

Digital marketing in retail firm: Case Xiroi shop

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<p>Digitisation embraces various areas in which business models are affected. From new forms of communication to collaborative processes as innovative structures.</p> <p>Entrepreneur company or business to be considered digital, it must use technologies to differentiate itself from the competition, be more efficient by simplifying processes and be more successful in their (sales reaching customers or markets that otherwise would not be possible.</p> <p>This case studies the communication channel utilised at the Xiroi company and the effects of the Social Media. The main goal of the case is to create effective communication channels to enhance its customer and potential customer.</p> <p>In order to achieve the thesis' goal, the author of thesis has explored effectiveness of digital marketing where the researcher takes into consideration the theory about company at the digital era and entrepreneurial marketing. Besides, the author of thesis also included theory of customer personas, influencers, virtual selling, social media marketing in favour of understanding digital marketing.</p> <p>The methods used are the qualitative. Information was collected through observing and interviewing the entrepreneur of Xiroi's company. Additionally, talks about findings and recommendations in exchange for outcomes</p>	
Keywords Digital Marketing, Virtual Selling, Social Media	

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1 Introduction

Throughout the last decade of the 21st century, digitalization has changed the world of business. In addition, the Cov19 pandemic has brought a social and economic crisis in which this illness has been put in the forefront of digital finance in the advance of different platforms, online marketplaces, banks, government institutions, education, medium and small companies in favour of providing, supporting for business and protecting workplace. As a result, the word-of-mouth (face to face, traditional telephone) has not endured anymore, it has been replaced by e-services scape online service. Additionally, the availability of new technologies for people, consumer behaviour has transformed as well as in digitalisation. Nevertheless, buying goods or services that firms offer in their ads, people like to search, disseminate, reach to find the products or services that suit their needs the best in which outcomes of technology such as knowing new potential competitors. Besides, companies are being humanizing a brand in the age of social media and artificial intelligence (Gil 2020).

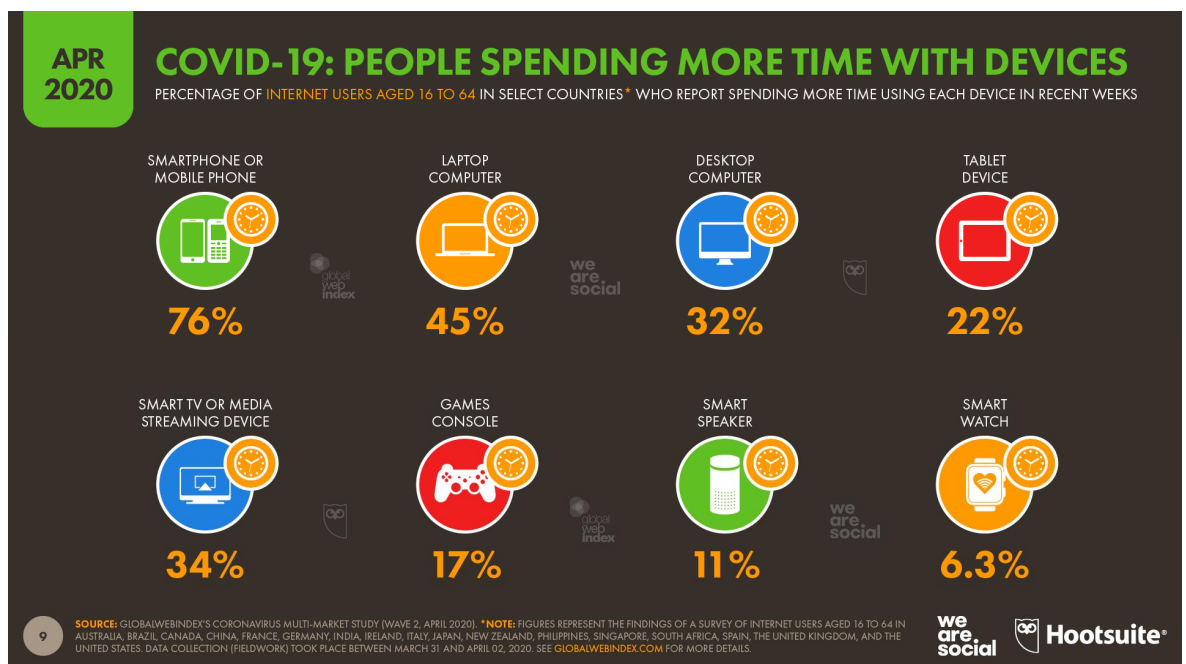


Figure 1. Use of connected devices jumps (Kemp 2020)

The goal of this study is to find the most suitable and effective digital marketing channels, tools, and tactics, that would allow the commissioning company to achieve business success in the fashion industry for an entrepreneur at Spanish company with has its headquarters in Manresa, Catalonia, Spain.

Nowadays, in order to succeed market companies also use new technologies. Nevertheless, they rely more and more on digital marketing as a mean that allows them to pop up

in front of before their potential customers, most of which are still lacking a scope in digital marketing strategy, as well as new selling strategies that would allow them to succeed in this endeavour. Furthermore, improving or developing artificial intelligence could be way of selling that would let them succeed in this endeavour. (HAAGA-HELIA 2020.) Besides, improving or developing artificial intelligence on the company's side offer it several benefits in its digital marketing strategy in which AI is the new face of productivity, efficiency, and profitability (AdextAI, 2018).

In the same way, extending business is important in digital marketing, since it allows a company to exercise its creativity, find product or service stories, and discover its brand. In addition, marketers have been hearing about AI as a rising way or mechanism in branding. This has given energy to social media, which has laid the future of companies firmly in the hands of customers. (HAAGA-HELIA 2020.)

In order to achieve this goal, the author of thesis has explored the effectiveness of digital marketing techniques regarding using technology push or market pull, in which end customers interest and creating a demand pull for the new technologies. (Nijssen 2017, 45.)

The author of thesis believes the topic of this thesis is relevant because I acknowledge that digitalness is profoundly changing both society and business.

Companies face a radical change scenario in the way that business processes, customer approaches and user relationships should be understood, but above all between the brand and the consumer that no longer distinguishes between On and Off. (SoloMarketing Digitalist Hub, 2016.) Indeed, the biggest challenge for organizations is to develop a strategy that will put the consumer at its centre. In addition, the author of thesis studies how to canalize the marketing channels, tools, and tactics in social media and brand through marketing digitalisation.

It is a challenge and an opportunity to do a project for an entrepreneur, who wishes to benefit from the accelerating process of digital transformation, doing a project is both a challenge and opportunity. This is because the pace of consumer adoption of new technology-based products and services is much faster than the pace of adaptation of traditional business professionals to new management techniques. (Lund 2020.)

1.1 The company

Xiroi is a company that has an entrepreneurial business as a neighbourhood shop concept, in which it offers products of the highest quality and offers every day. All the shop, one/the customer can find original gifts, fashion clothes, accessories, perfumes, jewellery Spanish/Catalan footwear, natural cosmetics, and so on.

The company was founded in late 2013 by a woman entrepreneur who took interest in products that came straight from the producer into the shop and on to its customers.

The shop's target customers are women who live in the city of Manresa and its neighbouring municipalities; however, the owner aspires to expand her business through e-commerce both nationally and internationally which would provide the business with a much large customer base.

Furthermore, the company's objective is developing digital marketing channels, such as digital marketing communication in exchange for potential customers identifying the company on the internet.

The business plans to launch its Xiroi web shop this year in order to enhance its portfolio, in which the author of this thesis will help strengthening digital marketing channels for the company for the purpose of brand awareness and traffic generation to the new Website in which artificial intelligence will be displayed as tactics in different Social Media.

1.2 Need and objectives

In order to achieve this goal, the author of thesis has explored the effectiveness of digital marketing in exchange for maximizing the impacting that company would get from different channels, content and data in favour of supporting the organizations, mission, vision and goals of the company (Heinze, Fletcher, Rashid & Cruz 2020, 98).

In addition, digital Marketing indicates how to attract customers by communicating with them through their social media, which continues to open a different way in favour of changing, providing and expanding options and different kinds of messages for different customer/buyer personas, as well as channels of communication and dissemination (Heinze, Fletcher, Rashid & Cruz 2020, 98).

The possibilities of email, digital images, videos, video games, webpages and websites for video for advertising and product placement, present opportunities in exchange for developing digital channels in which direct feedback is done through these channels. In addition, digital organization is growing using its presence to exert its influence on offline channels, such as radio and TV (Heinze, Fletcher, Rashid, Cruz 2020, 98).

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The objectives of the Company's digital marketing strategies include building the brand and creating news items in which buyer personas understand the data in favour of creativity, as well as news items in which network strategies in small business engage in the goals of excellence, and the entrepreneur turns knowledge creation into innovation projects using the approach of cooperation in competition. (Peris-Ortiz, Ferreira 2017.)

Furthermore, a positive attitude is displayed when the buyer persona does not expose a complaint. When the buyer persona is satisfied his/her positive comments and emotions about the company play an important role in the company's reputation.

In order to be successful, the entrepreneur must be innovative in favour of accelerating technology development since physical shops are no longer needed for an enterprise to be in the retail business (Treadgold & Reynolds 2016).

1.3 Research problems and questions

The study aims to examine and evaluate the impact of digital marketing channels, tools, and tactics on the entrepreneur company. An appropriate marketing channel with e-web shop in favour of increasing brand awareness and traffic to the website.

In addition, the author of the thesis conduct this research in exchange for developing and enhancing of digital marketing channels, in which the entrepreneur needs to increase sales and find new national and international customers through applying digital marketing technologies.

The goal of this research is to deeply study the impact of digital marketing channels to support the Company Xiroi's objective on acquiring new customers and increasing sales through applying digital marketing technologies.

The objectives of the study are answered through three main research questions:

1. How can Social Media develop online communication, such as communication channel(s) by entrepreneur's firm, in order to enhance communication with the customers and potential customers?
2. Which digital channels are the most effective in order to achieve effective communication and increase/ speed up the traffic in the new webpage, and why or how to use them?
- 3 How are the dynamics of social media-based communities and their composition and behaviours understood?
4. How do business owners understand the dynamics of social media -based communities and their composition and behaviours?

2 Retail Company

The outlook for the shift in the global economy caused by the coronavirus pandemic in 2020 was unpredictable. However, global economic growth has been moderate, while consumer spending and inflation continues low. (Deloitte, 2020.)

Telework has emerged as a challenge of this era in favour of changing customer behaviour and finding new potential customers which has brought the arrival of new competitors and provided new values for companies. Furthermore, the human factor has also emerged in which small businesses have improvised as they can. (Deloitte, 2020.)

Nevertheless, the retail sector has suffered from different reasons in which outsource technological services do not add value anymore. Additionally, in order for a business to succeed it is required that its customers are satisfied, establish long-term relationships, and return to the business in exchange for repeating the purchase and being strong referrals. (Miller, Heiman & Tuleja 2013, 111.)

2.1 Platform Brand in retail

The term digital design today is broader than ever, and can take in the creation of websites, apps, games, software and more. (Malinic 2019, 20). In addition, Xiroi e-commerce website, platforms start to digital development either in house, on the shop, or far away. Besides the online promotion the company also uses digital advertising.

E-commerce platforms abound on the Internet today. Thanks to them it is possible to buy the most diverse products and services without leaving home, without physical borders. There are virtual stores of both the B2B and B2C model and others. Furthermore, more and more e-commerce platforms are growing in all sectors.

Based on the Xiroi entrepreneur interview (appendix 1) and subchapter 3.8, the Xiroi's entrepreneur digital platforms can bring a lot of advantages to any marketing strategy such as saving their time.

- An automated strategy saves the entrepreneur a lot of time and work
- They allow the entrepreneur to work with a small team
- It is easy to measure the company's performance
- Digital automation platforms show the entrepreneur live results

2.2 Retail in Spain

The Spanish internet and e-commerce landscape counts tens of millions of users, but it is rather in the mid-sized range of markets compared to other countries like the US or even European leaders like the UK and Germany. With 42 million internet users, the Spanish digital population is still quite affluent and accustomed to e-commerce and its convenience. Spaniards often use both computers and mobile devices to access the internet and shop online for a wide array of goods and services.



Figure 2. Digital Spain 2019. (Disfold, 2020)

Since the Spanish market is rather advanced, with high penetration and good solvency, the competition is intense.

The Covid 19 health crisis has accelerated purchasing processes and habits, as if by pressing a button we had skipped a decade. In Spain, online clothing sales doubled during confinement, going from 9% to almost 20%. However, this growth did not help when textile billing dramatically dropped (-22.5% in July and -43% so far this year), At the same time, Inditex (the conglomerate that includes Zara, Massimo Dutti, Oysho, Uterque, Stradivarius and Zara Home) as well as other large fashion chains are leading in the textile sector, in which they have searched and found new sales channels to avoid the crisis propelled by the pandemic. (Gutierrez, 2020.)

Additionally, the challenge of Small and Medium Enterprises (SMEs) is important in favour of being tailored for the e- platform in which an audience (customers, readers, persona) is feeling overwhelmed by different kinds of information in exchange for obtaining benefits.

Furthermore, “both large corporations and solo entrepreneurs from large corporations to solo entrepreneurs, all businesses” can define marketing strategies which allow them to

connect with clients, receive/obtain/acquire more traffic, and increase sales using different channels of communication in various e-platforms, such as Facebook, Twitter, Instagram, Vlogs or Pinterest. However, SMEs need to invest in exchange for having undergone a profound digital transformation to avoid running the risk, such in the case of Zalando (company which sells exclusively online). (Meyerson, 2015.)

2.3 Consumer behaviour in the digital era

The store of today is close, sustainable, and digital. Commerce must have a changing reality, and an increasingly demanding consumer base, in which there is a convergence between electronic commerce and physical stores, the need for personalization and approach, technological advances, new shopping experiences and social commitment are values that grow in consumption and little by little, they are chanting retail. (Ghamlouche, 2018.)

In the future, shops as we know them will disappear (and give way to new models based on innovation (Treadgold & Reynolds 2016)

In the same way, shops are getting closer to the consumer. In addition, businesses tend to approach and humanize their dealings with the consumers, a trend that manifests itself both offline and online.

Research conducted by Klarna among Spanish consumers based on Focus Group has found that as they migrate to the digital channel, four types of online shoppers emerge with different approaches (Emprendedores 2020)

There are the four types of online customers:

Passionate approach

He is a consumer who is emotionally motivated and has experience in online shopping.

Efficient approach

He is also an experienced buyer, although his motivations are more rational.

Specific approach or Ad-Hoc

This group agrees with the passionate one in that he is emotionally motivated but is not as experienced as the other two. They can use online shopping as a mere hobby.

Conscious approach

They are also a little experience, but under rational motivation: they do not make hasty decisions in their online acquisitions. They are very sensitive to avoid feeling cheated and that is why they are very reluctant to campaigns and discounts because when they try a new service, they want to feel that everything is based on their own initiative.

2.4 Building Digital Culture

Digital Culture is all that change that is being generated by technology and the Internet, which in just a few years has transformed the world and the way we interact in it. In a society that remains constantly growing and transforming, Digital Culture emerges with novel social practices that reconfigure most aspects of our lives. (Rowles & Brown 2017, 7)

Digital capability is a list of topics that we need to consider when going through a transformation project. This might include things like IT and technical infrastructure, resources, and measurement. Very often on this list we see the word “culture” as a standalone heading. The reality is that we cannot just isolate this element of the transformation process, it affects every element of what we do. (Rowles & Brown 2017, 7.)

In the other way, culture is the sum of the values, behaviours, and “norms” of those in your organization which supports you today and may end up inhibiting your progress tomorrow. (Rowles & Brown 2017, 7)

As we build an argument for a structured approach to building an effective digital culture, you will see that culture impacts everything else we do, and that is why the best way to deal with constant change is a change in culture. (Rowles, D & Brown, T 2017, 7)

When it comes to Business to business (B2B) and technology innovation generally, the B2B world is risk averse, traditional, and change happens more slow land technology innovation, generally, the B2B world is risk averse, traditional and change happens more slowly. (HAAGA-HELIA, 2020.)

The reality, however, is that every person who works in a B2B is also a consumer and operates in the same world we all do. Many of us use our mobile devices throughout the day, we shop online, and we use social media to greater or lesser extents. This has all led to changing expectations. (HAAGA-HELIA, 2020.)

We expect faster response times, we expect quicker delivery, and we expect personalization. This change in attitudes means that B2B organizations need to adapt and innovate just like all other organizations. And where industries are not keeping up, they risk the loss of market share to smaller and more agile new players. (Rowles, D & Brown, T 2017, 17.)

Additionally, visual communication is performing identity on social media from self-representation to self-branding, the first one being linked with the commerce and labour and the

second one having displayed as participatory culture. (Aiello & Parry 2020, 38-39.) Both are not exclusive. In the Xiroi firm, the entrepreneur can use selfies in exchange for widespread visual self-representation. For example, at Xiroi firm, customers have taken selfies trying on new fashion trends, clothes, dresses, blouses, pants, as well as purses, shoes, and accessories, and uploaded them on Instagram.

Furthermore, Instagram is used by different groups of people in different cities, mostly most commonly by young people and embers of culture industries in which the new rules of marketing and PR have taken place, such as how to use social media as visual communication, for instance, through online videos, mobile applications, vlogs, and viral marketing, in favour of reaching buyers directly and enable sell. (Aiello & Parry 2020.)

2.5 Entrepreneurship in digital marketing

Digital marketing is a complement to traditional marketing that is dedicated to the strategic and tactical use of the internet and social networks for the commercial management of a company's products and services. Besides, in digital marketing nothing is written, and the success of the company only depends on the creativity and innovation which is placed in the digital strategy of each organization. (Sanchez, 2020.)

A good entrepreneur identifies an opportunity, plans, and organizes the necessary resources to develop it: he applies his ingenuity and inventiveness, generates ideas, establishes plans, and generally applies his aptitudes and skills in business models that are almost always innovative. It is at this moment that you discover what you need that one discovers what is needed from digital marketing tools for entrepreneurs to spice up their projects and generate new connections and income from some digital marketing tools for entrepreneurs to spice up your projects and generate new connections and income. (Pereda, T. 2017.)



Figure 3. Marketing digital para emprendedores. (Pereda 2017)

Digital marketing for Xiroi entrepreneur is a fundamental and necessary tool to present a brand. Besides, it is always important that Xiroi stay informed about the trends in its niche and updates on its platforms. In the same way, Xiroi's entrepreneur has an innovative spirit with a great capacity to offer solutions to the vital needs of the market, a digital platform with the power of virtual distance such as Xiroi online shop

3 Digital Market Possibilities

Compared to other European countries, the Spanish online market has developed relatively slowly. However Spanish market is an attractive destination for tourist many of which purchase Spanish fashion brands during their holidays in the country. Besides, Spain has renowned designers such as Agatha Ruiz de la Prada, Paco Rabanne, Pedro del Hierro, and so on. Furthermore, the Spanish Group Inditex has 8 commercial marks in Spain and the International market. The company is listed on the stock exchange and its owner is the 6th richest person on the Forbes list. (Forbes-Billionaires, 2020)

In Finland Inditex is present with 3 brands Zara, Massimo Dutti and Zara Home. This means that many people know which kind of fashion can be found through Spanish online companies dedicated to textile, shoes, accessories, and home decor.

The Coronavirus pandemic has affected Spain where a harsh recession has taken place during this year just when the country was starting to recover from the 2008 financial crisis. However, Spain is one of the leading e-commerce markets in Southern Europe. It is also considered the 4th largest B2C ecommerce market in Europe behind Germany, the UK, and France. (Kulach, 2020.)

According to World Bank statistics 70% out of 47 million people who live in Spain, have access to the internet in which there is a group of online buyers and sellers who consider the average revenue per use around the US to be US\$680.83. (Kulach, 2020). In addition, Spanish buyers look for cheaper prices, which affect their product searches online. (Kulach, 2020). In the same way, some Spaniards cannot reach online shopping because they fail to buy online. (Kulach, 2020.)

In general, very competitive markets in Spain. There is also niche type of product category in a specified customer segment.

The Xiro's company online sells clothes, accessories and jewellery, for women. The clothing sector is highly competitive, so strategies to differentiate from competitors are vital.

The web shop's target group: woman 20s, 30s and older

The online store was built after a thorough competitor X analysis and definition of the ideal customer persona.

Customers can recycle clothes that are clean and in good condition, and these will be resolved through an online store discount linked to the next purchase.

The ambition is to grow, develop and enhance channels of communication in Social Media in favour of the web shop covering all of Europe.

The web shop will expand to new countries one by one to allow specific country development (e.g., language support, payment methods, and logistics partners)

The marketplace will only operate online.

3.1 Target market

Target marketing involves breaking a market into segments and then concentrating marketing efforts on one or a few key segments (Ward, 2020). Furthermore, we could resemble the target to our target audience and potential audience, be it an e-commerce (customers) or a marketing at Social Media (audience). In this way, when we talk about what the target is, we refer to that a group of people who, due to their qualities and characteristics, have a high potential, or there is a high probability that they may become a consumer of a Xiroi product in the future or service. (Ward 2020.)

Additionally, social media platforms, such as Facebook, LinkedIn, Twitter, and Instagram, have excellent options in favour of permitting businesses to target users based on market segments (Ward, 2020) consisting of the customers whose needs and desires most closely match the company's product or service offerings. It can be the key to attracting new businesses, increasing sales, and making a business a success. (Ward, 2020.)

Target audience

Below:

Demography: Socio-economic data that describe a user. This group includes attributes, such as age, income, education, gender, or geographic location.

Target audience: Millennials 18-24 years old

University/technological Graduated 25-29 years old

Interests: This is data is about the users' hobbies. They can be, e.g. books, movies, music, marketing, painting, language or dance. If the Xiroi firm knows the passions of its clients it can, for instance, offer the new album of their favourite music group. Nowadays,

social networks are a great place to share, to know and to interact with Xiroi (as owner of entrepreneur firm). Additionally, Xiroi can listen to the expectations of its customers in favour of knowing the channels that serve at Xiroi firms. Besides, Xiroi needs to perceive the best marketing tools in exchange for using the best channel (s) of communication in digital marketing where Xiroi uses social media platforms to promote its business, services and products.

Social media marketing is nothing more than the use of social media platforms to promote a business, product and services, with the aim of gaining traffic and attracting the target audience. Today, social media marketing is perceived as the best marketing tool to advertise because it is cost effective, time efficient and directly attracts people present in any specific community. (HAAGA-HELIA, 2020.)

By knowing your customers' passions, a company gains powerful knowledge on how to engage its clients and which products will be interesting for them. For instance, a new book for book lovers or a new album of the customer's favourite music group can be offered. (HAAGA-HELIA 2020)

Using demographic data, you can target your campaign for example at young people (e.g., age 18-24), both female and male from towns with a population larger than 20,000

- Target behavioural and demographic attributes
- Age, gender income localization
- Focus not on websites.
- People who finally will see marketing messages.
- Storytelling B2B Audience

3.2 Competition

Generating intelligence regarding competitors, their products and technologies allows the entrepreneur to differentiate their product in a meaningful way, and thus build a better competitive position. In addition, it will help anticipate competitor moves and reactions to the entrepreneurs' to the business's market entry. (Nijssen 2017, 67.) Many entrepreneurs think, however, that their products are unique and thus there is no competition.

They are convinced of their product's superiority by its new features. However, even when even if an entrepreneur's product has unique features, it is bound to have some competitors. (Nijssen 2017, 69)

An effective way to avoid competitive reaction is to first aim for a niche. A niche is a segment of the market that requires special skills and attention to sell to it successfully. (Nijssen 2017, 70). Moreover, the aim for the entrepreneurial firm should be to become a market leader in a niche.

In order to analyse whether Xiroi considers to use innovative digital management in favour of obtaining its strategic goal and objectives, the entrepreneur does not forget to position (leading position) her profile or page, she makes up it will have to start thinking collaboratively so that she will also develop effective communication. This will put her more valuable in exchange for the disposition of a mass audience generating a lot of information about her products, services, events etc. Besides, in "normal" times it is common for some companies to cooperate with each other. As a result of the COVID-19 pandemic, the need to do so in some markets has become more evident in order to ensure the supply of products (some of them essential). However, when this cooperation involves competitors it must be done with special care.

3.3 Customer segmentation

Market segmentation is defined as the process of identifying groups of people who behave in similar ways to each other, but somewhat differently than other groups` (Goworek & McGoldrick 2015, 67-68) with the purpose of improving customers' satisfaction and retailers' profitability. Indeed

The 4 main methods used to segment markets are: demographic, geographic, and psychographic and behaviour segmentation.

Geodemographic segmentation groups consumers by country or region (Goworek & McGoldrick 2015, 68). In addition, there are various systems for classifying consumers. geodemographics, such as neighbourhood, (Goworek & McGoldrick 2015, 69) as Xiroi firms is a neighbourhood at Manresa town,

- Affluent achievers
- Rising prosperity
- Comfortable communities
- Financially stretched.
- Urban adversity
- Not private households

The Xiroi shop is in a neighborhood in the city of Manresa and municipality Manresa,

Catalonia. The entrepreneur has classified the segmentation as not private households. It means that people they are not propriety own apartment or house. This means, this refers to people who people do not own an apartment or a house.

Additionally, socio-economic groups are caused to categorise customers into different groups, based on their income bracket and occupation around their income bracket and occupation (Gowerek & McGoldrick 2015, 69). In Spain, household members, including students living at home, are usually classified based on the income of the household's main earner. However, there are University students who are not living with the family because they live outside of the parental house.

In the same way, behavioral segmentation relates to customers 'usage of a product to the customers' usage of a product e.g., if they are highly loyal, regular, or infrequent users of a product or service (Gowerek & McGoldrick 2015, 71). A loyal customer may buy most of a certain type of product at a particular retailer, whereas others may only shop there occasionally, thus affecting their patterns of behavior. (Gowerek & McGoldrick 2015, 71).

Another behavioral segmentation may take place when a product is used by customers for different purposes. Different customers may also derive different benefits from the same or similar products

Goword and McGoldrick (2015, 71) wrote about shopping behavior from the consumers' motives perspective specifying outlining six motivations for shopping:

- seeking adventure
- socialising
- seeking gratification
- searching for ideas
- buying for others
- searching for value

The six segments from Goworek & McGoldrick (2015, 69) can prove particularly useful to retailers as an alternative to demographic segmentation by identifying the shopper types in their target market and designing stores to fit their behavioral patterns, such as in Xiro's shopping motivation groups. Based on six segments from Goworek & McGoldrick (2015, 71) can prove particularly useful to retailers as an alternative to demographic segmentation, by identifying the shopper types in their target market and designing stores to fit their behavioral patterns such as Xiroi shopping motivation groups

<u>Shopper segments</u>	<u>Shopper characteristics</u>
Minimalists	women high proportion 29 years old and over, lacking hedonic motivation.
Gatherers	Women, high proportion under 29 years old looking for ideas and buying for others.
Providers	Women, high proportion over 29 years and over, looking for value and buying for others.
Enthusiasts	Millennium-generation young women, high proportion under 25 years old. A high level of hedonic motivation
Traditionalists	Women, evenly spread between different age groups with moderate hedonic motivation

However, today in this digital and social media world traditional targeting as mentioned before is not always given in the same way.

Therefore, segmentation has been created for generations where we talk about the division of people whose dates of birth or ages are close and have received similar education or cultural influence.

For example: the famous Millennials digital lovers. Social media is a fundamental part of their lives, and they stay connected for approximately 5.4 hours to the internet from their Smartphone, Tablet or PC. Even though it seems that we know them, generations are changing, we do not know what they are going to be like in 10 more years. (Peniche, 2018.)

Analysing a community's behavior allows Xiroi's entrepreneur to do a segmentation of the public, show product showcases, have a more personalised and direct relationship with each customer, and communicate the brand or company's urgent messages. An example of this may be when the first Covid-19 related lockdown happened. Then Xiroi Company announced that the shop would be closed, and through online channel Xiroi's entrepreneur communicated with the customers in real time to have them up to date about the changes that happened regarding its shop.

3.4 Targeting Audience B2B Audience

Understanding segmentation variables is important since it allows a company to use audience segments in favour of using a selection of criteria in order to gain knowledge about the segmentation variables. (Atherton 2020, 52.)

In the same way, storytelling is also important when targeting an audience in B2B marketing, in which the narrative tells a story problem that needs to be solved and builds to a conclusion at the end as targeting audience B2B in which the narrative tells a story problem. (Diamond 2019, 275.) This refers to how a company will answer or find the solution to the aforementioned problem. In any case, the story should not change. Besides, how the story is told or interpreted depends on factors such as what kind of contact the company would like to reach or how it wishes to reach the contact (Diamond 2019, 275), such as at Xiori's store in Manresa.

However, there are also when you decide to set up an online business, a company has to face many decisions, the most important of them and the one that will mark its future as an entrepreneur, will be to define its business model (Laige 2020). The objective of Xiroi enterprises is also to increase the number of clients and after digital marketing takes place in favour of deciding whom to target.

3.5 Customer personas

Customer personas provide detailed representations of the different segments that make up a business's target audience. Using data-driven research is the key to understanding who the target audience is and what motivates them to purchase a company's product or service. (Zoeller, 2019.)

This can be illustrated with the following case. As millennial customers become increasingly digital and their purchasing power continues to grow, a millennium textile retailer wanted to appeal to this group of consumers with a constantly updated product line, re-vamped stores, and innovative marketing campaigns. Besides, the entrepreneur retailer needed a new customer experience (CX) strategy that would appeal to millennials both online and in store.

To give an example, the author of the thesis made a customer persona who has 23-25 years old, she works as saleswoman in a cosmetic shop, has an ICT technical degree, and is also interested in fashion.

Likewise, in the fashion world this generation is gaining great importance as most of those who play an important role in fashion are young.

Additionally, the above-mentioned saleswoman follows the K-Pop music genre, with bands such as BTS and Black Pink, and its Korean idol-inspired fashion which are sweeping among young people. It is more than noted that K-pop is a phenomenon of global success. Korean pop groups, whose stars are known as idols, have broken their borders and triumph around the globe, especially among young people, thanks to social media. (Cifuentes, 2020.)



Figure4. K-pop: BTS Group (Korea)

The good thing is that idols use expensive marks but as well normal marks as the same H&M, Inditex Group (Zara) and so on which is relevant to the owner of the shop as retailer entrepreneur.

In today's real-time world, the web helps audiences catch the fever of the last K-pop sensation. The number of views of Korean pop stars first English language single Dynamite gathered 98.3 million views in the first 24 hours of its release setting a new YouTube record for the highest number of views in the said time. (Jagran Prakashan Ltd 2020.)

As retailer entrepreneur, the owner of the shop would like to identify key interactions that could be most effective at improving the customer experience and performing identity on social media.

3.5.1 Types of B2B personalisation

Personalisation in B2B marketing can come in many forms. Essentially, it is about tailoring content to individual customer preferences, needs and characteristics. Understanding the individual through solid buyer personas is key. (Hall 2020, 51.)

Personalisation considerations in B2B include the marketing channels, such as email, social media, or website as well as “how” personalisation is done (using buyer behavior information such as how often the prospect or customers uses content), and the use of technology, as in account -based marketing. (Hall 202, 52.)

3.5.2 The buyer persona

The buyer persona is one of the key digital tools within the B2B digital marketer’s toolbox and is especially important when carrying out effective personalisation marketing, as it is a semi-fictional representation of the entrepreneur’s ideal target customer and formulated according to the entrepreneur’s key target customer segment (Hall 2020, 61)

Many questions relating to questions relating to personalization and marketing-ad digital marketing can be widely answered through a comprehensive buyer persona.

B2B buyer personas include persona context such as who they are, experience, focus in the area, the roles, goals, as business goals, personal and organizational goals. Besides, buying process, buyer needs, why the buy, initiatives, brands, influencers, stakeholders, content, channels. (Hall 2020, 63.)

When using personas is to understand how customers interact with the service.

Personal history:	25 to 33 years’ She has a boyfriend 3 years ago. cheerful and outgoing
Work history:	Studied in vocational school She has plan to study BBA, maybe she will pause them for their weeding She has 3 years working in the same company but has plans to set up his own business.
Consumption habits:	Millennial, so it does not bother you that the contact is by Facebook, Messenger, What’s app or Instagram and Twitter

- Goals: She wants to have their dream wedding, wants their wedding to be better than that of their friends, but also wants to be entrepreneur and brag about it
- Challenges: She has a lot of ideas but do not always consider the budget, for the wedding, however, to start her business if she has a saving plan stresses easily and any inconvenience can be the end of the world (regarding the wedding). As for her idea of becoming an entrepreneur, she seems to have planned it more accurately.

3.6 Influencers

These influencers can include people in other departments, for example, when a company is selling to marketers and the influencer could be the Vice President of Sales. While this VP role is not part of the marketing team, by virtue of the leadership position they influence the whole purchasing process. The influencer wants to look at complementary solutions, talk to their peers who have heard of their company, and show their colleagues on the executive team that they did a background check on their business. (Diamond 2019.)

Beneficiaries. When the VP of another department is an influencer, then the beneficiaries in his or her department are asking “what’s in it for me?” For example, this could be, for instance, marketing looks at technology solutions, salespeople benefit from them, but marketing decides which tools are convenient to purchase. Content should be created for those individuals who will benefit from the company’s solution, even when they do not have a say in the purchase decision. The buyers need to know whether the solution is working and how they will benefit (Diamond 2019, 278-281)

Xiroi shop’s owner follows the K-Pop: music genre, where Korean music groups, such as BTS and Black Pink’s idol-inspired fashion is sweeping among young people. The author of thesis has explained in paragraphs previous about the “fanocracy” in which turning fans into customers and customers into fans (Scott 2020). The Korean idol-inspired fashion sweeping among young people such as BTS and Black Pink and other groups or idols. Furthermore, there are also Spanish fashion influencers which identifying preferred millennial media. (Diamond 2019, 314.)

Additionally, influencers allow brands to go further into a relationship with an audience than they could with traditional communications means. It means that if a company is working with the right influencer their relationship will offer better benefits, such as a wider, more targeted, and generally more engaged audience for content, new communities relevant to specific brand objectives, and an enthusiastic, forward -thinking audience. It will also offer the ability to develop a two-way conversation, such as simply talking to

consumers, and a good and beneficial relationship at the long term. In the same way, it will provide the co-creation needed to produce unique content for the brand's community. (Ryan 2017, 137.) This has an impact not only on digital adoption and usage, but also on social media channels (Hall 2020, 296)

Besides, Millennials can no longer be ignored in B2B marketing. They are now a substantial part of the target customers for most industries (Hall 2020, 296.) and Xiroi has adopted social media activities to be relevant for Millennials, such as

- the majority of millennials shopping online.
- to spend more time (and money) than company ever imagined on workout gear.
- to buy an affordable designer handbag than one with a whopping price tag.

3.7 Digital marketing tools

The digital world we live in means that an organization's commitment to its strategic positioning is more transparent than ever. (Rowles, D & Brown, T 2017, 140.) The Xiroi firm builds strong brands based on real promises. In addition, Xiroi needs to find readers who read the web shop's content, in exchange for the attraction content where she will put into action a marketing program in which content that attracts attention such as must be strong and build confidence through testimonials, which also tend to have a strong, well defined point of view. This transparency means that we can build powerful brands based on real promises faster than ever before. That same transparency means that a lack of authenticity will be exposed. (Rowles, D & Brown, T 2017, 140.)

3.8 Platform Strategy

Reillier & Reillier (2020, 22) authors of Platform Strategy book define platform business as "business creating significant value through the acquisition and /or marching interaction and connection of two or more customer groups to enable them to transact".

However, the review their definitions depends on the range of shapes, sizes, and colours in which a customer, a firm a business owner buys borrows and rents products. In the same way a customer, a firm, a business owner can launch a product or service, time and interact with its clients. Besides, it is important as a platform strategy to retain or acquire users. (Reillier & Reillier 2020, 100-111.)

In the same way, a platform strategy can also create and develop value propositions for new client's segments in which include the product at the marketplace, the entrepreneurs

and consumers for motivation, the seller in order to increase his/her business portfolio into a market position, and the buyer or the consumer in order to satisfy their ego, which can be objective or subjective depending on the motivation one has when buying the product (Reillier & Reillier 2020, 113.)

The Content Strategy Platform Market Research Report 2020-2025 provides the comprehensive analysis of the global Content Strategy Platform market in which the report also recognizes market size, opportunity analysis, development trend, market dynamics and regional perspectives (La Nota De Tapa 2020). The Xiroi firm uses a Covered Content Strategy Platform in which Xiroi enterprise uses Google and she would also like to try Textbroker in exchange for customer connections.

3.9 Social Media Marketing as channel of communication

An integral approach is effective in exchange for creating new challenges and opportunities in a business where multi-channel marketing, branding and retail design take place. In addition, the value of retail place contributes to the needs of customers by integrating place values and enhancement roles for visitors with a branding which is a clear link between façade branding and place branding, where a brand is happy in favour of contributing space (internally) and place (externally). (Emerald Group publishing Limited 2016, 127.)

Furthermore, social media marketing has displayed as a series of tools that when put into action open different communication channels in the digital world. Xiroi has a creating a niche in exchange for building a community on the net. In addition, Xiroi staying relevant on social media is the key to becoming or having the possibility of dissemination by being aware of trends. Additionally, Xiroi trends awareness offered by the internet and social networks is very good because the budget to be invested is low and sometimes zero, it is the best way to get the message to potential clients and it is also a reputation in which trust is an essential element of social media. Besides, trust is essential at role in digital marketing.

This picture Social Media Marketing:

- How to understand where a company position is the market.
- The different ways to listen to Xiroi audience.
- consideration must be given to Xiroi campaign

Focus on the third stage in the SMM process



Figure.5- The Art of Digital Marketing (Social Media Marketing)

In B2B social media has evolved in different ways over the past decade, in terms of the number of customers using social media, and how customers use it for different areas of business (Hall 2020, 95).

Customers now use B2B social media in almost every area of business-for example, social media is used to help in purchasing and to research markets. In addition, organisations are using social media to market and sell to customers, and to communicate with them. (Hall 2020, 296.)

Social media marketing is an amazing way for businesses to keep solid relationships with existing customers (Dodson 2016, 67). Example Xiroi shop uses Instagram in favor of offering more advertising possibilities than B2B. However, Xiroi shop needs to update its Facebook page in exchange for developing her sales communication. The author of this thesis explains the above-mentioned approach in the following subchapter.

As marketers, it is massively important to only post engaging content on Facebook always bearing in mind that impact is key (Dodson 2016, 160).

Virtual selling is simply leveraging virtual communication channels in place of physical, face-to-face interaction.

These channels include:

- Video calls
- Video messaging,
- Telephone calls,
- Interactive chat,
- Text messaging,
- Email,
- Voicemail and audio messaging,
- Social media,
- Direct messaging,
- Snail mail.

The Xiroi enterprises uses some of the channels mentioned in the list above. In addition, the entrepreneur is already using virtual selling activities in favour of engaging and connecting with other customers, potential customers, while boosting her sales productivity. Besides, she improves her virtual and interpersonal communication, as well as her selling skills, along with business development above. In addition, she is already virtual selling. (Blount 2020, 21.)

Examples Instagram Xiroi's Company, Webpages of Xiroi Company and Facebook

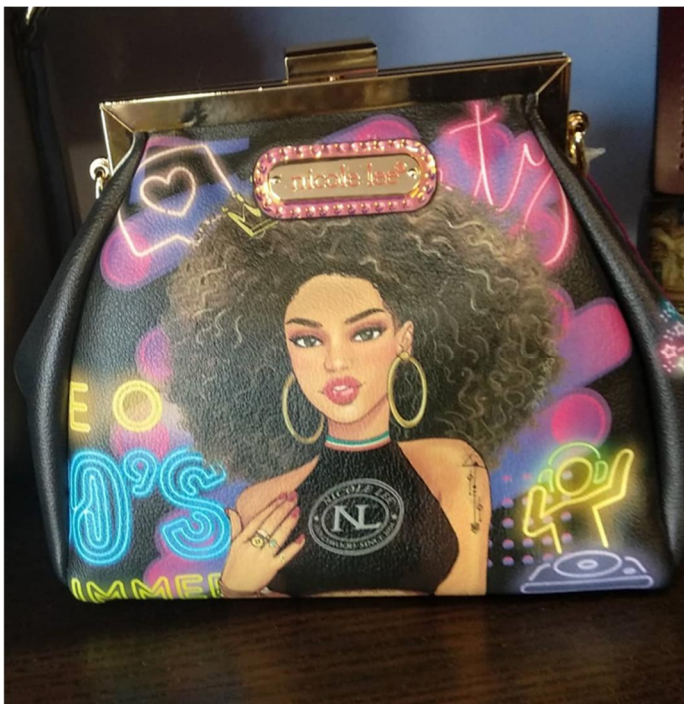


Figure 6. Instagram Xiroi's Company



XIROISHOP

MODA Y COMPLEMENTOS
DESDE 2013



Figure 7. webpage of Xiroi (2020)



Figure 8. Picture from <https://www.facebook.com/xiroi.botiga>

3.10 How to get customers & improve customer experience

“A brand is a customer experience represented by a collection of images and ideas; often, it refers to a symbol such as a name, logo, slogan, and design scheme. Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design, and media commentary.”

Beverland, M. (2018). Brand Management: Co-

creating Meaningful Brand

In marketing the customer engagement is used to describe the profundity of a customer-to-brand relationship (Atherton 2020, 23). This refers to the level of trust in which a strong brand helps customers remember and feel more confident that their products or services are tailored to their needs. In addition, customers are loyal to a brand that they trust.

In the same way, own brands, sometimes called private labels or store brands, are brands that carry the retailer's name or something that the owner likes for some reason. Besides, in social media, engagement can be measured by repetition of a purchase, continued visits to a company's website, measurement of the time spent on a company's platform and the bounce rate, or positive comments or criticism. (Atherton 2020, 23.)

Based on the book *Social Media Strategy* (2020) by Atherton, J. It is necessary to draw up a digital marketing plan whose main objective is to get new customers and execute it. Besides, boost her brand in the age of the Internet, building a personal brand is crucial to differentiate it from their competition

In resume, Xiroi entrepreneur has virtually all consumer-facing businesses customer in favor of putting the customer first, but provides a wealth of improving customer experience and getting new customers such as:

- Creating Email campaigns
- Social Media (Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube and recently
- Tik Tok
- Influences who build an audience
- Garneting customer loyalty
- Utilizing paid Media
- Enhancing share Media
- Storytelling
- Listening to feedback
- Creating benchmarks and setting goals
- Nowadays fanocracy is also star method.

Retail marketers use brand communities (BCs) on social media (SM) to create digital engagement and reach new customers. However, this marketing form needs perceived content vividness and enduring involvement with products. (Vazquez 2019)

At Xiroi shop the new are of growth in customer experience is the design and redesign of customer driven experiences- what framework exists to help teams to truly deliver changed and improved experiences. (HAAGA-HELIA 2020)

We can be innovative and drive improvements using expert facilitation and structures to support them.

The next challenge is to take opportunities that identify weaknesses in the experience and redesign those experiences to improve the customer experience and the customer outcome. This applies both to redesigning an existing experience or designing a completely new experience- for example for example, for a new product or service or perhaps a digital execution. (Pennington 2016, 123)

It is easier to retain a customer so that they return than to create a new customer. Current retail trends are aimed at achieving this through rewards programs, using loyalty program software, which serve both to offer incentives to customers to return to business and feedback on their experience, in order to improve. (Emprendedores 2020.)

In general, obtaining information from customers is essential to analyse their behaviour, find out how they can improve and offer them a more comprehensive experience the next time they visit the store. (Emprendedores 2020.)

Xiroi enterprise focus customer experience at Social Media. The Xiroi entrepreneur answered to the third question: The purpose of social networks is connecting people who have the same tastes and interests. Through them, relationships between individuals and companies are created in a fast manner, making it possible for them to interact between them, opening the way for advertising products or services.

This is the way that I interpret the communities' dynamics based on social networks. Analysing a community's behaviour allows me to do a segmentation of the public, show product showcases, have a more personalised and direct relationship with each customer, and communicate the brand or company's urgent messages.

4 Methodology

Empirical research can be conducted and analysed using qualitative or quantitative methods.

Qualitative research methods are powerful, it means that one can go in depth in favour of understanding the relationship between international culture and communication from the perspective of those society or ethnic group (Daymon & Holloway 2011, 7). In addition, the investigator or researcher is an active at qualitative methods in which he or she is seeing the research process in exchange of learning and generating knowledge with research participants. This means that the author of thesis (as a researcher) can observe and is able to apply her knowledge and interpret the data such as direct observations (human action in this Xiroi firm), interview such, documents (e-mails, reports, newspaper) and participant-observation as a way of capturing the process from her point of view. (Damon & Holloway 2011, 9.) In addition, the author of this thesis is researching in a culture different from her residency home which is Finland and the Xiroi firm is in Spain. This means that the author should deal with the cultural differences. Besides, the traditional observational procedure has changed by participation-observation online (Zoom platform or Team platform).

4.1 Case study

A case study enquires enables a company or/and a researcher to collect rich detailed information across a wide range of dimensions about one particular case (Daymon & 'Holloway 2011, 115) such in the case of Xiroi firm's entrepreneur firm in which the author of this thesis takes into consideration a different type of data gathered by using multiple data collections methods, in favour of developing diverse channels of marketing communication in Social Media at digital worth. Additionally, a single case study design offers the researcher the opportunity to go a deep but not wide in exchange for investigation of a particular phenomenon (Daymon & Holloway 2011, 118).

4.2 Components of Research Designs

According to Yin (2009) at Case Study Research book in which he described five components of a research design are especially important by case studies.

- case study's questions.
- case propositions, if any.
- case unit(s) of analysis.
- case logic linking the data to the propositions; and
- case criteria for interpreting the findings.

Study questions which suggested that the form of the questions who, what, where, how and why. The case study method is most likely to be appropriate for how and why.

Following Yin (2009, 27-45) study propositions suggested each proposition directs attention to something that should be examined with the scope of study. For instance, the researcher (the author of the thesis) asked to Xiroi entrepreneur how and why the digital channels are more effective for communication at the company. Besides, only if the company, firm, entrepreneur is forced to state some propositions Xiroi entrepreneur move in the right direction. Example: Xiroi entrepreneurs collaborate because they derive mutual benefit

Unit of analysis is related to the fundamental problem of defining what the case is -a problem that has plagued many investigators at the outset of case studies. For instance, in the classic case study, a case may be an individual. As researcher (as writer of Theus) analyses the Xiroi case as individual. Besides, the fourth point Linking data to propositions and criteria for interpreting the findings as data analysis steps in case study research. This means that the actual analysis will require an initial study proposition. At the last the criteria for interpreting a study's findings this means that the conclusions and recommendations can display future study.

4.3 Data collection methods by interview and observation

Qualitative case study seldom proceeds as a survey with the same questions asked of each respondent. In addition, each interview is expected to have had unique experiences, special stories to tell (Stake 1999, 65-66). Besides, qualitative interviews can be vehicles for exploring people's explanations. (Lindlof & Taylor 2011,174)

The value of interviews is that they are very flexible because the answers given by interviewees inform the evolving conversation (Daymon & Holloway 2011, 221). Another benefit of interviews is that the data researcher collect are situated within their own social context. (Daymon & Holloway 2011, 221.)

Furthermore, in the Xiroi case, the author analysed how online communication can develop Social Media channels by the entrepreneur firm to enhance, develop, extend. the communication with its customers and builds up potential customers. Besides, the author of this brief study analyses the internal (B2B) and external communications online mention(B2C) at the Xiroi enterprise at the shop. Additionally, the researcher might concentrate on a single aspect of the case such as Social Media Communication as a channel.

Communication Case studies are potent organizational communication tools. They have an immediate, emotional appeal and provide vicarious experience to the reader. They often transmit ideas and influence people to act far more effectively than quantitative data. (Marelli 2007)

Lindlof & Bryman (2011, 182-183) have explained that most qualitative interviews are relatively informal, semi structured events. Interviewers engage in some planning for a session- particularly by preparing a list of questions -and they follow the plan to some extent; but they also respond flexibly to any unforeseen contingencies that arise during the interview.

As a method for conducting research marketing communications, observation is infrequently acknowledged (Daymon & Holloway 2011, 258). The author of this thesis has used this process in order to acquire information during two months (July and October 2020) by Zoom platform.

The interview was November 7, 2020. The author of this thesis has sent the questionnaire also discussed by Zoom platform.

5 Conclusions, and recommendations

The effective of communication channel depends of purpose of use, context of the messages ´target audience, this means target audience in which the storytelling will give a good reputation to the company. Besides behaviour segmentation can display a loyal customer in which clients seeking for value, gratification, ideas and socialisation. In the same way understand a company position in the market is vital but now it is time to use social media platforms to Xirois advantage, listen to its audience .

Identified business and marketing goals for social media are important tools

In general, clothing are very competitive markets. Niche type of product category in a specified customer segment

The Xiroi company´s online shop sells clothes, accessories, and jewellery for women. Since the clothing sector is highly competitive, strategies to differentiate from competitors are vital.

The online shop´s target group are women their 20s, 30s, and older.

The online shop was built after the competitor X analysis and definition of the ideal customer persona.

Customer can recycle clothes that are clean and in food condition, and these will be resolved through online store, discount is linked to the next purchase.

In order to understanding digital transformation Xiroi has to creating or enhancing an effective digital culture for technology in which Generation Z will be presented as customer persona

As we know, the most popular social networks are Facebook, Instagram, and Twitter. In addition, we should keep in mind that LinkedIn, Pinterest, and G+ networks which are also important for SME, such as Xiroi company.

Xiroi´s followers, focus on establishing a connection with certain groups that are in accordance with the company Xiroi interests, objectives, and activities. Knowing them, solving their doubts, searching information, disseminating new products, returning the "likes", these will be some of the small actions that will make the difference since the more inter-

actions Xiroi achieves, the more her owner will see greater results in order to achieve excellence in effective communication. In addition, Xiroi's owner is sure that she is building / will continue to build a real relationship with her current followers to reach new ones, all means that she must challenge her audience in favour of gaining their attention, while establishing an even-closer relationship with them.

Nowadays, there are applications or platforms dedicated to the management of social networks, which serve as indicators and guide in publishing hours or in measuring entrepreneur efforts according to their established goals. In addition, the marketers, entrepreneurs, and other businesspersons cannot forget the significance of creating a line of connection in favour of managing social networks by followers' people which disseminate information, searching information and communication in exchange for facilitating effective communication. In the same way, it is important to use the power of virtual distances such as innovative digital management in which their webpage will be available to a mass audience in order to generate information about his/her entrepreneur products, services and so on.

In the same way, a lot of Xiroi's social media activity involves expressing affect, which can be positive or negative. This means that the entrepreneur may share her feelings or product on Facebook, Instagram, or YouTube. Additionally, Xiroi would like to make a Vblog in which the author of this thesis recommends to use storytelling.

Amode (2018) points out that stories have played a significant role in time and cultures as a learning tool, because they transmit knowledge to the company. In a similar way, Xiroi has built on values to give authority to communicate the values of her company to its /her customers, after which the entrepreneur asks for their success stories.

Additionally, Xiroi needs a values culture in exchange for attracting the best customers where the virtual distance increases trust, when Xiroi's engagement with storytelling takes place.

Vloggers are individuals or groups of communities blogging communicating content via the medium of videos, most often on YouTube.

Millennials are always aware of the latest trends. Bloggers, youtubers, and fashion Instagramers inspire their followers and may attract brands for ears at a time. True phenomena on the web, fashion influencers share their chic, glamour, street, modern or vintage looks with an always clean and worked-up aesthetics. These fashionable passionate think of all the details and for them, the tricks of social networks have no secret.

When it comes to Facebook, the platform does have a role to play for some B2B organizations. Besides, the use of Facebook depends on the type of industry, as well as the power or influence that the customer has over the buying process, and the way that Facebook is used in general, regardless of the industry.

Defining the market for radical new products can be a real challenge. The difficulty lies within the fact that radically new technology generally challenges both the existing market boundaries and competitive realities at the power of virtual distance in which effective communication takes place.

Xiroi must enhance her Facebook page in exchange for selling her products in this platform, in which her shop gets/will get the attention of their users, one way or another. It is worth a flat sentence with a mere explanation of what she wants to sell. For her users to be curious and want to at least click on that product, she needs to contribute something else.

Additionally, I recommend to Xiroi entrepreneur's that she will make a video in favour of understanding perfectly what she wants to sell to the customers., such as YouTube. Besides, it is enough to say that visual communication is the king of social media such as Facebook in particular, the video generates a lot of interaction.

Furthermore, take advantage of this resource to sell on Facebook by sharing short and explanatory videos of her products and services. Besides, it is also viable to create expectation. However, on Social Media always without falling into the mistake of promising in vain. This means do not fall for the mistake of promising gold if she does not know if Xiroi's company is going to be able to fulfil it as a brand. Besides, let the user/customer and potential customer imagine themselves in exchange for enjoying that product. If customer gest that, Xiroi has taken a very important step before the purchase. In this of creating expectation and selling by Facebook.

As researcher, I before told to Xiroi entrepreneur about the advantages of an influencer of her business. If she gets a person with a large community of themselves to talk about her product or there will be service, a very wide audience arrived at the net. That influencer, when talking about Xiroi enterprise on her Facebook page, is promoting her product and getting to know for a lot of people who may be really interested in it. Selling on Facebook is much easier with support as big as this! Additionally, she can also interact with users who in the future can become customers, generating a trust towards the brand and the company.

It is recommended creating a Youtube Channel from Xiroi entrepreneur online store is one of the most recommended marketing strategies today. Besides, one of the concepts that is most difficult for companies to understand about Social Media is that with them communication channels - conversation - are outsourced. As the phenomenon is unstoppable Xiroi wants to be there; the author of thesis has recommended to Xiroi entrepreneur can even develop a social media marketing plan in the future and continue to establish a conversation with their customers to achieve the proposed goal.

In general, radical new products are /form very competitive markets

Niche type of product category in a specified customer segment

Domestic market as a target market

Bringing value to the design persona," ideal customer" in the form of specified products that are accompanied with some services (virtual stylist services)

Main competitors: we made as cooperation competition.

Competition is both online and offline.

5.1 Learning

The digitisation embraces various areas in which business models are affected. From novel forms of communication to collaborative processes as innovative structures. In addition, the main focuses of the digital age are connectivity, data, and mobility. All of them are presented as essential tools for improving productivity and quality of work.

However, the changes that this hyper-connectivity has generated go beyond the presence on the Internet and what this is accompanied by. It also means that certain structural changes will have to be made within the companies and businesses themselves. Transform, for example, production processes, sales channels, professional profiles, and forms of customer service, which has changed the way they are consumed and demanded. The culture of SMEs must be imbued with this new vision by involving everyone equally.

The goal of marketing has always been to connect with the audience, talk to them at the right time and place. Therefore, if company intends to undertake online, it must be present where the public spends most of their time: The Internet.

This 2020 has been a year that will be marked in history, since planet Earth has been the scene of a series of devastating natural phenomena, and is that global warming, forest fires and the coronavirus pandemic, are threatening both for humanity and for the other living beings that inhabit the planet, plus as Latin people I am survive.

5.2 My point of view from master's degree

Choosing a master's degree that responds to my needs involves analysing training needs well and analysing in detail the entire training offer. There are many master's studies, but I took master's in international business, specialization courses in which marketing subject has always been my choice and I have had the privilege of having the best teachers in this specialty.

In addition, as Cuban I am a warrior woman who I have taken out my heart and my strength to move on. In addition, HAAGA-HELIA University of Applied Sciences which I feel fully identified has helped me to be a better person in both my personal and professional life, thanking all the teachers at this good stage of my life in my second homeland Finland.

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Appendices

Appendix 1. Questionnaire

<p>Entrepreneur : Lourdes Sofia Jitkova Alvarez</p> <p>How can Social Media develop online communication, such as communication channel(s) by entrepreneur's firm, in order to enhance communication with the customers and potential customers?</p> <p>In my case, the possibility of outreach that the Internet and social networks offer is excellent and, since the inversion budget is low and sometimes zero, it is the best way to bring the message forward to potential customers, and it also works as a showcase to the world.</p> <p>Which digital channels are the most effective in order to achieve effective communication and increase/ speed up the traffic in the new webpage, and why or how to use them?</p> <p>The channels that we use are:</p> <ol style="list-style-type: none">1. Instagram2. Facebook.3. Google4. WhatsApp5. YouTube6. Twitter <p>We use social networks together with different channels of communication in order to make the company's webpage known to the public.</p> <ol style="list-style-type: none">1- E-mail marketing: Creating persuasive messages. (It is more traditional)2- Online chat: personalised attention. (need to improve)3- Phone calls, for urgent demands or solving incidences in an immediate manner.4- WhatsApp: -> statuses (need to update) <p>How are the dynamics of social media-based communities and their composition and behaviours understood?</p> <p>The purpose of social networks is connecting people who have the same tastes and interests.</p> <p>Through them, relationships between individuals and companies are created in a fast manner, making it possible for them to interact between them, opening the way for advertising products or services.</p> <p>This is the way that I interpret the communities' dynamics based on social networks.</p>

Analysing a community's behaviour allows me to do a segmentation of the public, show product showcases, have a more personalised and direct relationship with each customer, and communicate the brand or company's urgent messages.

(An example of this may be when the first Covid-19 related lockdown happened. Then we announced that our shop would be closed, and through online channel we communicated with the customers in real time to have them up to date about the changes that happened regarding our shop.

-> How do business owners understand the dynamics of social media -based communities and their composition and behaviours?

The key lies within personalised customer attention, as well as being honest, clear and rapidly solving any incidence a customer may have.

-> Nowadays, there is a lot of competition in social networks, I look for a cooperative firm in order to be competent through the truly value, such as personalised the customer with big companies such as personalised attention, offering discounts, and adding little details to each order.

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