TRADITIONAL AND SOCIAL MEDIA MARKETING COMPARISON

Case: The Coca-Cola Company

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                                   Case: The Coca-Cola Company

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ABSTRACT

The purpose of this thesis is to examine traditional media's content, history, advantages, disadvantages and current use as well as social media's content, use, history, advantages and disadvantages and find a relation between the two. The reason as to why the author chose this topic is due to the current confusion on how to use social media as well as current lack of social media use by many businesses and more commonly the ineffective use of social media. This is why the author set out to explain not only what should be shared across social media but also to explain how, by comparing social media to a known form of advertisement, allowing the reader to gain better insight.

The majority of the research that has been done for the thesis is through the author's own experiences using social media and other forms of advertising for different groups and projects. Information was gained by examining companies that both use social media effectively and those that do not for previous studies. The information that mainly covers traditional media and social media has come from textbooks and online sources to give validity to the author's ideas, opinion and arguments. The majority of the information for social media has come from textbooks as well as internet sources, as to gain the most up to date information.

The intended result of this thesis is that companies or individuals are able to understand how to use the social media sites described and explained in this thesis, as well as those which will be used in the future. The reason for this is because the author is trying to not only explain about the current sites being used by individuals and companies but also allow the reader to start to look at social media in a new way. This would be not as a completely new form of advertisement but as a modified form of traditional advertisement with more possibilities. By thinking this way the task of learning how to use these new media forms does not seem so daunting. This relationship was proven by comparing two forms of marketing or advertising done by the company being examined, The Coca-Cola Company.

Key words: Marketing, Social Media, Traditional Media, Coca-Cola, Social Media Trends, Marketing Comparison, Marketing Communication, Social Media Principals

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1   INTRODUCTION

1.1   Background to Thesis

The original reason for the internet's creations was so the military could better communicate by creating a network among different computers (Internet Society 2013). Due to this research and adoption of the internet by humanity we have become more connected than ever. This is in part due to the internet, but also various other websites and opportunities that the initial creators and users of the Internet could only dream of. One of the most recent trends in the spread of information that connects multiple parts of our lives is social media. Social media can be described as a multiple of things. The definition of "social media" which the author will mainly be focusing on is the one created by Varinder Taprial and Priya Kanwar for their book <u>Understanding Social Media.</u> This definition is "…social media encompasses all the services that facilitate creation, sharing and exchange of user-created content" (Taprial & Kanwar 2012, 6). By using this definition there is the ability to spread the topic of social media to many other forms of other than "traditional" social networking sites, such as Facebook, LinkedIn and so on. Many individuals have adopted these sites and are spending large amounts of time and spreading vast amounts of information amongst these sites, even sometimes without their own knowledge.

In recent years numerous companies have seen the massive opportunity that is social media, with approximately 1.73 billion users in 2013 across different platforms (eMarketer 2013), but unfortunately there are even more companies who have not. There is also the common problem that many companies do not truly utilize these social media sites to the best of their abilities. (Taprial & Kanwar 2012, 7.) One possible reason for this underutilization is their own misunderstanding or incompetence of how these sites truly are used. One problem which occurred to the author after attending different companies presentations concerning their own use of social media was their knowledge is either lacking or incorrect about how it should be used and what content is best. The main reason for this is because these companies see social media as a new form of advertising that has no connection to previous "traditional" forms.

Approximately 1.78 Billion Social Media Users (eMarketer 2013).

Although the idea of what social media truly is and what the term social media encompasses is fuzzy and grey, one form of marketing and advertising that is crystal clear in comparison is what could be considered "traditional" marketing forms. These traditional marketing forms include radio, television, billboards, corporate fairs, gifts, websites and many more (Fill 2005, 610). Companies have gained the ability to use these different forms of advertising over time, but expect to instantly have a great understanding and use of social media. Although this would be ideal in all aspects of life and business, unfortunately it is only a dream that most likely will never be reached. This is why the author has decided to examine and research about both of these forms of marketing and advertising. To allow companies to relate social media to traditional media in a way that they are able to learn from their own past advertisement and current use of social media. In this thesis the author will attempt to show how "traditional" forms of advertisement can be related social media sites and trends.

Throughout the past years the idea of how to market and what content should be shared has dramatically changed. The past ideas of telling people what they want and only producing what companies feels are the best product, knowing customers will buy it because there are no other alternatives are gone. Although these ideas seem comical in this day and age they used to be commonplace. The newest area that has just opened up for marketing is customer relation marketing. This form of marketing is more interested in interactions with the customer on a more two directional way and actually interacting with the customer (Kotler & Keller 2009, 57). The newest tool to allow companies to interact at this level is social media. The reason why social media is so important to marketing today is it allows companies to not only advertise but immediately get feedback either by comments, likes, or reposts. Although this is a huge possibility for any company, many are not using social media effectively or in some cases at all.

One reason for this thesis is to see if social media should be treated like traditional forms of advertisements or if they can be related. Not all of the ideas conveyed in this thesis will be applicable to all companies, the idea is to create a general understanding which any person or company could follow. There is the hope that students and companies will be able to learn from this thesis what content and interaction should happen on current forms of social media. As well as to examine future forms of social media and relate them to past known forms to better utilize the new tool.

1.2   Research Question and Objective

The main research question that the author will attempt to answer in this thesis is:

Can social media be compared with traditional forms of marketing?

The reason why this topic was chosen is to help explain social media in a way that will help individuals or firms understand not only what social media is but also how to better utilize it. The author will relate social media to a form of advertisement that is already know to allow the readers to actually learn what content and interactions can be most beneficial for the company. This is important for companies to realize because marketing throughout history has been a large part of businesses and helping to advance businesses. Marketing has allowed companies to inform people about different products they offer thus advancing the company by creating top line growth. It is also due to marketing departments that companies are able to do market research about the different wants, needs, and habits of their current, future, and prospective customers (Kotler & Keller 2009, 44). The main question of this thesis is a comparison that also has descriptive characteristics. This is due to the authors attempt to explain how these two modes of marketing are currently being used.

Along with the main research question that will be examined there will be 5 secondary questions to help explain the main research question. These questions are mainly explorative and descriptive questions, due to the review of the topic followed by an explanation. The secondary questions are:

- *What is marketing communication and how has it evolved over time?*
- *What are traditional forms of advertising and what interactions and content do companies convey over these channels?*
- *What is social media and what content should be shared across social media?*
- *How is social media and it's content related to traditional forms of advertisement?*
- *What are the current and future trends of social media used by individual users and companies and how can companies adapt or use user trends?*

1.3   Limitations of Thesis

Due to the large number of variables when considering this topic there are limitations to this thesis. The first of which is the type of companies who would use the mentioned forms of social media. Most if not all companies could use social media, but some of the sites and uses mentioned in this thesis might not be applicable to all companies in differing fields. There are also geographical limitations to this thesis. In this thesis the author only talked about some of the largest and worldwide social media sites. There are currently many different individual sites that, although they are similar, have different approaches to how content is shared and who is the "administrator", meaning that some of the sites mentioned would not be available for use in all areas of the world. See APPENDIX 1 for a world map of the different social media sites dominant in different areas (Prisantoso 2012).

There is also the limitation of direct information. This means that many of the ideas about what content should be shared over which forms of media and how various forms of advertisements should be used are slightly opinionated. The reason for this is there are many different ideas as to how companies should use specific forms of advertisements and what information they should share over these forms. Finally due to the limited number of sources available for making comparisons many of the comparisons were made deductively. Meaning the content and the general means of how information is being shared over different forms of social media and traditional advertising were similar. This allowed the author to draw the conclusions that although the forms of advertisement might not be directly related they are enough so to make a connection.

One limitation regarding the company selected to show real life examples of the theory mentioned before is the lack of direct contact. This is mitigated due to the extremely large amount of former cases and information available in different forms. All of the information was collected from company pages or other secondary sources. Due to this secondary collection not all of the information used was originally published for this exact topic although it was published for related reasons. The author was able to find many company created and independently created information about the areas of this thesis, allowing them to directly quote company representatives and texts as well as deduce their positions and ideas when direct information was unavailable.

1.4   Theoretical Framework

Marketing communication and marketing in general can be an ever-changing area, which must be constantly monitored and modified depending on current trends. This need for change and modification has become increasingly important in recent years due to the increase in internet activity and especially the number of social media sites and their usage. To view these changes and understand how marketing communication has changed overtime not only due to changes in technology such as social media but through human expectations one must think how complicated lived were a few years ago compared to today. When considering these changes, marketing communication and what technologies

should be used as well as what medias would be most effective are changing, but the "traditional" idea of market segmentation can still help determine which would be most effective (Whally 2012, 72).

Through segmentation certain medias will be determined to have the greatest effects but in the modern age there are certain medias that must be used by companies at some level. These medias which current or potential customers expect companies to have is social media (Taprial & Kanwar 2012, 6). It is due to this expectation that has caused many companies to attempt to use every social media site available without considering whether they would be effective and what content should be present. The main reason is due to a lack of theoretical information, which has caused companies to become overwhelmed and discouraged with their social media effect (Taprial & Kanwar 2012, 47). The best way to increase the knowledge of any subject is to compare it to a similar and know subject to gain new insight. Some might argue that social media is not a necessity for companies marketing mix or marketing strategies and in some cases they could be correct. However the number of fields or businesses which fall into this category are diminishing at a rapid rate and within a few years social media will be as important to companies marketing as websites have become (Taprial & Kanwar 2012, 49).

1.5   Research Method and Data Collection

The author will use a variety of information gained from different sources about social media and their trends along with past marketing ideas and forms. These sources will take many different forms including articles and information researched from the Internet, e-books, textbooks, past presentations provided by individual companies and legal documents. The majority of the information collected for this thesis was from Internet sources due to the authors attempted to get the most up-to-date information and data.

The primary sources used for the collection of information concerning past marketing forms and their uses and benefits will be from textbooks, e-books and legal documents. For the collection of data associated with social media and its trends will be primarily collected from Internet sources, e-books, textbooks, and past presentations. The information concerning the example company, The Coca-Cola Company, will be collected in a similar way, in that the author will collect the majority of his information from the Internet.

For this thesis the research method will be qualitative. The reason for this is the author will do in-depth research on the topic that will be discussed and base their findings on the information collected. This information will begin by analyzing researching what is marketing communication, its parts and how it has changed over time. The basic ideas, common practices, and different uses of traditional marketing and advertisements are discussed with the majority of the sources being from the Internet. Finally Coca-Cola's marketing is examined through the use of independent and company information.

1.6 Thesis Structure

1. Introduction

2. Marketing Communication

3. Traditonal Media

4. Social Media

5. Future Trends

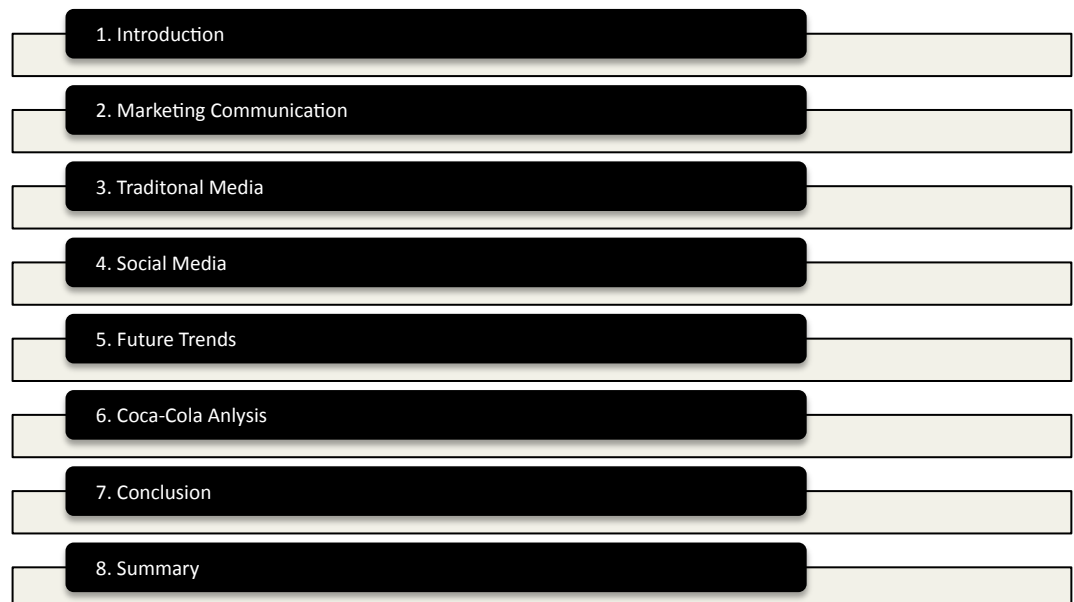6. Coca-Cola Anlysis

7. Conclusion

8. Summary

FIGURE 1. Thesis Structure

The first chapter of the thesis will give the readers a basic idea of what the topic is about, the reasons why the author chose to examine this topic as well as basic information regarding the research done.

In Chapter 2 the author will look into what is marketing communication and what goes into marketing communication, how marketing communication was used in the past and how it has changed in modern times and after the invention of social media.

In Chapter 3 the reader is introduced to some traditional forms of advertising such as radio, television, etc. In this chapter the author explains briefly the history of these forms of advertising their current uses and why they are used as well as some of the advantages and disadvantage of these forms of media. In the fourth chapter the author talks about a few forms of social media, which include Facebook and LinkedIn plus more. In this section the author analyzes these social media sites in the same way as traditional media, meaning their history, use, content, benefits and disadvantages as well as making a comparison between the two.

In Chapter 5 the author examines current and future trends happening on social media sites. These trends include user trends as well as company trends. After analyzing these two forms of trends the author attempts to explain how companies could use user trends to benefit their own social media usage.

The company that is examined to show how social media and traditional media can be rated is The Coca-Cola Company. This is done in chapter 6 and the rationale for the selection of this company is described in this section as well in previous sections. In the first part of the chapter the author examines Coca-Cola's advertising before social media and during the time of social media, but not its use. After this the author looks at some of the social media sites that Coca-Cola uses, which are explained in this thesis. The author also explains Coca-Cola's social media principals and how they see social media. Then a relation is made between the content and strategies used in past advertisements with current social media use to give the reader a real life example of how traditional advertising and social media can be related.

The topic is concluded in chapter 7 where the author explains some of the ideas mentioned before and reviews whether the research questions have been answered as well as connects all of the previous sections together. Followed by chapter 8, which is a summarization of what was laid out in the thesis before.

2   MARKETING COMMUNICATION

2.1   What is Marketing Communication?

Marketing communication describes the ideas and actions, which companies use to inform, persuade and or remind the customers about their company or products (Kotler & Keller 2009, 510). This means all of the effort put into brand communication and advertising are considered marketing communication such as direct advertisements, social responsibility initiatives or some other form of advertisements that give a positive light on the company. The idea of marketing communication has changed over time just as marketing in general. Marketing communication does not limit itself to advertisements. It can be considered any action meant to persuade the customer that a specific brand has a certain image. One instance of this is the current brand image of Mc Donald's; this is that McDonald's is an unhealthy fast food restaurant. In past times this was a somewhat acceptable image to have, however with the recent health initiatives it is proving to be a problem. This is why the company is introducing healthier options to products already on the menu such as milk or apple slices with their "happy meals" or the children's meal (Mc Donald's 2013). They have also introduced new "healthier" products such as salads and wraps in an attempt to change their brand image.

Marketing communication includes many different forms of advertising such as sales promotion, events & experiences, public relations & publicity, word-of-mouth marketing, personal selling and direct marketing (Kotler & Keller 2009, 517). The different advertising forms that fall into these individual parts of marketing communication can be seen in FIGURE 2. All of these forms are important when thinking about a marketing communication program; not only because they will possibly allow the company to influence and interact with the customers, but also because it is necessary for the company know their customers before a plan is created. This is becoming even more common due to the increased use of the Internet and other forms of media that are mainly customer driven.

Advertising	Sales Promotion	Events & Experiences	Public Relations & Publicity	Direct & Interactive Marketing	Word-of-Mouth Marketing	Personal Selling
Print and broadcast ads	Contests, games, sweepstakes, lotteries	Sports	Press kits	Catalogs	Person-to-person	Sales presentations
Packaging–outer	Premiums and gifts	Entertainment	Speeches	Mailings	Chat rooms	Sales meetings
Packaging inserts	Sampling	Festivals	Seminars	Telemarketing	Blogs	Incentive programs
Motion pictures	Fairs and trade shows	Arts	Annual reports	Electronic shopping		Samples
Brochures and booklets	Exhibits	Causes	Charitable donations	TV shopping		Fairs and trade shows
Posters and leaflets	Demonstrations	Factory tours	Publications	Fax mail		
Directories	Coupons	Company museums	Community relations	E-mail		
Reprints of ads	Rebates	Street activities	Lobbying	Voice mail		
Billboards	Low-interest financing		Identity media	Blogs		
Display signs	Entertainment		Company magazine	Web sites		
Point-of-purchase displays	Trade-in allowances					
Audiovisual material	Continuity programs					
Symbols and logos	Tie-ins					
Videotapes						

FIGURE 2. Common Communication Platforms (Kotler & Keller 2009, 517).

When considering which form would be most effective for a company as a whole to use, or to use for a specific product, the customers must first be considered. This means areas such as age, where do they spend their time and what are they interested in. This is the initial process in any form of advertising or marketing communication campaign, because if it is unknown who the customers are there is no way of analyzing which forms of marketing communication would be best and what information should be conveyed over these medias (Kotler & Keller 2009, 53). The relationship between marketing communication and brand equity as well as all of the factors that go into brand equity can be seen in FIGURE 3. As this figure shows marketing communication and brand equity are essentially the same things with the difference being marketing communication is what the company wishes to convey and brand equity is what the consumer perceives the company to be. In this lies the problem, communicating the idea of the company or the company's idea of the product to the customer.

Advertising

Sales
promotion

Events &
experiences

Public relations &
publicity

Direct &
interactive marketing

Word-of-mouth
marketing

Personal
selling

Direct
marketing

**Marketing
Communications
Program**

**Brand
Equity**

Brand
awareness

Brand
image

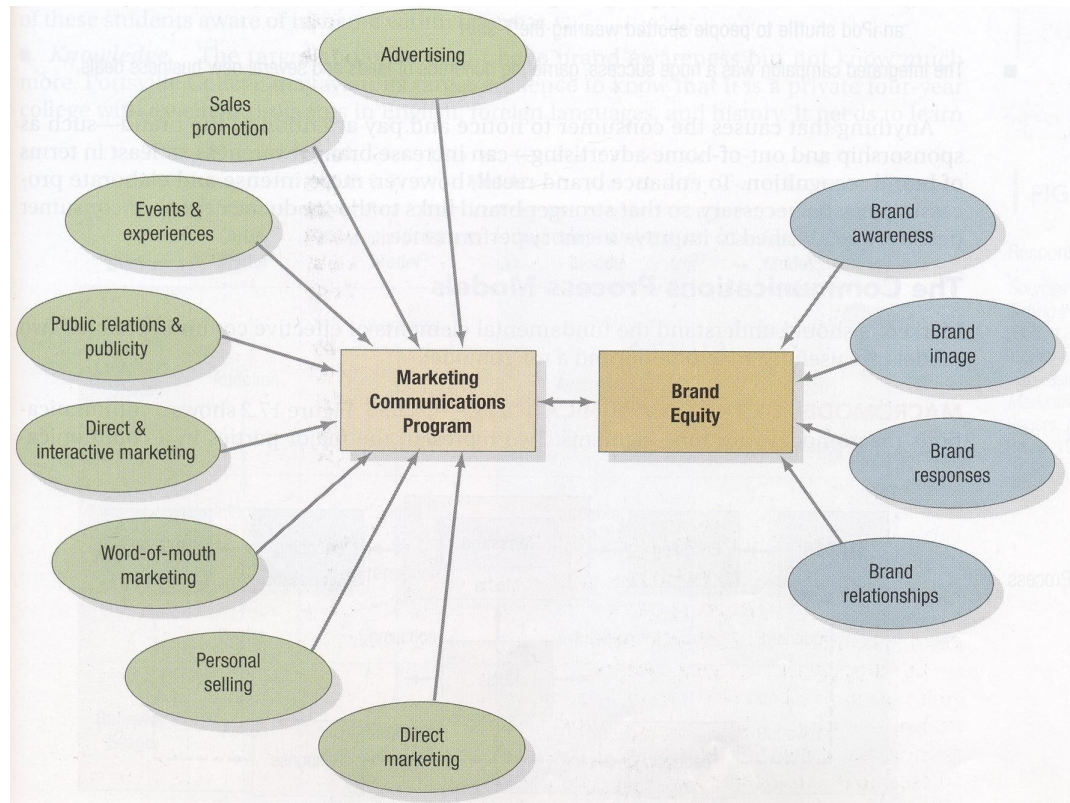Brand
responses

Brand
relationships

FIGURE 3. Marketing Communication Relation to Brand Equity (Kotler & Keller 2009, 517).

2.2   Past Marketing Communication

Marketing communication before the Internet and social media was very different than marketing communication to date. There are many different reasons for this change in how marketing communication must be handled. One instance of this is that "in 1960, Procter & Gable could reach 80% of U.S. women with one 30 second Tide commercial aired simultaneously on only three TV networks: NBC, ABC, and CBS" (Kotler & Keller 2009, 511); while "today, the same ad would have to run on 100 channels to achieve the same marketing feat"(Kotler & Keller 2009, 511). This is just one instance of the change in customer behavior. There is also one past form of marketing communication that has almost died completely, door-to-door sales. This was when a traveling sales man would travel around to individual's houses selling products, typically for the home, that needed a demonstration. The best instance of this would be with vacuum cleaners. Currently these products are typically shown on infomercials or in store displays.

In the past the idea that marketing communication was an important part of any business was not a widely held belief. There are many different reason why this was the case. The first of which was the former idea that a companies could create a product and customers would buy it because there was no other alternative or only a limited amount of alternatives. The second reason for the idea that marketing and marketing communication was not a pressing matter of the company is that companies in the past could make "brand customers" relatively easy. This means customers who will only purchase one specific brand's products. Both of these ideas have been pushed away in recent years for a multiple of reasons. The most prevalent being due to the spread of information and information sources which has grown exponentially. Currently customers are able to gain unprecedented information about a specific company or product. Also the "monopolies and oligopolies" of years past have lost much of their power. These were companies such as GE who produced everything and due to their size were able to keep competition from growing (United States v. General Electric Co. - 272 U.S. 476/1926).

2.3   Changes in Marketing Communication

Before the Internet became common use and more so social media and social media marketing, communication could be considered easier while harder at the same time. The reason for this is before these two technologies it was much harder to communicate to possible and current customers, while after they were invented it became possible to not only inform customers all around the world it was possible to do so in an instant. This ability for people and businesses to spread information in seconds has become a blessing as well as a curse. The reason why this is so is because customers have the ability to gain all kinds of information, whether it is true or not, in only a few seconds. It is this spread of information that is making marketing communication today completely different compared to marketing communication a few years past.

In the past companies would sell products to customers and customers would buy the products because there were few to no alternatives. This is no longer the case because customers do not want to be talked at they want to be communicated with. This means that companies must change their ideas of how to communicate with customers. There is also the diversification of customer habits. As mentioned before, Procter & Gamble could reach 80% of U.S. women with one-30 second Tide commercial on three TV networks (Kotler & Keller 2009, 511). One reason for this was the total number of national channels available throughout the U.S. at the time as well as the number of housewives. In the 1960's their were only three national TV channels available and the three used in the case were those channels (The 60's Official Site 2013), this meant that the majority of the viewing population would have to be watching one of these three channels because their were few to no other alternatives. In the United States in the 1960's families where both parents were present, only 26.3% of women worked (U.S. Bureau of Labor Statistics 2006). This meant that in families with both parents present, approximately 73.7% of women were housewives. After viewing these two figures the reason why it was so easy for a company to inform such a large number of the population with so little effort becomes clear.

Marketing communication has changed tremendously over the past few years for many different reasons. Some of which are the forms of advertisements and medias that in the past have been very effective, but have become less so in recent years. Another change is the way in which customers' gain information; they are able to rapidly gain information from many different sources at an extremely fast pace. Along with the amount of information people are gaining the difference in where they are gaining the information and which information is believed is changing. Customer have begun to believe comments from nameless and faceless posters more than companies because the idea that companies are truthful is gone and most people believe companies are hiding information and trying to manipulate them (Anderson 2012). This is also why the idea of two-way marketing communication is becoming such a large part of any companies marketing communication program. It not only allows companies to gain information from their customers that can be useful in continuing the business with marketing campaigns, but also gives the customer the feeling they are

interacting with the company instead of the company trying to manipulate them into buying their product (Fill 2005, 685). Overall marketing communication is changing; some of these changes are in which platforms are most effective, what message should be conveyed, how customers perceive companies, different platforms currently available to companies, customers perceived notions, and customers needs and wants. The companies who realize and act accordingly to this information first will see the benefits.

3   TRADITIONAL MEDIA

Companies have long been using many different forms of advertisements across different technologies to market their products or services to current or new customers. Due to the age of many of these different forms of advertisement companies have become well versed in their use. The forms of media, which will be considered "tradition media" are, television, radio, billboards, corporate gifts, corporate fairs or expos and finally the company's webpage. The reason for the selection of these medias for further examination is they are the medias most commonly used by the case company and other companies, as well as they have a large amount of information currently available.

3.1   Television

Television could in some ways be considered very modern, which it is, but it can still be considered a traditional form of advertisement. There are numerous reasons for this, the first of which is although television is over 100 years old it was not readily available until the mid 1920's (Stephens 2000). Television has been used to an extreme by many companies and most companies have an understanding how to effectively use this channel or if not, they are able to easily find a company to help or create media for this platform. The third reason why television could be considered a traditional form of advertisement is because of its incorporation with other forms of new advertisements. One instance of this is the inclusion of social media or web browsing to create a new "smart" television capability, such as Netflix (Which?, 2013).

Throughout the world there are extremely large amounts of televisions, in some countries households will have as many televisions in the house as people. Although there are extremely large numbers of people over vast areas that have televisions, typically the content and broadcasting standards change from one area to another. One instance of this is the commercial showing times and amount per show. In most areas of the world advertisements are placed in the middle of shows, depending on the length showing 3 to 6 times per hour. Although this is not the case in every country it is a fairly constant assessment. The content that

can be shown on commercials and at what time varies from country to country. For instance in Finland it is illegal to advertise hard alcohol, meaning any alcohol products over 22% at any time (The Alcohol Act 1143/1994, Section 33). This is not the case for companies in the United States, where it is allowed to advertise alcohol of any percentage at any time.

The use of television as a form of advertisement has faced numerous problems, not limited to the before mentioned problems of content and area. One of the largest problems faced when doing any sort of advertisement are language problems. This means that an advertisement that wants to be shown in numerous countries must be dubbed, given subtitles, or allowed to play in the created language. All of these options create problems about who can be reached, what they will feel from the advertisement and simply what will get lost in translation. There is also the problem of high cost of producing advertisement and then purchasing advertising times (Kotler & Keller 2009, 547).

Approximately 6,909 distinct languages in the world (Anderson 2013).

Television has long been used as a form of advertisement, which is meant to persuade and inform the watcher visually and verbally. The reason why television has been able to work so effectively as many advertisements is through the use of visuals. There has long been the saying that "a picture is worth a 1000 words" (Safire 1996), and this is very true. People have become more responsive to visual representations of various products and items, and when this is combined with an auditory explanation about the product, benefits or even a catchy jingle the effects are astonishing. Due to the high costs associated with television advertisements people are also more likely to feel the company is established or reputable when they are capable to advertise on television (Fill 2005, 562).

A second major reason as to the effectively of television is all of the information that can be obtained freely. There are numerous surveys, which tell the demographics of who will be watching what channels at what time. There are also surveys and information on viewing habits, meaning how many people will be watching what shows at what time. With all of this information it has made it easy for companies to market over television. They are able to identify their target

customer group and review the data available to find what channels and time would be most effective to advertise their products to gain the highest ROI possible (Nielsen 2013).

3.2   Radio

Radio has been around for numerous generations and can be considered the oldest form of informative marketing, where the listeners or users do not need to see or read anything. Radios have been around for many years and after its invention many different companies were founded to spread information across this form of advertisements. As with any new form of technology, growth was slow in part due to costs and consumers not understanding what exactly they were supposed to gain. In the late 1940's early 1950's before television was readily available (Diggs-Brown 2011, 53), radio was probably the most common way to gain information other than possibly newspaper or movie's news. During this time as now with televisions, radio costs were decreasing rapidly and the number of radio's owned by consumers were rapidly growing (Robertson, Garfinkel & Eckstein 2000). Although radio has past its "hay day," it can still be a very important form of advertisement to this day.

One reason why radio is still an important form of advertisement that should not be removed from any marketing plan without consideration first is in part due to the large number of people who can be reached (Kotler & Keller 2009, 547). Currently people still have radios in their homes and cars, which are used to gain information about news, weather and other things as well as listen to music. Although they are becoming less popular due to the increased use of CD's and mp3 players, many people still use radios. Also radios can be considered very beneficial due to their generally low costs (Hollensen 2011, 593).

Currently radio advertisements are typically short clips that are produced by the company to inform of a sale or event that is either taking place or will take place in the near future. There are a few reasons why these clips are short and tell basic information, the first of which is that as with most advertisements people can become easily annoyed by them so if companies have large and overly complex

advertisements people will typically only listen to the first few seconds before they stop listening to the actual content. Also as mentioned before words are not nearly as effective as pictures, which is why companies only attempt to convey basic information to keep from confusing or boring the listener with overly detailed information (Fill 2005, 563). Although radio is mainly used to inform people there is also the opportunity to gain customer feedback and sell products. With the invention of the Internet and social media this has been made smaller, but there is still the opportunity. One instance of the ability to gain feedback is when a person or company visits a radio show listeners typically have the opportunity to call in, creating a dialog and companies have the possibility to hear customers ideas and opinions. Also companies can inform of how to buy their products, such as a phone number to call or what is more common today, a website to visit.

A problem that affects radio that does not necessarily affect the other forms of advertisements is its physical limitation. Although these have been decreased with the invention of satellite radio, they still exist. The main one is the distance which traditional radio signals can be broadcast, approximately 30 or 40 miles or 48 to 64 kilometers (Bonsor K. 2001). With this short distance it means that a company wishing to inform of their products must either only reach a limited population, or inform with the same message across different radio stations in different cities (Hollensen 2011, 593). Although the use of radio is slightly limited to due to the content that can be conveyed and how it is delivered it can still be considered a very effective form of advertisements. One of the reasons for this is due to the vast number of radios that are in the world; meaning there is a large number of people, which can be reached in one city. As with television there are many organizations and data concerning listener data, which can be collected to find the best radio station for the company to broadcast on. Some downfalls though are the decreased use of radios by consumers, the physical limitations of traditional radio, and finally peoples general dislike of radio commercials.

3.3   Billboards

Billboards and signs could be considered one of, if not the oldest form of marketing. The reason for this is because it is one of the simplest and most adaptable forms of advertisement. When using a billboard advertisement the information being conveyed can vary from promotion of a brand, to a location, to just informing (Fills 2005, 564). The reason why billboards and signs have been so effective throughout history is due to their ability to catch people's eyes and easily convey a message.

Although originally billboards and signs were pictures used to show what the store does, they have become so much more. Currently billboards are placed in high visibility areas, such as in a crowded city street, or just outside of a town next to a highway (Kotler & Keller 2009, 547). The reason for billboards to be placed in a town is so large numbers of people living in the town or who are passing through will see the billboard. Although this might seem like the most effective place due to the number of people who will see the advertisement, that is not always the case. The reason for this is other sights in the city can distract people; there is also the problem of visibility due to other signs or buildings. In older cities, streets are smaller meaning that buildings could obstruct the view of the person who is meant to see the sign. This is why many companies place billboards on the edge of town, not only to draw people to the town and their stores but so they have fewer distractions to compete with.

As mentioned before billboards and signs could be considered one of the oldest if not the oldest forms of advertising partially due to their adaptability and simplicity. This might not have been the case when the idea of signs and billboards was created but it is the reality today. Currently most if not all billboards are equipped with lights so viewers will be able to be seen the message at night, or they could be equipped with moving parts to catch peoples attention (Fills 2005, 566). See FIGURE 4 for one of the most well known form of a sign with these two characteristics. All of these measures are meant to just make them more visible to the people who could drive by and possibly see them.

FIGURE 4. Las Vegas Fremont Street Cowboy Sign (Marriot 2013).

Billboards have many uses and almost any company or organization could theoretically advertise on them due to their adaptability. They are a well-established form of advertisement, and theoretically they could be placed in any location from the edge of town to hanging on the side of a building. Currently it is not possible to find the exact number of people who will truly see the advertisement, but basic information could be found based on road traffic information from government organizations tracking traffic for road repairs (Fill 2005, 566). The main downfalls of billboards are they can only reach people who drive by and actually see and or read them. Another problem is that although the amount of people who will go by the advertisement can be roughly tracked, the demographics on the people or how many actually see the advertisement cannot be know (Kotler & Keller 2009, 547).

3.4   Corporate Fairs and Gifts

3.4.1   Corporate Fairs

Companies have long used corporate fairs to show off their products and as a possibility to had out small gifts with corporate logos on them. The idea behind corporate fairs are, this is an opportunity to interact with customers and allow them to see and hold company's products while hearing an explanation

concerning them (Fills 2005, 797). Although this is possible with out the use of fairs, depending on what is being sold, it gives companies the opportunity to reach a larger number of people who might not have known about the products before visiting the fair. Also when considering that some company's products are large and or special order only, it would mean that the only way to inform and show these products is if the customer already knows about the company. Corporate fairs have reached into many different areas and have become extremely complex. Currently there are numerous different fairs for different sectors of business all around the world every week; there is also the possible of large worldwide fairs that are held yearly. These fairs that are meant to directly help and promote companies in a specific field are not the only ones currently available (Fill 2005, 796). Currently there are fairs at schools or in city centers to help students and citizens find practical training places or jobs.

Different corporate fairs and school fairs have different complexities and requirement concerning them. As most would consider the global fairs are some of the most complex and impressive fairs that are around, while school fairs and specific market segment fairs on a local level can be some of the most basic. Due to the size and marketing done to create awareness of the fair and also what the exhibitor must do affects the price (Fills 2005, 796). The more publicity and well known the fair is, typically the higher the expense is. Depending on the fair there is the possibility that the exhibitor will be provided with a booth, which can only slightly modify, while at other fairs the display might not be provided. The costs of renting the space and display or creating one are not the only costs that must be considered. There is the setup, which is sometimes paid for by the organizers, the people who will work at the show, travel to and from, and finally the storage of the display.

Although there are many costs that must be remembered when using fairs they are typically lower and are mainly affected by how many fairs the company go to. The main advantage of fairs and the reason why so many companies and organizations continue to use them is their effectiveness (Hollensen 2011, 606). Fairs give companies the ability to directly and personally interact with customers. The demographics concerning these fairs are also easy to determine. Finally there

are many different fairs in different cities around the world, which are local or worldwide, giving companies the flexibility to choose in greater detail the targeted customer area.

3.4.2   Corporate Gifts

At corporate fairs it is very common practice for companies to hand out small items that are branded with the companies or organizations logo. The most basic reason for this is to remind the person of the company and the experience they had interacting with the company. This can cause a problems because if the experience was poor due to the presenter being unable to help the attendee or the attendee not going to the exhibition booth to find out more about the company, but just to get the free item it defeats the purpose. Although the before mentioned problems can be diminished with proper planning and having presenters and workers who are paying attention the idea of corporate gifts can still be very effective when considering the positives (Eastman 2012).

FIGURE 5. Corporate Gift Example (Alloy Design 2010).

Although corporate gifts are typically very cheap to produce, due to their mass production and so many companies who currently produce different options, they can be fairly expensive if a company will visit many fairs. The basic idea behind giving small corporate gifts is to remind the receiver of said company and the experience at the fair, but unfortunately this might not always be a positive thing (Easman 2012). The effectiveness of small gifts can be hard to determine, because what is being done with the gift and where it is cannot be known. Overall the idea of a small corporate gift is to remind the receiver of the company, and although they are not always effective due to the number of items, which are received at fairs and where they are being kept, they can still perform the key idea of reminding the visitors.

3.5   Company Websites

Company websites could be one of the greyest areas when considering whether they are social media or traditional media. This can become even more complicated as time goes on and there are more and more generations who are born after the Internet revolution. Although websites are relatively new when compared to other forms of advertisements, most companies have adopt some sort of a website. For this thesis company websites will be considered traditional media for a multiple of reasons, the two most important are use and connectivity. Websites cannot be considered social media based on the definition that is being used for this thesis because users are unable to share their own content easily. Websites do allow companies to share information and created content, but they do not allow users and viewers to easily interact with the company and more importantly each other.

With the Internet revolution and the mass increase in use over only a few years, many companies realized this would be a very good method to sell and advertise their products (Fills 2005, 587). To this day there are multiple websites for companies, many times with the same design but different languages to reach different markets. Along with companies own websites there is the opportunity to market products with ads on other individual's websites (Kottler & Keller 2009, 583). There is also the opportunity to sell individual products or create a company

page to sell products on others' websites. These are mainly used by smaller or start-up companies. The two most popular and famous of the sites mentioned before are Amazon and EBay.

There are many different advantages to companies using websites to promote them-selves and their products. The first is the costs; typically websites are relatively cheap to open and maintain once they have been created (Fill 2005, 583). Websites can become costly if an individual department is needed to constantly update content, or if there are many visitors and a company must upgrade the infrastructure. The other main advantage is measuring return on investment or ROI is very easy due to free programs such as Google Analytics. This is a program that can be used to track the number of visitors their website as well as many other factors (Google 2013). The final advantage of company websites compared to the other forms of advertisement mentioned before are their effective range. This means that almost anybody around the world can find the website, and as long as there is no internet censorship in the country they are located in, they are able to find out large amounts of information about the company and or products.

There are many reasons why companies should and do use their own and others websites, some of which were mentioned before but there can also be downfalls. There are many different reasons, depending on what type of company and what products are being sold that can cause different problems. The most pressing one is security (Fill 2005, 583). All forms of advertisement face security problems from different sources and the Internet is no exception. Depending on the information and security systems this can be decreased, but it must never be forgotten. Another problem is that if the company allows the webpage to rarely be updated or look dated it can give a bad image of the company to possible buyers or customers who visit. The final problem to be mentioned is visibility. With company websites unless the person already knows about the company it can be difficult to find. There are various search engines like Google and Yahoo, but they have different requirements and measurements to filter web traffic to the websites. This means that company websites have to be used with other advertisements because if a small company does not market to people through other forms of

advertisements customers might not know to look for the company or they might have trouble finding the website.

Company websites have proved to be a very important part of any company. The main reason why is the overall use by many different companies in different business sectors selling to different customers. When using websites many things must be remembered, the first of which is that although websites are relatively secure they are not full proof (Fills 2005, 583). Websites they do not need to be updated daily or weekly, but they must be updated more than other forms of advertisement, and in many instances they are one of the first impressions people get about the company, so make them count. The greatest advantage of company websites is the demographics of visitors through the use of different programs, many of which are free. The overall reach of websites must be considered meaning almost the entire world. With all of these advantages and disadvantages it is easy to see why most if not all companies have a company website, if they are able to afford them and in some cases when they are not, purely do to their total possibility, common place and typically high ROI (Fills 2005, 584).

4   SOCIAL MEDIA

Social media can be considered many things and with the increased use of social media in our everyday lives it can be hard to determine what should be considered social media advertising or traditional advertising. One instance of this would be a poster or billboard, which has a QR code or the barcode that with an app allows customers to easily find information on a topic. In this case if the QR code leads the user to a companies Facebook page or Twitter account, does it make it traditional advertising because there is information about the product or company on the billboard or should it be considered social media because the majority of the information and reason for the advertisement is to have users go through an app to arrive at the companies social media website?

These are some of the problems companies face when they decide to start using social media for customer relations and advertisements. A common problem which many companies face is what department should be responsible for the social media pages (Harvard Business Review 2013). Is it marketing and advertising, the web design team, customer relations, or its own department all together (Harvard Business Review 2013)? Although there is no one answer to this problem that will work for all companies; in general the department responsible for information that is being broadcasted across the majority of the social media channels should handle the pages. One instance of this is, if a company asks many questions about products and how customers like their products and only attempts to gain customer ideas and information through social media sites then the companies customer relations department should oversee the social media activity. If the company uses these channels for many different reasons, such as customer relations and marketing then the individual groups should have people handling the specific areas, but they must still work together. It is due to this problem of massive amounts of different information coming into the company and being projected out which causing the company to over think who should truly be responsible. This is why many companies create a department who are in charge of the social media sites, or then rely on consultancy firms (Harvard Business Review 2013). This can be very effective and beneficial, but only if the company has large enough amounts of activity to make it worthwhile.

See APPENDIX 2 to view how companies are leveraging social media (Prisantoso 2012).

4.1   Facebook

In recent years Facebook has become one of the largest social media sites in the world with 1.11 billion users as of June 2013 (Statistic Brain 2013). One of the reasons for this is the vast amount is due to the possibilities which Facebook users have. Companies are able to inform people of their company or products as well as interact with them and gain new ideas about their current products or possible problems people are having. The reason why Facebook has become so popular with companies is the large amount of people who are currently members. The true number of real people on Facebook can be hard to find, due to people with multiple accounts or fake accounts, but if the number of people who were on Facebook would be their own country; it would be the 3rd largest country in the world, only smaller than India and China (CIA World Fact book 2013). This means there is a huge group of people with many different interests, ideas and opinions which companies are able to reach.

Currently 1.11 Billion Users (Static Brain 2013).

Although Facebook does give company's access to many different parts of individual's information, it can sometimes be information overload. Companies are able to see the demographics of the people who "like" their pages through many tracking programs; along with all of the information they post on the companies posts or the page. As mentioned before some of these accounts can be false or the information can be incorrect, making these only slightly useful and meaning they must be taken with a grain of salt. The other problem is that companies want to create interactions on their pages and gain insight from their followers. The problem with this is that some companies will have two or three of their own posts a day, along with other peoples posts and hundreds of comment on all of the before mentioned posts. This means that companies are getting feedback from thousands of people through "likes" and comments. With all of this information coming in it can be hard to truly make decisions based on it. This is

why some companies only use Facebook activity as a metric not to actually gain and process the information coming in (Kaushik 2012).

There are many different reasons why companies choose to use Facebook, and they are able to gain many different incites about public opinion concerning the company and it's products. Many companies fell that it is due to this large amount of possibilities they must attempt to use all the possibilities and then Facebook begins to loose its effectiveness due to over use. Although over use may not be as much of a problem as underuse it can cause many problems. If a company under uses social media sites they are missing out on extremely effective and insightful free or extremely cheap forms of advertising. The problem with overuse though is that people can become annoyed by constant posting and commenting and will "unlike" the page just to get away from the information overload (Harvard Business Review 2013).

Due to Facebook's many possible uses it can be hard to compare it to one specific form of traditional media. Facebook is most common to company websites which is why this is the first comparison. The reason why this comparison can be made is the information on Facebook pages is often very similar to the company websites. Some new startup companies have also started to only have a Facebook page and no true website due to complexity and costs. The problem with this is that Facebook pages are not as customizable as websites; but with simplicity come usability, meaning almost any person in a company could operate the website with little to no training. Facebook posts could be considered as newsletters or mail advertisements, in that the company is giving general information to anybody who wants to hear or see it. The final comparison is between company gifts and fairs and Facebook. At fairs people are able to actually interact with companies and see and feel the products in person, through Facebook they are able to have a similar experience. This experience comes from simple and quick interaction with companies and in some if not most cases responses through social media are faster than by email. Corporate gifts are similar to Facebook because companies give out these gifts to people to be kept and used and remind the receiver of the company. With company Facebook pages when people like a page they will receive

notifications of posts and they might not read the post but they will see the company and be reminded just as with gifts.

FIGURE 6. Liked Advertisements (Facebook 2013).

The before mention comparisons and uses of Facebook are currently those which are free. There is also the possibility of paid forms of advertisement. These can take many different forms from paying for the advertisement to appear on the side of the news feed (Facebook 2013). This is one of the less effective ways due to their overuse and the problem of people learning to ignore them. Also there are programs that allow these to be blocked and the users not see them. The more effective way of advertising on Facebook is through "liked" or "suggested" advertisements. These would be advertisements, which are paid, but they appear in the newsfeed of people who are friends to somebody who likes a company or products page. This means people will see them and think they just their friends liking the page and with the programs that block advertisements, these are not. These two forms of advertisement can be most linked to billboards and posters due to the image that is seen by people meant to inform about the company, page or products in a stationary form.

4.2   YouTube

Of all of the social media's that are discussed in this thesis, the one which is probably the most limited is YouTube. The reason for this limitation is it is mainly used for sharing videos. Although other things can be shown, such as music, pictures, etc. they must be in video form. It is due to this limited use that many companies might not consider using YouTube when compared to other forms of social media. There is also the problem that YouTube was originally created so people will easily be able to share videos and upload them to the Internet (Bellis 2013).

Currently companies use YouTube primarily in the same ways as the inventors intended it to be used by individuals. This is the sharing of educational and entertaining videos (Evans 2009). Depending on different companies they will use different videos to better suit their customers and viewers. The most common videos are the ones showing company's products, an explanation of how they are made, instructional videos and commercials. These commercials can be specific commercials, which are made only for the YouTube and Internet channels used by

the company or commercials that were originally created for and used as
television advertising.

Currently YouTube has the ability to be "connected" with Facebook or other
forms of social media, see FIGURE 7 (YouTube 2013). This has given many new
possibilities that can be easily exploited to help companies. Currently if a viewer
has their Facebook account linked to the YouTube account, if they like a video
and if they allowed the connection to be made to show this "like" not only will it
be viewable on their YouTube page but also their Facebook page. There is also
the ability to leave comments on videos and imbed links into the videos to
websites and other videos or pages (YouTube 2013). The final benefit of using
YouTube that should be mentioned is the interconnectivity between it and other
social media sites. Currently companies can upload videos to YouTube and then
embed them in the company websites or other social media sites. It is with this
interconnectivity that all of their social media pages will gain more attention and
become more beneficial.

FIGURE 7. YouTube Sharing Capabilities (YouTube 2013).

When considering what content can be shown on YouTube and what is shown it is
easy to find a similarity to traditional medias. The most similar form of
advertisement of tradition media to YouTube is television and radio commercials.
The reason is these are both platforms, which are used to inform of the company,
products, services or entertainment. The main difference is that when a
commercial spot is purchased, the company is almost guaranteed that at least one
person will see it; this is not the case for a YouTube channel. The main reason
why is if nobody knows about the YouTube channel, then nobody will see the
video. This is where the interconnection becomes so important. When the

company has a YouTube video linked to their website or other social media sites, viewers are able to see the video is on YouTube. Meaning the company has a YouTube page and viewers could go to the page and see more of the company's videos.

The use of YouTube as with Facebook can take many different forms of use, there are the free uses as mentioned before but there is also the possibility of paid advertisements (YouTube 2013). These as with Facebook can be banners on the sides of the screen that are seen by people who are viewing different videos. There is also the possibility of using video advertisements that show a 15 to 30 video before the actual video (YouTube 2013). The problems with these two forms of paid advertisements are similar to those facing Facebook. The first is that people have gained a "tunnel vision" and ignore or do not notice the banners on the sides of websites. The problem with the pre-video advertisement is that they often annoy people and it could give the company a bad image due to their use. Also there is the option to, after 5 or 10 seconds skip the advertisement, meaning the viewer does not actually see the advertisement (YouTube 2013).

With all of these different uses of YouTube and the content that can be seen, it can be difficult to maintain what should be shown. There is also the obvious problem that videos are more complicated to produce meaning YouTube pages cannot be updated as often as other forms of social media. Despite these problems YouTube still offers great possibilities to companies. Many companies currently have videos and commercials, making content creation relatively easy. That is why the best comparison of YouTube to a traditional advertising medium is the television or radio commercial. There is also the opportunity to have paid advertisements, which have many of the same benefits and problems as other paid social media advertisements. The final way to more positively use YouTube is by interconnecting videos on the company's website and other social media sites to create more views and inform people about these different videos created by companies or other individuals.

4.3   LinkedIn

LinkedIn was introduced in 2003 and has grown to become on of the most important social media sites for people to have (LinkedIn 2013). One of the reasons for its rapid growth to approximately 238 million users in over 200 countries today, is because it can be considered more of a "business" and "grown-up" social media site (LinkedIn 2013). The main reason for this growth can be attributed to the ability to not only promote the company on this site but also use it as a tool for recruitment. This is a very interesting concept because in ways it is similar to Facebook or other social media sites where a profile is created and the users gain friends or in this case connections, and interact with each other. The way that LinkedIn varies from these other social media sites is mainly in content. Facebook users typically post entertaining things while on LinkedIn they have résumés or CVs, past work experience, education and so on, so they will be able to better interact with companies (LinkedIn 2013). Also when users post, the content is usually more educational and business oriented.

Currently from a corporate perspective there are two main options when using LinkedIn, recruitment or advertising. Advertising on LinkedIn is similar to many of the before mentioned advertising available on different social media site. This is where the company pays to have an advertisement be displayed on the side of the page or in the "news feed". The other is recruitment and informing possible future employees about the company. This is the feature that is so unique to LinkedIn and one of the reasons why it has grown in popularity. Currently there are two options for companies using LinkedIn for recruitment activities. The first is a free profile, as with many other social media sites. The problem with these free social media sites is that they can be limited in content and the page is only slightly modifiable and might not have all of the features a company would like to have. The second option is a paid account, which costs approximately $10,000 per year (Nyman 2013). With these paid accounts a company does not gain more awareness on the overall LinkedIn site through advertisements, but they are given greater flexibility in their page design and they are able to share information and features such as post career options (LinkedIn 2013).

$10,000 per year to advertise career possibilities (Nyman 2013).

LinkedIn as with many social media sites falls into this before mentioned, "grey area" of responsibility. This is because it is not like most other forms of social media. This means that it must be treated slightly different than other social media sites. On reason for this difference is typically LinkedIn is used for recruitment purposes, apposed to other social media sites that are used for advertising and customer relations. Due to this use for recruitment means that the marketing department, or if a company currently has a social media department, might not be able to use this site to its fullest. This would not be the problem if LinkedIn were used for advertising. In the event that a company uses LinkedIn for recruitment, as most companies who have any interaction with LinkedIn do the human resources departments should handle this page, with help from other departments for content creation.

One of the main advantages and reasons why companies use LinkedIn is the same as other social media sites, the costs. Currently there is an option to have a paid corporate account, but there is also the ability to have a free account. Another advantage is the large amount of people who currently use LinkedIn, approximately 238 million people around the world (LinkedIn 2013). The next advantage is variety; on LinkedIn there are a variety of people and companies meaning that it can be beneficial to any companies. As with all social media sites and other forms of advertisement and in this case recruitment, there are some downfalls. The first is security; this is mainly because of the ease of gaining access to many social media sites. The second is limitations, currently with a free account there are imitations on design and content concerning careers. A paid account is less limited but it still is not completely adjustable. The final disadvantage is the use, although there are large amounts of people on LinkedIn, they typically do not use it as often as other forms of social media such as Facebook or Twitter.

When comparing LinkedIn to traditional forms of advertising it can seem more complicated than other social media sites, because it is marketing the company to future employees more than customers. The main connection between LinkedIn and past advertising forms would be through employment websites and the page on the companies' own websites concerning careers. The reason for these similarities is due to what is being projected across this form of social media, company and career information. What makes these sites different is that on employment sites companies are not able to post much if any information about the company. This can be a disadvantage because once people see the advertisement they must go search for more information concerning the company. The closest similarity between traditional advertising and LinkedIn is the careers page on the company website. The reason for this is because people are able to learn about career possibilities and the company at the same time.

LinkedIn can be considered "revolutionary" and "different" when compared to other social media sites. This is because although it is based on other social media models of creating a profile and making connections. The main difference is LinkedIn is used more for career connections such as finding job opportunities, advertising job opportunities and the company's ability to find future employees (LinkedIn 2013). Although LinkedIn does have a few down sides, such as security and limited customizability away from the "standard" page with a free account. This could be mitigated or minimized with a paid account but do to the price; many companies do not consider it an option. Although LinkedIn does have some down falls, as do all social media sites as well as tradition advertisements, it is still a very useful tool for any company in any field.

4.4   Discussion Forums

Forums are a form of social media in which specific topics are discussed. Currently there are large forum sites with many different topics all being discussed such as Reddit as well as more specific forums which only have one main topic such as a specific car model or company or a field of business. Reddit is an internet forum mainly used to discuss topics of interest to teens and young adults such as video games (Reddit 2013). Forums are typically very topic

oriented meaning that the information being shared or discussed is specific and more technical because the typical users are interested in the topic meaning they have understanding of the field or product that is being discussed on the forum. Forums are mostly used to discus technical aspects with other member but may also offer the opportunity of posting ads selling items or posting job opportunities (Ink. 2010). For companies who would wish to advertise through forums there are many different opportunities, the simplest of which is through sponsorships. There is also the opportunity to have an individual in the company who posts on the forum about their company or products.

Forums can be very valuable to companies not only in marketing and gaining new customers or increasing sales, but also as an opportunity to gauge customer's responses to a new product. This comes from the ability for the company to post technical information, pictures, or data on a forum where their targeted customers are and gain information about their new product or idea (Ink. 2010). There is this possibility with all forms of social media, but one reason why it is much easier on forums is due to the users. On different social media sites there are many different people some of which only use these site to cause havoc. The difference with more specialized forums is that due to the large numbers of different forums and typically lower users compared to large named social media sites such as Facebook and YouTube there are typically lower number of users who are only trying to cause problems or "internet trolls". The definition of an internet troll is "informal a deliberately provocative online posting intended to incite an angry response" (Oxford Dictionary 2013). This means that typically companies will be able to gain real insight from the real users and target market when compared to other social media sites.

The other opportunity to use forums in a marketing mix is to not just inform customers about products but also "sell" to them. One way to do this is by sponsoring these sites that are typically free to the individual users and are only able to operate through selling ads and donations from members. Typically by sponsoring a forum the company will gain a banner on the forum, which is a specific size, or there is the opportunity to have an ad placed after the first post in all conversations. This is what is typically done although this does not mean that it

is the only option. There is also the possibility to arrange to have price per views, clicks or some other metric. Finally companies could be able to advertise a specific product through an individual who interacts with people who post (Ink. 2010). To do this typically companies have to pay the forum some sort of monthly or yearly fee to be able to "advise" but not "annoy" or attempt to manipulate members. One possible example of how this would work is that, on a computer forum a person posts they are having problems with their computer overheating. An employee would read this post and answer to them that the company has a product that would work with their machine and would help solve their problem and give them a link to find the product.

When comparing forums to traditional forms of advertising it can become complicated as with all forms of social media. The reason for this complication is due to the multiple possibilities. One possible comparison for forums is to test groups and questioners because companies can post products and gain insight (Ink. 2010). The benefit of using forums this ways is the ability to gain qualitative and quantitative data at the same time. Most if not all forums have the ability to post a poll where people can vote for what they think is best, but they can also tell why they think it is best and interactions can be made. Forums can be used as a form of sponsorship as with a trait show or some other topic specific event. Finally forums can be used as a company mailing letter or an expo. This is because if a company pays for the opportunity to post specific products, they can inform customers and potential customers about new products, and then interact with them about their ideas and feelings (Ink. 2010).

Forums prove many opportunities for companies due to the many different uses they have. As with all forms of social media they must also not be over used. This would be if a company floods a forum with company products many users will no longer use the site, because they do not feel is an independent source of information. There is also the problem that since the company is not 100% interacting with customers the information being received could be skewed. As with any form of social media their is also the possibility of the information being manipulated of discredited due to an "internet trolls" or someone who goes on the internet and attempt to cause problems. The final problem with forums which is

different than other social media sites is that companies do not only need to create a profile or post and attempt to gain followers, but with forums research must be done to find the forum that suits the company best, and then attempt to use it. This can cause problems because in some cases there might not be a forum for the specific products or field.

When comparing forums to other forms of social media and traditional forms of advertising they seem to have the largest level of diversity. This is because when comparing them to other forms of social media sites they do not have many of the problems other sites have with "trolls" and users with different interest. The main reason for this is due to their specific topic or field, but this does mean that the company must search for which forum would be right. When comparing forums to traditional forms of marketing they offer many different possibilities, such as to gain consumer information, sponsor the sites and inform customers about products or the company (Ink. 2010).

5   FUTURE SOCIAL MEDIA TRENDS

When attempting to estimate future social media trends or content it is nearly impossible. Some of the reasons are the ever-changing technology that could and are being used by consumers. In many different fields of business and market segmentations companies or individuals have a relatively easy ability to gain information about future consumer trends. Another reason why future trends of social media are not as easy to predict is due to whom the users are, people. People have become very random and what could be popular today might never be shown again for fear that the company is seen as being out of the loop. The only way to estimate what future trends might be on social media is to not only examine what forms of social media people are using and the newest sites, but to also remember that human characteristics are changing daily.

5.1   User Trends

One current trend that can bee seen with social media is that many sites that have been created and have grown to extremely large numbers and have great influence, are losing popularity (Humphrey 2013). Once users feel that they can no longer express themselves freely and unrestricted they will typically leave for other sites. Many users feel that they no longer have freedom to post and share what ever they wish due to the size of the site and the users on the site (O'Hern 2009). This was the case with MySpace and more recently, a problem that Facebook is facing. Both of these sites grew extremely large, meaning that whole families would be on the sites. This meant that many users felt they could not be completely open on these sites for fear of who might see them, whether they are family, certain friends, or other company employees.

A trend, which can be seen not only by users but also by the people who create social media sites, is the decrease and simplification in content size. This does not mean that the sites are getting less complicated but instead of having large blog posts with multiple pages or videos that are nearly 10 minutes, users are more interested in quick information. This can be seen through the invention and adoption of Twitter, which was essentially a more simplified Facebook where

users can quickly post to followers a maximum of 141 characters (Mullen 2012). There is also a current trend that is happening now on the social media site Vine. This is a site very similar to YouTube, meaning that it is a site where users can post their videos. Vine has taken a similar approach to YouTube as Twitter has done to Facebook. Currently on Vine users are only able to post videos which are approximately 6 seconds or shorter (Dave 2013).

Currently users are switching away from large social media sites for fear of information being shared or simpler sites, but there is also a trend that must be understood which is on all of these sites. The two most common in recent months are the use of Memes and GIFs. To the uniformed user these seem as poorly spelled and confusing words, but to people who are currently using social media sites they are thing, which most if not all users see every time they log on and many have made. In their most simplistic form they are two forms of expression typically geared toward comedy but they could be used for any form of creation. A Meme is a picture, usually of a funny animal or person, which has a funny phrase or group of word to explain what the creator and poster wish to say. Memes have recently been used to typically insult other users but in a satirical and comical way as to not completely offend the person who it is meant for. See FIGURE 8 for a meme example.

FIGURE 8. Meme Example (Quickmeme 2013).

A GIF is a group of pictures that essentially make an electronic flipbook. Currently most if not all devises which can take a picture also have the ability to shoot and in many cases edit videos, but user have begun to take many individual photos and then "stitch" or put them together to make a video. The simplest reason for this is that users get a better feeling of being a creator and not only a poster when using a GIF instead of a video. Some posters can also get the feeling of nostalgia when using GIFs because they were the initial way to post videos to the Internet due to their smaller size (Dickey 2013).

The final social media trend that needs to be stated is the interconnectivity of many different social media sites. This means that if an individual would post a picture on Instagram (a photo sharing social media site) they can also link it together to post the same picture at the same time to Facebook. In this case Facebook owns the two social media sites being described in this example, but that is not always the case. One instance of users being able to post and "Like" content is the interconnection of Vine or YouTube to Facebook. If users have their accounts linked or log in with the same profile they are able to "like" a video and the information not only show up on that specific social media site, but also have it seen on another site such as Facebook with an imbedded video so their friends can see.

5.2   Company Trends

Future company trend are much easier to examine and estimate when considering the actions they will take but also the steps they should take compared. Companies must answer to boards and quarterly reports can limit their flexibility as apposed to individual users who are limited by much less. This approach should be change, even when considering corporate communication within the company through the use of shorter meeting times or using social media to communicate with one another (Mikitani 2013, 122-125). Currently companies are trying to market themselves and their products over social media in a variety of ways. The first of these and possibly the most common for companies of various fields is the creation of social media sites and posting of information on these sites that was from the website or another form of media. The way that this

can be adapted to future trends is to realize that they are not able to completely follow what individual users are doing but to attempt similar content. This can be done by the use of GIFs, Memes and or shorter videos and content as how individual users are changing.

There is also a trend to not only post on social media sites but also to use this as a two-way form of communicating with customers (Sales Force 2012). Many companies have done this extremely well but there are even more who are lacking (Taprial & Kanwar 2012, 7). The companies who realize that the most effective way to use social media is to not only post many things but get reposts and likes and individuals posting new content on their pages are those who will succeed. Users are not only looking to social media as ways to be talked at, they want to interact and talk to other users who like the company and the company itself. This is a great means for companies to gauge responses for new features or products in a relatively inexpensive way (Sales Force 2012). Along with just basic interactions, there is also a trend to have users post pictures or experiences they have had with the company or products for others to see and read. Companies should post more meaning full content concerning their initiatives and projects, because currently most companies use these sites more for "fun" content. The problem that could arise by posting about the initiatives of the company is users might feel the company is only doing the initiatives to tell the public about how "helpful" and "nice" the company is. This is why the best way to promote these activities is by having the organization posted a link on the company social media site as appose to the company posting on their own page.

As with any field of business which includes any form of human contact determining what future trends will be is very difficult. The best way to gauge what future trends will be is to not only look forwards but also to look backwards at what has happened. In some cases this is possible with social media, companies and individuals can look back at what caused social media sites to fail and when current sites are showing the same signs, they might want to consider looking for other "new" sites or to not invest heavily in the "dying" sites. The best way to not only determine what future trends will be but to be able to capitalize on them is to allow marketing teams to modify advertising methods as user preferences change

and to not become locked into one particular social media site because it is the site with the most companies and users. The firms who cannot only find the new trends but that will capitalize on them are the ones who will ultimately succeed in using social media. The main downfall with social media is the ability for a great fall in public opinion if the company does something questionable, but with the risk of great falls there is also the chance of rapid growth. If a specific company becomes to heavily involved in one site or becomes one sites "image" they could risk loosing large amount of business not if the social media site becomes unpopular, but when. This can be mitigated as with any form of investment or business by diversity among many different sites (Sales Force 2012).

6   CASE COMPANY: THE COCA-COLA COMPANY

6.1   Company History

The Coca-Cola Company was invented and founded by a pharmacist in Atlanta, Georgia named John Pemberton in 1886. The founder of Coca-Cola was not able to see the great growth of his company due to his death in 1888. Asa Griggs Candler purchased the Coca-Cola brand and formula in 1889 for approximately $2,300, which would be about $60,000 today (Friedman M. 2012). From its foundation in 1886 with only one product The Coca-Cola Company has grown to more than 500 brands under the Coca-Cola name. Coca-Cola is one of the most recognizable brands in the world. According to Interbrand, it has been the best global brand not only for 2013, but also from 2001 until 2012 (Interbrand 2013). Coca-Cola is also a company with a long track record of not only business but innovative marketing ideas with all of its products, but none more so than their traditional cola product. This use of new and innovative marketing ideas is not only a current trend but also a company idea since the beginning of its foundation. Due to the size of the Company, the well know products, logo, brand and the companies history, not only in business but in marketing which is why it this the best company to be examined when comparing social media to traditional advertising. (Coca-Cola Heritage 2008.)

6.2   Past Marketing

Coca-Cola has long used advertising throughout their company's history. The first ever advertisement was in 1886 in the "Atlanta Journal," which was a local newspaper. This was not the only marketing idea that was created in the first year of the company's formation. In the same year, 1886, John Pemberton's bookkeeper Frank Robinson suggested to his boss that the products logo be Coca-Cola written in the script that is still on all Coca-Cola products to this day. To gain more popularity Coca-Cola had to do more advertising. One form of advertising, which Coca-Cola could claim to have invented, is the coupon (Tuttle B. 2010). In 1887 Coca-Cola issued coupons to allow people to get a free cola from any dispenser. See FIGURE 8 for a picture of the original coupon. In 1891

Coca-Cola started to lay the foundation for some of its most popular and famous advertising, these being posters, calendars, clocks and much more. (Coca-Cola Heritage 2008.)

FIGURE 9. Coca-Cola Coupon (Coca-Cola Heritage 2008).

In 1893 Coca-Cola was taken to the Chicago World fair and was a resounding success. Shortly after this a businessman by the name of Joseph Biedenharn realized that Coca-Cola was a product that everyone would want to enjoy, so he came up with the idea of bottling the cola for individual sale. This idea was not originally seen as a great idea in The Coca-Cola Company. This led them to sell the rights to bottle their products to Benjamin F. Thomas and Joseph B. Whitehead in 1899 for only one dollar a year. The importance of marketing to Coca-Cola can be seen by the amount they spent on marketing in 1901, more than $100,000 on advertising only, which equates to over 2.75 million dollars today (Friedman M. 2012). The first large scale marketing done by Coca-Cola, other than sending their products to distributers around the country was a magazine advertisement in 1904 in a national magazine. (Coca-Cola Heritage 2008.)

In 1906 Coca-Cola expanded the areas where they were selling their products to Cuba, Canada, and Panama. Also in this time the success of Coca-Cola was causing a problem of imitators, which is the reason for probably the second most iconic attribute of The Coca-Cola Company, the contour bottle. This problem of imitation could be related to the actual product but more likely had to do with the one million dollar yearly advertising budget of Coca-Cola, or approximately 24

million dollars today (Friedman M. 2012). Two marketing opportunities that helped to grow Coca-Cola into the company they are today is their sponsorship of events and the ability to have their products anywhere. In 1923 under new management Coca-Cola introduced their six-pack carrying case for bottles so customers could take their products home in a simpler package. While in 1925 Coca-Cola put up their first billboard and in 1928 sponsored the Olympics for the first time. These three main marketing events were not the only used to helped shape The Coca-Cola Company in past years. In 1929 they started producing neon signs for their dispensers and using the famous Coca-Cola glasses. In 1931 Coca-Cola did not only introduce a new marketing advertisement, but changed the face of a holiday for generations to come. This was the year that they introduced their famous jolly and fat Santa who wore red; see Figure 10. This was not enough innovation for Coca-Cola; in 1935 they started producing coin-operated vending machines, which were the fore founders for the ones used to this day. (Coca-Cola Heritage 2008.)

FIGURE 10. Coca-Cola Santa (Coca-Cola 2008).

Wartime can be a trying time not only for companies, but also society. This is in part why Coca-Cola decided to help the troops of World War II in the best way they knew how, by giving them a little piece of home. During the war and after Coca-Cola shipped 64 bottling plants around the world to be able to send Coca-Cola to troops. This was also a time for change in the Company; one of the most notable was the introduction of the Coke trademark. During this time was when Coca-Cola decided that the idea that Coke should represent is fun and relaxation. The amount of money needed to spread not only their products but to convey the message they wanted was growing rapidly. In 1953 The Coca-Cola Company was spending $30 million on advertising alone, which would be over $250 million dollars today (Friedman M. 2012). The 1970's were a time of expansion for The Coca-Cola Company, not only in product range but also in customer ideas. During this time Coca-Cola introduced more than 5 new products. This was not the great innovation though; the great innovation was to convince customers Coca-Cola was "a brand connected with fun, friends and good times". One way they did this was by one of the most influential and recognizable television advertisements ever. This was their commercial with different people on a hill top singing "I'd Like to Buy the World a Coke." (Coca-Cola Heritage 2008.)

The 1980's were a time of continued innovation and expansion but also failure for Coca-Cola. It was during this time that Coca-Cola introduced their almost as famous Diet Coke, which was a resounding success. They also sent Coca-Cola into space and it became the first soda to ever be consumed in space. During this time was also one of Coca-Cola's biggest failures, New Coke. New Coke was a modification to their receipt to compete at a taste test level, but customers hated it and Coca-Cola made one of the best decisions, they stopped New Coke. This shows not only a turning point in marketing but also the Company. This change was not telling customers what they want, but listening to what they say. In the 1990's Coca-Cola expanded their products even more as well as the areas where they sold their products. During this time they continued to sponsor numerous events, mostly consisting of sporting events around the world. In the 1990's was also when Coca-Cola introduced their famous Polar Bear advertising. In this past decade Coca-Cola has not slowed their sponsorships, advertising, or innovations. In 2001 Coca-Cola introduced a cardboard container designed to make cans easier

to be stored in refrigerators. Coca-Cola introduced a reward program in the United States in 2006 and created a drink fountain that can serve 100 of their over 500 different products from the same machine. (Coca-Cola Heritage 2008.)

6.3   Coca-Cola's Social Media Policies and Data

When reviewing for the case company, Coca-Cola, the author found many detailed interviews which were conducted in the past by different organizations which allowed for a very of good idea of how Coca-Cola saw social media usage, how they trained their employees, how their sites came into existence, some statistics related to customers, social media activity within the company and consumers likelihood of purchase linked to social media.

6.3.1   Social Media Principals

Coca-Cola has published their social media principals to allow the entire world to see how they expect their representatives to act on social media. They have five important words that need to be maintained at all times. These words are:

- *Transparency*
- *Protect*
- *Respect*
- *Responsible*
- *Monitor*

These five words are not meant to just be how the company acts towards customers but how all interactions in both directions happen. Simply put Coca-Cola wants to be *transparent* in all of their actions and promotions with customers to allow them to make educated choices when regarding the company. *Protection* is not for the company but individual users. Coca-Cola wants to protect the information of the customers and follow all of the laws and regulations regarding this issue. *Respect* is concerning individuals and companies, Coca-Cola will respect intellectual property rights of all users no matter their size or importance. *Responsibility* is concerning the responsible using of tracking software currently

available and how Coca-Cola will not partner with sites or companies who use these technologies in a destructive manor. The final aspect is *monitor*, which is the company will monitor the individuals in the company and how they are active on social media to make sure no illegal or immoral content is posted or spread by the company. (Coca-Cola Company 2013.)

6.3.2   Social Media Usage

As a company, Coca-Cola says they are not trying to manipulate customers to buy their products but interact with them and make them feel connected to the brand and customers want to buy their products through two-way communications. One example of this is that Coca-Cola claims that every Tweet that is made regarding one of their brands on Twitter that is a question or comment that needs a response, will receive a response. Also Coca-Cola is attempting to make their site bigger and better by examining not only other brands but also sites that are even more popular than their own. One example is music artists who have much larger pages. Coca-Cola has said that they have had interactions with the manager of Lady Gaga and are attempting to learn how to better use their "supper fans" to grow their own social media presence. (Clark 2012.)

Learn from the best social media users (Clark 2012).

6.3.3   Social Media Training and Anlysis

Currently Coca-Cola says they have two different training classes available to all the employees in their organization. The first class is more about the basics of using social media and they tell their employees what they should and shouldn't do on these sites. The main content of this class is to make sure the employees understand what the companies social media principals are regarding content and interactions. For the people who are doing more with social media content creation and interaction there are more detailed classes to teach these employees. Coca-Cola says that they have monthly meetings and virtual communities for interactions with international offices and deadlines when concerning social

media. These areas and deadlines could be similar to deadlines for newspapers or print media. (Dunay 2013.)

When collecting and analyzing data Coca-Cola says there are many reasons why they feel it is so important. Coca-Cola says that they need to analyze data to maintain the brand and help with problems as well as to see the good things being posted. They say that currently they use two different tracking software Netbase and Sysomos. These systems are used not only to listen in on bad conversations, but are meant to allow Coca-Cola to listen in on good conversations and interactions with customers and learn from the good practices as well. This shows how much importance Coca-Cola places on two-way communication, especially on social media. (Dunay 2013.)

6.3.4   Site and Content Creation

Coca-Cola has grown a huge social media presence in a relatively short amount of time. This is in part due to the size of the area where the products are being sold, the age of the company and many other factors; one of which is luck. Initially Coca-Cola did not have a fan page on Facebook, so some fans of the brand created one. Once Facebook changed its requirement where the actual company must operate all company pages, Coca-Coal was faced with a problem, take the site over or let it die. At this point they realized the importance and took over the site, but when they did so it was not by giving it to current employees it was hiring the initial creators who were just super fans of the company. (Davies 2013.)

This is just one example of how Coca-Cola is willing to change to the requirements of the time to allow their brand to grow. This ability and willingness to change can be seen by the content creation, which is done. As mentioned before much of the content that is posted on all of Coca-Cola's social media sites is user created content. This was initially due to who was the creator of the sites, but has become a possibility for Coca-Cola to create even more two-way interactions and grow fans to much greater users of the companies social media sites and products. (Davies 2013.)

6.3.5   Social Media Connected to Data and Sales

Many companies and individuals find it difficult to connect social media to sales and even what type of data should be collected, quantitative or qualitative. Currently Coca-Cola considers mostly quantitative data, this means that by having somebody like the page then they also like the products, because if they are willing to share with the world they "like" Coca-Cola through social media then they must really like the product. The final and possibly most difficult area when considering the effectiveness of social media is social media usage related to sales. Currently many companies feel that there really is no connection between social media likes, comments and follower and the likely hood to purchase or consume the companies products. Coca-Cola said that with the help of a third party consultant they were able to find out that people who like their Facebook page are "twice as likely to consume the product and ten times as likely to purchase it." (Clark 2012.)

6.4   Current Social Media Marketing

Coca-Cola is a company that in the very beginning of its formation realized the importance of marketing. They continue to see the importance of marketing today and these marketing activities are not only limited to their previous activities which were successful but new opportunities such as social media. Currently Coca-Cola has multiple pages on social media sites described in this thesis and others not talked about, these include Google+, Twitter, Facebook, YouTube, LinkedIn, Flickr, and Instagram (Coca-Cola 2013). Through these different social media channels they show a variety of information in many different forms, from user created content to company created content for social media only as well as content created for other forms of advertisement and marketing.
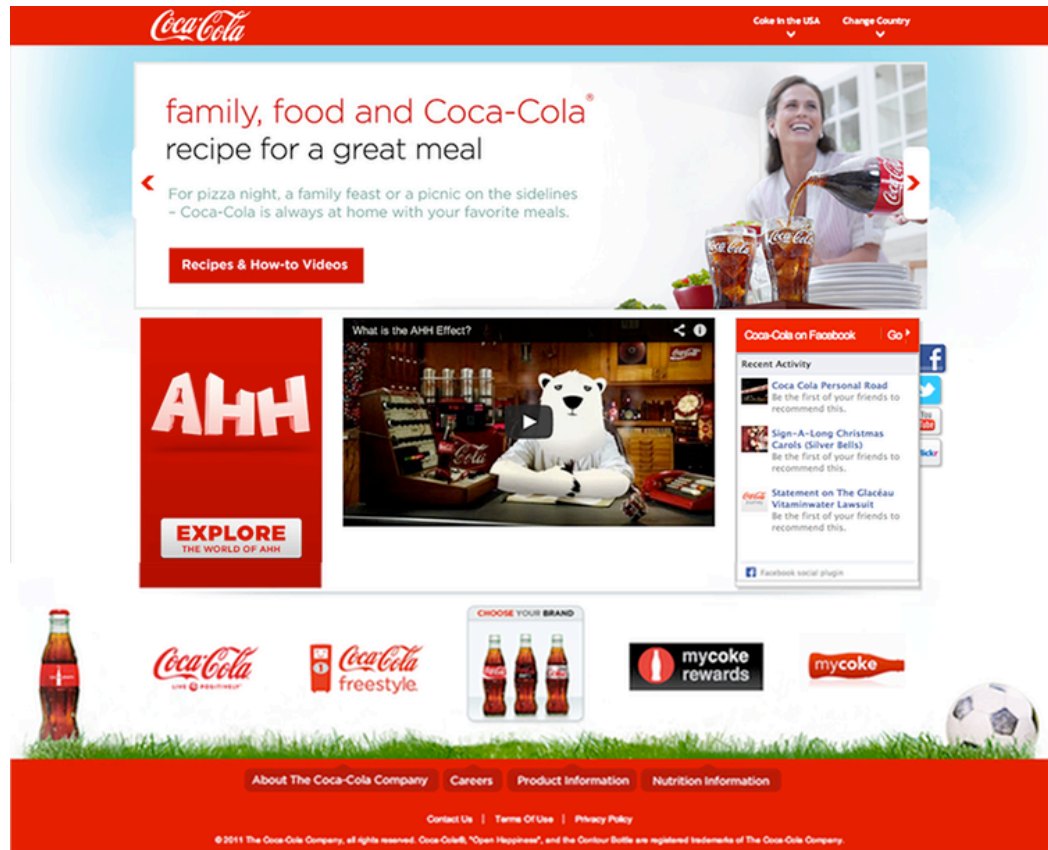
FIGURE 11. Coca-Cola Website (Screen Shot 2013).

On the Coca-Cola website next to this video which initially greets the viewer when visiting the site, there is a list of recent post where the information from different social media sites such as Facebook, Twitter, Flicker and YouTube can be switched (Coca-Cola 2013). This is a very good use of social media connection between the company sites and social media sites, because it does not only inform users what the company has been posting on various social media sites, but that they are even on these sites. This is one of the hardest problems with social media, not posting information or finding information because it is already available on other company sites, but gaining new followers. By allowing possible followers to not only see these sites but to give them a very initial idea about what content is posted on these sites allows them to instantly see if they would want to view the site and possibly follow the company.

6.4.1 YouTube

Along with having social media pages that have various types of content, the connection between social media and the company website can easily be seen. When visiting The Coca-Cola Company webpage in the center of the screen is a video that was created for social media and posted on YouTube (Coca-Cola 2013). It might be confusing why such a large company such as Coca-Cola would need to use a video sharing site such as YouTube to post videos on their own website. In reality they do not need YouTube, but they see the importance of using it as much as possible. When the video is viewed through their website the video will get "views" on YouTube. It also allows users to follow the video to the companies YouTube page. Once on this YouTube page they are able to see that Coca-Cola has posted numerous videos, which are commercials, and videos created solely for YouTube. Viewers are also able to see a brief information section, which explains about the company with links to more information, but the best part from the company perspective are the user created videos (Coca-Cola YouTube 2013). This user created area is so they will expand the company to new customers through these users friendships.

6.4.2 Facebook

After visiting the Coca-Cola Facebook page there are a few things, which become blatantly obvious. The first is that Coca-Cola is an extremely well known and liked company due to their 72 million likes and 1 million people talking about them (Coca-Cola 2013). Along with having international content they have region or country specific data. This means that by being in Finland users do not only see the information posted on all international sites but also content that is in Finnish (Coca-Cola Facebook 2013). It can also be see that Coca-Cola does not necessarily post often, usually once a week, but when they do they have thousands of likes and hundreds or thousands of comments and reposts depending on the initial post. This means that they rely on their followers to help spread the company and its information as much as they do. Finally this importance about not only posting but also on user interaction and information can be seen through the use of various polls to gain customer feedback (Coca-Cola Facebook 2013).

Typically this information going to customers and coming from customers in years past has been solely placed on company websites, but now Coca-Cola is using Facebook to not only inform customers but also gain feedback and gauge responses to new ideas and products.

6.4.3 Twitter

Although Twitter was not explained in great detail in this thesis it is an important part of Coca-Cola's social media strategy. Currently when visiting Coca-Cola's Twitter feed instantly it is know this is the right place. The background is a Coca-Cola red with bubbles placed in it. Currently Coca-Cola has 1.7 million followers meaning when they post on Twitter all of the followers instantly gain the new information. This is not the only thing to be noted about their Twitter feed though; they are also following 67 thousand pages and have posted 81 thousand tweets. This means that they are actively using twitter as a means of connecting to customers and informing them. With these posts they are also typically getting between thirty and one hundred re-tweets, meaning that their followers like the subject enough that they are sharing it with all of their friends. (Coca-Cola Twitter 2013.)

6.4.4 Flickr

The final social media site that is being used by Coca-Cola that has a direct link to their page home page is Flickr. Flickr is a photo-sharing site such as Instagram and Pinterest. On this photo site as with the others mentioned Coca-Cola takes active participation to a new level. They do not only post promotional photos from events they host, but when a user shares a photo of one their products, they will contact the user and ask if it is okay to share on their feed (Coca-Cola Flickr 2013). This is part of a new era where user created content is growing to new levels. One reason is the costs associated with creation for the companies, because they do not have to create the new and interesting content but just find it. User created content can also connect the company with people in a new way, by making then feel important. When a company such as Coca-Cola contacts a user about their photo they will immediately share the interaction on multiple sites

better spreading the company. It could also encourage users to post more photos with the companies products because they want their photos on a large companies site to gain more followers of their own. This is a mutually beneficial connection that allows the company to benefit from social media especially when considering marketing.

6.5   Comparisons Between Traditional and Social Media Advertisements

In this section of the thesis the author will review some of Coca-Cola's traditional media forms and some of their social media forms to give the reader a real life example of some of the theoretical portion of the thesis above. The three comparisons being made for this thesis will be, Television Commercials to YouTube, Website to Facebook and Corporate Career Page and LinkedIn.

6.5.1   Television Commerical and YouTube

When comparing a television commercial to a YouTube video there are many different possibilities. The selection criteria of the two videos were that the television commercial was originally created for television and the YouTube video must have originally been made for YouTube. When taking this main requirement into consideration there were still many different possibilities as to what video should be used. The author has chosen to examine two videos, which have a similar idea, Coca-Cola bringing the world together one Coke at a time. The Television commercial that will be analyzed in this section is the television commercial mentioned earlier in the thesis, "I'd Like to Buy the World a Coke." The idea of this video is if the world could have a Coke and learn to sing, then the world would be a better place. (Coca-Cola 2013.)

The YouTube commercial with a similar idea is the "Coca-Cola Small World Machine". This was a video created to show an initiative by Coca-Cola to help connect India with Pakistan. These two countries have had a troubled history and the idea of this initiative and video was to "show that what they have in common is stronger than their differences". In the video Coca-Cola connected two machines to one another with cameras allowing the individuals in India and

Pakistan to do simple task together and then they would be rewarded with a Coke. The idea was that the company would help them to "make a friend" and then share a Coke with them. (Coca-Cola 2013.)

FIGURE 12. Video Screen Captures (Coca-Cola 2013).

Although these two videos are slightly different they have a similar idea. Both are commercials meant to advertise the company and their products. The videos also attempt to show how we are all very similar and they attempted to connect people from around the world through Coke. One difference is that the TV commercial was not interactive; the individuals were professional singers while the YouTube video was real people who were able to experience the machine. Through the differences and similarities it can be seen that with both of these advertisements Coca-Cola wanted to show the company, and that the world can be connected through Coke.

6.5.2   Web Site and Facebook

The second comparison is between Coca-Cola's home website and their Facebook page. For this are the author will review both of these sites, which are geo-local, meaning the sites for Finland. When looking at the Coca-Cola company page for Finland, immediately one of two pages must be chosen from. The left is a page with Coca-Cola's advertisements and a more "fun" appearance. The page on the right will lead the corporate page with financial information and regional data. The comparison will be made concerning the left page because most companies

do not post technical or financial information on social media because that is not what there followers want. (Coca-Cola 2013.)

Once on this page it seems very similar to Facebook due to its similar layout. Currently the page has a "block" style similar to the new Nokia phones as well as Facebook. Also the content that is posted on this page is almost, if not exactly the same as on Facebook or they can be linked to Facebook. The final thing to note is the videos on this page are YouTube videos that are imbedded into the page. When visiting Coca-Cola's Finland Facebook page viewers are greeted with the usual data and cover photo. Once scrolling down it should be noted most of the postings near the top are in Finnish and the pictures are "Finnish" ideas. One example is a picnic basket in a grass field in the summer with a Coca-Cola inside. Along with the posts are simple polls asking the viewers their opinions about different topics, such as summer festivals (Coca-Cola Facebook 2013). Once scrolling down even farther the Coca-Cola World page is reached. This is when the content is the same on most if not all the world sites. (Coca-Cola Facebook 2013.)

When looking at these two forms of advertisement side by side, they are very similar. The webpage has more information on the page, but the Facebook page has links to the same or similar content. The whole design of the company page is specific for this region as well as the content. The Facebook page is more interactive but at the same time informative about the company. When thinking about the company websites and Facebook pages the "fun" content is very similar and in some cases the same. This is not the case with the corporate page with data and statistics. This trend of the technical data being left off of the social media site might change slightly with sties such as LinkedIn which are more work oriented, but on sites such as Facebook which are more for fun, will probable continue to be left out.

6.5.3   Corporate Career Page and LinkedIn

The final comparison that will be made is Coca-Cola's corporate career page and their LinkedIn page. Coca-Cola, most likely due to their size, has paid for a premium account on LinkedIn. This means they are able to post job opportunities on this page. When visiting the Coca-Cola career page there is lots of information other than current careers available. Coca-Cola shows information about the company; give past experiences, and ideas about why job searchers should want to work in their firm. Also they have many different articles around the page for the viewer to read. When going to the page where specific job opportunities can be found, a region must be selected from a drop-down box. (Coca-Cola 2013.)

This is a very old looking and feeling page, in the author's opinion and it does not appear as though the actual look of the page has been updated in years. Upon review, the job possibilities are up to date, compared to the LinkedIn opportunities. This means that although the data is new it doesn't feel like it should be. The companies LinkedIn page has some of the same data, but not in as much detail. Here they have up-to-date news on their "news feed" along with only a one-paragraph company profile but no past experiences and why the viewer should want for Coca-Cola. When looking at the career's page viewers are shown the information where the viewer can search for opportunities based on many different factors. One difference is with LinkedIn the viewer is able to see what connections they have with individuals in the company. Coca-Cola includes videos with interviews, as well as general information about how to be a better worker and what to do to have a better chance getting hired. On the right side a brief overview of the jobs currently offered and then go into more detail by clicking a link. This goes to the career's page, which is in LinkedIn's style. This style seems much more interactive, up-to-date and simpler to use compared to the company careers page. (Coca-Cola LinkedIn 2013.)

FIGURE 13. Career Pages Screen Capture (Coca-Cola & LinkedIn 2013).

The comparison between these to site is very easy to be made. The content on both regarding stories and company information might be more detailed on the company page, but the important information is available on both sites. When looking at the different careers available on the corporate page and the LinkedIn page they both seem up-to-date. The corporate page seems old and as though it has not been visually updated apposed to the LinkedIn page in the standard format, making it much more user friendly. It should be noted that Coca-Cola appears to be putting more emphasis on the social media site than the corporate site, which is a huge change. Although the information is the same the look is not. When looking at these two sites side by side they both have positive things and negative areas. The corporate page has more information about the company, while the LinkedIn page is more user friendly, especially when looking for career possibilities, which is the main reason for both of these sites.

7   CONCLUSION AND SUGGESTIONS FOR FUTURE RESEACH

7.1   Conclusion

To conclude the thesis the author will review the questions, which the thesis tried to answer. After reviewing these questions, based on the information provided, the author will state whether they have been answered, need clarification or have not been answered. The main question, which was the reason for the writing of this thesis was, can social media be compared with traditional forms of marketing? In the previous sections the author reviewed the theory concerning what content should be shown over different forms of advertisements, and based no this found yes they could. The author was able to find examples from the case company, Coca-Cola, of two different advertisements that were the same or at least very similar reinforcing this idea.

The secondary questions, which were needed to find the answer to the main research question, were:

- *What is marketing communication and how has it evolved over time?*
- *What are traditional forms of advertising and what interactions and content do companies convey over these channels?*
- *What is social media and what content should be shared across social media?*
- *How is social media and it's content related to traditional forms of advertisement?*
- *What are the current and future trends of social media used by individual users and companies and how can companies adapt or use user trends?*

When reviewing the before mentioned questions all have been answered. Marketing communication includes all of the actions companies takes to give a certain brand image to the customers and this has become harder due to all of the ways people gain information but easier with the internet and social media. The author selected six different traditional medias and four different social medias, explained what they were, and how they should be used. After this the author made connections between the different forms of advertisements, based on the

theory of what should be shared through these different form. Finally before the case company the author discussed a few of the social media trends currently going at an individual level and corporate level and how companies can capitalize on the individual trends.

7.2   Reliability and Validity

All of the information concerning the thesis was collected from published works or reliable sources. This allows the reliability of the thesis to be high; the only reason why the reliability is reduced is due to the various ideas concerning advertisements. These differing ideas mainly concern what content should be placed on these different forms. Due to these varying and unscientific ideas, some of the information gained from sources could be questioned. To gain the complete or more information concerning the topics discussed in the thesis, the reader should review the sources. Concerning the validity, all companies could adopt the ideas presented, but companies selling their products to individuals would benefit more. This is manly due to the difference between business-to-consumer and business-to-business marketing.

7.3   Suggestions for Future Research

Possible expansions of the research done in this thesis could be the inclusion of more quantitative data. This could mainly focus on the forms of traditional media and social media which consumers use most and which they feel are most effective. In this study the consumers' reactions to the before mentioned forms of social media advertising could be questioned. The researcher could also view the characteristics of a good advertisement according to the consumer. This would give a better idea of how individuals as a whole see social media marketing and how well they respond to it.

Another possible expansion would be an individualized study done on one specific form of social media. This would be a paper, which looked specifically at one social media form or site such as Facebook in detail. It would give the reader a more specialized view of the selected social media form and how individuals and companies use the site. This paper would be limited in application and in validity because once the site closed or went through massive changes or with just the passing of time it would lose validity.

8   SUMMARY

The thesis originally set out to examine social media in relation to past forms of advertisement. This is a fairly broad subject due to the massive numbers of social media sites, which cater to different people and the extremely large numbers of opportunities to advertise through more traditional means. In this thesis the author chose to compare six different "traditional" advertising methods to four social media advertising opportunities. After examination the author uses a case company, Coca-Cola, to show how they have done marketing before and after social media to give a real life example to the reader.

In chapter two the author sets out to examine marketing communication and how it has changed after the invention of social media. In chapter three the author analyzes "traditional" forms of advertisement. This means advertisements that are well known amongst most people and companies. The author examines each form of "traditional" advertising as one by telling briefly about the history, use, content and some benefits and disadvantages. In the fourth chapter the same aspects are analyzed except with social media sites instead of traditional media and the relationship between social media sites and "traditional" forms of advertisements is made.

In chapter five the author explains current and future social media trends on two different levels. The first is on a user level, meaning individuals' habits that are varying. The second section of this chapter concerns corporate trends where an explanation of how companies are seeing and using social media. Finally the author examines the company that was chosen for this thesis to show a real life example of the theory conveyed earlier, The Coca-Cola Company. First is an explanation of the company's past marketing through traditional means. The author states what Coca-Cola's current social media and examines current use of social media, followed by a relation between their own past marketing efforts and social media efforts. In the conclusion the author admits that this thesis has a limited time of validity due to the rapid change of social media, but explains that the idea of relating new forms of advertising to forms already known is always a possibility, along with giving possibilities for future research.

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Appendices

APENDIX 1: Prisantoso, Yanuar. 2012. 55 Interesting Social Media Infographics.
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APPENDICES

APPENDIX 1: World Map of Social Networks (Prisantoso 2012).

APPENDIX 2: Fortune 100 Companies: How are they Leveraging Social Media?
(Prisantoso 2012).