



Benchmarking of Social Media content of Kala's competitor

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BACHELOR'S THESIS
June 2022

Double degree programm

ABSTRACT

Tampereen ammattikorkeakoulu
Tampere University of Applied Sciences
International Business and Administration

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Kala Karité - Benchmarking of Social Media content of Kala's competitor

Bachelor's thesis 37 pages, appendices 1 page
June 2022

This thesis was commissioned by the company Kala Karité. The company has been operating for almost a decade in the shea butter-based skincare industry, and needed to evaluate competing brands in terms of their presence on social networks in order to develop its own strategy and stand out. Until now, no real communication strategy had been put in place, so the objective was to give Kala a foundation for content creation that would help her develop her communication strategy on social networks in the future while standing out from her competitors. The author then became familiar with the content creation process as well as the Facebook and Instagram networks. The author conducted a qualitative study in the form of a social network analysis in order to gather as much information as possible about the current situation of the communication made on the social networks where Kala is present but also about the current situation of one of Kala's competitors also offering skincare products based on natural ingredients: Laboratoire Ravene .

The author then conducted a content analysis of the two platforms on which Kala and its competitor are present: Facebook and Instagram and on which Kala wants to expand. Based on research regarding the content creation process, the author discovered the importance of creating content that is tailored to the target audience and the company's goals. Indeed, when a company wants to develop its presence on social networks, it should not only post content related to its activity but should propose a thoughtful content adapted to the target audience of the company. Moreover, the content proposed must not only be adapted to the target audience but it must also be consistent with the company's objectives (if it wants to increase its sales, create a community, create traffic). From the start, the Kala team members recognized that the company's social networks could and should be improved, as they were at a complete standstill at the beginning of the thesis. Regarding the target audience, the realization of a publication indicating the resumption of the different accounts and the number of positive reactions obtained (likes, comments)

showed that the old followers were still receptive to the publications made by Kala and some new followers showed that the topics addressed by Kala were of real interest and that a resumption of the activity and an improvement was thus possible.

The observations and analysis of Kala's competitor's strong presence on social networks suggest that in order to take advantage of all that social networks allow a company to do when used properly, the company should establish a regular frequency of posts and offer posts with a variety of topics and not only focused on its products. Based on these observations, social networks should be developed according to the themes of interest to the followers and at a frequency adapted to their availability and presence on these platforms. In order to create a regular publishing frequency the author recommends Kala to use a content creation platform as well as a content scheduling platform in order to facilitate the creation and automate its publication. The use of these platforms will save time in the creation of visuals but also save time for the publication of its content by being able to plan in advance the publications without time constraints. In order to achieve this, the author recommends that Kala designate one or two people responsible for social networks to ensure a good distribution of work and a progressive handling of the platforms.

In the future, it would be interesting for the company to think about a development on other platforms such as LinkedIn or Tiktok according to its objectives and its development.

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1 Thesis Plan

This thesis will focus on the company Kala, a company that was created 3 years ago by Mrs. Clarisse Charara. This company includes two brands entitled : Les Equidés de Kala and Les Originels de Kala. Les Originels de Kala offers care products for humans, and Les Equidés de Kala offers care products for horses. The idea of these two companies is to propose products conceived on the basis of shea butter of exceptions which, specifically exploited proves to have miraculous medicinal properties such as: haemostatic, anti-septic, anti-inflammatory, muscular relaxant, skin restructuring. The products offered are 100% natural and organic.

1.1 The history of Kala

This business idea came to Clarisse on the advice of her father, who was the head of a shrimp and prawn export company in Benin and knew the virtues of a little-known product: shea butter. Clarisse began her research on this famous product with numerous and exceptional virtues. Convinced and astonished by the powers of this product, Clarisse looked for a company/brand exploiting its products but could not find one. This is how she came up with the idea of creating her own company, first with the brand Les Originels de Kala and then with Les Equidés de Kala. It is to be noted that Clarisse had at the beginning no knowledge of this product and it is her who launched experiments during several years in several plantations in several places of Benin in order to find the ideal place for the culture of this magic ingredient and the perfect composition for her products to create exceptional care. Moreover, it was important for Clarisse that the products manufactured are totally natural. With all these elements, the value of Kala is built: to propose fair trade and organic shea butter products to the general public created thanks to a mix between traditional culture methods and modern manufacturing methods. During my research, I also noticed that no brand was specialized in the development of shea butter-based products, and moreover, "clean" products made of natural and organic ingredients, especially for horses, where no brand offered care products systematically made of shea butter. Also, the number of shea butter-based products was also low. Kala's interest is therefore justified.

1.2 **Kala Team**

For the creation of this company, Clarisse has surrounded herself with a team located in France composed of Mr. Tarek Charara, artistic director of Kala in charge of the visual image of the brand as well as the product packaging, and Mrs. Fanny Walter, responsible for ethics and development ensuring the respect of Kala's values at each stage of the production process. Kala also has a production team in Benin headed by Mr. Djibrilou Fousséni, head of production. Finally, for a determined period of time, the team has one more person, myself, who will be in charge of the development of Kala's social networks. My presence on the Kala team will bring a fresh perspective to the company, as I have no technical knowledge of shea butter and will only be able to look at the products as a customer. In addition, having a background in marketing and time to devote to the company, the team members will be able to continue to perform their main tasks.

1.3 **The development of Kala**

During the first years, the Kala Karité group focused on the creation and improvement of its products with the development of new ranges but also the product testing on a panel of potential customers. Today, the products are ready and approved by a good number of equestrian professionals and riders about Kala, and many customers have been able to test the brand's original products and made good feedback. Now, Kala is looking to become known for both Les originels brand and Les Equidés brand, and this is where this thesis makes sense.

Indeed, nowadays, many brands use social networks to get known. In this logic, Kala wants to develop its networks to be known. Currently, Kala has a website for each of its brands as well as a Facebook page and an Instagram account for each of them but these networks are only partially active or even inactive. The reason for this is that no one on the Kala team has been designated to take care of social networks and it is currently the artistic manager, who is also responsible for packaging, web and communication, who is in charge of it alone. The development of new packaging and the updating of websites being the most important tasks, and the manager having already many tasks to take care of, the networks are not the priority and are neglected. Until today, Kala's communication was done through websites and word of mouth from the team members and people who had the opportunity to test the products. But nowadays, a brand can't just communicate on a website and rely on word of mouth. It is also well known that today, a brand's reputation and image is developed via social networks:

it is therefore crucial for Kala's development to develop its presence on the networks in order to develop its reputation and image and ultimately to gain customers and increase sales.

In addition to word of mouth, Kala sponsors sporting events for the original brand and has equestrian professionals as ambassadors for the equines. The latter will be useful to us in the future as they are potential communication axes and it will be important to involve them in our development by giving them material, training or simply instructions concerning the communications they will have to make. The support of the latter will be a considerable strength because it will not only allow the brand to gain visibility but also credibility.

2 Project for the future

It will be important in the communications that will be carried out to insist on the fact that Kala is one of the only brands to offer clean products composed of natural products and made with shea butter. One of the challenges will therefore be to respect the nature of the brand while making it gain credibility and using current communication methods. Also, the products of both brands being today at a higher price than the competition, it will be important in our value creation to highlight why the product is more expensive than its competitors by explaining the manufacturing process, the ingredients.

For this, the development of social networks will be built thanks to the observations that we will have made after a study of the competing brands. Since its creation, competing brands/products have been developed, each with its strengths: website, networks, products, number of customers, prices...Kala wishes to develop its networks, so we will study a brand very present on the networks involving frequent publications, a good interaction with Internet users, publications with many likes, pages with many subscribers but also a brand putting forward the same values: care products, natural products ...Of course, the networks of the two brands will be developed later in this thesis, but in the thesis itself, only the development of Les Equidés de Kala brand will be studied and developed. The study of a competing brand will therefore focus on a brand that competes with Les Equidés de Kala brand. After a study of the different competitors given by Clarisse, our choice fell on the brand Laboratoire Ravene, a brand offering care products for horses based on natural products. The choice of this brand was made according to several criteria such as the nature of the brand and its products. Indeed, the Laboratoire Ravene brand offers, just like Kala, products based on natural ingredients and composed of few chemicals. Also, Kala being a brand concentrated around natural horse care products, these two are comparable. In terms of networks, the Laboratoire Ravene page on Instagram the page has 2735 posts and over 69,000

subscribers. Obviously, the two brands are not comparable size and on the number of products, Laboratoire Ravene offering a much larger number of ranges and products and being more present on social networks than Kala. Indeed, the brand of Les Equidés de Kala has for the moment only 3 products: a care for the coat, for the hooves and for dermatitis.

2.1 The thesis

From all these elements, we can say that the thesis will study the development of social networks, but also of a community i.e. the number of subscribers, reactions etc and all this in comparison with a competing brand. The thesis topic could then be: Insights to develop a marketing strategy for Kala based on competitor analysis. We could then also ask ourselves if Kala's strategy should be very different from other brands' strategies or if it should/could be inspired by them but we could also ask ourselves how to communicate by being inspired by others while standing out and respecting the brand's nature.

2.2 Objectives of the thesis

Regarding the thesis and its objectives, Kala did not impose any concrete results and simply wishes to develop its social networks by gaining subscribers and moreover customers as well as sales.

Kala's objective is to have active networks with an average of 2 publications per week and the option of additional sales. This regularity in the networks will be possible thanks to the elaboration of a publication schedule indicating which days the publications should be made and on which subject. The goal of this activation is also to inspire and motivate the team to feed their networks by giving ideas of what can be done and how so that at the end of the thesis they will be able and willing to keep their networks active.

The publication schedule will be realized on excel and set up via an online platform which will allow to plan publications so that the team can do something else the days of the publications and anticipate the work. The publications will be made on Canva, because it is a simple, accessible and intuitive software so that the team members can make personalized visuals in a minimum of time. Concerning the texts of the publications, the texts will be initially reformulated texts of former publications in order to save time and to see the subjects interesting the most the subscribers according to the number of like obtained, the number of shares, comments... Another objective of this thesis is to give to Kala the keys to create a community and so interactions with customers in order to reinforce word of mouth and to respect the authentic Kala rating, as Kala wishes to grow but does not wish to grow to the point of becoming a company without any contact with its clientele.

The objectives of the thesis are as follows:

- to analyze the competing brand in order to identify effective marketing actions and to stand out
- develop a strategy on social networks
- Provide the elements that will allow the Kala team to develop its social networks

2.3 Follow-up of the thesis

In terms of follow-up, a daily contact is established with the artistic manager approving each text and each visual. Every two weeks, a meeting is set up with the development manager to review our feelings about the publications made.

In order to sell the product as well as possible and to present it as well as possible on the networks, a product test will also be made on my part in order to see the effectiveness of the product. Members of my entourage will also test the products and will give me their comments and feedback. Thanks to these tests, we will be able to see what has been positive or negative and to know on which points things will be to work or to put forward in our communications.

In terms of planning, the return of Les Equidés de Kala page started on April 4th 2022 with a publication indicating the resumption of the account. This publication got several positive reactions on the networks. Thereafter, 2 publications per week will be made at least on days determined after several tests. Stories will also be made.

3 Social media and content creation

Nowadays, social networks are not only sharing platforms on which people can express themselves and share their daily life freely through texts and images but rather real marketing tools. These platforms with their large number of users present today real opportunities for any business being present on them and using them wisely. Indeed, contrary to the beginning of these platforms, it is no longer enough to simply post visuals and texts without further reflection. Indeed, the algorithms and the important number of businesses present on these sites make it difficult for a business being new on these sites to stand out from the others and to reach its objectives without a real strategy.

Moreover, users oscillating between many platforms are increasingly hard to captivate, the average internet user has an attention span of 8 seconds and the attention span of the average Instagram user is around 8 seconds vs 12 seconds (Rissoan 2022, 389). In order

to keep this attention, companies must offer quality content. Quality content is content that attracts their attention and provokes a reaction from users eg. like, comment, while highlighting the brand.

With more than 1.7 billion active users, Facebook helps create new opportunities for businesses and individuals every day, and on average more than a billion people comment, like and share posts every day (Rissoan 2022, 305).

3.1 **Create content for social networks**

Known by all Instagram has become today a very interesting and essential marketing tool for all companies wishing to be present on social networks.

This well-known platform allows brands today to exchange and reach a huge audience as well as boost their sales and develop their notoriety. As said before, Instagram allows companies to reach a large audience with more than a billion active users per month spending an average of 53 minutes per day on it (Pellerin 2020, 7). This traffic positions the platform as the third most visited social network after Facebook (Rissoan 2022, 389).

From this vast traffic and increased visibility, brands can reach new customers and therefore have the opportunity to generate additional sales through Instagram. Also, 90% of people on Instagram follow at least one business (Pellerin 2020, 8). An Instagram study conducted in 2019 highlights the fact that 65% of people who saw a company's profile on Instagram then went to its website or even its app and 46% of them ended up buying a product from that brand (online or in store). 83% of Instagram users also admit that the latter allowed them to discover new products but that it also inspired them to trust the quality of the products of the met/discovered brand. (Pellerin 2020, 8.) The notoriety and brand image brought by Instagram are such that the consumers surveyed testify to trusting brands present on Instagram more than brands absent from the platform. In this case, a company that is not on Instagram could find itself penalized against a competitor present on the latter, which would thus have more credit by its presence. Also, 74% of users consider the brands present on Instagram relevant or/and popular (Pellerin 2020, 8.)

To gain visibility and credit, Instagram is thus an essential platform.

3.2 For all social media

3.2.0 Define your goals

Before planning any strategy on social networks, the brand must determine the objective(s) of its presence on them (Mazier 2019, 54). Does the brand want to increase its sales? Build or develop a community? Gain visibility? Build a brand image? Once the objective(s) are determined, the brand will have an idea of the type of content to propose. The exact type of content will be determined after a study of the target audience. (Mazier 2019, 44.) Whatever the objective and the platform on which the brand wishes to be present, it will have to propose quality content adapted to its audience so that the content proposed attracts and keeps the attention of a maximum of people in order to create loyalty and long-term engagement that can lead to increased sales. In Kala's case, she wants to develop her presence on social networks and build a community with the possibility of increasing sales.

3.2.1 Define your audience

In order to propose quality content, several aspects must be taken into account. The first aspect is to determine the audience to which the company wishes to address. (Mazier 2019, 44.) Is the target customer between 18 and 25 years old? Or between 25 and 30 years old? Is it mainly male or female? Are they students or in the workforce? What are their hobbies and interests? What is his presence on social networks and which social networks does he use the most? All these parameters will give a lot of information allowing the company to create a content adapted to the latter by adapting for example the colors used, the language used, the social network to be used, the topics to be addressed. (Mazier 2019, 45). By taking all these parameters into account, the business will be able to understand its audience and offer them interesting content, thus inciting them to pay attention to it or even to give it a reaction.

In general, it is recommended for a business to propose a varied content alternating between "serious" and softer content (Bielka 2020, 89). Thus, by alternating different types of content, the business could reach a wider audience by attracting the attention of people interested in the company's products/services or in its activity. By varying content mediums, the business is able to appeal to a wide variety of prospective customers, and is able to keep followers consistently engaged thanks to novel content forms (Bielka 2020, 92).

3.2.2 Measuring performance

Another aspect to take into account for the creation of an effective content is the measurement of performance (Bielka 2020, 129). Indeed, once the profile of the current and/or potential customers is determined, it is important to analyze the performance of the publications made in the past but also recently. These observations allow us to see if the profile of the users as well as their interests and availability have been well evaluated. We can then observe the number of likes, shares, clicks on the site's link, the number of new subscribers, comments, etc. All these actions on the part of consumers will allow us to adjust the publications in terms of content and parameters (Bielka 2020, 129). Maybe users will show more interest in videos, or in stories. These observations will allow you to propose content that will please your consumers and even attract new ones. But this data analysis does not stop there. Indeed, if the business knows competitors present on the networks, it will be interesting to analyze the content proposed by them to see what worked or not. These observations will allow the new business to avoid some mistakes, or to take back some ideas that worked and will allow it to gain in effective content because it will avoid some time-consuming tests in terms of realization or study. This study will consist of looking at which publications have had the most likes or the least likes, but also to see which publications have generated the most reactions eg. comments, shares, views. It will be interesting to observe the topics addressed in the most liked, commented or shared publications in order to see the topics that lead to reactions from consumers. (Truphème & Gastaud 2020, 14.)

3.2.3 Determine its content type

Once the consumer profile and the appropriate type of publication have been identified, the content/format of the content will have to be determined or in other words, its aesthetics (Bielka 2020, 71). Indeed, if the choice of the platform, the choice of the subjects or the targeted public are important elements, the aesthetics of the content is also an important aspect for a maximum effectiveness of the content. The content must be clear, pleasant and attractive. (Bielka 2020, 71.) The latter will be made attractive by the use of colors previously thought (Bielka 2020, 77). For example, for a company offering green/organic services, the use of colors such as brown and glass will be interesting because they bring a natural aspect to the visuals. Also, it is worth noting that light tones generate 24% more likes than dark tones and bluish images get 29% more likes than red ones. 79% of users also like images with reliefs, making the image more vivid and real. (Bielka 2020, 77.) Also, in order to make

the content look good, it is strongly advised to use consistent tones and not to go from a publication advocating flashy colors to dark colors. The font used on publications should also be consistent.

Obviously, the visuals and videos used should be of good quality in order to remain pleasant to the eyes of consumers who will not take time to watch a pixelated visual, blurred. Also, it is interesting to vary the types of content such as story, posts, real. It should be noted that videos and photos are shared two to three times more than written content (Bielka 2020, 71).

3.2.4 Determine its themes

If the visuals and formats of publications are important, the themes and subjects are just as important (BIELKA 2020, 89). Indeed, a brand proposing an identical content will not attract the attention of old and new followers who will not see any interest in following the latter proposing only déjà vu content that brings them nothing. Thus, it will be important to propose a wide range of topics of publications that can go from serious or promotional topics to news topics or even more comical and casual topics. (Bielka 2020, 92.) The serious topics can consist in sharing articles talking about the products or a topic concerning the equestrian universe and the less serious topics can consist in sharing photos taken by the brand with an entertaining dimension (a photo of a funny horse) or photos/videos taken by followers. Indeed, using content coming from followers or customers is a good way for a brand to gain engagement and visibility because by sharing this kind of content, the brand will appear as close to its customers and its community as well as grateful to them but the latter will also gain credibility and visibility because customers sharing content about it will contribute to the construction of an authentic and quality brand image by showing their satisfaction (Bielka 2020, 128). Also, the latter being present on social networks will make the brand visible in a simple and sincere way and will be able to make new people discover the brand with the same interests and not knowing the brand yet (Bielka 2020, 113). Moreover, sharing a content already made will allow the brand to feed its page in a minimum of time because it doesn't need to make big texts or editing (Bielka 2020, 128).

Another way to gain authenticity and visibility is the use of ambassadors. Indeed, people who have had the opportunity to test products and are satisfied with them can, if they agree, share their experience on social networks for free or in exchange for free or discounted products from the brand (Balagué & Fayon 2022, 58). The latter giving their positive opinion and feedback will allow the brand to gain credibility and visibility just like with the content

sharing discussed above. Also, if the brand's objective is to increase its sales, promotional codes can be communicated to influencers that they can share on their networks in order to benefit future customers. If the brand's objective is to gain visibility, the ambassadors can simply share content on which the brand will be tagged and which the brand will be able to share again. The ambassadors can also share for example a link to the website, to the sales page of products, articles. If the brand wants to gain credibility, the ambassador can share his experience through explanatory videos, in application to show the products in use and their results. (Balagué & Fayon 2022, 59.)

If the brand's objective is to gain visibility and engagement, it can also opt for contest type content requiring an action from the follower because the latter being motivated to win something eg. products, promotion will be more inclined to react to your content and develop a form of engagement towards your brand. Contests are defined according to your inventory, your budget and your wishes: do you want to gain visibility? Or do you want to generate sales?. (Bielka 2020, 93.)

Depending on the expected objective, the type of contest will have to be adapted. For example, if your objective is to gain visibility, your contest could be announced on your networks and could consist of a photo contest with your products or a situation (for the equestrian field: show us your products essential for training, show us your favorite photo with your horse, show us the funniest photo of your horse, tell us in story which product you would like to have and why? The choice of the winner can then be made by sharing the photo on your account and inviting followers to vote and therefore encouraging them to ask their friends and family to potentially vote for them or you can be master of the choice and create suspense by announcing the sharing of the winner's content in story. Offering a free product prize where the contest will consist of sharing the contest announcement and tagging friends under it could also be an idea. If the brand's goal is to generate sales, it could share limited time promotional codes to entice people to buy or offers like "1 product bought = 1 product offered" could also be thought of.

Just as important as the aesthetics of the publications is the content. Indeed, if a nice visual can attract attention, a cleverly written text will do the same (Bielka 2020, 65). Also, it will be necessary to pay attention when writing the text accompanying the visual or the video. The writing of a good text is not obvious because the text should neither be too long at the risk of losing the attention of the consumer nor too short at the risk of appearing on it.

It is often tempting for brands to write long texts in order to bring as much information as possible to consumers but it is important to remember that social networks are not the real sales platforms of any business. Indeed, the website or the application of the business in question will provide all the necessary information in detail about the product/service offered while social networks will promote it, making the customer want to know more. (Bielka 2020, 67.)

The text will then have to be precise enough to give the minimum of information about the product but will also have to remain vague enough to make the customer want to know more and go to the website/shop/app to find out more or even to take a buying action. (Bielka 2020, 69.)

With the content goes the tone used to address the customer which will have to be in agreement with the image of the company but also coherent towards the public concerned. If the public is young or if the product/service proposed consists of entertainment, a familiar tone can be used. On the contrary, if the service/product as well as the customers are of excellence and selective, a sustained language will be recommended (Mazier 2019, 203). Balance can also be found.

If the company wants to create a community, it must not only attract the attention of followers and keep them, but also get them to engage with it. Apart from buying a product from the brand, followers can engage with the company by reacting in different ways to the content it offers. Are therefore considered as reactions the likes, comments, shares or even replies to the story, the visit of the website, a subscription. (Balagué & Fayon 2022, 82.) If these reactions can seem obvious to a content that followers like, these reactions are not always automatic and systematic on their part and must often be encouraged by the brand. This encouragement from the brand goes through the use of call to action directed to the followers with the objective to obtain one or more reactions (Bielka 2020, 95). These calls to action can be present in the texts of publications as well as in the texts of stories, reels and any other content. They consist of sentences calling the follower to show interest in the brand. Example of call to action: the brand can ask for an opinion on a specific topic or product and ask for a reaction in a comment or in a story reply. The brand can also invite the follower to share its publications/stories or to like them by promising other similar content. These incentives will push the consumer to act positively towards the brand and to confirm his interest for it and in the long term to engage him (Bielka 2020, 101).

But this commitment is valid in both directions. Indeed, it is also the duty of the brand to invest with its followers in addition to offering a varied and frequent content (Bielka 2020,

128). The latter must interact with them by answering for example the comments left under the publications, these answers can be manifested by an emoji reaction to a comment on Facebook and Instagram or simply by a message. Any comment should therefore have a response: whether it is a question, a remark, a compliment or a judgment. Of course, the language used in these answers must remain consistent with the language used in the publications in order not to create a gap in terms of brand perception with the people leaving or seeing the comments (Mazier 2019, 203). The brand can also react to the contents made or shared by the followers in order to show its reciprocal interest and to create a relationship with them and this with a single click.

In addition to a short, clear and dynamic text, the brand can use to gain visibility hashtags consisting of keywords being searched by users on the internet to find content related to this word (Pellerin 2020, 26). This use of hashtag must of course remain professional with a responsible use of them to avoid publications ending with about thirty hashtags losing all its interest because not using keywords and making "draft". These hashtags must be adapted to the brand and the content it offers as well as to the target audience and can be determined during the study of the target audience and competitors by observing the most frequently used words on publications that have generated many reactions e.g shares, comments, likes (Pellerin 2020, 27).

In addition to all these parameters, it is now essential to also use the tools offered by the different platforms. Indeed, aware of their marketing aspect, the platforms propose today more and more tools to the users and in particular to the creators and managers of contents of the tools directly integrated on these last ones allowing these last ones to see the statistics related to the realized publications.(Balagué & Fayon 2022, 66.) Thus, Facebook offers "meta business suite" and Instagram professional accounts providing a number of strategic parameters concerning the content proposed by a brand (Balagué & Fayon 2022, 68). It will then be important to take into account these parameters which are mostly free to improve its management of social networks.

3.3 Facebook and Instagram

As said before, social networks are more and more aware of their impact on consumers and their usefulness to brands. In order to develop their impact and their usefulness, they are developing tools, mostly free, allowing brands to use them as efficiently as possible. Thus, Meta, a group owning Instagram, Facebook has configured a tool called "Meta business suite" allowing content creators and therefore brands to manage their Facebook and Instagram accounts from the same tool. (Balagué & Fayon 2022, 69.)

On this free tool, content creators and brands have access to statistics about their posts/stories and any other content shared on Facebook and Instagram (Pellerin 2022, 20). With this tool, brands have access to the latest news related to their accounts and posts such as new comments, likes, shares etc. but brands also have access to data related to the number and percentage of people reached over the last month as well as the percentage and number of likes, followers, visits on the page on Facebook and Instagram. These data are as said before in the form of numbers, percentages but also graphs to give a more global and quick overview to the brand on its results. (Pellerin 2022, 21.)

But this platform also allows to have more global data such as the number of followers on Instagram, the number of likes on Facebook as well as graphs concerning the profile of the audiences (gender and age group) for each social network. The brand can thus know what percentage of men and women is composed of its audience on average but also for each age group but it can also see from which cities they come (in percentage) but also by country. The latter also allows the brand to see its potential audience by giving a range of the number of people who may be interested in giving the percentage by gender, age, sex, country ...

A dashboard of the latest publications is also available as well as an analysis of the latter indicating the number of people reached, the number of likes, comments, shares, reactions. Content that has mentioned the brand is also shown. Recent stories are also displayed. If the company uses or wants to use ads on Instagram and Facebook this is also managed on this platform. (Balagué & Fayon 2022, 88.)

Content creation is also possible on this tool where it is possible to create for example stories with examples of stories from similar businesses detected by meta (Balagué & Fayon 2022,

89). Ideas of publications from other brands are also given but if the brand wants to create its own content it is perfectly possible to create and plan a story or a publication on this platform both on Instagram and Facebook. The planning will appear on a calendar displaying all the publications made and planned and indicating the important events of the year (Christmas, Easter, Mother's Day, Labor Day) to give an overview of the month to come and to ensure a regularity in the frequency of publications and not to miss the important events that can constitute ideas for publications. (Pellerin 2022, 56.)

3.3.0 Content differences between Facebook and Instagram

If it is true that these two platforms belong to the same group and have the same principle of sharing content, the two platforms are not totally identical and have some differences in terms of the most popular content (Rissoan 2022, 389).

Instagram is a more visual platform than Facebook because each publication must contain an image while it is possible on Facebook to publish only a text. It is therefore important to focus more on visuals on Instagram because if the latter does not attract attention and does not please the follower, the latter will not like it or will not read the text of the publication and therefore will not consult the brand page in more detail. (Rissoan 2022, 386.) Moreover, as followers pay more attention to images on this platform, the essential information should be present or understandable on the latter and a short description can be added in order not to lose the attention of the follower. This preference for short and precise texts comes from the fact that the people present on Instagram are mostly present to be entertained and eventually buy something and not to really inform themselves about something.

Another type of content to favor: short videos (Rissoan 2022, 388). For this, Instagram has adapted by proposing story, reels consisting once again in proposing a worked and clear content for the followers about a product.

Also, the Instagram platform being a platform following the trends, the use of hashtags is strongly recommended because going to allow to reach a wider audience realizing searches by keywords as it is possible to do it on Instagram.

On Facebook, the choice of content is wider, because the audience is also wider, a wider panel of appreciated content is observed (Truphème & Gastaud 2020, 157). The brand can then bet on a visual and a longer text than on Instagram but also on videos.

4 Benchmarking and content analysis

If the study of the target audience and the creation of an adapted content are crucial to the development of the brand and its good development on social networks, the study of the competition is also a crucial step.

Any company wishing to develop its marketing and communication strategy must analyze the competition. This analysis allows the company to see the content currently proposed by the competitors as well as their performance by looking at the evolution of the number of comments and likes for example. Because if it is indeed important to analyze your own results, it is also important to look at those of others to see if these results represent an advance or a delay compared to the competitors. This competitive analysis is called benchmarking. (Truphème & Gastaud 2020, 14.)

Just like the process of creating relevant content, the benchmark is broken down into several steps in order to be as complete and concrete as possible.

The first step of the benchmark consists in the selection of the competitors to study. This choice starts with an analysis of the competition and the market in order to identify the brands offering similar services or products to yours and positioning themselves on the same market. This research can be done on the internet or simply from observations made. Other than similar products and services, the selected competitor(s) must be of similar size as it is not possible to draw realistic conclusions by comparing businesses of different sizes e.g startup versus a big firm. (Truphème & Gastaud 2020, 14.) Larger companies can of course be studied for inspiration but not for strategy.

Once the competitor has been chosen, an analysis of the positioning and strategy must be carried out consisting of a study of the social networks and their content. In this step, every detail must be observed from the colors used to the formats and themes (Truphème & Gastaud 2020, 15). In order not to forget anything, here are some elements to study and observe in your competitors:

4.1 **The language used**

Does the brand use a strong language or a familiar language? Does the brand address its followers as professionals or as friends? Is the vocabulary used special or does the brand use a vocabulary accessible to all? Are the proposed texts animated and humanized with smileys?

4.2 **The themes evoked**

Does the brand highlight its products? Customer reviews? Advice on how to use the product? Are the brand's employees highlighted? Or are the customers?

4.3 **The relationship with followers**

Does the brand position itself as a friend to followers or does it position itself as a professional selling its products to customers? Does the brand propose content that answers questions that followers have or does it propose neutral content? Does the brand seek to engage with followers or simply inform them? Does the brand encourage customers to interact with it in comments or stories?

4.4 **The purpose**

Is the brand looking to gain visibility? To improve its brand image? To generate traffic on its various contact points? To get closer to its community? To increase its sales?

The objective(s) of the latter will be identifiable according to the type of content proposed: if the brand often proposes promotional codes and mainly highlights its articles in its publications with a direct link to the website, the objective of the latter will be to increase traffic but also its sales.

4.5 The format used

Does the brand propose a content composed of videos, photos? Are live performances organized? Are links to the website present in each publication description or on the profile?

5 The analysis of the competitor

In order to analyze the competition and to be able to stand out, we chose to study the strategy and the positioning of Laboratoire Ravene on common platforms where Kala's Equidae is also present: Facebook and Instagram.

This analysis will aim to analyze what this competitor currently offers on its two networks in terms of content but also to see what type of content has worked or not and what actions could be taken as inspiration for Kala or developed by Kala because the target audience is likely the same.

5.1 Content of the competitor Laboratoire Ravene on Instagram

In terms of content, the ravene lab page is exemplary in the points mentioned above. The account has 2734 posts and is followed by more than 69000 followers. Important point to underline: the account follows only 62 accounts, which allows us to make a first observation: all the followers must be really involved and interested in the brand because they don't follow it only by subscription return, which many businesses do to gain community.

Also, the profile picture of the account is well framed, clear and recognizable because it presents its logo on all the products as well as the website. In its description, the account is entitled "Raven team" and not "Ravene laboratory" certainly to get closer to its community and appear more human by not only presenting itself as a company but as a group of people. Also, the objectives and aspirations of the brand are clearly indicated in the description: "To accompany you and your horse every day". This description indicates the type of product, the target audience (here riders and their horses) and announces products that can be used on a daily basis. The availability of the products is also indicated with a short sentence indicating that they are available from a large number of distributors (stores..) and on the official store (website). A link to the website is also given as well as the location of the company.

All this information is essential for a good presentation of the brand and shows that it is applied by giving essential information easily accessible to followers (old and new). Also, the account is a professional account with a business button again offering to visit the website. This highlighting and easy access to the website is an excellent point as it discreetly encourages the follower to visit the website (whether he intended to visit the website before even arriving on the Instagram page or not).

Numerous front-page stories are also present on the account and are all personalized with short titles and presentation images (and not the last photo put in the category as it is often the case). The topics are varied from simple FAQ answering questions from followers to posts explaining old and new products, product availability, customer reviews, ambassadors, news about the website, new products ..

In terms of publications, the account has more than 2700 followers. This important number is explained by the regularity of the posts by the account, which realizes a publication per day. Once again, the topics are varied, offering promotional content about the products sold by the brand but also more personal content with the highlighting of ambassadors, mascots ... Indeed, in order to create a link with the community and to humanize the account, it often features horses from the brand's partner stables. These horses are called by their first names and are regularly featured in comical (funny pictures) or serious (product presentation and testing) publications. The account also shares different types of content with videos, photos but also drawings made by one of the followers. The use of various contents and content coming from a follower is a real strength for the account which appears as close to its followers but also showing itself accessible (and not only as a business) to potential new followers/customers.

Also, whatever the subject, the feed of the account remains consistent with quality images, consistent with the topics discussed but also consistent with the brand. The images are all images made by Ravene with no use of digital images. Also, the images realized by the brand present nice stagings notably concerning the products with thoughtful and creative settings which remain nevertheless authentic.

Regarding the subjects, they are wide and always related to the equestrian world. The brand presents its permanent and exclusive products (and also explains the use of each one), highlights its promotions and competitions. But it also shares news of equestrian events such as shows or competitions, indicating its presence at some of them.

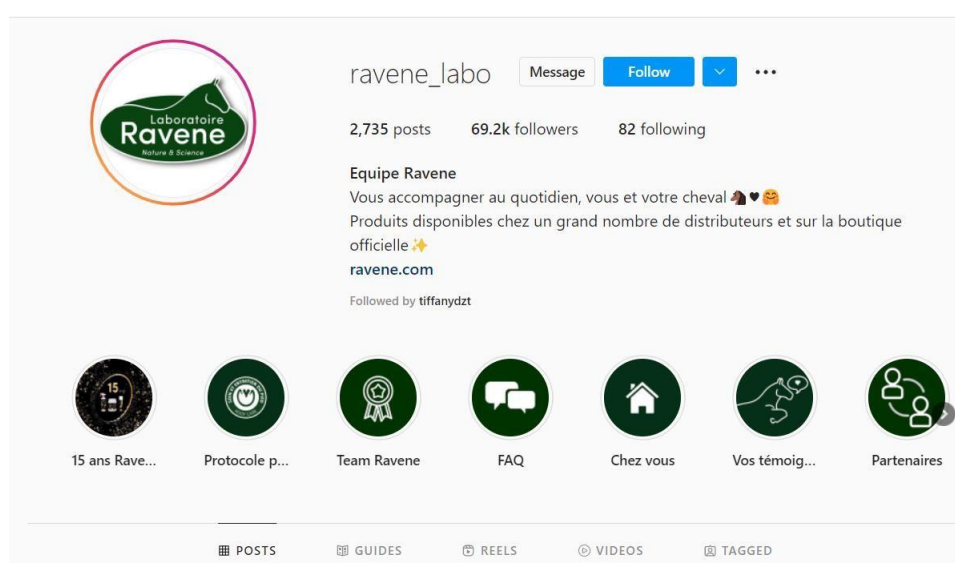
Also, as said before, horses are regularly featured as a kind of mascot to which followers identify the brand. The publications are generally liked by at least 500 people and even much more like a publication of April 2022 announcing the addition of two new colors on a product that counted no less than 2300 likes.

Surprisingly, the number of comments under the publications remains particularly low but this phenomenon can be explained by the fact that the account rarely asks for the opinion/participation of the followers in its publication texts. Indeed, if a familiar language is used in the texts, few call to action notably in the comments are used. Concerning the texts linked to the publications, they are short, clear and dynamic with the use of simple and familiar words as well as smiley and emojis. Hashtags are also regularly used in connection with the vocabulary / equestrian world such as: horse, horselover, horsecare.

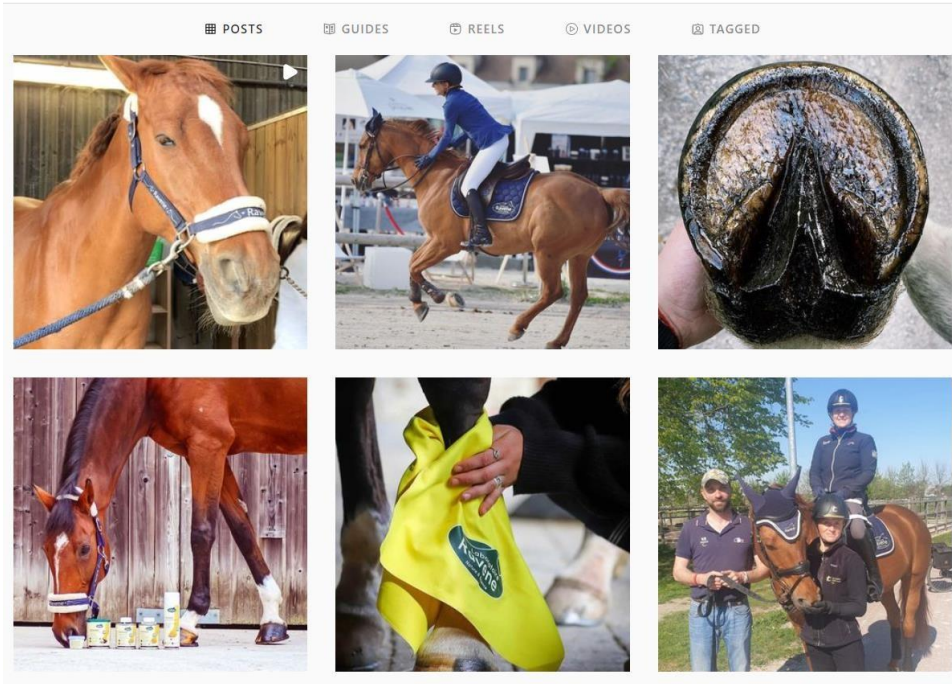
The proximity established with the followers and such as the number of publications on which the brand is identified are numerous, as can be observed on Instagram where the brand is identified on no less than a hundred publications.

Other content shared by the account: videos. The latter are more than a hundred with the majority of the subject being the promotion of products by the brand or ambassadors in contests. Many real are also made available (more than twenty) these last ones putting mainly in scene the new products and the mascots. These last ones have a lot of viewings with 6000 for the least seen real. The guide category also has 4 publications telling followers how to choose the right product(s) for their horse.

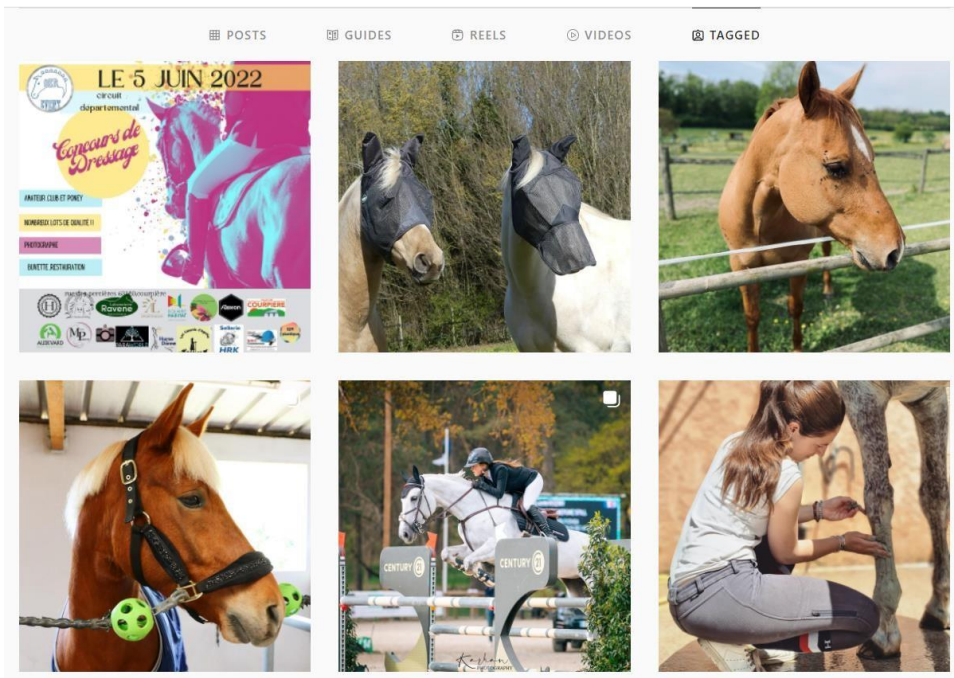
Stories are also made daily showing videos of customers receiving their products or testing them.



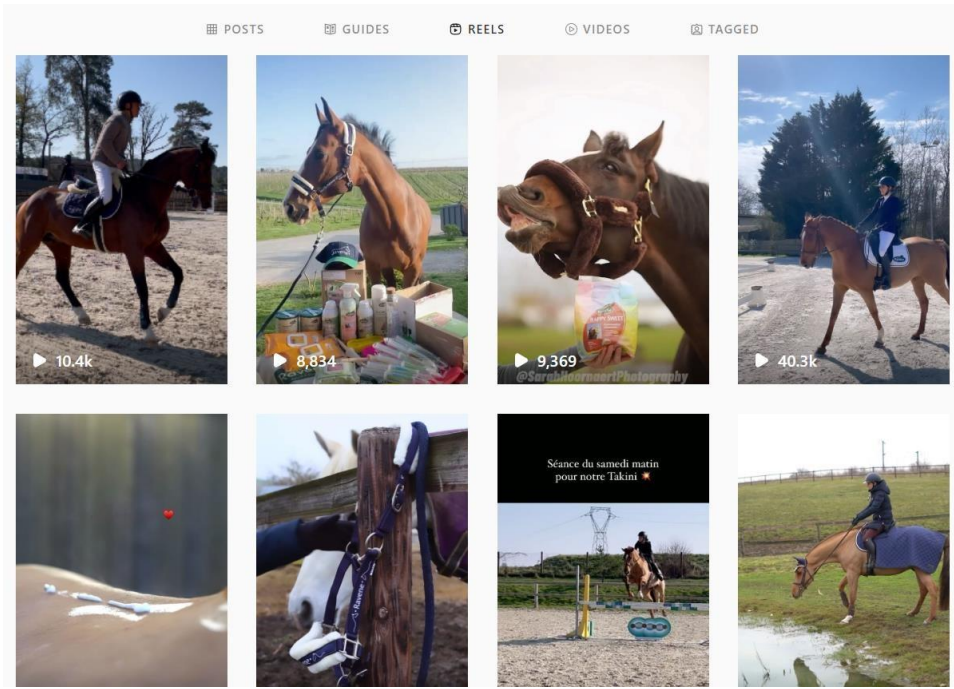
Picture 1. Instagram account "Laboratoire Ravene"



Picture 2. Publications of the Instagram page "Laboratoire Ravene"



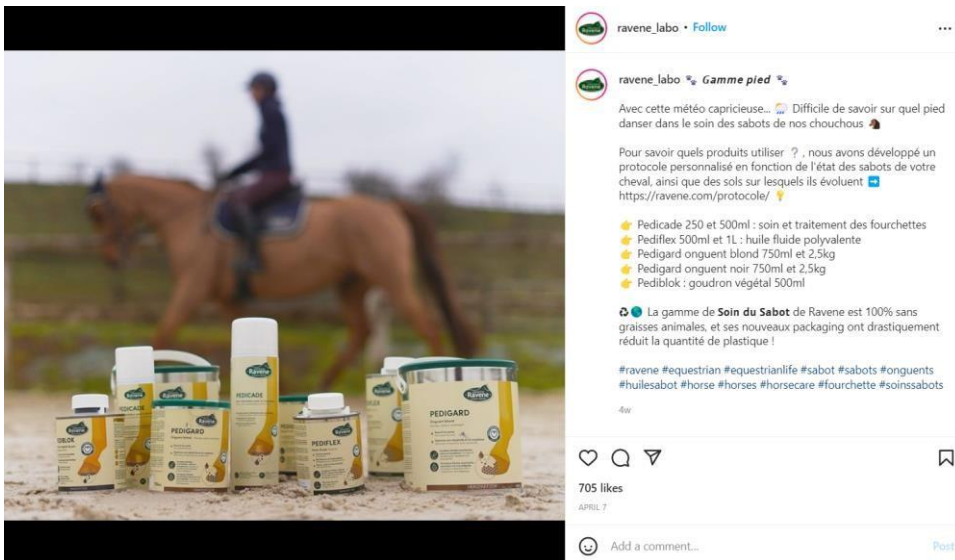
Picture 3. Content where the Instagram page "Laboratoire Ravene" was mentioned



Picture 4. Reels from the Instagram page "Laboratoire Ravene"



Picture 5. "Humorous" post on the Instagram page "Laboratoire Ravene"



Picture 6. Serious/promotional post on the Instagram page "Laboratoire Ravene"



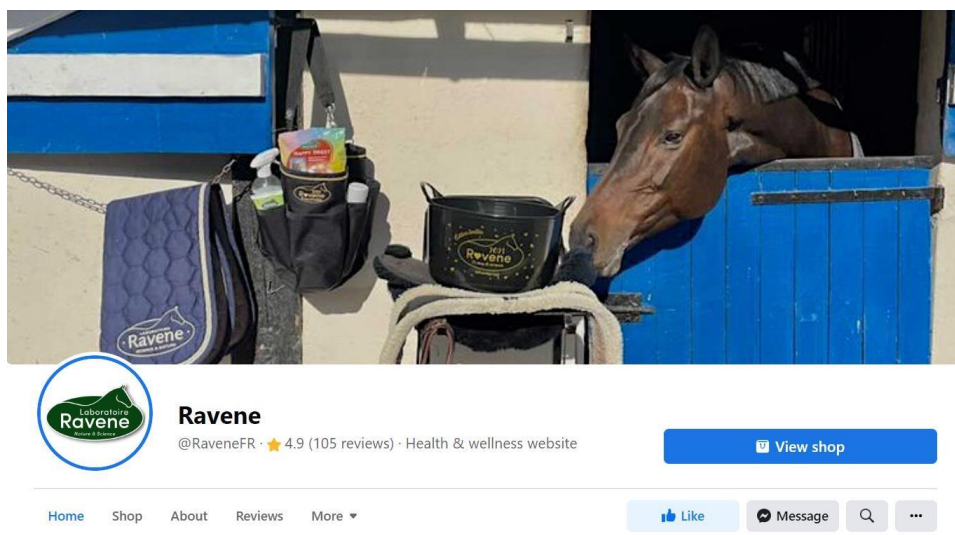
Picture 7. Serious/promotional post on the Instagram page "Laboratoire Ravene"

5.2 Content of the competitor Laboratoire Ravene on Facebook

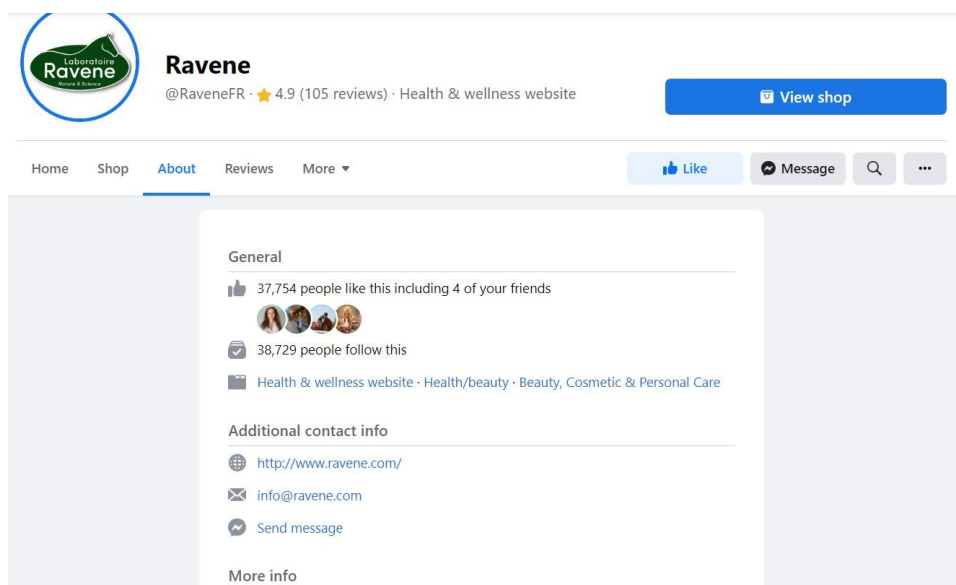
Just like its Instagram page, the Ravene brand has a very active Facebook page followed by currently 37,000 people and having a rating of 4.5 out of 5 based on more than 100 reviews. The profile picture used matches the brand's logo and the background image is well framed and clear showing a horse with a theatricalization of different products of the brand. Essential information such as phone number, link to the website, description of the brand and a short introduction of its history are present.

Just like the Instagram page, one publication is made per day and the publications made on Facebook are linked to the publications made on Instagram with some changes in the texts

and in the visuals (addition of photos). Although the publications are frequent and identical to those made on Instagram, we can observe that the Facebook publications generate less reactions by obtaining far fewer likes but are shared more on Facebook than on Instagram. The shared stories are also the same as on Facebook.



Picture 8. Facebook page "Laboratoire Ravene"



More info

i About

Ravene: la science équine au service de la nature.
Le bien être des chevaux est la priorité du Laboratoire Ravene !
Découvrez maintenant votre protocole pied Ravene :
<https://ravene.com/protocole/> **See less**

i Additional information

Ravene a été créé en 2006. C'est une gamme complète de produits de soins pour chevaux. Le laboratoire est exclusivement dédié à la santé équine et les produits sont formulés par nos experts. Les produits sont exclusivement distribués par des selleries et magasins agricoles ou spécialisés.
Le bien être des chevaux est la priorité du Laboratoire Ravene ! **See less**

Picture 9. Facebook profile "Laboratoire Ravene

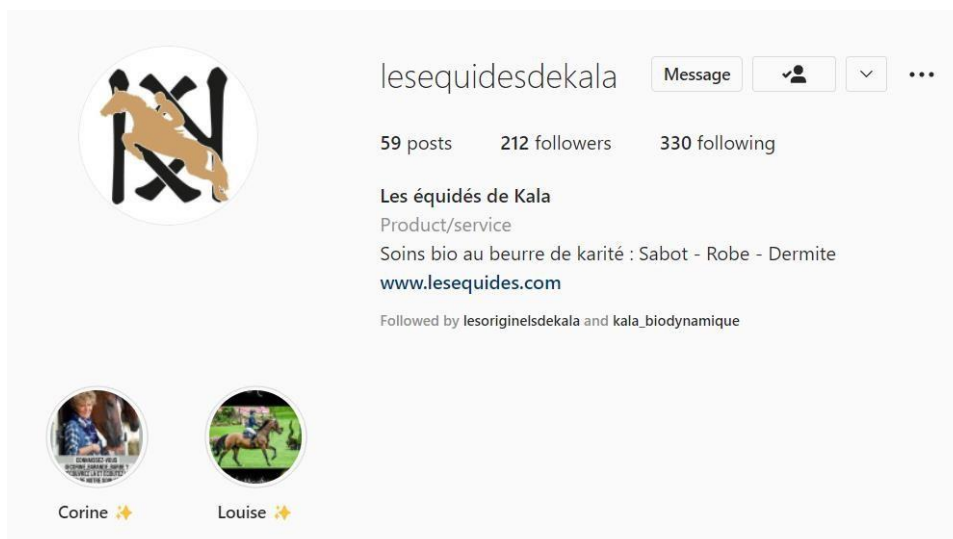
6 Current situation of Kala

6.1 Current content of the Kala Instagram page

Regarding the Kala Equines page, it is currently populated at a minimum with a short description including the type of industry the company is in and a short description of its activities and a link to the website. The page also has just over 200 subscribers and 330 subscriptions showing more brand engagement than customer rating.

A single front page content is also present presenting the official brand ambassador Louise Rochefort. The fact that Kala has a professional rider

Currently, Kala's Equidae page has about 50 publications and is only slightly active. The publications made have about twenty likes and few comments and the topics discussed are mainly about the history of Kala and the fundraising for the launch of the brand.



Picture 10. Instagram page "Les Equidés de Kala "

6.2 Current content of the Kala Facebook page

Regarding the Kala Equines Facebook page, it was created long before the Instagram page when the brand was created. The latter is also not very active but was once much more animated. This page was created on January 29, 2015 by the art director Tarek Charara who created a page composed of a profile photo corresponding to the logo of the brand as well as a background photo taking up the advertising banner used on the website taking up the logo of Kala and displaying a short description of what the brand offers. This profile background is currently not in line with the descriptive text hidden by the profile picture as well as the horse present on the picture being a key element of the banner as it allows the customer to see at a glance what field the brand deals with.

On the same day, an article sharing that was not currently available was made without any introduction or explanatory text. The second publication was made on March 5, 2015, more than a month after the creation of the account and consisting of a photo of an article highlighting the work done by the president of Kala and the evolution of his company. On November 3rd a new publication will be made this time about the brand's products and showing them in generic visuals each accompanied by a description of the product shown. Several publications will be made thereafter talking about Kala and its products as well as its nomination for the Innovation Awards at the 2015 Horse Show with a call for support (using shares and likes) in the text of the publication. Thereafter, with an ever-changing frequency, numerous publications will be made concerning Kala's presence at trade shows and forums and the feedback from certain customers who have tested the products, with the

presentation of the first ambassadors. Publications "updates" will also be made with the announcement of the arrival of paypal payments on the website, the creation of a twitter account.

In 2016 and 2017, many articles were published about the success of Kala, highlighting the prizes won by Kala and the satisfaction of the many professionals who became ambassadors. For many publications, these are just article shares with no text. Kala's equines also interacted a lot on the networks over these two years by commenting on other posts from facebook accounts announcing future competitions in which the ambassadors would participate. The presence on many fairs and the sponsoring of many events was also shared a lot. Publications announcing discounts, promotions or contests were also made but since 2018 few publications were made. Also, the proposed content consisted only of articles and photos, no video or story was made.

Due to this strong feed of the page on the brand's early years, Kala was able to gather 503 people currently following/liking the page.

Concerning the Facebook account, it is very poorly informed with many essential information such as phone number, link to the website, description of the activities not highlighted. In terms of content, a few posts identical to those made on Instagram are present as well as a few shares of humorous posts sharing comical moments of horses.

Following the analysis of the content proposed on Facebook and Instagram by Les Equidés de Kala and its competitor Laboratoire Ravene, differences as well as common points have been identified and listed in the following table:

	Content analysis	
	Laboratoire Ravene	Les Equidés de Kala
Tone used in publications	Familiar	Familiar
Utilisation de smiley	Oui	No
Use of mascots	Yes	No
Product presentation	Yes	Yes
Presentation of the brand	No	Yes
Regularity in publications	Yes	No
Use of different formats	Yes	No
Complete profile	Yes	No
Objectives	Product sales and community building	Product sales and brand awareness
Non-promotional content	Yes	Yes
Competition	Yes	Yes
Promotions	Yes	No
Response to comments	Yes	No
Request for interaction with followers	Yes	No
Different content on Facebook	No	No
Presence on events	Yes	Yes
Presence on trade shows	Yes	Yes
Use of ambassadors	Yes	No

Table 11. Comparison of the contents of the Equidae of Kala and Laboratoire Ravene

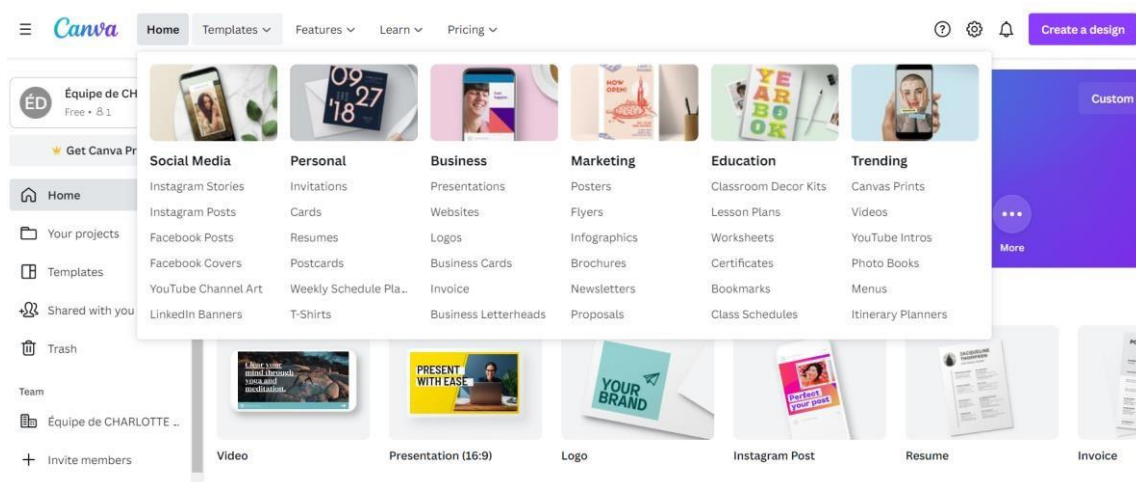
7 Development of Kala's social networks

7.1 Content creation

Regarding content creation, the Kala team should designate one or two people to manage their social networks. Indeed, the team being composed of an art director and a president and these two people having contacts with the ambassadors and testers of the brand, they have enough data concerning the products, the company and the customer feedbacks to create interesting and adapted content to the customers or potential customers. Also, by being two to manage the social networks, they would have the time to get used to the different platforms because they can share the work and help each other. This organization would also be a way for Kala to post long term content regularly, just as Ravene Laboratory does with 1 post per day to promote engagement of followers by offering regular content to stay in his mind.

In order to create a coherent and linear content, they could use an easy to use creation platform like Canva which would allow them to find ideas for creations while being able to propose a personalized content according to their wishes. The templates offered on Canva are numerous and adapted to the different formats present on social networks such as publications, stories, animations etc. They will save time in creation and will easily find inspiration. In addition, Kala does not really want to invest financially in social networks and

this platform is free this would be a good way to offer a content worked, customized and fast to do.



Picture 12. Canva and the proposed templates

Once the template is chosen, Kala will be able to use its own visuals taken by the team members, visuals made by customers, ambassadors or generic images found on legal image platforms. In terms of colours, neutral tones can be used with colours such as glass, brown, beige because these colours referring to nature will be consistent with products with natural ingredients and without chemicals. In addition, light colours are particularly appreciated by people, so they are ideal. Laboratoire Ravene uses photos taken by themselves or by customers giving them an authentic image and engaging even more followers. This authenticity allows a special contact with followers who now recognize the horses of the brand and greatly appreciate the content showing them. The images used by the brand also highlight its products and stage them and followers are sensitive to this by liking more the photos made by Laboratoire Ravene than the reused photos. The Laboratoire Ravene page is also very pleasant to look at because the brand uses a consistent color palette and bright visuals creating harmony between the different contents and encouraging the follower to look at several publications during his visit on the page.

For the texts, they should be short, with simple words of a familiar language so that anyone visiting the page can understand the publications. Indeed, as Kala is not only looking to attract professionals of the equestrian world, it will be important to create a content accessible to all. Moreover, Kala's desire to attract a wider audience will perfectly match the need to propose short and understandable texts. After a study of the content of the competition and the target audience, hashtags can also be incorporated into the texts in order to reach a wider audience depending on what they are looking for.

Beyond the language, smileys and emojis can be used in the publication texts to make the text more dynamic and pleasant. The use of emojis will also give the company a more accessible and "relaxed" feel. The use of hashtags will also be a good idea to attract people who do not know the company yet but are interested in the equestrian field. Of course, the hashtags should not be too numerous and thoughtful.

Laboratoire Ravene always uses short texts of maximum 10 lines allowing the follower to know a little more about the proposed content. The vocabulary is familiar and accessible so that any follower viewing the publication can understand. The texts are clear and concrete and animated by the presence of smiley and emojis making the brand closer to its followers because more human and warm. This text construction allows followers to easily exchange with the brand because it makes it accessible and familiar.

The format of the publications will also have to be varied by alternating in images, videos and real in order to propose different formats to the followers. Once again, Laboratoire Ravene is exemplary at this level with various publication formats with photos, videos, stories, reels, with various themes.

7.2 **Content themes**

In terms of topics, Kala will be able to take up topics that have already been covered before, as the publications date back to a long time ago and have not had much visibility. The contents can then be reworked and reposted with new visuals and new texts. Thus, publications about the history of Kala, its team, its products can be made. Contests can also be organized according to Kala's sales, inventory and budget in order to retain current followers and attract new ones. These contests can consist of photo contests or simple shares on the followers' social networks and will be a good way to get the brand known quickly and for free. But Kala will also have to diversify its content and not only focus on promotional content talking about its products and the brand and propose more entertaining and engaging content for the followers. Thus, videos or funny horse pictures can be posted by the team members or by the followers. This content will make the account more accessible and attract the attention of the followers. The most liked and commented publications of laboratory ravene consist in the promotion of new products and publications with humorous purpose with the mascots. In this logic, Kala could continue to promote its products but with more worked and less generic visuals. Kala could also, as did Laboratoire Ravene find a mascot, allowing followers to better identify the brand. The mascot could consist of the creation of a character related to the equestrian world in the form of a man or

a member of the team could also become the face of the brand and become more visible by appearing more often on publications.

7.3 Planning of publications

Once the publications are made, it will be important to schedule them via a free and easy to use scheduling software. Thus, once the publications are done, the people in charge of the social networks will be able to program them (date, time and networks) and thus concentrate on other contents or other tasks. As seen previously, the meta group representing Facebook and Instagram offers a free tool to brands called meta business suite to create and plan content. Kala content can be created directly on this tool or can be created on Canva and planned on meta business suite. This platform will allow the team to manage all planned content (stories, publications) on both platforms easily.

To start, two to three publications per week will be made as well as 5 stories. On these 5 stories, two to three will be dedicated to the highlighting of new publications, not requiring any work to the people responsible except for sharing the publication. These stories and publications will be relayed on Facebook and Instagram to avoid too much work. Of course, the content will be adapted according to the social network in needed. This rhythm of publication will allow Kala to be present in the eyes of his followers as well as new ones but also to give time to the team to prepare the next publications and to take the rhythm. Depending on the topics discussed, the availability of the team and the reactions of the followers, more publications can be made in the future.

Laboratoire Ravene offers a frequency of one publication per day on Facebook and Instagram. Each day, a minimum story is made sharing the opinions and tests of consumers. Once found its rhythm, Kala could also plan to propose a publication per day to keep the attention of followers and could also propose a story per day sharing an image or a video of another follower to create a stronger link with its followers.

APPENDICES

Picture 1. Instagram account "Laboratoire Ravene"

Picture 2. Publications of the Instagram page "Laboratoire Ravene"

Picture 3. Content where the Instagram page "Laboratoire Ravene" is mentioned

Picture 4. Reels from the Instagram "Laboratoire Ravene"

Picture 5. "Humourous" post on the Instagram page "Laboratoire Ravene"

Picture 6. Seirous/promotional post on the Instagram page "Laboratoire Ravene"

Picture 7. Content done by a follower of the brand

Picture 8. Facebook page "Laboratoire Ravene"

Picture 9. Facebook profile "Laboratoire Ravene"

Picture 10. Instagram page "Les Equidés de Kala"

Table 11. Comparison of the contents of the Equidae of Kala and Laboratoire Ravene

Picture 12. Canva and the proposed templates

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