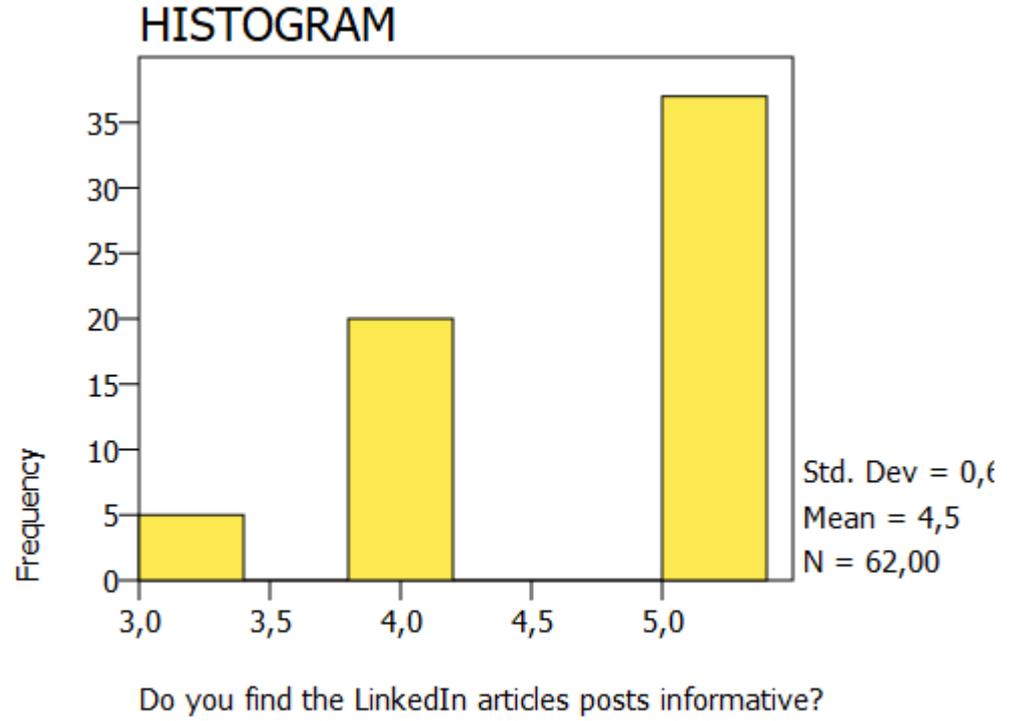
LinkedIn advertisement was estimated among the respondents as following:

Score	Percentage
3	8.06%
4	32.26%
5	59.68%

LinkedIn advertisement was estimated with the biggest score as 5, identifying customers' satisfaction towards the activity.

Do you find the LinkedIn articles posts informative?

1 – Not informative at all	5 – Very informative
----------------------------	----------------------



Do you find the LinkedIn articles posts informative?

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
	3,00	5	8,06	8,06	8,06
	4,00	20	32,26	32,26	40,32
	5,00	37	59,68	59,68	100,00
<i>Total</i>		62	100,0	100,0	

Question 5

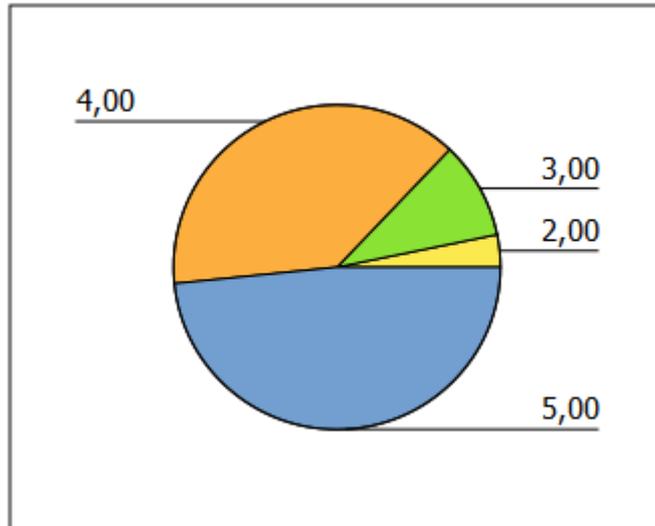
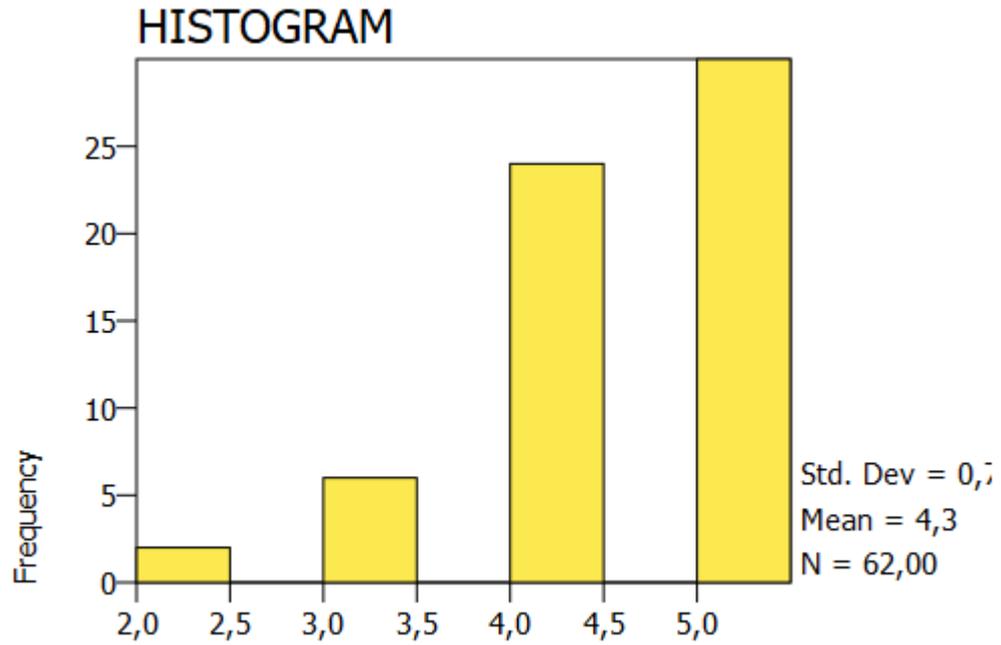
Blogging as part of content marketing in Animafest Experience Company was estimated among the respondents as following:

Score	Percentage
2	3.23%
3	9.68%
4	38.71%
5	48.39%

The statistics shows that most of the respondents put score 4 and 5, identifying satisfaction among the customers towards the content marketing of Animafest Experience.

Do you find the weekly articles on Animafest Experience website useful for you and your internship?

1 – I don't find them useful	5 – I like it; I find them useful and interesting.
------------------------------	--



Do you find the weekly articles on Animafest Experience useful for you and your internship?

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
	2,00	2	3,23	3,23	3,23
	3,00	6	9,68	9,68	12,90
	4,00	24	38,71	38,71	51,61
	5,00	30	48,39	48,39	100,00
<i>Total</i>		62	100,0	100,0	

Question 6

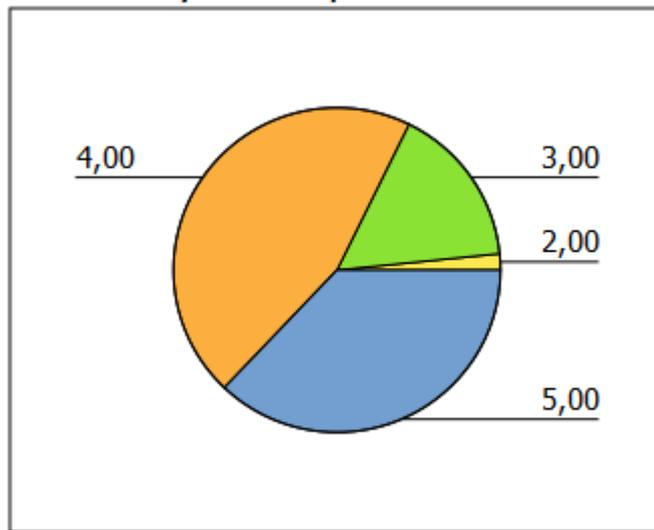
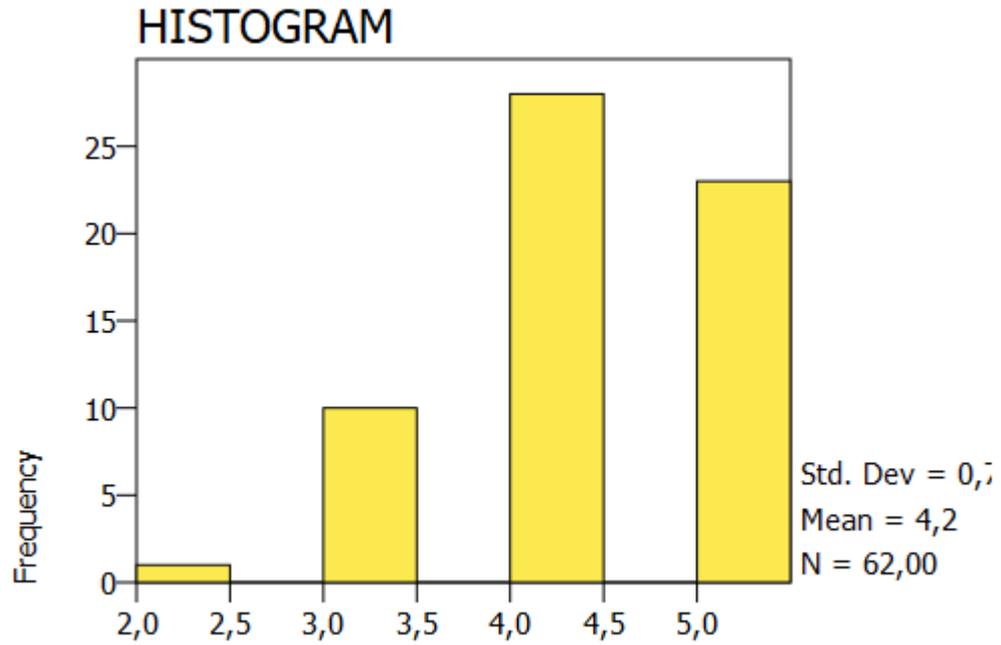
Google AdWords advertisement as the tool for SEM and PPC marketing activities of Animafest Experience Company was estimated among the respondents as following:

Score	Percentage
2	1.61%
3	16.13%
4	45.16%
5	37.10%

SEM and PPC activities were mainly estimated on a score of 4, identifying the common satisfaction of the activity among the customers of the company.

What is your impression and feelings about Animafest Experience advertisement on Google Search Engine?

1 – I don't like it; it gives me negative emotions.	5 – I like it; it gives me positive emotions.
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What is your impression and feelings about Animafest Experience advertisement on Google Search Engine?

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
	2,00	1	1,61	1,61	1,61
	3,00	10	16,13	16,13	17,74
	4,00	28	45,16	45,16	62,90
	5,00	23	37,10	37,10	100,00
<i>Total</i>		62	100,0	100,0	

Question 7

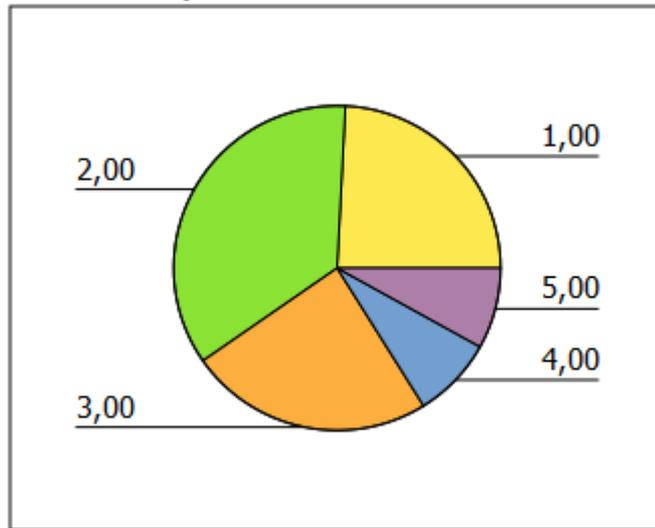
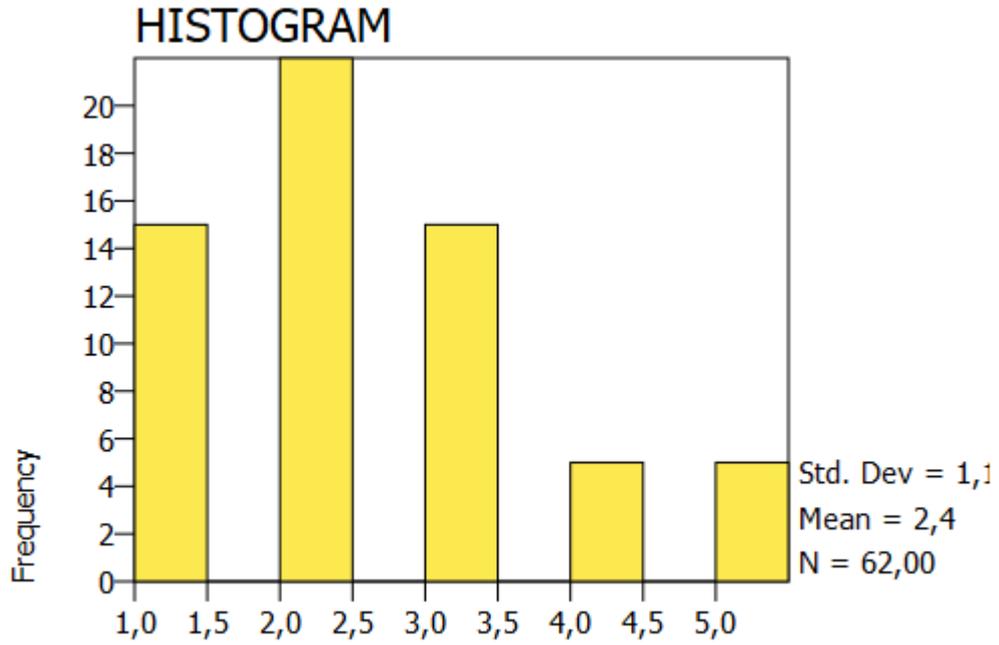
Email marketing of Animafest Experience Company was estimated among the respondents as following:

Score	Percentage
1	24.19%
2	35.48%
3	24.19%
4	8.06%
5	8.06%

Email marketing of the company was mostly estimated with the scores, identifying negative relation of the customers towards the activity. The biggest score was estimated as 2, identifying customers' dissatisfaction regarding the activity. Thus, it can provide a bad brand image perception.

How do you feel about the automatic e-mail messages you receive from Animafest Experience? Do you find them informative?

1 – I don't like it; It is annoying; I don't find them informative.	5 – I like it; I would like to keep receiving it; I find them important and useful.
---	---



How do you feel about the automatic e-mail messages you receive from Animafest Experience? Do you find them informative?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	1,00	15	24,19	24,19	24,19
	2,00	22	35,48	35,48	59,68
	3,00	15	24,19	24,19	83,87
	4,00	5	8,06	8,06	91,94
	5,00	5	8,06	8,06	100,00
Total		62	100,0	100,0	

Question 8

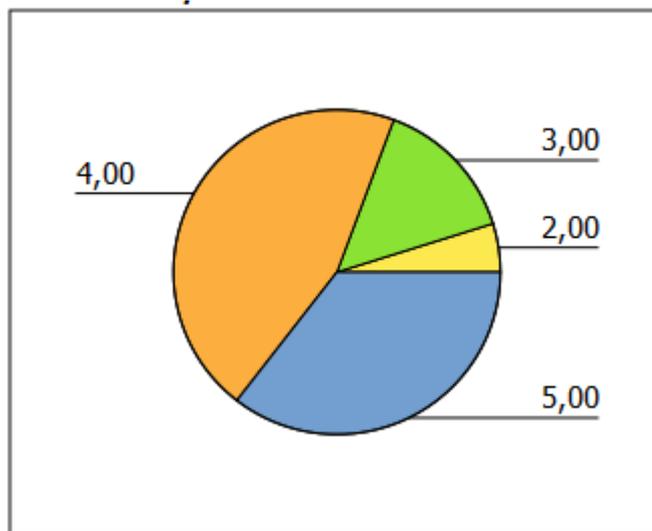
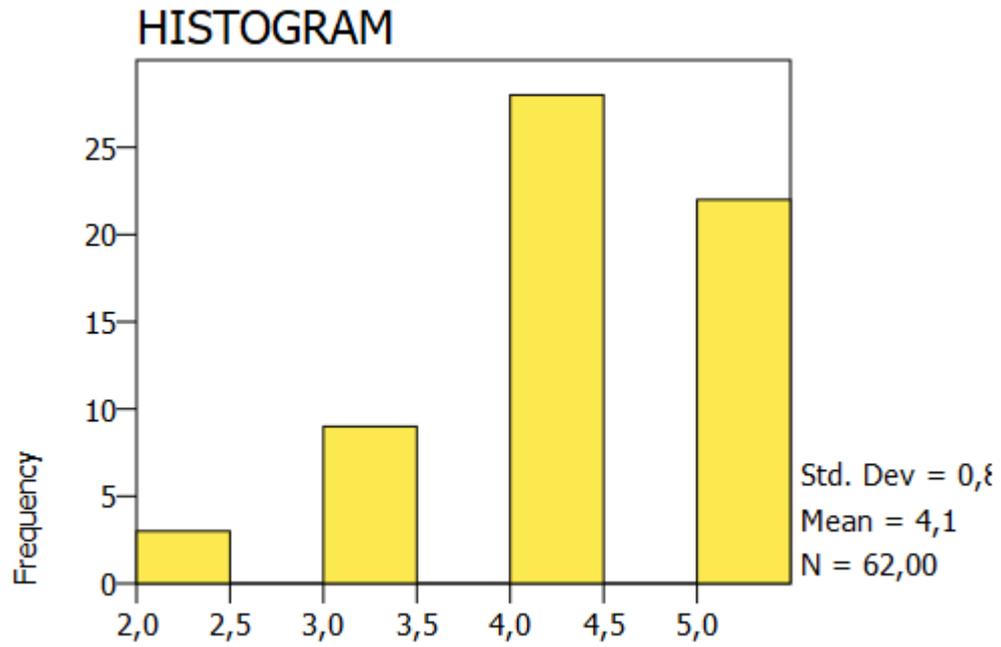
The total perception of digital marketing activities of Animafest Experience Company was estimated among the respondents as following:

Score	Percentage
2	4.84%
3	14.52%
4	45.16%
5	35.48%

The biggest score as 4 was put among the respondents, identifying in total customers' positive perception and positive feelings towards the work of Digital Marketing Department.

How do you estimate overall the digital marketing activities of Animafest Experience Company? How do you feel about it?

1 – I like it; I experience positive feelings.	5 – I don't like it; I experience negative feelings.
--	--



How do you estimate overall the digital marketing activities of Animafest Experience Company? How do you feel about it?

<i>Value Label</i>	<i>Value</i>	<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cum Percent</i>
	2,00	3	4,84	4,84	4,84
	3,00	9	14,52	14,52	19,35
	4,00	28	45,16	45,16	64,52
	5,00	22	35,48	35,48	100,00
	<i>Total</i>	62	100,0	100,0	

Question 9

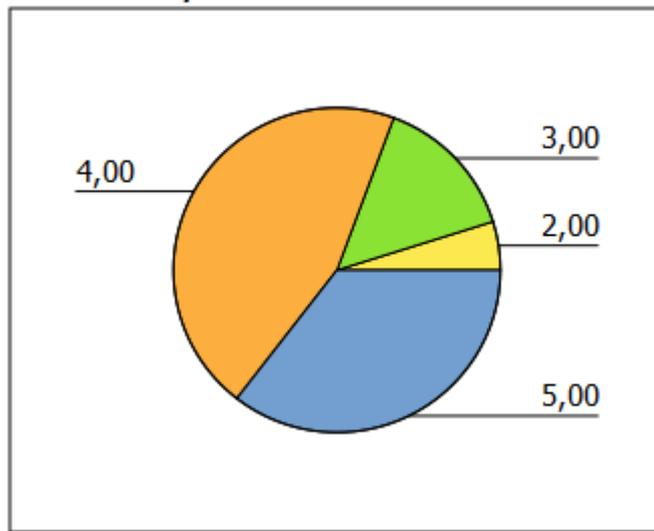
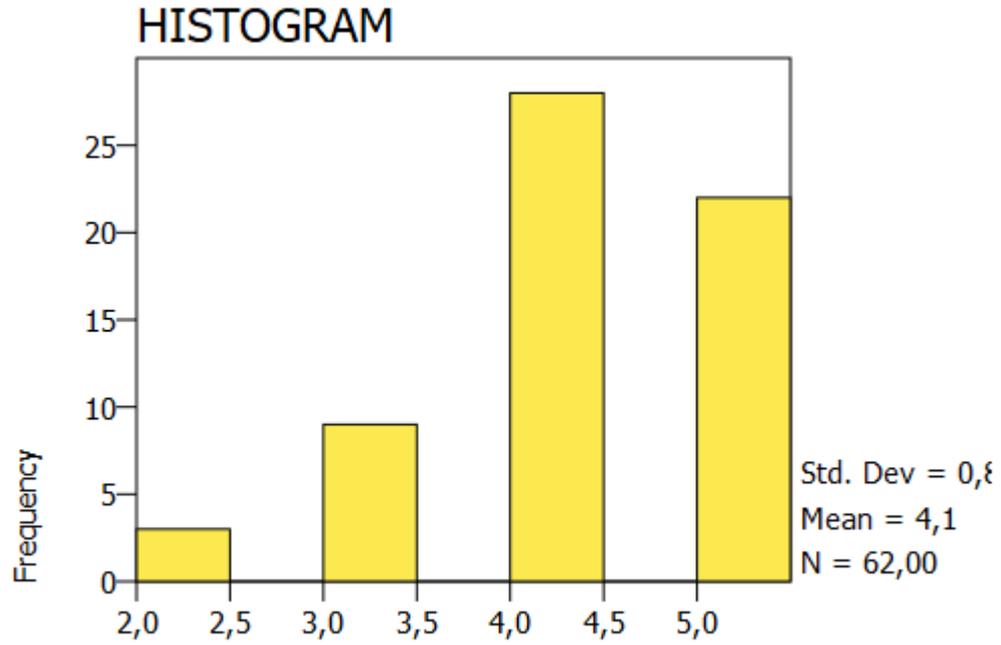
The digital marketing activities as a source of providing better understanding about Animafest Experience Company was estimated as following:

Score	Percentage
2	4.84%
3	14.52%
4	45.16%
5	35.48%

The biggest score was put among the respondents as 4, identifying common satisfaction towards understanding Animafest Experience brand better with the implementation of digital marketing activities.

Do you feel that these activities give you better understanding about the company?

1 – It doesn't give me a better understanding about Animafest Company.	5 – It gives me a better understanding about Animafest Company.
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How do you estimate overall the digital marketing activities of Animafest Experience Company? How do you feel about it?

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
	2,00	3	4,84	4,84	4,84
	3,00	9	14,52	14,52	19,35
	4,00	28	45,16	45,16	64,52
	5,00	22	35,48	35,48	100,00
	<i>Total</i>	62	100,0	100,0	

Question 10

What would you recommend Animafest Experience Digital Marketing Department to change or improve in their services?

The emails are sent too often and usually are not relevant to me, there is no option to unsubscribe from it
Don't send emails constantly
Create something interesting and follow the same style in marketing; everything is different everywhere, it doesn't give a clear image of the company
Provide more valid information on the website, update the available places for an internship, don't send irrelevant emails
I love the blogs on the website and LinkedIn articles, create more like this with useful tips for an internship
Emails are annoying
More blogs and information about Spain and internship process
update information on the website
Be clearer and more informative about the offer and the information related to the offer. As well as the info (present on different platforms) should be similar and in accordance. No e-mails to say nothing, and change its shape (more professional). In general, I would say they should work on the improvement of their image : more professionalism and they will gain in awareness in "good level" schools and among students with potential.
To have a good marketing team who have fresh ideas, abilities and desire to improve the image of the company (4)
more real-life cases, feedbacks from students (short videos) in social media

This question was not compulsory to answer, aimed at receiving more qualitative data from the customers from non-numeric data, in order to research the possible negative/positive feedback about the company's digital marketing activities. The received answers have helped to formulate further recommendation from a researcher and answer the main research question.

Reliability Statistics according to Cronbach's Alfa

RELIABILITY

RELIABILITY

/VARIABLES= q.4 q.5 q.6 q.7 q.8 q.9 q.3
q.2 q.1
/MODEL=ALPHA.

Scale: ANY

Case Processing Summary

		<i>N</i>	%
<i>Cases</i>	<i>Valid</i>	62	100,00
	<i>Excluded</i>	0	,00
	<i>Total</i>	62	100,00

Reliability Statistics

<i>Cronbach's Alpha</i>	<i>N of Items</i>
,88	9

Ideally, items rated on a 5-point scale should yield a standard deviation near 1.00, and for the most part, these items conform roughly to this expectation; thus, each item demonstrates sufficient variance to meaningfully correlate it with the other. (Lawrence, 2013.) The Cronbach's Alfa in this research is estimated at a rate of 0.88 which reflects good reliability of the research done.

7 THE FINAL OUTCOME

To sum up, this chapter includes the reporting phase of the study conducted. The chapter includes the final words and recommendations, aimed at improving the work of digital marketing activities in Animafest Experience Company. The conclusion below in the form of suggestions consists of the result of the interaction between the theoretical framework and empirical research.

This research was conducted, in order to find out how digital marketing activities influence on brand image perception of the company, regarding the case of Animafest Experience Company. Digital marketing in e-commerce is one of the drivers of successful online operations which aim at receiving company's brand awareness, targeting wider audience on online platforms, acquiring customers' loyalty and promoting company's goods or services.

Such digital marketing activities as content marketing, e-mail marketing, SMM, SEO, SEM and PPC were researched in this work from empirical and practical perspectives. The marketing communication mix and IMC strategy were the basis for further research of the digital marketing activities.

Before undertaking this study, the researcher had its practical training period in Animafest Experience Company, working with Digital Marketing Department which later served as the basis and motivation for the research. The idea was to determine the mistakes in the work of Digital Marketing Department of Animafest Experience Company which caused the reason of negative perception of the brand among the customers or potential clients. Thus, the research could address the recommendations from the researcher to the company, in order to make the digital marketing activities as the source of growth for it.

By exploring and understanding the digital marketing activities, integrated marketing communication strategy and marketing communication mix, the researcher could formulate the recommendations and answer the main research question and its sub-questions. The empirical study was the basis on which the research

was built. The qualitative and quantitative research methods in the form of interviews and questionnaire were made with the aim of obtaining both objective data for more accurate results.

The research has shown customers' straight relation to how the digital marketing is done in Animafest Experience Company to their perception it as a brand. Overall, the digital marketing was estimated as a satisfying function of the business. SMM and content marketing were determined among the respondents as the most effective tools used in organization. SEM and PPC still hasn't gained its effectiveness in the company, however, it received positive feedback from company's customers on this starting point.

Also, the common mistakes of Digital Marketing Department were found out and observed. For example, the customers' unsatisfied feelings and emotions towards how e-mail marketing is done in the company, what has to be changed and what are the key elements that cause such opinion from the customers.

Thus, the research has framed several recommendations from a researcher to Animafest Experience Company, in order to improve an effectiveness of the activities done and help the company to grow its business as a brand.

8 CONCLUSION

Based on the qualitative and quantitative data obtained for this research, the following result has been gained: the overall performance of digital marketing activities in the company is good with exceptional e-mail marketing. Animafest Experience Company as an e-commerce business uses e-mail marketing as one of its prior digital marketing activities. The frequency of usage this activity is the biggest one among the others that company uses. Therefore, if company highlights the importance of this activity, it has to be done properly, in order to represent an image of developing and modern company, taking care of its customers and being interested in their opinion.

The following recommendations were made with additional references to the most famous brands' cases as the high-quality performers in certain digital marketing activities:

Digital Marketing Activity	Recommendation
E-mail Marketing	E-mail marketing should be more personalized. Nowadays, most successful companies aim to personalize their digital marketing activities to show that each customer of the company is important to the organization. Animafest Experience Company should use more accurate targeting while sending its emails to the customers. Automatic emails can be targeted by using wider functions and settings, therefore, creating to not being treated as a spam or avoid causing negative emotions from the receivers. Emails should also con-

	<p>tain an information which is aimed to not only represent the selling purposes of the company but construct an entertaining, interesting and capturing content. In case of Virgin Atlantic Airlines, the company has provided its customers with an innovative and modern way of presenting an information. Instead of reading boring text, it straightly suggested receivers of an email to take a tour with a visual construction to its new cabins, in order to let them see the new features with its own eyes. Animafest Experience could create a similar feature, letting the customers see the place of their internship, using the same visual constructor or sharing the videos in an email.</p>
SMM	<p>Even though SMM was, overall, estimated among the respondents as a well perceived activity, it also can create bigger opportunities for the company. Using SMM in only marketing purposes can be easily perceived by the customers that company need them only in the purpose of selling its services. However, SMM is one of the most effective and modern tools of digital marketing that can help companies</p>

	<p>to expand its network, involving the customers to participate in company's daily working process. By doing this, customers will feel being a necessary element of company's value chain and will feel loyal to the company.</p> <p>To sum up, Amimafest Experience Company should upgrade its digital marketing strategy level from simple marketing campaigns aimed at selling to creating a content that will let the customers engage with the brand and let them feel that their opinion is important to the company.</p>
Content Marketing & SEO	<p>Content marketing in Animafest Experience is currently mostly done as blogging on the website. The content of the blogs is entertaining, useful and found to be interesting for the customers. However, Animafest Experience could create the new updates, improvements and developments into the content of the website. In case of Coca-Cola Company, it provides the website visitors with the short questionnaires, promotions and suggestions to participate in the life of the company by letting the customers share their ideas on the home page of the website. In Animafest Experience case, the com-</p>

	<p>pany could create its weekly questionnaires, concerning the topics related to internships, Spain, life abroad, European lifestyle, traveling etc., in order to keep customers' interest in visiting the website and make them feel important to the company. Therefore, it will also provide them with an entertaining content which differs from competitors' strategy and will create a sustainable competitive advantage. Thus, it will also be an efficient step in optimizing SEO.</p>
SEM & PPC	<p>SEM & PPC are the new activities for Animafest Experience Company, thus, requiring strategized approach for optimizing an activity. The company currently doesn't have a certain approach, budget planning for advertising and goals for using this activity. Thus, it creates a lot of obstacles for the company's successful performance in SEM activity. Currently the tool doesn't bring results to the company, and it would be highly recommended to formulate Animafest's objectives, goals and visions for the purpose of using SEM & PPC, as well as conduct a budget planning and strategized ideas for this kind of activity.</p>

To sum up, Amimafest Experience Company should upgrade its digital marketing strategy level from simple marketing campaigns aimed at selling to creating a content that will let the customers engage with the brand and let them feel that their opinion is important to the company.

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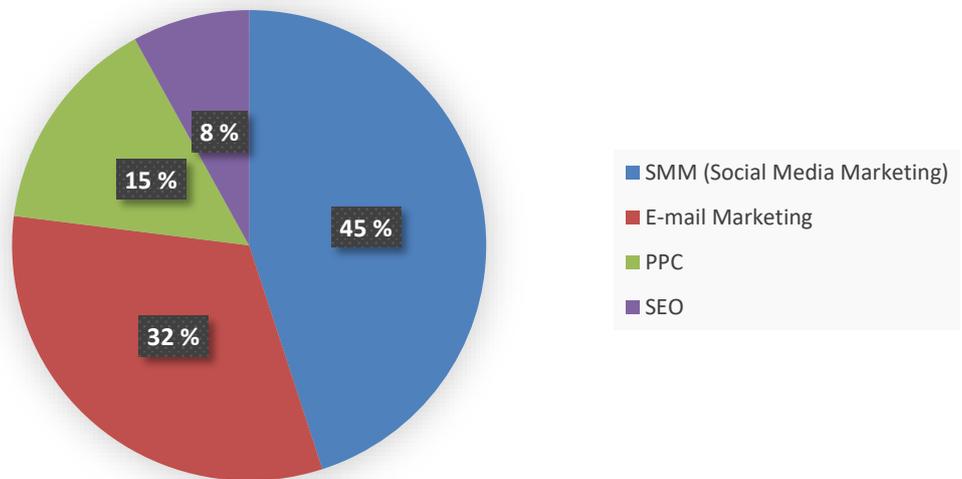
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APPENDICES

Animafest Digital Marketing Channels

Digital Marketing Channels of Animafest Experience S.L.U



Pre-Interview Statement

Background:

I am conducting a research on a topic of Influence of Digital Marketing on Brand Image Perception of the Company for my BBA thesis at Kajaani University of Applied Sciences. In order to get as much accurate results as possible, I have chosen to use both qualitative and quantitative research methods. This interview relates to the qualitative part of my research.

Interview Objectives:

The objective of this interview is to get the primary research results. I am aiming at getting a better understanding of how digital marketing influences the brand image perception of the company. As the part of this research is qualitative, I would appreciate if you could avoid straight yes or no answers and provide me with more detailed information. However, feel free to say that you do not wish to answer any question.

Interview Format:

I have set a list of questions for this interview, and I will make notes as you respond. I may also ask you to repeat an answer. Your respond may also generate additional questions. I will try to keep an interview no longer than 30 minutes.

Interview Questions:

No.	Question
1	Do you currently work with digital marketing activities in Animafest Experience Company? Or have you previously worked with it?
2	What are the digital marketing activities you have been working/had been working with?
3	<p>Do you follow concrete digital marketing strategy?</p> <p>a. If yes, describe the process/goals/step-by-step actions involved in this strategy.</p> <p>b. If no, describe the process of how the digital marketing activities are done in the company (i.e. planning and organizing the distribution of the activities among the workers in Digital Marketing Department, working on the digital marketing channels, optimizing or supporting the same level of its performance.)</p>
4	Is the digital marketing strategy constantly optimized in Animafest Experience Company?
5	<p>How important do you consider a use of DM activities in the company? Please, estimate on a scale from 1 to 10 and comment your reply.</p> <div style="text-align: center;"> <p>1 - Not important at all; Animafest Experience can conduct its business without it.</p> <p>10 - Very important; It is crucial to involve DM activities in the company.</p>  </div> <p>Please, provide a detailed response and describe your opinion, regarding the number you chose from scale.</p>
6	Which digital marketing activities you consider as the most efficient for

	Animafest Experience Company? Why?
7	Which digital marketing activities are less efficient than others? How do you measure it?
8	What are the main challenges in optimizing the digital marketing activities?
9	What is needed to be improved in digital marketing activities of Animafest Experience Company?
10	How do you intend to improve it?
11	How do you get an opinion towards the perception of Digital Marketing Activities from the customers?
12	How do you measure yourself the success of Digital Marketing Department performance in Animafest Experience Company?
13	What are the goals of the company for the future? Which role does Digital Marketing play in it?
14	In your opinion, does Digital Marketing performance influence how Animafest Experience brand is perceived by the customers?

Interviewee A's divergent responses

1. Do you currently work with digital marketing activities in Animafest Experience Company? Or have you previously worked with it?	Currently working.
2. What are the digital marketing activities you have been working/had been working with?	Content marketing (blogging on the website), SEO, email marketing.
<p>3. Do you follow concrete digital marketing strategy?</p> <p>a. If yes, describe the process/goals/step-by-step actions involved in this strategy.</p> <p>b. If no, describe the process of how the digital marketing activities are done in the company (i.e. planning and organizing the distribution of the activities among the workers in Digital Marketing Department, working on the digital marketing channels, optimizing or supporting the same level of its performance.)</p>	<p>Yes. The information on the website is constantly updating if any significant changes happen regarding the website content. The weekly blogs are created every Friday and posted on Wednesday. Thus, website users are aware of the day when the post is made. The special blog posts are created when special events and celebrations happen in Spain.</p> <p>SEO does not imply any specific strategy. The content is optimized on the website when needed.</p>
4. Is the digital marketing strategy constantly optimized in Animafest Experience Company?	Some digital marketing activities are optimized but some stay the same. For example, email marketing has not been changed for the past years in Animafest.
5. How important do you consider a use of DM activities in the compa-	

ny? Please, estimate on a scale from 1 to 10 and comment your reply.	
6. Which digital marketing activities you consider as the most efficient for Animafest Experience Company? Why?	Email marketing because this activity brings many customers to the company.
7. Which digital marketing activities are less efficient than others are? How do you measure it?	SEM. Less people are paying attention to the paid ads on Google Search Engine Results Page, according to the statistics.
8. What are the main challenges in optimizing the digital marketing activities?	Creating new and innovative content.
9. What is needed to be improved in digital marketing activities of Animafest Experience Company?	The company should update its digital marketing strategy by making an accent to the most efficient digital marketing activities (SMM and email marketing).
10. How do you intend to improve it?	By optimizing the email marketing strategy. As there is a significant percent of the unsatisfied by email mailing customers, the company should change its direction from aggressive email marketing to more friendly and personalized way.
11. How do you get an opinion towards the perception of Digital Marketing	By customers' replies to email messages.

Activities from the customers?	
12. How do you measure yourself the success of Digital Marketing Department performance in Animafest Experience Company?	The email marketing still stays an effective tool, but it has to be improved, in order to have satisfied loyal customers and prevent the negative feedback occur.
13. What are the goals of the company for the future? Which role does Digital Marketing play in it?	
14. In your opinion, does Digital Marketing performance influence how Animafest Experience brand is perceived by the customers?	

Interviewee B's divergent responses

<p>1. Do you currently work with digital marketing activities in Animafest Experience Company? Or have you previously worked with it?</p>	<p>Currently working.</p>
<p>2. What are the digital marketing activities you have been working/had been working with?</p>	<p>SMM.</p>
<p>3. Do you follow concrete digital marketing strategy?</p> <p>a. If yes, describe the process/goals/step-by-step actions involved in this strategy.</p> <p>b. If no, describe the process of how the digital marketing activities are done in the company (i.e. planning and organizing the distribution of the activities among the workers in Digital Marketing Department, working on the digital marketing channels, optimizing or supporting the same level of its performance.)</p>	<p>There is no certain strategy, the posts on social media channels are made, in order to announce the audience about the upcoming internships in Animafest Experience. Posts are made several times per week. Facebook page of Animafest has wider awareness than Instagram channel. On Facebook Animafest posts pictures of the interns from the internship period in purpose of marketing. This type of marketing aims at creating closer relationship with the interns and potential customers.</p>
<p>4. Is the digital marketing strategy constantly optimized in Animafest Experience Company?</p>	<p>The company follows more or less the same SMM strategy. However, sometimes the design of the ads is changed, in order to test and find out</p>

	the most effective one.
5. How important do you consider a use of DM activities in the company? Please, estimate on a scale from 1 to 10 and comment your reply.	
6. Which digital marketing activities you consider as the most efficient for Animaifest Experience Company? Why?	SMM and SEM. SMM is an effective choice of marketing when it comes to the target audience of young generation. SMM also can bring wider audience to Animaifest as ads are placed on Google Search Engine Results Page, YouTube videos and websites relevant to Animaifest. However, currently SEM requires a lot of work to do as the company has just started its PPC marketing.
7. Which digital marketing activities are less efficient than others are? How do you measure it?	SEO. Animaifest is working with its own website for a long time and the content is valuable, relevant to the topic of internships in Spain and has lots of information which matches the keywords. Animaifest website is already placed on the first page of SERP and currently company doesn't need to focus that much on SEO.
8. What are the main challenges in optimizing the digital marketing activities?	Creating the digital competitive advantage. The content should be not only useful for the audience but also

	entertaining and company is currently challenges this.
9. What is needed to be improved in digital marketing activities of Animafest Experience Company?	The company should create certain digital marketing strategy for each activity, in order to achieve better results.
10. How do you intend to improve it?	By creating a strategy for SMM and digital competitive advantage (unique content).
11. How do you get an opinion towards the perception of Digital Marketing Activities from the customers?	Likes, shares, comments and statistics show the best how people interact with the posts on social media.
12. How do you measure yourself the success of Digital Marketing Department performance in Animafest Experience Company?	There are many mistakes in the digital marketing of Animafest Company. All the channels should be improved and need further development for better results.
13. What are the goals of the company for the future? Which role does Digital Marketing play in it?	
14. In your opinion, does Digital Marketing performance influence how Animafest Experience brand is perceived by the customers?	

Interviewee C's divergent responses

1. Do you currently work with digital marketing activities in Animafest Experience Company? Or have you previously worked with it?	Had been previously working.
2. What are the digital marketing activities you have been working/had been working with?	Content marketing and SMM.
<p>3. Do you follow concrete digital marketing strategy?</p> <p>a. If yes, describe the process/goals/step-by-step actions involved in this strategy.</p> <p>b. If no, describe the process of how the digital marketing activities are done in the company (i.e. planning and organizing the distribution of the activities among the workers in Digital Marketing Department, working on the digital marketing channels, optimizing or supporting the same level of its performance.)</p>	<p>When the company has just started its SMM, there was a strategy, aiming at getting the brand awareness and attracting more people to the social media channels. Interns were asked to send their photos from the internships if they wish and, thus, the photos were posted to Instagram with tagging. It increased the number of followers.</p> <p>Content marketing was about creating the blogs, establishing proper design of the website, preparing the information which represents company's values and missions.</p>
4. Is the digital marketing strategy constantly optimized in Animafest Experience Company?	
5. How important do you consider a use of DM activities in the company? Please, estimate on a scale	

from 1 to 10 and comment your reply.	
6. Which digital marketing activities you consider as the most efficient for Animafest Experience Company? Why?	Content marketing. People get Animafest brand awareness in most of the cases from the website by searching for an internship on Google Search Engine.
7. Which digital marketing activities are less efficient than others are? How do you measure it?	
8. What are the main challenges in optimizing the digital marketing activities?	Most of the competitors conduct their digital marketing with more professional accent. They follow certain design in posts on social media, conduct different questionnaires and prepare entertaining content. Animafest Experience currently lack of the same level of professionalism.
9. What is needed to be improved in digital marketing activities of Animafest Experience Company?	
10. How do you intend to improve it?	
11. How do you get an opinion towards the perception of Digital Marketing Activities from the customers?	
12. How do you measure yourself the success of Digital Marketing Department performance in Animafest	Currently the company has certain number of customers which is growing due to the networking. Interns

Experience Company?	used to spread out the information to other people and some of them become the customers of Animafest as well. Digital marketing, overall, does its function on a proper level but if company has just started its business as an e-commerce, this strategy wouldn't be enough for receiving the customers.
13. What are the goals of the company for the future? Which role does Digital Marketing play in it?	
14. In your opinion, does Digital Marketing performance influence how the customers perceive Animafest Experience brand?	

Interviewee D's divergent responses

1. Do you currently work with digital marketing activities in Animafest Experience Company? Or have you previously worked with it?	Currently working.
2. What are the digital marketing activities you have been working/had been working with?	SEM and content marketing.
<p>3. Do you follow concrete digital marketing strategy?</p> <p>a. If yes, describe the process/goals/step-by-step actions involved in this strategy.</p> <p>b. If no, describe the process of how the digital marketing activities are done in the company (i.e. planning and organizing the distribution of the activities among the workers in Digital Marketing Department, working on the digital marketing channels, optimizing or supporting the same level of its performance.)</p>	<p>Currently the company is using Google AdWords for its marketing purposes. As it is the new activity for Animafest, the company carefully follow the statistics from the running ads. There have been determined several ads which were more effective than others. The main goal is to find out ones that bring the company new audience and keep working on those.</p> <p>The content marketing for Animafest mostly about blogging on the website. Several people are working on this part of digital marketing, in order to constantly have various fresh content.</p>
4. Is the digital marketing strategy constantly optimized in Animafest Experience Company?	Yes. Animafest has already created its own digital marketing strategy but it is constantly optimizing. Digital marketing is the fast developing area, and it requires marketers to cre-

	ate an outstanding content to be competitive on the market.
5. How important do you consider a use of DM activities in the company? Please, estimate on a scale from 1 to 10 and comment your reply.	
6. Which digital marketing activities you consider as the most efficient for Animafest Experience Company? Why?	SMM. Young people spend a lot of time on Instagram and Facebook, so there is a bigger chance for Animafest to be noticed there rather than on email box.
7. Which digital marketing activities are less efficient than others are? How do you measure it?	For Animafest now the less effective marketing method is PPC as it is the new activity needed for development and improvements.
8. What are the main challenges in optimizing the digital marketing activities?	To obtain a high level of professionalism in the way how digital marketing activities are done in Animafest.
9. What is needed to be improved in digital marketing activities of Animafest Experience Company?	There should be more people working in Digital Marketing Department full-time.
10. How do you intend to improve it?	
11. How do you get an opinion towards the perception of Digital Marketing Activities from the customers?	Customers leave the comments and put likes on Instagram and Facebook.
12. How do you measure yourself the success of Digital Marketing De-	Success can be easily measured by customer's and users of Animafest

<p>partment performance in Animafest Experience Company?</p>	<p>platform opinion. Animafest Team is doing constant digital marketing but it can be seen that there are mistakes in the strategy and it needs many improvements.</p>
<p>13. What are the goals of the company for the future? Which role does Digital Marketing play in it?</p>	<p>The main goal for now is to establish proper work of digital marketing department, correct the existing mistakes and prevent company from loss of the customers. Email marketing is done not correctly in the company, causing negative and annoying feelings from the customers and, thus, it leads to loss of them. Email marketing approach has to be corrected in the near future.</p>
<p>14. In your opinion, does Digital Marketing performance influence how the customers perceive Animafest Experience brand?</p>	<p></p>