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**Impact of Digital Marketing Tools
on Company's Activities -
Case: Animafest Experience**

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ABSTRACT

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The main objective was to explore the major problems of the company and to find solutions for them. By studying the topic more deeply, the author will give recommendations based on the empirical research, theoretical framework and the author's own experience in Animafest Company during the practical training period. Therefore, the recommendations can be implemented in the company for improving the quality of their work.

The thesis contains a theoretical part which gives a deeper view of digital marketing tools and an integrated marketing communication approach for providing the base of knowledge for further understanding.

The empirical part was conducted as qualitative research with a questionnaire as a basis for the interview which the author created by herself.

Based on the theoretical and empirical parts, the author gave recommendations for further development of digital marketing at Animafest Experience company.

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List of Symbols

SERP – Search Engine Results Page

SEO – Search Engine Optimization

SMM – Social Media Marketing

1 INTRODUCTION

Nowadays, the use of digital technologies has increased, so for a company which exists with help of the Internet, the effectiveness of digital marketing plays a big role on being on the top among the competitors and having awareness from customers. The fast development of digital media has created new opportunities for advertising and marketing overall. Effective marketing relies on identifying the right target groups and after that, finding the ways to influence them.

With the help of digital marketing in different variations, the company can influence the target audience and receive application from the right potential candidates. Using digital channels, a company can connect with a much wider audience. At the same time, digital technologies allow to modify the marketing message oriented to very specific niche segments within the wider market.

The aim of this thesis was to give recommendation to Animafest Experience company for their marketing campaign on digital recruitment and selection process. The use of different digital marketing tools and an integrated marketing communication approach that are relevant for the Animafest Company and their future development showed the importance of digital marketing campaign in the company. The second aim was, to analyze how the improvement of digital marketing in the company can affect the interest of the potential customers and improve the recruitment and selection process in the human resource department.

In the research, these main points were analyzed:

- Which digital marketing tools did the company used and how effective were they in the marketing and recruitment process?
- How did these tools influence the company's activities?

The main research questions of the thesis are:

1. How will digital marketing fit into existing company processes?
2. How do the customers that company is targeting use digital technology, and how the company can use that knowledge to engage in a productive and ongoing relationship with them?

In this case, the author used qualitative research in order to acquire more concrete and accurate information on the research problem. For obtaining the necessary information, to find out how other interns (three participants in the questionnaire) see the work of the company from both sides (Marketing and Human Resource), and how effective digital marketing activities: explained the good and bad sides of company's work that they underlined for themselves. For receiving useful information behind participants' experience, the author used interview method by giving each participant a list of short questions. The main task in the interview was to understand what the interviewees say and how they see the work inside and outside of the company.

2 INTERGRATED MARKETING COMMUNICATION

Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Marketing is managing profitable customer relationships. The aim of marketing is to create value for customers and capture value from customers in return. (Kotler and Armstrong, 2012, p.4)

Human Resource Management exists in order to achieve organizational goals through people resources: it is the employees' vision, directed physical and mental energy, motivation, creativity and will to succeed that adds value for customers, and serves needs for individuals, groups and society as a whole. (Tyson, 2006, p.84)

In selected target market, a company has to know the needs, values of potential customers when they select exact product or service. All these points help to underline the most effective way in achieving the attention of the target market.

It should be clear that the nature of the experience possessed by the staff within an organization will have an important bearing on the company's ability to deal effectively with the wide variety of issues and challenges that it faces. In both the overall strategic context and in the specific area of marketing communications, it is vitally important that the company conducts some form of 'people' or human resource audit to determine the ability of the individuals charged with specific responsibilities to deal with the tasks for which they are responsible. Apart from identifying the nature of the structure of the organization, the level of skills required, the nature of selection, training and remuneration, an organization must also identify the specific dimensions of human resources which are essential for success within the category. (Yeshin, 1998, p.83)

There has been a growth in the use of the Internet to attract applicants. Surveys by the Institute of Personnel and Development (IPD) showed 14 per cent of organizations used the Internet in 1997, 19 per cent in 1998 and 32 per cent in 1999. Benefits from this method are the speed by which applicants can obtain information about the organization, and application documents may be downloaded from the Internet. Responses by e-mail to the organization can, of course, be made whatever the advertising method. While the Internet was initially suitable for professional and technical vacancies, its use is now widespread. (Tyson, 2006, p.150)

While the Internet is a promotional medium, it can also be viewed as a marketing communications tool in its own right. Because of its interactive nature, it is a very effective way of communicating with customers. Many companies recognize the advantages of communicating via the Internet and are developing Web strategies. (Belch, 2003, p. 21)

One of the key things to remember if you're new to digital marketing is this: digital marketing isn't actually about technology at all, it's all about people. In that sense it's similar to traditional marketing: it's about people (marketers) connecting with other people (consumers) to build relationships and ultimately drive sales. Digital marketing is not about understanding the underlying technology, but rather about understanding people, how they are using that technology, and how you can leverage that to engage with them more effectively. Yes, you have to learn to use the tools at your disposal – but understanding people is the real key to unlocking the potential of digital marketing. (Ryan, 2014, p.19)

It is a crucial first step towards understanding how the constantly evolving digital marketplace relates to you, and how it affects the relationship between your business or brand, and your customers and prospects. (Ryan, 2014, p.20)

3 THEORETICAL BACKGROUND

The development and implementation of an IMC program is based on a strong foundation that includes market analysis, target marketing and positioning, and coordination of the various marketing-mix elements. (Belch, 2003, p.64)

In this digital, wireless age, consumers are better informed and more communications empowered. Rather than relying on marketer-supplied information, they can use the Internet and other technologies to find information on their own. They can connect more easily with other consumers to exchange brand-related information or even create their own marketing messages. (Kotler&Armstrong, 2012, p.409)

3.1 Integrated Marketing Communication

One of the major reasons for the growing importance of integrated marketing communications over the past decade is that it plays a major role in the process of developing and sustaining brand identity and equity. (Kotler&Armstrong, 2012, p.409). Integrated marketing communications involves identifying the target audience and shaping a well-coordinated promotional program to obtain the desired audience response. (Kotler&Armstrong, 2012, p.414). IMC leads to a total marketing communications strategy aimed at building strong customer relationships by showing how the company and its products can help customers solve their problems. (Kotler&Armstrong, 2012, p.412)

Integrated marketing communication uses all media sources which are available to use for the company in sending the right message to their target audience. A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communications disciplines and combines them to provide clarity, consistency and maximum communications impact through the seamless integration of discrete messages. (American Association of Advertising Agencies)

Consumers receive impressions of brands from a whole range of sources – first-hand experience, impressions of where it can be bought, of people who use it or people who do not, from its role in cultural mores or rituals, from movies, literature, television, editorial, news, fashion, from its connections with events and activities, and finally from paid advertising media. (Lannon, 1994, p.68)

3.2 Marketing Communication Mix

Marketing communications provides a core activity so that all interested parties can understand the intentions of others and appreciate the value of the goods and services offered. Effective marketing communications enables audiences to engage with products, services, brands and organisations. Through engagement, relationships can develop, and this enables customers, stakeholders and organisations to achieve their various goals.

Marketing communications provides the means by which brands and organisations are presented to their audiences. The goal is to stimulate a dialogue that will, ideally, lead to a succession of purchases and complete engagement. (Fill and Jamieson, 2006, p.12). The focus of this thesis is on one element which is promotion. Promotion has been defined as the coordination of all sellerinitiated efforts to set up channels of information and persuasion in order to sell goods and services or promote an idea. (Belch, 2003,p.16)

The promotional mix has included five elements: advertising, sales promotion, public relations, personal selling and direct marketing. Each element of the promotional mix is viewed as an integrated marketing communications tool that plays a distinctive role in an IMC program. Each may take on a variety of forms and each has certain advantages. The Internet, as an information and entertainment medium, naturally lends itself to promoting products. The online promotional mix is an extension of the offline, but with some significant differences. For one, online promotion can be tracked, measured and targeted in a far more sophisticated way. (Stokes, 2013, p.294)

3.2.1 Advertising

Advertising is defined as any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor. The ability of advertising and other promotional methods to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations. (Belch,2003, p.16)

Advertising can be intoxicating. The spin, the story, the message, the call to action, the image, the placement, the measurement, the refinement. It all adds up to a powerful cocktail that can ultimately change the world. At its core, advertising is all about influencing people – persuading them to take the actions we want. (Ryan, 2014, p.89) Advertising can best provide the awareness breakthrough, the emotional resonance and the differentiation which will endure and without which even the best product does not leave the factory in any real volume. (Bartle, 1997, p.770)

The nature and purpose of advertising differ from one industry to another and/or across situations. The targets of an organization's advertising efforts often vary, as do advertising's role and function in the marketing program. One advertiser may seek to generate immediate response or action from the customer; another may want to develop awareness or a positive image for its product or service over a longer period. (Belch, 2003, p.18)

Advertising aims at drawing attention to a product. It seeks to create an awareness about the existence of the advertised product. It passes on information about the product in such a way that interest is created in the mind of the prospective consumer about the product. (Chunawalla, 2008, p.58)

The successful branding and advertising campaign, benefits and benefits of the product influence on the perceived value of this product or service which increase when customers are willing to pay for this product or service. One simple way of discriminating between types of advertising is to examine the target audience at which the advertising message is aimed. (Yeshin, 1998, p.37)

3.2.2 Sales Promotion

Blattberg and Neslin define a sales promotion as an action-focused marketing event whose purpose is to have a direct impact on the behavior of the firm's customer. To increase the sale of any product, companies adopt different measures such as sample, gift, bonus, and many more. These are known as tools or techniques or methods of sales promotion.

Sales promotion includes a wide assortment of tools—coupons, contests, cents-off deals, premiums, and others—all of which have many unique qualities. They attract consumer attention, offer strong incentives to purchase, and can be used to dramatize product offers and boost sagging sales. Sales promotions invite and reward quick response. (Kotler&Armstrong, 2012, p.425)

Targeted promotions can be easily used on the Internet, where customer specific information is available. Customers can be selected on the basis of demographics and past purchase behavior and addressed individually through direct mail. (Neslin, 2002, p.314)

Sales promotion which is generally defined as those marketing activities that provide extra value or incentives to the sales force, the distributors, or the ultimate consumer and can stimulate immediate sales. Sales promotion is generally broken into two major categories: consumer-oriented and trade-oriented activities. (Belch, 2003, p.21)

3.2.3 Personal Selling

Personal presentations by the firm's sales force for the purpose of making sales and building customer relationships. Personal selling involves interpersonal interactions between salespeople and individual customers—whether face-to-face, by telephone, via e-mail, through video or Web conferences, or by other means. (Kotler&Armstrong, 2012, p.424)

Personal selling is a form of person-to-person communication in which a seller attempts to assist and/or persuade prospective buyers to purchase the company's product or service or to act on an idea. Personal selling also involves more immediate and precise feedback because the impact of the sales presentation can generally be assessed from the customer's reactions. If the feedback is unfavorable, the salesperson can modify the message. Personal selling efforts can also be targeted to specific markets and customer types that are the best prospects for the company's product or service. (Belch,2003, p.23)

3.2.4 Public Relations

Public relations is the dimension of communications which is specifically concerned with establishing and enhancing goodwill between an organization and the various publics with which it seeks to communicate. Although sometimes used independently, more often PR is integrated with other aspects of the promotional mix, for example, advertising, sales promotion or personal selling. (Yeshin, 1998, p.250)

The Institute of Public Relations (IPR) defines public relations as: 'the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics. Public relations is defined as the management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance. (Belch,2003, p.23)

According to Belch, another important component is publicity which refers to nonpersonal communications regarding an organization, product, service, or idea not directly paid for or run under identified sponsorship. It usually comes in the form of a news story, editorial, or announcement about an organization and/or its products and services. Like advertising, publicity involves nonpersonal communication to a mass audience, but unlike advertising, publicity is not directly paid for by the company. The company or organization attempts to get the media to cover or run a favorable story on a product, service, cause, or event to affect

awareness, knowledge, opinions, and/or behavior. Techniques used to gain publicity include news releases, press conferences, feature articles, photographs, films, and videotapes. (2003, p.22)

3.3 Digital Tools

Caddell defines 'digital' as "a participatory layer of all media that allows users to self-select their own experiences, and affords marketers the ability to bridge media, gain feedback, iterate their message, and collect relationships"

Digital is not just a set of marketing channels – it's a different way of thinking about how people engage with media, each other and the world around them. Digital enables you to segment your audience and customise messages in a valuable and measurable way. The availability of information, our inherent desire to contribute, and user-friendly technology have rewritten the rules of engagement. The aim of any type of marketing is to keep customers and stimulate sales in the future. Digital communication tools make it possible to connect and build long-term relationships with customers. (Stokes, 2013, p.167)

3.3.1 Content Marketing

Content marketing is the use of the content (text, images, audio and video) within a larger marketing platform that includes basic marketing concepts, the distribution and search tools of Web 1.0, the social tools of Web 2.0, digital advertising, automation tools, tracking, and business metrics. (Ramos, 2013, p.24)

Content marketing is a marketing technique of creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and understood target audience – with the objective of driving profitable customer action. (Content Marketing Institute)

3.3.2 Search Engine Optimization

It is also commonly known that it involves actions aimed at affecting the processes of content search on the Internet in such a way that Internet users encounter our content as often as possible. A situation when the customer googles the name of our industry or a term referring to it and our website is in the front position of the search results, it seems to be the utmost accomplishment. (Ramos, 2013, p.66)

The goal of the search engine is to provide high-quality content to people searching the Internet. (Wall, 2003, p.11). The process of aligning content on your website to what your prospects are actively searching for and presenting it in a manner that makes it accessible to both people and search engines. The organic or natural search results (the results in the middle of the search engine results page) is the place to be if you want to increase targeted traffic to your website. (Ryan, 2014, p.68)

The starting point for effective SEO is knowing what the people who are looking for your products, services or information are typing into that little box on the search engine homepage. Effective keyword selection should always be the very first thing that is carried out as it permeates every aspect of SEO activity. Keywords are used to differentiate site architecture and will also inform the content marketing strategy. (Ryan, 2014, p.70)

3.3.3 Blogs

Blogs are online journals where people post their thoughts, usually on a narrowly defined topic. Blogs can be about anything, from politics or baseball to haiku, car repair, or the latest television series. (Kotler&Armstrong, 2012, p.511)

Blogs are websites with entries provided in chronological order. They can be used for a variety of purposes, ranging from shared, online reflective learning to dissemination and content marketing within organization. The key feature of blogs is that they have a subjective character – they show the point of view of the author and focus on his/her opinions, remarks, recommendations. Blogs are of-

ten used by experts in companies to disseminate knowledge. (Ramos, 2013, p.45)

Blogging also helps to foster a community around a brand, and provides an opportunity to garner immediate feedback. This is an audience made up of players vital to the success of a company – which is why it is important to get blogging right. A key consideration is the quality of your headlines - you have to convince your reader to grant you attention. (Stokes, 2013, p.368)

3.3.4 E-mail Marketing

Email is one of the most powerful and most underutilized marketing channels available on earth. Email provides you the opportunity to send a message to your audience for any purpose on any day of the year at effectively no cost to you. Many tech savvy people have a natural aversion to advertisements and other marketing materials. They think they are immune to being influenced by advertising and think advertisements just get in the way of their experiences using the web. (Paulson, 2015, p.56)

Email marketing is a tool for building relationships with both existing and potential customers. It should maximise the retention and value of these customers, which should ultimately lead to a greater return on investment. (Stokes, 2013, p.432)

Some people who are unfamiliar with email marketing think that all types of commercial emails are spam. “Spamming” is sending the same commercial message indiscriminately to a large number of recipients without their permission. Modern email marketing is based almost entirely on first receiving someone’s permission to email them. When you provide news, updates, and product information to someone that has signed up on your website to receive news, updates, and product information, that’s not spam. (Paulson, 2015, p.85)

Many tech savvy people have a natural aversion to advertisements and other marketing materials. They think they are immune to being influenced by advertising and think advertisements just get in the way of their experiences using the web. They use adblocking plugins to remove ads from their web browser and use strict spam filters to keep unwanted messages out of their inboxes. (Paulson, 2015, p.90)

3.3.5 Direct Marketing

The main driving force has been the increased need to ensure a sharp focus on responding to customer needs, a requirement which can be better achieved by direct communication than through conventional retail outlets. (Yeshin, 1998, p.220)

The British Direct Marketing Association defines direct marketing as an interactive system of marketing which uses one or more advertising media to effect a measurable response and/or transaction at any location. Direct marketing reaches class instead of mass. Direct response penetrates specific buyer groups. (Lewis, 1992, p.224)

Direct marketing is much more than direct mail and mail order catalogs. It involves a variety of activities, including database management, direct selling, telemarketing, and direct response ads through direct mail, the Internet, and various broadcast and print media. Direct marketing plays a big role in the integrated marketing communications programs of consumer-product companies and business-to-business marketers. (Belch, 2003, p.20)

The two areas which are particularly responsive to direct marketing are, of course, direct mail and the telephone. Both offer extremely good potential to target precisely and, if used correctly, are very cost-effective forms of marketing communications activity. (Yeshin, 1998, p.224)

3.4 Recruitment and Selection

Recruitment involves the attraction of suitable candidates to vacant positions from both inside and outside the organization. Recruitment includes those practices and activities carried out by the organization with the primary purpose of identifying and attracting potential employees. (Breaugh & Starke, 2000, p.406)

Good recruitment is about minimizing risk and increasing the probability of success. Recruitment is the activity which produces candidates, which helps to establish the employer brand, and through recruitment policies has a major impact on the organizational culture. In practice, then, the objective of a recruitment procedure is to attract genuinely suitable candidates and carefully examine their credentials in order to produce a short list for further investigation in the selection procedures. (Tyson,2006, p.143)

The decision on what to include in a recruitment advertisement is important because of the high cost of space, where using hard copy publications, and the need to attract attention, whether hard or e-copy which have to include:

- Name and brief details of employing organization
- Job role and duties
- Training to be provided
- Key points of the personnel specification or competency profile
- Salary and benefits
- Employment status (e.g. permanent or fixed-term contract)
- Instructions about how to apply

The use of the Internet for recruitment purposes, typically referred to as e-recruitment, is one of the most striking recent developments in the field. Initially, it was predicted that it would revolutionize the recruitment industry and that most of us would find jobs online. It now appears that these predictions greatly overstated the influence of the Internet.

The Internet, a vast public web of computer networks, connects users of all types all around the world to each other and an amazingly large information repository. The Internet has fundamentally changed customers' notions of convenience, speed, price, product information, and service. As a result, it has given marketers a whole new way to create value for customers and build relationships with them. (Kotler & Armstrong, 2012, p.508)

In principle online recruitment has a great deal to offer. In practice, however, there are major problems. A key drawback is the way that employers advertising jobs tend to be bombarded with hundreds of applications, many of which are unsuitable for the position advertised. This occurs because of the large number of people who read the advertisement and because it takes so little effort to email a copy of a CV to the employer. A further concern is the high number of applications received from candidates who do not have the necessary work permits. Additionally, e-recruitment may not target passive job seekers or reach a diverse population of job seekers and thus may fail to generate applications from potentially suitable candidates. (Torrington, Hall, Taylor & Atkinson, 2014, p.124)

Selection involves the choosing of suitable candidates by means of the recruitment process. Applicants choose between organizations by evaluating the developing relationship between themselves and the prospective employer. This takes place in the correspondence from potential employers; in their experience of the selection methods used by the employer; and in the information they gain at interview. (Torrington, Hall, Taylor & Atkinson, 2014, p.138)

Selection criteria need to be explicitly defined in order to choose the most appropriate selection methods, make credible selection decisions and validate the selection process (Searle, 2003, p.134).

When all the applications have been received by the due date, the next task is to select those applicants who, on the evidence available, appear to be the most suitable as future employees of the organization and, therefore, worth the time and cost of further examination in the selection procedures. (Tyson, 2006, p. 156)

4 INTEGRATED MARKETING COMMUNICATION: CASE ANIMAFEST

For this part, the author received information from owners of the company and from her own experience during the practical training period with the help of the website.

4.1 Case Animafest Experience Company

The company, which specializes in hospitality industry, was founded by two owners in Malgrat de Mar, Spain in 1997. The Animafest Company is a small organization with three main persons: the owner/managing director of the company, the manager and the accountant. Almost all employees in the company are international students, hired to work during their practical training period.

The company has a partnership with 300 different hotels in Spain where they have internship places for students, who study tourism, from all over the world. In addition, they have a partnership with many universities where students wish to find place for their practical training and gain new international experience. A big advantage of the company is that students can use their services for free, just follow the steps on company's website. There are different positions in the hotels and destinations that the potential candidates can choose themselves.

The company has its own website where new students can see all information about new offers for internship and destinations to where they can go for practical training period. If they wish to participate in finding an internship of their dreams, they can just send their application on the company's website. After this, they have their own personal page with necessary information for Animafest team. Students can reach the office via the Internet (Skype, WhatsApp and e-mails). One of the steps is an interview with an intern from Human Resource department. Potential candidates answer simple questions about their studies and what they prefer to do during their internship. The Animafest team tries to satisfy all wishes of the potential candidates and finds a perfect place by monitoring the database with hotels in the system.

Animafest Experience Company is the place where the author had her practical training, working in the Marketing Department and the Human Resource Department. Based on this, the idea of the research arose for development of the company with further recommendations.

During the practical training period, which was 5 months, the author worked with different digital marketing tools which the author had to implement into practice. It was important to know how constantly changing and developing digital and online marketing in Animafest Experience company can affect the relationships between potential consumers and the brand, also underline the company's strategy to attract the right audience. The author worked with content marketing, e-mail marketing, recruitment and selection, also digital tool-SEO.

Regarding content marketing, the author worked on the Animafest website by changing the content of the website as the company did not have visual attractiveness in it (old information, language mistakes). For increasing the awareness for the website, the author wrote weekly blogs which could interest potential customers in finding the practical training with Animafest Experience Company.

The use of e-mail marketing is in demand in the company. However, it almost always ended up in spam box or was removed as annoying information for people who were registered on the company's website one day. That is why the opportunity to improve digital marketing using other tools interested the author to work on it.

Recruitment and selection are the main objectives of Human Resource Department in the company to ensure that the Animafest team has the right candidates for the positions that the company can offer. As the Animafest Company offers different practical training positions in hospitality industry, the author had to understand how to develop appropriate job descriptions and specifications, follow the strategy of recruitment and selection and conduct effective interviews with potential candidates for the position.

Search Engine Optimization requires developing the website and digital marketing to be sure that the website can be found in search engines for words and phrases relevant to what the company is offering. As the Animafest Company offers free services, the opportunity to be on the top of Search Engine Results Page (SERP) plays a big role in increasing their position among competitors and be known through wider audience.

4.2 Research method and implementation

Research methods are a range of tools that are used for different types of enquiry, just as a variety of tools are used for doing different practical jobs. It is necessary to know what the correct tools are for doing the job, and how to use them to best effect. Research methods are the techniques you use to do research. They represent the tools of the trade, and provide you with ways to collect, sort and analyse information so that you can come to some conclusions. (Walliman, 2011, p.1)

The author wanted to receive an information about what happened inside the Animafest Company, interviewing the main group of the research – employees of the company (interns). The author used interview method by sending the list of questions to a few participants (Participants A, B & C) who did different work in the company to see what they can underline from their experience. As the participants live in different countries, so the author asked them to answer shortly on these questions and send it back for analyze. Three interns were asked to participate and share their opinions. Interns can explain better the whole work of the company as before starting their practical training period in this company they also were potential candidates on exact position. Based on that, participants know how the Animafest Company cooperate with workers and potential candidates. The author collected their answers and combine them in one outcome that can be useful for the development of the company inside and outside.

Qualitative researchers are interested in understanding the meaning people have constructed, that is, how people make sense of their world and the experiences they have in the world. (Nayak and Singh,2015, p.1)

Qualitative research is designed to explore the human elements of a given topic, where specific methods are used to examine how individuals see and experience the world. Qualitative approaches are typically used to explore new phenomena and to capture individuals' thoughts, feelings, or interpretations of meaning and process. (Given, 2008, p.202)

Through qualitative research we can explore a wide array of dimensions of the social world, including the texture and weave of everyday life, the understandings, experiences and imaginings of our research participants, the ways that social processes, institutions, discourses or relationships work, and the significance of the meanings that they generate. Thinking qualitatively means rejecting the idea of a research design as a single document which is an entire advance blueprint for a piece of research. It also means rejecting the idea of a priori strategic and design decisions, or that such decisions can and should be made only at the beginning of the research process. This is because qualitative research is characteristically exploratory, fluid and flexible, data-driven and context-sensitive. (Mason,2002, p.24)

The interview is one of the main methods through which we collect data for qualitative research. Interviews can be used in various settings to collect information on a specific theme or topic. (Kielmann, Cataldo. and Seeley, 2012, p.34)

If you are seeking to maximize the interview's ability to produce situated knowledge about processes and experiences 'outside' or indeed 'inside' it, you will need to be flexible and sensitive to the specific dynamics of each interaction, so that you and your interviewee(s) are, effectively, tailor-making each one on the spot. (Mason,2002, p.62)

The data for qualitative research method was collected by interview for Animafest Team who worked in Marketing and Human Resource Departments. The participants (interns) worked on daily basis in the company using different digital tools and do other activities for improving the quality of the content and visualization of the brand overall. (Appendix 1 1/3, p.32)

This part focuses on experience of interns during their practical training period, what they can suggest, how effective was the use of digital marketing in the company. Through the questionnaire, the author got the information regarding the effectiveness, marketing strategy and participants own opinions about how challenging it was.

4.3 Outcomes of qualitative research method

Unstructured interviews are generally suggested in conducting long-term field work and allow respondents to let them express in their own ways and pace, with minimal hold on respondents' responses. (Corbin & Morse, 2003) One of the type of unstructured interviews, which the author used, is an informal. Conversational interview, based on unplanned set of questions that are generated instantaneously during the interview. (Gray, 2009)

The participants worked in Animafest Experience Company with different digital tools and recruitment process. The interns could change the tasks between each other for giving fresh ideas in innovating different areas of marketing and Human Resource departments.

For the employees, the main goal was to provide the content for social media networks, increase the interest to content marketing and give innovative ideas for attracting the right candidates based on their own experience as candidates.

Comparing the answers of the participants, the author underlines the similarity in their opinions about effectiveness of the use of digital tools in the work of the company. The interns see the potential in what company does, how attractive the opportunity to have a paid practical training abroad for students, however, the company loses their positions because of less interest of the owners in improving the company through digital marketing. (Appendix 1 3/3, 1 5/3, 1 7/3; p. 34-38)

Further analysis of the company's activities based on common participants' and the author opinions.

4.3.1 Content Marketing

The participants emphasized the importance of the content marketing in their answers as the right content gives the right impression. The company has the web-site with all information regarding the company and what they offer to the potential candidates. Easy in use, translated on different languages for better

understanding the idea, different sections with useful blogs, tips about internship and Spain, experience of students who were on the internship with Animafest Experience Company and another information that can be helpful. If a candidate sees the advertisement in social media network, for example, and is interested in it, he or she goes directly to the website to know more about this company. That is why it is important to have the correct content on the web-site.

Internal optimization is the most time-consuming work, it must be done constantly. It is from internal optimization in general that the success of company depends. The site should be high-quality, fast, user-friendly and fully provide with the information.

4.3.2 Search Engine Optimization

As the Animafest Company is online business platform, the importance to have the first positions in the results of SERPs for selected queries in order to increase attendance and further earnings. The behavior of users, the convenience of the interface and the speed of downloading the site are extremely important for the results of the promotion. With the development and complexity of algorithms, the importance of the above factors is steadily growing, which in the end makes search output more qualitative. Search engines tend to give the most useful material to the user's request. Therefore, the company should publish the most interesting content for its audience.

Search engines constantly strives to improve the quality of issuance, so it is necessary to promote the Internet resource in an integrated manner. This is working with the technical side, content as a decisive factor, convenience, usability, correct display on various devices and the attraction of natural links.

The actions of the company for internal optimization improve the site and have a direct impact on its position, such as selection of keywords for which the web-site is planned to be promoted (hashtags), elimination of technical errors (duplicate pages, broken links, increasing the speed of site load), optimization of images and so on.

For external optimization, Animafest Company tries to get links to their site from other companies by exchange links with popular and quality resources.

4.3.3 E-mail Marketing

E-mail marketing is an important tool for working with the target audience and promoting on the Internet, promoting direct communication between the company and customers. The goal of such efforts is to strengthen customers' loyalty.

Despite the length of time and the emergence of many new marketing practices, e-mail marketing still an important tool of Animafest Company activities. Mailing are suitable for a variety of purposes, starting with direct promoting, ending with receiving feedback.

The Animafest Company has automatic mailing of letters to each user who registered on the website. However, most of the letters go to spam box or ignored as annoying mailing.

4.3.4 Recruitment and Selection

In Animafest Company, recruitment and selection process was organized on a good level. People who are interested in finding the internship with the company, could call or write to the office using different online tools such as Whats App, Skype, e-mail or through personal page on the website. The interns from Human Resource Department work with potential candidate starting with an interview. If the candidate is appropriate for practical training position, the company could find the place for the student immediately. If not, the company tries to find something in the future or tells that it is not possible to find suitable place for student for internship period.

Overall, the Animafest Experience Company tries to improve more their social media accounts as the modern population prefer to search everything through Instagram, Twitter or Facebook. Still on the process of innovation and creation of new ideas for increasing interest to Animafest Company through social networks using colorful advertisement, titles that catch the eye and so on. The company needs to think more about their content in SMM as they do not have template for

it. The one format of pictures, announcements and advertisements can attract more people.

As the company has grown in few years very fast with help of new technologies, however, the interns cannot handle all the work that the company receives everyday. The Animafest Company needs to divide separately the tasks with recommendations how to do it to follow the one format.

5 CONCLUSION

All recommendations were based on author's experience (recommendations for the tools the author worked with) and used qualitative research method (interview with ex workers of the company):

As these two promotional tools (Advertising and Search Engine Optimization) are closely connected, the effectiveness of content marketing involves the position of the company's website. A good idea was to redesign the blog section on the website by posting every week text on different topics that can be interesting, helpful and informative for candidates. For further development of this section, the Animafest Company can suggest interns, who already had internship with the company, to share their own story about this experience. Stories from interns' life can attract more students to participate.

The company tried to personalize the mailing to candidates by sending e-mail to their personal page with reminders or useful information which automatically goes to the mail box. However, most of the times, the company sends e-mails with different information to everyone in the mailing list, although, the people who are in the list had finished their internship some time ago, are not interested in this or all letters go directly in spam box, so many candidates never see these e-mails. First of all, the Animafest Company has to solve the problem of all e-mails going in spam box as the really important letters such as an activation letter for creating personal page also go to spam. Many times, potential candidates could not receive or find their activation letter. The next is permission to send the information about company's news, information. Many companies ask their new customers about mailing different information about statistics, offers, surveys to them. The Animafest Company should do the same, the sent information about new offers, for example, will be interesting for the candidate and he or she could share this with friends.

The Animafest Company is an online service which offers different internships mostly for tourism students. As a result, there is a big flow of students from all over the world. However, the advertisements in social media network or through

e-mails are not always in correct form. The company offers limited places in those Spanish hotels in that require also different skills and features such as foreign language skills, EU citizen and experience. It could be more reasonable to create the right content for advertisement for each «special» offer. In these announcements people do not read the whole information that they need to know and hope to find a place for necessary internship for their universities. Usually, the companies announce open vacancies for internship by giving the whole information on the exact position that needs to be filled in. The Animafest company needs to control this process and should not attract every person to participate, only the right candidates who need that practical training place and have abilities for that job.

Based on the research data, the overall work of the Animafest Experience Company can be characterized as a good performance excepting several activities of promoting the company brand and increasing customers' loyalty. As it was mentioned before, the content overall has to have a structure. The interns are always changing, so the content of the different resources of the company changes visually every time and that breaks the attractiveness of the social media accounts and web site. The company needs to understand the importance of the first impression and the next cooperation with potential candidates.

To sum up, the Animafest Experience Company needs to concentrate their attention mostly on the work of digital marketing and update all the activities every time when it is necessary, not when someone has time. In addition, equal division of the tasks in the team increases the effectiveness of the company operations as the influence of social media networks is very high these days.

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QUESTIONNAIRE FOR THE INTERVIEW

1. What is digital marketing for you?
2. How effective was it in the Animafest Company?
3. What were your main tasks?
4. Did you work in both departments? How do/ did they influence on each other?
5. What are the main challenges?
6. What is needed to be improved?
7. Do you think that the right use of digital marketing influences the flow of new candidates?

Participant A:

<p>1. What is digital marketing for you?</p> <ul style="list-style-type: none"> • This is the use of all possible forms of digital channels for brand promotion.
<p>2. How effective was it in the Animafest Company?</p> <ul style="list-style-type: none"> • The company prefers to use simple digital tools and have a big profit from this, however, it doesn't work every time. The website of the company needs to be renovated such as language mistakes in the articles, the structure of them. Recently, the company involves the new tool of content marketing – blogs. Weekly blogs interested potential candidates and attracted more people to see the website and information about offers, and social media accounts of the company.
<p>3. What were your main tasks?</p> <ul style="list-style-type: none"> • Blogging, e-mail marketing, recruitment process
<p>4. Did you work in both departments? How do/did they influence on each other?</p> <ul style="list-style-type: none"> • In both departments (Marketing and HR). The ability to interact with students through advertisement plays a big role for presenting with whom the company wants to work.
<p>5. What are the main challenges?</p> <ul style="list-style-type: none"> • Stay interesting for attracting new candidates.
<p>6. What is needed to be improved?</p> <ul style="list-style-type: none"> • Submission of information in different sectors of the company.
<p>7. Do you think that the right use of digital marketing influences the flow of new candidates?</p> <ul style="list-style-type: none"> • Yes. The company offers the great opportunities for students: to have a job and go abroad to have a new experience. With good promotion in social media, the company can go higher their com-

petitors.

Participant B:

<p>1. What is digital marketing for you?</p> <ul style="list-style-type: none"> • The use of the whole complex of digital tools through which the company is promoted, also attracting the attention of the target audience.
<p>2. How effective was it in the Animafest Company?</p> <ul style="list-style-type: none"> • Not so much. The company doesn't have a structure of the posts in their social media network, just announcements about new offers in the hotels. Time to time, the company has structured marketing strategy for their accounts, however, the need of more workers in the company slow the daily work in digital marketing and push the interns to pay more attention to HR department as the flow of people is high in periods.
<p>3. What were your main tasks?</p> <ul style="list-style-type: none"> • Social media network, advertisement
<p>4. Did you work in both departments? How do/did they influence on each other?</p> <ul style="list-style-type: none"> • For increasing the popularity of social media accounts on different platforms, the HR department asked interns who had internship or there at the moment send the photos of their experience and motivate new candidates to apply. The interns from Marketing departments created different posts for social media using information from students who had experience with the company.
<p>5. What are the main challenges?</p> <ul style="list-style-type: none"> • Creating new ideas for advertisement.
<p>6. What is needed to be improved?</p> <ul style="list-style-type: none"> • Content marketing
<p>7. Do you think that the right use of digital marketing influences the flow of new candidates?</p>

- Yes. Present people what the company wants and get from them the activity and feedback.

Participant C:

<p>1. What is digital marketing for you?</p> <ul style="list-style-type: none"> • The use of all digital channels for interaction with the customers for collecting clear and objective data.
<p>2. How effective was it in the Animafest Company?</p> <ul style="list-style-type: none"> • The Animafest Company has a big number of participants, however, they lost the interest very fast because of relaxing condition of the company in promotion.
<p>3. What were your main tasks?</p> <ul style="list-style-type: none"> • E-mail marketing, recruitment
<p>4. Did you work in both departments? How do/did they influence on each other?</p> <ul style="list-style-type: none"> • Mostly worked in HR department. New updates needed in social media channels or in e-mails, so the selection could be easier.
<p>5. What are the main challenges?</p> <ul style="list-style-type: none"> • Mailing with unnecessary information to everyone who ever registered on the website.
<p>6. What is needed to be improved?</p> <ul style="list-style-type: none"> • The content of information on the website, in e-mails and in social media.
<p>7. Do you think that the right use of digital marketing influences the flow of new candidates?</p> <ul style="list-style-type: none"> • Yes, because students depend on social channels updates and what the influence goes from it.

