

The Effectiveness of social media in event marketing

Usman Koroma

Bachelor Thesis

Degree programme in International Business

November 2012



Degree programme

<p>Author Usman, Koroma</p>	<p>Group POBBA 08</p>
<p>Title of report The effectiveness of social media in event marketing</p>	<p>Number of pages and appendices 28 + 2</p>
<p>Teacher(s) Johanna Salakka</p>	
<p>Thesis Objectives The main objective of this study is to reveal and understand reasons behind the demand in the usage of social media in communicating, Furthermore the goal of this research is to study the impact of social medias can influence potentials customers in attending conferences via social medias</p> <p>Problem to be Discussed The marketing impact and growth of social medias; Communication made easy via social medias; The importance of social media in events and conferences</p> <p>Approach, Method and Material The research will be conducted through data collections from primary and secondary sources. Quantitative and Qualitative methods will be implemented during the research process. The primary data will be obtained through quantitative questions. The quantitative approach is important in this kind of research to enable researchers gather mass information from respondents. It is empirical forms of research questionnaire which consists of structured and open-ended questions with different sections that respondents need to fill out.</p>	
<p>Keywords Social media, marketing, effect, online, future, communication, twitter, LinkedIn, Youtube, event.</p>	

Table of contents

The Effectiveness of social media in event marketing	1
1 Introduction.....	1
1.1 The company Fleming Europe	2
1.2 Research objectives.....	2
2 Theoretical framework.....	5
2.1 What is social media?.....	6
2.2 Types of social Medias	6
2.2.1 Podcasting.....	6
2.2.2 Blogging.....	6
2.2.3 Social networking	7
2.3 Challenges facing the social media.....	7
3 Research methodology.....	10
3.1 Internal problem and external problem.....	10
3.2 Research method.....	10
3.3 Timetable.....	11
3.4 Sampling.....	11
3.5 Data collection/Questionnaire analysis	12
4 Result.....	16
4.1 Emergence of social media.....	16
4.2 Social media as a tool to make profit	17
4.3 Challenges with social media	19
4.4 Most suitable Social media.....	21
4.5 Time management on social media	22
4.6 General perception about Social Media.....	24
5 Conclusion	26
Bibliography.....	27
Attachment	29

1 Introduction

The emergence of Social Media in today's world has really been tremendous, given the fact that there were times when we communicate externally only via post mails. However, as we Humans grow daily so as our ways of thinking grows as well and today as we speak the globalization has been made easy via social Media. People don't have to pay to send a card abroad to loved ones; people don't have to waste money in sending text messages to friends and families. All we do nowadays is to log on to a phone or computer and I can communicate to the world with just one click.

The impact of social media globally plays a vital role not only in easy and fast communication, but linking business to business together, finding lost ones, chatting, sharing pictures and videos to the world and most importantly it has really been an essential tool in job creation and boosting the economy of many countries.

The usefulness of social Media is not only recognized by young people or students per say, Business men/women, Teachers and even Politician also use this tool to get their message across. Nowadays Politicians uses this tool to communicate with the people, arrange political rally/campaign, give time-line information about their government policies so the people can be aware of what's happening and not be left out and the most interesting part of it all is that even Terrorist use this media as well. That is how big and useful the social media has become in the world we live in, a positive or negative thing? We live that for the future to answer.

Getting to term with the name social media can be quite tricky and astonishing when we look around what make up the term social media. Categorically, social media can be explain as an application whereby people advertise and communicate with themselves on a personal level using various methods such as Facebook, Flickr, Hi5, MySpace and Twitter. However, social media is not only patronized for social interaction only, most media firms nowadays capitalize on the rapid growth and fast way to get hold of their audience by posting event listing, press releases, breaking news information and so on.

In this paper, we will be studying the effectiveness of social media applications in event organizing as well as various methods of implementing the ever growing applications such as Facebook and Twitter, into essential steps of event marketing.

To sum the introduction up in a Nutshell, this paper will pay focus on personal marketing experience of the social media tools by employees of Fleming Europe as they tend to make use of the awareness and diversity the social media bring into implementing marketing strategies and policies.

1.1 The company Fleming Europe

Fleming Europe is a conference organizing company that links business with intelligence. Carefully designed to provide key strategic business information and the best networking opportunities for the participants, our B2B conferences are highly interactive, number of delegates from specialized industry sectors brought together by Fleming Europe becomes part of a premium community discussing the questions of the day and enjoying the value of a five star event.

Fleming Europe is an international company with branches in Bratislava, Budapest and Bangalore with over a thousand employees worldwide. The Bratislava branch which the paper will focus boost of over sixty employees who all work in various departments such as Sales, Marketing, Production, Finance and so on.

Fleming Europe mode of operation are basically linking B2B together by organizing conferences of various industries and topics and bring together people from all top positions and link them to each other for future business purposes.

Information about the company can be found on the website: www.flemingeurope.com.

1.2 Research objectives

The main objective of this study is to reveal and understand reasons behind the demand in the usage of social media in communicating. In this new age, the importance of the internet has tremendously risen above any means of communicating with the world.

Creativity has played a vital role in the vast development of methods and means of making the internet more enjoyable and relaxing and so far the social media have been the most successful innovation in the world of internet.

This research will focus more on how effective the social media can be in planning, marketing, producing, selling and most importantly advertising an event via e-marketing. The research will be generalized in various modes due to the different tools used by the users of social media for their

everyday activities. We will also be studying the reasons behind how essential these tools might be and the difficulties or complications that comes with it.

Much previous research about the social media has illustrated how we all are in a way or the other affected either positively or negatively by the emergence of the social media, as we humans of this era are highly addicted to using social media in various forms of communicating or getting a message across to the world. This research will be revealing the reasons why the social media has erupted into becoming a global trend.

The internal objective of this research will be aimed at how employees of Fleming Europe can benefit from the ever growing demand of the social media and how they can use the social media as a marketing tool to promote events and conference. Generally online marketers will benefit from this research by studying the trend that comes with social Medias as well.

Furthermore, the goal of this research is to study the profitable impact social media can have influencing potential customers in attending conferences via social media marketing approach. Also how customers or social media users can be convinced to pay for an event by the methods he/she get approached by the online marketer via social media.

Rounding up the goals and objectives of this research, ultimate goal of the research is to generate result that helps in planning and implementing e-marketing strategies into the social media and hopefully develops into a successful tool in the social media trend.

The effectiveness of accurate social media in online marketing is a key problem most management should put into their social media plan.

The main reason why this research was done is not only to analysis the growth which is as expanded but to look into the various problems when successfully accomplishing your goals.

There are 3 key research questions to this topic and which are.

- Is the social media information being collected converted to effective data?
- Does your social media marketing drive revenues?
- Do the social media marketing goals integrated with the overall business objectives?

This research will be concentrating on new market development strategy in social media the highlighted research problem will consist of various stages which would be the internal problems

that the marketer's face with current market plans and external problem which would be how to cope with the existing and ever growing trend of the social media.

2 Theoretical framework

In this section we will be paying attention to the importance of social media and why its sudden emergence have been so important in so many various works of life, not just social marketing but a tool where global companies use as a form of reaching out to the world. First foremost the importance of social media is beyond any form of marketing strategy and beyond peoples imagination and since it broadness if complicated to volume down in just a report, we will be highlighting the various steps and challenges in this report.

Its effect in communication is unarguable phenomenon; it's the fastest, most effective and easy to use means of communicating in any platform. The main reason I chose to make a report about this topic is because such documented awareness haven't been put into consideration among my peers and being opportune to work in a company where all we use to communicate is social media then I believe my knowledge about this platform should be implemented in future schooling curriculum.

The research questions are basically simple and straight forward in able to derive a simple and straight forward result. Why, because social media world is beyond ones imagination and if we elaborate on its broadness then this report might not actually have a concrete meaning. We looked into the birth of the social media as our primary question which basically covers a lot in social networking as a whole. Its emergence so far has been accepted by its users even though it have its lapses most users have more good things to say about it than criticize it. Also social media is a tool to make profit; this question actually tricks people because most users barely know how the social media make their money and how individuals or firms can also generate money. Most profit are made through advertisement basically so interested parties who are willing to get heard off use this platform and when people view their product online and purchase it then companies can actually grow.

Summing this background research in a nutshell, I believe the main reason why this topic and research question is to make the reader to understand the basic concept of this research and why certain questions were asked and I believe this report will make users of social Medias know its importance and effectiveness when using it for business communication.

2.1 What is social media?

In this section of the research we will look into the sudden emergence of the social media, its advantages and disadvantages and also the challenges it faces when using it as a tool for event marketing. The social media definition is very complicated to point down, but many will argue that the social media is a tool that it is the methodical use of marketing with other technological concepts and techniques to achieve specific goals for companies, personal or even organisations. (Brick Marketing Boston Article, 2005).

Also it can be defined as the platform for interaction among people electronically, since its basic or common use is to share among ourselves.

2.2 Types of social Medias

Obviously we all know they are various types of social medias which can be used effectively when event organising and marketing.

- Podcasting
- Blogging
- Social networking

2.2.1 Podcasting

Podcasting can arguable be the lease used network by companies when implementing their social media strategy. However podcasting can be essential in building an on air promotional tool as they are very similar to photo and video sharing and several podcasters produce their own radio and from that companies can attract advertisers and sponsors.

(Creatinemarketing, 2012)

2.2.2 Blogging

Blogging is not always practice by marketers because they don't view it as a marketing solution, but the actually truth is that it is actually a solution if put into planning, it could be used to interact

with your customers, ask questions, deal with existing customer problems, and the more blogs are being posted the more you get readers and eventually customers. .

(Creatinemarketing, 2012).

Blogging offers various ways of helping core fragment of what makes a company successful.

- Decent ideas
- Great product
- Visibility

(Jeremy Wright, 2006, 46)

2.2.3 Social networking

As we all must have witness over the last decade communication via social networks has grown with millions of users and of great reason why the social network is a great opportunity for business is that it eliminates the cost of online marketing (Paul Gilin 2009, 96).

Most solution includes Facebook and Twitter, these media provides opportunity to interact with people and customers as it enables various methods of creating a relationship with your customers and building a visible brand.

2.3 Challenges facing the social media

Beyond any doubt, any new invention or research always encounters challenges and the social media is not any different from other internet inventions, most users think the social media marketing is as easy and barely have no challenges, however that perception is false. The social media today have major challenges especially when it's being used for event and online marketing. Such challenges are

- Suitable Advertising
- Promotion
- Creating content
- Managing your time and productivity
- Turning followers into customers
- Getting traffic to your website, blog or Facebook pages

As we all might have encountered in our lives that with every advantage we have innovating, there are also a point of disadvantage to it.

The social media has blossom into becoming the best or rather say lucrative innovating idea the internet world has ever experienced since its origination.

Majority of its users acknowledge its potentials and value, but most users have personally made research on its challenges and disadvantages that come with it so we will be analysing the questionnaire and giving a conclusive feedback on how most employees in Fleming Europe overcome and perceive the challenges when using the social medias as a platform to build their marketing strategy on.

The most vicious challenge being faced when using the social media by the employees of Fleming Europe which also can be a general case is planning. Using the social media is usually not just a anyhow ball game even though it's a 24 hours running service but planning is an essential form of being able to actually be successful in achieving your objectives. (Gunelius 2011, 27)

Human capital resources and know how are also challenges being faced today, it might sound simple to login into LinkedIn or Twitter but to really know how to use it the right way are challenges being faced because majority of its users have no basic education on how to use it since its self-learned that's why most users aren't successful in making profit with the use of social media.

Also another challenge being encountered for new users is that most useful features are only available for premium users and with lack of investment from companies on the usage of social media most employees find it very challenging to navigate their way into a successful path because most of their desired targets are premium account users. Also upgrade of links are challenges being faced by users as most people find it boring to always upgrade certain features every now and then which might make them stick to old features rather than wasting time in upgrading.

Something interesting I came across when analysing the section is that most people acknowledge the importance of social media as a social platform to get your message to its target audience but another interesting fact is that not everybody have the humour to stay or have interesting ideas when using this medium, people tend to post whatever that comes to their mind as they lack the humour to actually dedicate time and effort to be consistent in being relevance to their readers.

The list below gives a better explanation on how certain issues might be a challenge when building a marketing relationship via social media.

Privacy and Transparency

Most social media users nowadays tend to keep vital information or details in private, in which marketers need to respect by all cost if there are getting the attention of a target person. However there are as well several ways in which such violation can be resolved, e.g by reporting to the cyber security in which most social media website has on. Transparency on the other hand is essential, because while u carrying out marketing duties by respecting the customers privacy a marketer also needs to be transparent in getting relevant information from the customer as well by actually telling them what they need to hear and avoiding un relevant topics. (Smedio, 2011)

Diversity and Business integration

Social media being so diverse when it comes to geography, culture, religion, countries can occur as a backlash because most marketers using this platform come across various people from all works of life and a marketing method or format used to attract European customers might be the opposite when trying to attract Asian customers. Business integration is also another challenge that most companies come across when planning out their mode of operation to become successful in the social media world, especially integrating swiftly might take a very long process because seldom companies gives formal training to its staffs.

Relationship and ROI

As we all must have experienced, relationship grows with time and same goes for marketing relationship, it is extremely important to keep a good relationship with customers to maintain a healthy and prosperous business. However the question lies do all marketers of today have the time to maintain a relationship after a deal has been stroke? I personally think otherwise. ROI is also another influential mode for most companies to maintain their social media aspiration, because often they don't meet their demands which is a put off to go or invest further.

3 Research methodology

This part of the study covers the internal and external problems that led to this study as well as the research method utilized in the field work.

3.1 Internal problem and external problem

The key internal problem the research will pay attention to are the method and modules of marketing used by the marketers in Fleming Europe. How to improve marketing efficiency and time management will also be other problem that is tried to be solved. On the other hand, the keys issues externally are the negative side of the marketing impact and growth of social Medias worldwide. Communication has become very easy via social media so another problem to be studied is how it has become the fastest way of communication not just in business terms but also personal communication and finally we will study the importance of social Medias in events and conferences.

3.2 Research method

The research will be conducted through data collections from primary and secondary sources. Qualitative method will be implemented during the research process. The primary data will be obtained through qualitative questions. The qualitative approach is important in this kind of research to enable researchers gather mass information from respondents. It is empirical forms of research questionnaire which consists of structured and open-ended questions with different sections that respondents need to fill out.

Interviews will also be conducted as a tool to generate results for the research process, The researcher did his intern in the company Fleming Europe; I tend to seize the opportunity to make a personal interview with my fellow colleagues about their experience in using social media as a form of marketing and communicating with their customers.

The main reason why this method is used in this research it's because of the advantages of variables feedbacks that I could easily generate results with, since this questionnaires are all based on

open ended questions, Qualitative method is most preferable because it enables the interviewees express their thoughts and advices on the topic.

Other options were put into consideration like Quantitative method of research, but with the opportunity to have an expanded result covering all aspect without limitation I decided to use the Qualitative.

The secondary method to be implemented will be extracted via internet social websites, and also questionnaire to be filled by conference organizers and attendees, books as well will be used, also magazines and newsletters

3.3 Timetable

When researching on such dynamic and broad topic as the social media, time management plays a key role in ensuring that implementation of the research resources are successfully carried out. With current situation of the researcher being tied up between writing project and executing the given task from work placement, the best timetable analysis would be ensuring that at the end of every week, beginning from the first week of February 2012, two pages would be documented so before the end of the 20th week hopefully by the end of July the analysis part would be done.

3.4 Sampling

The survey will be conducted among the employees of the new offices based in Bratislava. 60 questionnaires have been given from which only 40 were answered.

The Bratislava office is composed of about 60 employees and the activity started in August 2010 which means that the employees see the company with an outsider's eye. The answers of the survey are thus interesting from the company point of view on how to improve the customer service quality according to the new employees' opinions.

The questionnaires were anonymous and there was no reference to the age or sex of the responders. The aim was to get an overview of the feelings of the employees.

The main reasons why i chose these samples for the research is basically because of their experience working in the real online marketing and dedicating some time in marketing their various events from all fields of life. Among the samples are Sales persons, marketers, financiers,

Human resource department and a host of other post involved in an online driven event organising company.

I believe their varsity and feedbacks as colleagues and friends and their support will go a long way in contributing to the originality of this research.

3.5 Data collection/Questionnaire analysis

The logic behind these questionnaires is to simplify the methods in which the results will be generated, because social media is such a broad evolution and topic, i decided to research on how effective it will be to online marketers in event marketing.

The emergence of social media is highly celebrated among its users but when companies make use of it do they generate funds from it or is it rather a tool to ease of work stress which might be reducing the workload on employees.

Effectively knowing how to use the right media at the right time is another key issues management need to exercise in their social media campaign routine. Summarising the reasons behind the questions formulated in the research the general perception on how they can collectively achieve goals when marketing with the social media via its online articles, post and blogs.

In this section of the thesis the focus will be on answered questionnaire distributed to the staff of Fleming Europe. Due to the lack of operational time, I managed to make the questionnaire as short as possible with quality questions that the author believes will help to generate the desired results to precede with the research. Seven questions were asked altogether which all open ended questions were and a form of qualitative method was delicately used to ensure rapid feedbacks from the respondents.

Three departments were approached to answer the questionnaire and they were Production, Sales, and Sponsorship and Marketing departments. The productions department responded with the questionnaire enormously with about 12 feedbacks from them followed by the marketing departments with about 10 and then from sales were about 10 as well, finally with the sponsorship department with the lowest number of responders which were altogether 5. Altogether the questionnaire was answered by the staffs were approximately 40 altogether which the author

believes was a reasonable amount to help to generate relevant information and as well determine the effectiveness of social media in event productions, sales and marketing for Fleming Europe. The analysis of the questionnaire will be analysed in three forms first the production, sales and marketing before giving a general conclusion of the question from all departments.

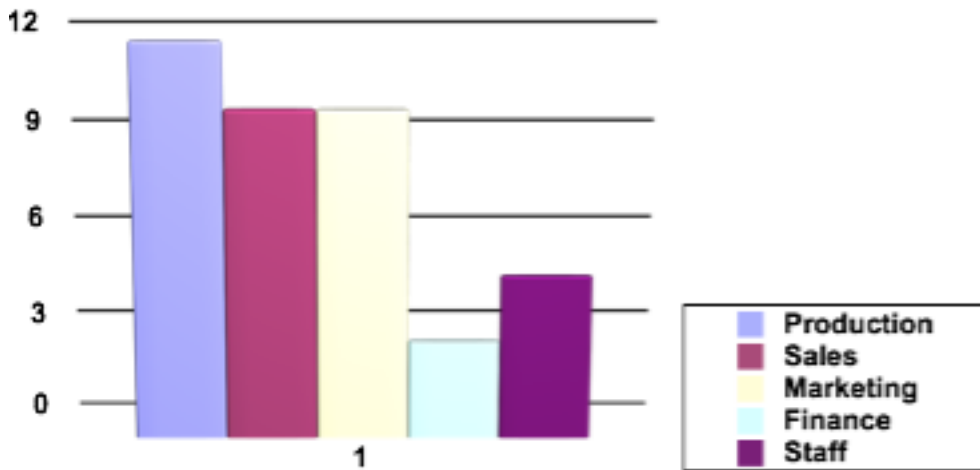


Figure 1. The chart above clearly shows how the questionnaire were analysed in numbers

Quick description of the sales department

Brief information about the sales department in Fleming Europe, Team sales are the money makers of the company, their activities are extremely important as they are and always have been the leading department in terms of revenue generation. Their method of approach is direct, plain and simple as they are majority of the time on the phone trying to peach delegates to participate and attend in the conference.

Their operational activities are related to the use of the social media as it is the only tool they use in generating leads most especially LinkedIn. The emergence of the medium has really help in time management, cost and also effectiveness in peaching or convincing delegates.

Without an effective sales force, Fleming Europe operations will be less successful as they are currently and thanks to the social media Fleming Europe is where they are today.

Quick description of production department

First of all I want to take this opportunity to explain the duties of the production department in Fleming Europe. They are considered as the spinal cord in Fleming Europe operational activities and also regarded as the benchmark of the company.

They are responsible to produce conferences in key industries such as, oil and gas, finance, defence and pharmacy.

Each industry has 2 to 3 producers responsible to produce 6 conferences at a minimum and also responsible to invite speakers to the events as well as dedicate the marketing procedures used by marketing. Generally they are responsible for the overall outcome of each conference they produce. Producers are indirectly involved in the marketing process of each conference as they also keen in ensuring that their conference possesses enough quality information's and most importantly speakers to grace the conference.

Quick description of marketing department

The Marketing department in Fleming Europe **is** the most effective and delicate department in Fleming Europe. Their Operational activities are basically to design the outlook of any conference via the internet. The method used is online marketing is technically social media form of marketing as we basically use Google, LinkedIn, twitter and so on to approach media partners and also delegates.

The marketing department also have the responsibility to generate revenue for the company and they are second behind the sales department in terms of the highest amount of money made from operational activities.

The use of the social media in the Marketing department is highly relevant and they have been experts in external training for the marketers to understand the basic concept of social media usage. The trainings turned out to be helpful and currently the marketing department of Fleming Europe is really benefiting from the emergence of the media and they also have closed several deals via the use of social media.

In the paper, more emphasis will be on the marketing department and how they perceive the use of social media because its tags with their operational responsibilities. Also being part of the team enables me to be more comprehensive in documenting my report as I already have an experience on how activities are carried out.

Sponsorship and management departments

Both this departments are not new to many people as their activities are already well known across business minded people.

The sponsorship staffs are pretty much focused on getting sponsors on board to mostly cover all media or partnership package and indirectly making use of the social media to carry out their duties.

Also for the management, basically they manage other departments as they are directors and managers; their main task is to ensure that the company always have new ideas and innovating strategies to move forward.

Both departments really acknowledge the importance of the social media; I received feedbacks like someone registering only to get business connections which cannot be done efficiently without the use of the social media.

4 Result

4.1 Emergence of social media

Have you ever considered the emergence of social media in e-marketing as relevant tool in implementing your marketing strategies?

Majority of the feedbacks were positive as most of the producers acknowledge the importance of the social media not just for conference production but as well as an important tool in getting to reach your customers. The social media is also regarded as a cost saving tool which can be achieved by the quality of your profile or otherwise you look weird trying to save money for communication when having a nonprofessional profile. LinkedIn was also mentioned as the most important tool when producing a conference and there have been success stories since its emergence as most high level working people spend most time there rather than other networks like Facebook, Twitter and YouTube.

Feedback from sales

Many sales agents find the social media as a relevant tool not just in event marketing but also in all industries. Marketing implementation would not be as efficient and effective if the use of social media is ignored. The Social media is also regarded as a podium to reach out to target audience and even though sales staffs are not directly involved in marketing their affiliation around marketing enables them to understand the essence of the social media.

According to the replies I receive from the questionnaire about the perception of the sales department about the emergence of social media, it clearly states that even though they are not among the key players in event producing nor marketing they still believe the social media sudden creation plays a vital role beyond just marketing but also helps to bring ideas together and spreads out information as quick as possible.

Feedback from marketing

When encountered with their perception about the emergence of the social media in event market, all the responds were highly positive, which was not surprising and expected because the social media has galvanised and made marketing easy as possible for marketers to carry out their

activities, the speed of communication via this medium has also been influential and that I believe is the key factor for its expansion so drastically.

General conclusion of the emergence of social media

The sudden creation of the social media has really played a key role in terms of market planning and getting business connections. The roles this medium play currently supersede all minor factors like departments, countries, personalities etc. The emergence of the social media which is now known to be the most innovating tool from the internet has really made event marketing much faster and east, regardless of the department or positions it's been used.

Individuals from all work of life have really benefited from this tool so from my general point of view according to the feedbacks received from the distributed questionnaire the emergence of social media as a relevant tool in implementing marketing strategies has really been profitable time management and flexible.

4.2 Social media as a tool to make profit

The second question of the questionnaire was straight forward question, in which we try to understand how the social media can be profitable to business developers and business innovating strategies. As we all know the social media is highly regarded as a tool on the internet for relaxation, moreover we will be addressing the profit side of it when analysing the answers from the questionnaire distributed to our responders.

Beyond marginal doubt, users of the enormous social media tools really have positive feedbacks about making profit of the social media. There is always going to be certain arguments on how profit can be made or being made but from the vast experience the responders have in Event marketing is believed the results are credible and can be used for future references.

They are various steps of being profitable with the social media and we will be looking at them closely in realising the secret behind it.

This section will be generalised from all departments of Fleming Europe in order to have a concrete results without any departmental differences.

Ways on how the medium can or has been successful is by obviously promoting relevant content, being innovative and skills to reach out the new audience since the social media has new users everyday whom can't be left out targeting the early birds is also a way of achieving success when

practising the usage. Also by reinforcing the message to already existing members can boost the chances of getting the eyes and ears of your target group.

LinkedIn

LinkedIn has been given special preference, as it is the most professional media used by high level people. This media was high on the chart why because, nowadays people tend to spend more and more time on the internet and for some people they have various reasons surfing. Targeting special market, industry or job title, LinkedIn is simply the most favourable place to get your audience or rather target market.

LinkedIn can also be considered as a business network channel for professionals and the leads generated are credible beyond doubt, as filters can be applied to specifically to generate desired leads and strike a deal. (Results from the questionnaire) and (LinkedIn, 2012)

A quick pick off the questionnaire from the production department of Fleming Europe where speakers for conferences is being regarded as profit as they based on generating speakers for each event. LinkedIn has been crucial for them in term of amount of valuable leads turned to speakers and future business partners, but they also stressed out that the only obstacle they face is being able to search correctly, which I believe is a minor issues.

Reflecting back through the questionnaire and its feedbacks, LinkedIn which was highly selected has various means of achieving profit, not only by physical cash or return of revenue; it is also regarded as a media which provides visibility to events and conferences. The promotional activities being carried out on it, has caught the eyes of various people and from there they have been registrations and secured deals.

Being Realistic with our results, it will definitely be questionable if all feedbacks from the questionnaire were 100% positive. They were quite few negative feedbacks which can balance the overall exercise by comparing or balancing both negative feedbacks. Securing deals? I don't think so.

Acknowledgement of the importance of the social media is being respected by all, but in securing deals of making profit of it is also a topic to blend into. They are obviously risk to the host of the

network when practising the usage greedily as too much contact on a particular person or industry might affect the image or credibility of your company.

Some responders don't actually believe in being profitable from the social media as they believe securing deals solemnly depends on you and how you use it, which is technically true to some extent, because sometimes luck plays its role and sometimes you just need to pursue your targets wisely

4.3 Challenges with social media

As we all might have encountered in our lives that with every advantage we have innovating, there are also a point of disadvantage to it.

The social media has blossom into becoming the best or rather say lucrative innovating idea the internet world has ever experienced since its origination.

Majority of its users acknowledge its potentials and value, but most users have personally made research on its challenges and disadvantages that come with it so we will be analysing the questionnaire and giving a conclusive feedback on how most employees in Fleming Europe overcome and perceive the challenges when using the social medias as a platform to build their marketing strategy on.

The most vicious challenge being faced when using the social media by the employees of Fleming Europe which also can be a general case is planning. using the social media is usually not just a anyhow ball game even though it's a 24 hours running service but planning is an essential form of being able to actually be successful in achieving your objectives.

Human capital resources and know how are also challenges being faced today, it might sound simple to login into LinkedIn or Twitter but to really know how to use it the right way are challenges being faced because majority of its users have no basic education on how to use it since its self-learned that's why most users aren't successful in making profit with the use of social media.

Also another challenge being encountered for new users is that most useful features are only available for premium users and with lack of investment from companies on the usage of social media most employees find it very challenging to navigate their way into a successful path because most of their desired targets are premium account users. Also upgrade of links are challenges being faced by users as most people find it boring to always upgrade certain features every now and then which might make them stick to old features rather than wasting time in upgrading.

Something interesting I came across when analysing the section is that most people acknowledge the importance of social media as a social platform to get your message to its target audience but another interesting fact is that not everybody know have the humour to stay or have interesting ideas when using this medium, people tend to post whatever that comes to their mind as they lack the humour to actually dedicate time and effort to be consistent in being relevance to their readers.

The list below gives a better explanation on how certain issues might be a challenge when building a marketing relationship via social media.

Analysis specification

A feedback I got from the production department about the challenges they face when using the social media produce events is that sometimes information they desire are not often accurate. Due to the fact that every now and then people tend to move from one place to another so it's nowadays difficult to search for specific people. Also this false information being posted by some people make it more challenging to efficiently carry out your task when using the medium.

- Profile not updated
- Difficulties in search engines
- Time
- Lack of profile updates by users
- Lack of interest

Challenges being faced when using the social media varies from how its being used depending on the department as well. On a marketing point of view, challenges like spams and restriction are highly regarded as the biggest obstacle and verification code puts marketers away from it, because its portrayed to be free and easy but when such minor problems occur people nowadays tend to switch away rather than investing money into for efficiency.

Nevertheless, the social media is still the fastest means of delivering message across and with lot of sacrifice I believe users can overcome the challenges and start being successful when using it.

4.4 Most suitable Social media

During the information gathering process, the researcher asked which social media was best suitable when implementing marketing research, ideas and strategies and from the general conclusion to this question several medias came up which are, LinkedIn, twitter and YouTube as a subordinate.

LinkedIn

LinkedIn was highly mentioned among other because of its ability to directly link business professionals together as well as promote and advertise a certain product in a professional platform. This medium is highly recognized by several people in all works of all from department as the leading tool when it comes to online marketing and it is also highly used for various purposes.

Twitter

Twitter was also among the most recognized tool used in marketing a product; this media might not be an online shop but its presence in the internet world today makes marketing and communication very flexible and easy. Twitter today is the fastest means of communication in any circumstance and most users often use it as a communicating tool to the world.

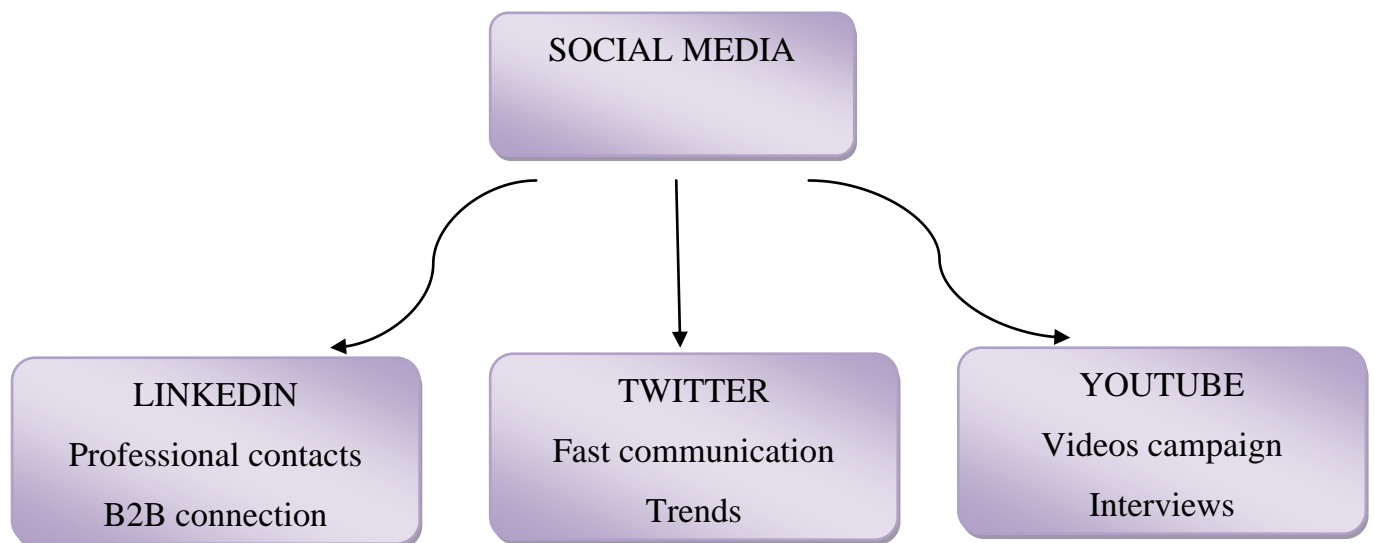
For marketing conferences and its like's majority of the respondents to the questionnaire highlighted this media as actually the best tool used for getting the message across and also used best for advertising, by sending a tweet about an event and hyper linking it to the home web page (flemingeurope.com) or the payment page. Nevertheless this media come with several challenges when being used, like how to get the right people to follow your page and also how to be constructive when tweeting out a marketing campaign.

YouTube

YouTube is actually the only media that most marketers can market with through video campaign and ads, this media enables most users most especially employees of Fleming Europe the opportunity to send out video shots for its customers to view and actually see what the events or conferences are all about.

The emergence of this media has encouraged most marketers to carry out video interviews from upper class people for references sake to boost the future events and so on.

The usage of YouTube in today's marketing world goes beyond just video uploading, even though video uploading is actually the only thing that can be done on it, from the past experience of some staffs in Fleming Europe, since they embarked on using this media as a marketing tool, it has actually boosted the amount of delegates they have per events due to the fact that most speakers want to be interviewed or actually have them as references for other events. And also people tend to want to attend events and conferences after viewing from YouTube past events and also admired speakers via this channel. (Social media entrepreneurs, 2009) (Five best social media practices for small businesses, 2012)



4.5 Time management on social media

This section of the this report is to understand how most social media users manage their time in a normal working shift, and this analysis will pay close attention to all corners if the emergence of social media is actually helping save time of just another time wasting tool.

According to majority of the respondents social media is very useful tool to manage time but, firstly users have to be dedicated and know how to make use of it for it not to be a time wasting tool.

In other for users to enjoy the benefits on how social media save time, implementation of strategies is highly needed to be an effective tool to reach broad target client base.

Comparing the social media to other database, it makes researching much more easier because most information are up to date and contacts often remains the same, these can make social media more accessible and time saving.

However, some respondents gave negative feedbacks about how social media can be time wasting if not used efficiently. Twitter was labeled a time waster when you working under a short period of time if dedication and focus mind is not used because most users end up getting distracted by other social pages. And sometimes information from the social aren't always relevant for a course so this might lead to spending much time, and also depends on what your target group might be, even though it's very easy for segment a target audience wrong sources and wrong links always pop up every now and then and this might also lead time wasting.

Summing up in a nutshell, according to the feedbacks received the researcher believes that the emergence of the social media has helped several departments and employees save time when carrying out marketing campaigns, ads or research online and organization plays a vital role in effectively using this tool. Nevertheless some people still feel there have been no difference in the old age of marketing comparing to today's method but from a general perspective the usage of social media is been practiced by the majority and with innovating applications popping up every now and then online marketing via social media has really boosted the internet market and it is definitely a time saving innovation.

Blogging and Articles

When researching about online marketing via social media, it will be unprofessional or incomplete to highlight the importance of forums, blogs etc. (Susan H.Hartman 2011, 67)

As majority of us know that online blogs plays a vital role in actually coordinating brand awareness online and several marketers or online users post various sort of information for people to view and get acquainted with. However, nowadays most marketers barely have the time post forums due to time management or its importance in today's world since the emergence of LinkedIn, Twitter and so on have dominated the social media online world.

In this section of the report we will be focusing on how employees of Fleming Europe view online blogs and its importance in promoting their conferences online and if they practice

blogging. However, the practise of blogging in Fleming Europe is highly inconsiderable, no marketer actually practices blogging because it's of no use to their strategies and due to time management they don't see it as a tool in advertising their events.

The only media used to post article and its such is just LinkedIn due to its professional range of distributing important information other than that no other media is used for blogging.

The researcher personal think blogging and posting article into forums is highly essential, due to the amount of professionals that spend time reading useful articles and publications and also the duration it can spend on the internet before it fades out.

Below is some link the researcher feels might be useful for bloggers to send blogs on.

1. <http://www.toprankblog.com/>
2. <http://www.copyblogger.com/>
3. <http://www.entrepreneurs-journey.com/>
4. <http://60secondmarketer.com/blog/>

4.6 General perception about Social Media

The final question from the questionnaire about the role social media plays in e-marketing, from the perspective of marketers in Fleming Europe came with a lot of positive reviews. First of all social media is the main pillar of the most effective future marketing tools. It is the trend happening in today's marketing scheme and definitely useful in the longevity of marketing implementations.

Most marketers enjoying using the social media as it requires a 100 percent focus head to be able to make it vital, it is regarded as the main source to new information, even though there is a generation gap in targeting the audience as some might argue that you can't actually get hold of everyone you reach for but in a long run the whole world will close the gap when it becomes more exciting for old folks to use as well.

Individual marketers aren't the only users of social media, various companies and other establishment take full advantage of this medium as they already build up their networking online via Facebook, twitter LinkedIn and so on.

Specialist also makes the most out if it as it grows every passing day

From the researcher point of view and feedbacks gathered this tool is very much important in the growth of small and large business, the social media networking has been projected to grow

bigger and stronger in the future as it is very fast and effective when communicating to a target group and also a tool used for mix business and pleasure at the same time.

5 Conclusion

Concluding this research about how effective social media can be in event marketing, I will gladly state out that after my research on books, marketing websites and forums, blogs and results derived from the questionnaire. The social media is by far the most suitable online tool that can make a company's product or brand successful online.

This research was focused solemnly on event marketing, conference marketing in particular.

According to Dave Evans (2010, 54) Social business is the application of social technologies as a formal component of business processes revolves on how customers or partners connects to your business. So connecting his ideas into event or conference marketing I believe the social business world gives opportunity for social networking to play a vital in connection major customers to companies and also building a strong relationship even though both parties might be distance from themselves.

Also concluding from the results I got from the questionnaires, most users of the social media networks in the company Fleming Europe really had pleasant words about its advantages and they see it as the fastest way to get results. Networks like LinkedIn, Twitter and YouTube ranks high in deriving results and also getting customers understand what companies are trying to sell or advertise. So reflecting back on how effective social media can be in event marketing (Paul Gillin 2009, 17) social media being a cheap method to get ads across is an advantage that should be taken upon before its gets inflated and also it being new is another important thing to look at and take quick and bold advantage on.

Summing up in a nutshell social media is really key and effective in today's businesses, online marketing, event marketing, sales, and several aspect of business to business marketing online, so I will recommend according to this research that most management should put this into priority and strategize on how to effectively take full advantage of its enormous opportunities.

Bibliography

Brick Marketing Boston Article, 2005. <http://www.brickmarketing.com/what-is-social-marketing.html>. Accessed: 4th June, 2012

Bullas, J. 2012. <http://www.jeffbullas.com/2010/05/30/15-social-media-marketing-frustrations-and-challenges-what-are-yours/#vPylM0Ew2su8sZ0r.99>. Accessed: 5th June, 2012

Caroline Melberg Blogging as a Path to Branding Excellence 2012.

<http://socialmediatoday.com/carolinemelberg/935346/blogging-path-branding-excellence>. Accessed: 12th June, 2012

Clark, B. 2012. <http://www.copyblogger.com/>. Accessed: 3rd Sept, 2012

Creatine marketing 2012, Sean Davidson, Sacramento, California.

<http://blog.creatinemarketing.com/blog/bid/121870/10-Types-Of-Social-Media-Marketing-Solutions-For-Business>. Accessed: 12th of June 2012

Dybwad, Barb. October 26, 2009. 10 of the Best Social Media Tools for Entrepreneurs.

<http://mashable.com/2009/10/26/social-media-entrepreneurs/>. Accessed: 2nd April, 2012

Evans, D. 2010. Social Media marketing. John Wiley & Sons, New Jersey. Accessed: 2nd April, 2012

Finneran, K. July 15, 2011. Published on FOX Business. Five Best Social Media Practices for Small Businesses. <http://smallbusiness.foxbusiness.com/technology-web/2011/07/15/five-best-social-media-practices-for-small-businesses/>. Accessed: 2nd April, 2012

Gillin, P. 2009. Secrets of Social Media marketing. Linden publishing, California. Accessed: 3rd April, 2012

- Gunelius, S. 2011. 30 minutes social media marketing. McGraw-Hill; 1st edition. Columbus, Ohio. Accessed: 3rd April, 2012
- Hausman, A. Jan 4th, 2012. Social Media marketing challenges for corporation 2012. <http://www.business2community.com/social-media/social-media-marketing-challenges-for-corporations-in-2012-0114516>. Accessed: 3rd April, 2012
- Idugboe, D. Sept 2011. 7 Social Media Challenges You Will Have to Overcome. <http://smedio.com/2011/09/02/7-social-media-challenges-you-will-have-to-overcome/>. Accessed: 1st Sept, 2012
- Jeremy Wright, 2006. Blog marketing. McGraw-Hill; 1st edition, Columbus, Ohio. Accessed: 12th June, 2012
- Merriam Webster, 2012. <http://www.merriamwebster.com/dictionary/social%20media>. Accessed: 12th June, 2012
- Odden, L. 2012. <http://www.toprankblog.com/>. Accessed: 3rd Sept, 2012
- Starak, Y. 2012. <http://www.entrepreneurs-journey.com/>. Accessed: 4th Sept, 2012
- Turner, J. 2012. <http://60secondmarketer.com/blog>. Accessed: 5th Sept, 2012.
- Weiss, A. January 17, 2012. Integrating Social Media Still Challenges Marketers <http://www.marketingprofs.com/charts/2012/6855/integrating-social-media-still-challenges-marketers>. Accessed: 1st April, 2012

Attachment

Questionnaire about the effectiveness of social media in event marketing.

Department?.

MARKETING

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

YES

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

YES, by promoting relevant content, by reaching new audience or reinforcing the message with existing audience

3. What are the challenges you encounter when using the social media to get reach to your target market.

Planning, human capital resources, know how.

4. which social media network do you think will suit you the most when marketing?
Facebook, Twitter, LinkedIn, other please name.

LinkedIn, Twitter, Youtube.

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

I think Social media works well when organisation knows how to utilize the potential and work with them effectively.

6. Do you post articles online or blog? if yes can you please list the blog websites.

I do not.

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

It does and will play an important role because it is a direct, fast and reliable source of information.

Thank you ;)

Questionnaire about the effectiveness of social media in event marketing.

Department?.

SPONSORSHIP

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

YES

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

Yes. LinkedIn for example is quite useful when you know the target market and jobtitles you can generate quality leads using advanced search

3. What are the challenges you encounter when using the social media to get reach to your target market.

Most of the times the most useful features are only available for only premium members; I tend to forget to use other resources

4. Which social media network do you think will suit you the most when marketing? Facebook, Twitter, LinkedIn, other please name

Twitter

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

Yes

6. Do you post articles online or blog? if yes can you please list the blog websites.

No

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

For me twitter sometimes is too much, FB is ok , LinkedIn I like the most from the business perspective

Thank you ;)

Questionnaire about the effectiveness of social media in event marketing.

Department?.

Production

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

Yes, however i think that executive managers see it as a cost saving tool and easy but i think you need to be very dedicated to the profile you creat, otherwise you look bad

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

Yes, but there are serious risk to the host of the network

3. What are the challenges you encounter when using the social media to get reach to your target market.

Staying interesting and relevant

4. which social media network do you think will suit you the most when marketing?
Facebook, Twitter, LinkedIn, other please name.....

Linked and twitter

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

It can help but there needs to be some dedicated staff

6. Do you post articles online or blog? if yes can you please list the blog websites.

no

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

Ofcourse it is, my perception is that it is profitable way to mix business and pleasure

Thank you ;)

Questionnaire about the effectiveness of social media in event marketing.

Department?.

Sponsorship

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

Yes

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain?

Yes – e.g. linkedin – people are spending more time on these sites than just browsing through the internet – for some it is the main channel for business news

3. What are the challenges you encounter when using the social media to get reach to your target market.

Right message to raise interest – it should not sound as an advert

4. which social media network do you think will suit you the most when marketing?

Linkedin

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

Compared to databases, the information is more up-to-date – if sbody changes his/her job you will still remain as contacts.

6. Do you post articles online or blog? if yes can you please list the blog websites.

No

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

Yes – see 2.) – it is more and more the main source to new information

Thank you ;)

Questionnaire about the effectiveness of social media in event marketing.

Department?

Sponsorship

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

Sure! In fact I registered on LinkedIn just to get business connections.

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

Yes! It's one of the most up to date "tool" to get relevant personals...

3. What are the challenges you encounter when using the social media to get reach to your target market.

Some lines asks for "upgrade" = fee to get further information...

4. which social media network do you think will suit you the most when marketing?

Facebook, Twitter, LinkedIn, other please name:

LinkedIn

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

I'm not using Social Media for communication – I use it to be connected then I use phone & e-mailing!

6. Do you post articles online or blog? if yes can you please list the blog websites.

Only on LinkedIn: only about the actual events I'd like to promote to potential partners / sponsors...

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

Very effective and fast! Sure it will – it plays it already!!!

Thank you ;)

Questionnaire about the effectiveness of social media in event marketing.

Department?.

Production

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

Yes

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain?

Yes, social media generates leads themselves therefore it is a leads source itself

3. What are the challenges you encounter when using the social media to get reach to your target market.

targeting/segmentation

4. which social media network do you think will suit you the most when marketing?

Facebook, Twitter, LinkedIn, other please name.

Twitter, linked in

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

too complicated question. And yes I think so.

6. Do you post articles online or blog? if yes can you please list the blog websites.

this does marketing for me (articles)

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

yes & everybody uses and will use them

Thank you ;)

Questionnaire about the effectiveness of social media in event marketing.

Department?

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

Yes

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

Yes

3. What are the challenges you encounter when using the social media to get reach to your target market.

Alot of irrelevant/expired info

3. which social media network do you think will suit you the most when marketing?
Facebook, Twitter, LinkedIn, other please name

LinkedIn

4. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

It can help as it makes researching easier

5. Do you post articles online or blog? if yes can you please list the blog websites.

N/A

6. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

Yes

Thank you ;)

Questionnaire about the effectiveness of social media in event marketing.

Department?.

Marketing.....

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

Yes

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

No, it can help with visibility of the event, but I don't think it will help generate leads or deals

3. What are the challenges you encounter when using the social media to get reach to your target market.

Find a relevant topic for target audience

4. which social media network do you think will suit you the most when marketing?

Facebook, Twitter, LinkedIn, other please name.....

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

Can help in case it is used well

6. Do you post articles online or blog? if yes can you please list the blog websites.

No

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

I think that it will play a vital role for company in general (marketing, recruitment, networking, business opportunities, etc.)

Thank you ;)

Questionnaire about the effectiveness of social media in event marketing.

Department?.

marketing

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

yes

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

yes because it is channel where you can choose a group you would like to approach and social media providers are gathering crucial information for getting in touch and for knowing the target group

3. What are the challenges you encounter when using the social media to get reach to your target market.

sometimes obstacles from social media provider – when gathering too many contacts at once LinkedIn asks for verification code/ another challenge is not knowing how to use SM properly

4. which social media network do you think will suit you the most when marketing?

Facebook, Twitter, LinkedIn, other please name

depends on target audience and region, cannot choose just one. For B2B linked in

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

can but strategy is needed here

6. Do you post articles online or blog? if yes can you please list the blog websites.

no

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

need to know more about how to use and yes, vital

Thank you ;)

welcome :)

Questionnaire about the effectiveness of social media in event marketing.

Department?.

.general management.....

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

Yes; in fact social media is becoming extremely important

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

yes, the connections through SM and the relationship built through it will be crucial source of revenue

3. What are the challenges you encounter when using the social media to get reach to your target market.
4. which social media network do you think will suit you the most when marketing?
Facebook, Twitter, LinkedIn, other please name.....

LinkedIn, twitter

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

of course it should be a time saving tool

6. Do you post articles online or blog? if yes can you please list the blog websites.

Not yet

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

I enjoy using SM as a tool to stay connected and I do believe that emarketing should focus on SM as much as possible

Thank you ;)

Questionnaire about the effectiveness of social media in event marketing.

Department?.

....Sponsorship.....

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

Yes

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

Yes..Social media presence I believe gives credibility to me as a person and as a professional (see linkedin). Also finding leads and specific filters on linkedin, following up with clients etc.

3. What are the challenges you encounter when using the social media to get reach to your target market.

Often companies are prepared for the marketing “attacks”. Still, I would say it is useful. Facebook could be advantageous for this line of work, but understandably the company shies away from introducing it

4. which social media network do you think will suit you the most when marketing?

Twitter, LinkedIn

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

I think it is useful

6. Do you post articles online or blog? if yes can you please list the blog websites.

Sorry, no

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

I think it is very much a part of the trends going on today. I don't know for how long, I'd say it is a little overhyped but definitely useful

Thank you ;)

Questionnaire about the effectiveness of social media in event marketing.

Department?.

Production

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

Yes

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

Yes – Social Media is a powerful tool if known how to be used to its full potential

3. What are the challenges you encounter when using the social media to get reach to your target market.

Upgraded profile

4. which social media network do you think will suit you the most when marketing?

Facebook, Twitter, LinkedIn, other please name

All mentioned

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

Definitely not a time wasting tool – it helps you to target the relevant people much fast, easier & without so much trouble

6. Do you post articles online or blog? if yes can you please list the blog websites.

Articles – yes, on LinkedIn; Blogs yes – personal only though

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

Strong tool & will get even stronger

Thank you ;)

Questionnaire about the effectiveness of social media in event marketing.

Department?.

- sales dep.

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

- for sure it is relevant tool in e-marketing as well as in every other kind of job where you are looking for a new contacts. so in implementing marketing strategy I can't imagine if no using it – as you need to address your marketing strategy to your target audience – and this can help you to find the right people you are looking for, if you want to have your campaign successful. but as well using together with other marketing tools.

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

- yes, it can help you in any case when you are looking for new leads, defenetely yes. but how it can secure deals I have no idea – as your deals depends on you, I think... ☐ so I don't know how social media can help you to secure deal...

3. What are the challenges you encounter when using the social media to get reach to your target market.

- if I understand “challenge” as a kind of problem you are facing to, it can be for example: that informations are somethimes no more actuall – like job position or location; that everytime I have a problem to cover and find all target audience I am looking for and their contact details.

4. which social media network do you think will suit you the most when marketing?
Facebook, Twitter, LinkedIn, other please name

- only LinkedIn from those mentioned – as this is professional network and Facebook, Twitter are mainly for finding and sharing informations with friends – for me. but those two can be useful for recommendations from someone you know. but it depends probably on which kind of people you are looking for.

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

- it depends. but mainly it is more useful than useless. but also there are so many informations, that sometimes it is not a problem to be confused and to get from something you are looking for to something totally different than what were you looking for in the beginning.

6. Do you post articles online or blog? if yes can you please list the blog websites.

- no, I am not using any blog

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

- yes, for sure I think it is important tool in marketing. but also together with other strategies. and general perception – that is mainly useful tool to find right people you are looking for.

(all of what I was writing was focused on LinkedIn – as I am not using other tools)

Thank you ;)

Questionnaire about the effectiveness of social media in event marketing.

Department?.

Sales

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

Wouldnt know i dont have anything to do with e marketing

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

not always

3. What are the challenges you encounter when using the social media to get reach to your target market.

Sometimes people lie or dont update their profiles

4. which social media network do you think will suit you the most when marketing?
Facebook, Twitter, LinkedIn, **other please name.**

Google +

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

Sometimes yes, most of the time no becoss the information isnt always relevant

6. Do you post articles online or blog? if yes can you please list the blog websites.

NO

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

Possibly but it needs to become more accurate...

Thank you ;)

Questionnaire about the effectiveness of social media in event marketing.

Department?.

Marketing

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

Of course I did.

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.
Yes, I believe
3. What are the challenges you encounter when using the social media to get reach to your target market.
Lack of time, lack of time and lack of time. Another challenge could be poor knowledge of particular conference topics
4. which social media network do you think will suit you the most when marketing?
Facebook, Twitter, LinkedIn, other please name...
LinkedIn and Twitter in less extent
5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.
I cant answer this one. Its obviously shitty stylized question. I think it can help raise the number of leads faster/per working hour faster than other means of marketing communication. I suppose that's what you was asking. :D
6. Do you post articles online or blog? if yes can you please list the blog websites. Unfortunately not. I didn't have enough time yet since my colleague who is sitting next to me is distracting me all the time.
7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.
I believe that it's role is already vital and it's importance is growing day by day.

Questionnaire about the effectiveness of social media in event marketing.

Department?.

Sales

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.
Yes I have. Social media can provide valuable information for the marketing specialists to implement marketing strategies.

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

Yes, social media (E.g. LinkedIn) helps me a lot in finding the relevant persons for the product I'm offering to them. As for securing deals, I'm not sure that it is that important. Right now people don't use that for securing business deals, or at least that is my impression.

3. What are the challenges you encounter when using the social media to get reach to your target market.

Searching for the right persons can be difficult thanks to the search engines, which requires us to be very specific, and even then we may not find the most relevant people.

4. which social media network do you think will suit you the most when marketing?

Facebook, Twitter, LinkedIn,
maybe Google+ when it will have more people on it.

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

LinkedIn is very helpful to have in the business world, especially when you're working all around the world, and with it you can stay in touch with your business contacts. To me Twitter is the ultimate time waster.

6. Do you post articles online or blog? if yes can you please list the blog websites.

Yes, I have a blog, however it is mostly about personal things and is in Hungarian, so I'd rather not list it.

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

Yes, it already plays quite a vital role. Various companies and other establishments already have a Facebook page, and their employees proudly advertise themselves on

Linkedin, and post their thoughts on Twitter. A marketing specialist can gather a lot of information and personalise the ads and everything according to those details.

Thank you ;)

Hope my answer will help you somehow :)

Questionnaire about the effectiveness of social media in event marketing.

Department?.

Production

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

Yes

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

Yes. LinkedIn is a useful tool for leads.

3. What are the challenges you encounter when using the social media to get reach to your target market.

None

4. which social media network do you think will suit you the most when marketing?
Facebook, Twitter, LinkedIn, other please name. **LinkedIn.....**

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

It's a good tool, but only a partial tool for my needs. Other tools are needed for full results.

8. Do you post articles online or blog? if yes can you please list the blog websites.

No

9. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

There is a generation gap in the target audience. You can't reach everyone.

Questionnaire about the effectiveness of social media in event marketing.

Department?.

Production

1. Have you ever considered the emergence of social media in e-marketing as a relevant tool in implementing your marketing strategies.

Definitely, social media, i.e. LikedIN is a must in reaching your target audience in focused way, given that the majority of these people living pretty much more online and are available through these channels.

2. Do you believe Social media will help you in generating leads or securing deals if yes, explain and if No explain??.

I believe as social media tools helped me several times to generate Leads and turn them into confirmed Speakers. You just have to know where to search and how to approach them.

3. What are the challenges you encounter when using the social media to get reach to your target market.

Mostly the restrictions from the site itself (i.e. limited data availability), sometimes spams.

4. which social media network do you think will suit you the most when marketing?

Facebook, Twitter, LinkedIn, other please name.....

LinkedIn

5. Given the time limit you work on, do you think social media can help in time management due to the speed of which it communicates to the world. or just another time wasting tool?.

It is 100% a time-saving, effective tool to reach broad target client base.

6. Do you post articles online or blog? if yes can you please list the blog websites.

Mostly I post on LinkedIn Groups to promote my Events features.

7. What is your general perception about the social media and do you believe it going to play a vital role in e marketing.

Social Media is a main pillar of the most effective future Marketing tools

Thank you ;)