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Major: Marketing

Subject:

**The Impact of Using Social Media on the Efficiency of Digital
Marketing Strategy for Label Recordings.**

CASE STUDY:

Loose Club

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6th Promotion

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Dedication

This work is dedicated to CABANA

Ramzi

Acknowledgments.

I thank all who in one way or another contributed in the completion of this Master's dissertation. First, we give thanks to God almighty for protection and ability to do work.

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Abstract:

Music industry has changed radically through time, everybody today can record music themselves at home easily using amazing and inexpensive Software, and musicians now share their work through social media. Twenty years ago, to hear new songs, fans had to hear it on the radio. Or, they buy an album based on the performer, a popular album is sold for 19\$, but now music is sold on the internet for an average price of 1.99\$ instead of an entire album, everything is digital, the music industry is almost entirely online. Yesterday's Walkman is replaced by today's iPhone.

New music is always accessible today. Streaming apps recommend songs based on the subscriber's prior listening experience and social media become search engines and sources for music, the Music Industry Focuses more and more about the Digital Image, Number of Facebook likes, YouTube Subscribers, Instagram, twitter and Spotify Followers, and this is the main role of Digital marketing, getting as much Fan as it can from the whole universe to sell the music it shares, and be closer to listeners.

This Master's dissertation is divided into three chapters that speak mainly about the concept of digital marketing in the first one, Social media in the second one and the last chapter deals with the impact of social media on the efficiency of the digital marketing strategy for recording labels at the Italian company Loose Club.

Key Words:

Social networks, social media, digital marketing, web, tools, target, brand, efficiency, reputation, indicators, listeners, Recording labels, EDM, music industry.

Résumé:

L'industrie de la musique a radicalement changé au fil du temps. Aujourd'hui, tout le monde peut composer de la musique à la maison en utilisant des logiciels peu coûteux, les musiciens partagent leurs projets via les réseaux sociaux. Il y a vingt ans, pour écouter de nouvelles chansons, les fans devaient l'entendre à la radio. Ou, ils achètent un album CD ou Vinyle, un album populaire est vendu à 19 \$, mais maintenant le morceau est vendue sur Internet au prix moyen de 1,99 \$ au lieu d'un album entier, tout est numérique, l'industrie de la musique est presque entièrement en ligne. Le Walkman d'hier est remplacé par l'iPhone d'aujourd'hui.

La nouvelle musique est toujours accessible aujourd'hui. Les applications de streaming recommandent des chansons basées sur l'expérience d'écoute antérieure de l'abonné et les réseaux sociaux deviennent des moteurs de recherche et des sources de la musique. Dans cette industrie, le label se concentre de plus en plus sur son image de marque, le nombre de j'aime sur Facebook, ses abonnés YouTube, Instagram, Twitter et les abonnés Spotify, c'est l'objectif principal du marketing digital, qui consiste à vendre et distribuer de la musique qu'il partage et à se rapprocher de ses fans dans le monde entiers.

Ce mémoire de recherche est divisé en trois chapitres qui expliquent la notion du marketing digital dans le premier chapitre, les réseaux sociaux dans le deuxième, le dernier chapitre traite l'impact des réseaux sociaux sur l'efficacité de la stratégie du marketing digital pour les labels de musique mise en place par l'entreprise italienne Loose Club à travers une étude quantitative.

Mots clés:

Réseaux sociaux, Social media, marketing digital, Web, outils, cible, marque, efficacité, réputation, indicateurs, les fans, Label discographique, EDM, industrie de la musique

المخلص:

لقد تغيرت صناعة الموسيقى بشكل جذري عبر الزمن ، حيث يمكن للجميع اليوم تسجيل الموسيقى بأنفسهم في المنزل بسهولة باستخدام برامج مذهلة وغير مكلفة ، ويقوم الموسيقيون الآن بمشاركة أعمالهم عبر وسائل التواصل الاجتماعي. قبل عشرين عامًا ، لسماع الأغاني الجديدة ، كان على المعجبين سماعها على الراديو. أو يشترون ألبومًا استنادًا إلى المؤدي، يتم بيع ألبوم شعبي مقابل 19 دولارًا ، ولكن الآن تُباع الموسيقى على الإنترنت بسعر 1.99 دولارًا بدلاً من ألبوم كامل ، وكل شيء رقمي ، نشر الموسيقى تقريبًا كلها على الإنترنت ,تم استبدال جهاز الأمس Walkman بجهاز iPhone. الموسيقى الجديدة متاحة دائمًا اليوم. توصي تطبيقات البث بتدفق الأغاني بناءً على تجربة الاستماع السابقة لمستخدم الشبكات الاجتماعية لتصبح محركات بحث ومصادر بحثية عن الموسيقى ، وتركز صناعة الموسيقى بشكل متزايد على الصورة الرقمية وعدد مرات الإعجابات على Facebook ومشتري YouTube و Instagram و Twitter و Spotify ، وهذا هو الدور الرئيسي للتسويق الرقمي ، الحصول على أكبر عدد ممكن من المعجبين من الكون بأسره لبيع الموسيقى التي يشاركها ، ويكون أقرب إلى المستمعين.

تنقسم مذكرة الماجستير هذه إلى ثلاثة فصول تتحدث بشكل رئيسي عن مفهوم التسويق الرقمي في الفصل الأول ، ويتناول التواصل الاجتماعي في الفصل الثاني و الفصل الأخير يتناول تأثير الشبكات الاجتماعية على كفاءة استراتيجية التسويق الرقمي للأغاني عبر الشركة الإيطالية LOOSE CLUB.

الكلمات المفتاحية:

الشبكات الاجتماعية، التسويق الرقمي، شبكة، أدوات، هدف، علامة، وسائل الإعلام الاجتماعية، فعالية، السمعة مؤشرات، الموسيقى، شركات النشر.

Abbreviation	Signification
NICT	New Information and communications technology.
SEO	Search Engine Optimization.
SEA	Search Engine Advertising.
SEM	Search Engine Marketing.
SMO	Social Media Optimization
POD	Points of Difference.
POP	Points of Parity.
API	Application Programming Interface.
EDM	Electronic Dance Music.
SWOT	Strength, Weaknesses, Opportunities, Threats.
ROI	Return On Investments.
AIDA	Attention, Interest, Desire, Action.
GGGA	Give, Give, Give, And Ask.
KPI	Key Performance Indicators.
LCMS	Loose Club Mix Session.

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INTRODUCTION

General Introduction

A new phenomenon has appeared in recent years in around the world. It is about the growing popularity of social networks on the Web, which have shaken the traditional marketing models established over more than a century. In an ever more connected world, the competition of digital companies is changing the business models, and leaders don't have another choice, it's time to go digital. This transition is not new. It covers a necessary reality, especially for so-called traditional companies in the brick and mortar world, which are not born in the digital culture. Built on an old model, they must engage and succeed in their transformation to remain competitive.

Today, social media is very important in our lives as more than 45% of the earth's population is registered in at least one social network.

They allow Internet users to exchange information and communicate with an unlimited number of people around the world. As they offer the opportunity to communicate with businesses, they also have the opportunity to establish long-term relationships between brands and their current or potential customers and solve their problems and they offer a variety of communication channels that enable marketers to reach their consumers and track their behavior and identify emerging needs that are characterized by ongoing development. In fact, this represents both challenges and opportunities for companies.

The competition in the music Industry is becoming harder, especially in the digital era as all the companies and their labels are becoming more and more digitalized and for a company to differentiate itself from its competitors, in today's digital music environment, the threat is high. Labels must not only compete with others about who becomes the leader and sell more. They also compete on who gets the best artist to release their songs, due to the rise in digital music production software such as DAWs like FL Studio or Ableton Live, music creation is now more accessible than it ever has been before and which label can head hunt the best upcoming rising stars.

The purpose of our work is to try to understand how social media impact on the effectiveness of a digital strategy implemented within a company. To do so, we formulate the following central question:

How Social media marketing contributes in developing music industry?

To answer this central question we asked ourselves the following sub questions:

General Introduction

- Is social media an efficient way for the recording labels to reach out listeners from all continent?
- Is Instagram the most used social media by music listeners?
- Does digital marketing strategy allow to develop the communication strategy with costumers for better understanding of their needs?

In order to provide some answers to these questions and based on our primary knowledge, we have proposed the following research hypotheses:

- **H1:** Social Media is an efficient way for the label to reach out listeners from all continent
- **H2:** Instagram is the most used social media by listeners, in fact it's the most efficient for having a good digital strategy
- **H3:** Digital marketing strategy allows to develop the communication strategy with customers for better understanding of their needs.

Our work will be divided into three main chapters, each chapter will be divided into three sections.

We use in this work a descriptive approach for the theoretical chapters (1 and 2) of our study, through consulting articles, books and through examination of some appropriate documentations. For the last part of this work we use an analytical approach to analyze the implementation of theoretical concepts in the field during the internship, using a research tools which is a questionnaire by interviewing 200 individuals, the study will be made using the SPSS software that will help us analyzing data easily and quickly.

The first chapter will describe the importance of the web and the necessity for the digital transformation of companies. We will also try to present in a detailed way the digital marketing, its definition and its evolution. We will also try to put the light on the emergence of digital marketing and its levers as well as the implementation of an effective digital marketing strategy and measurement indicators.

The second chapter will allow us to discover the concept of social media, first of all we clarify the emergence and generalities of social networks by giving their presentation and all the benefits they can offer for individuals and companies. In addition, we will discuss their history until their appearance. We will also discuss their issues and the stages of setting up a social media strategy, and then we talk about measuring the effectiveness of the strategy on social media.

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The third chapter represents the beating heart of our work and is titled "The impact of social media on the efficiency of the digital marketing strategy for recording labels", it will include the presentation of Loose Club, its website, and its presence on social media. We will highlight the methodological and practical approach of our study, as well as the results and conclusions to finish at the end with recommendations and suggestions that we propose for the company.

CHAPTER 1: Digital Marketing.

Chapter 1: Digital Marketing

Introduction

With an increasingly evolving world marked by new technologies, the digital marketing has become crucial for the survival of any business. It is about using the new information and communication technology (the famous NICTs¹) in every sector, at the service of a brand, a firm, a product ... etc. In this chapter, we will try to present in details the digital marketing, its definition, its evolution and its importance in today's world. We will see also how we structure the digital strategy and how we set goals and finally we will take a look at on how we measure the efficiency of the strategy.

1. Section 01: The emergence of digital marketing.

Through this section we are going to introduce digital marketing, its definitions, history and its basic concepts, we will discuss the evolution and characteristics of digital marketing. Then, we will discuss about its impact on the company. Finally, we will close this section with the 4Ps of Digital marketing.

1.1 Digital Marketing:

1.1.1 Definition 1:

“The promotion of products or brands via one or more forms of electronic media. For example, advertising mediums that might be used as part of the digital marketing strategy of a business could include promotional efforts made via the Internet, social media, mobile phones and electronic billboards, as well as via digital and television and radio channels”².

1.1.2 Definition 2:

“Digital marketing is an integral part of all marketing activities. This includes PR, creative direction, brand, CRM, retention, product development, pricing, proposition, and communications – the entire marketing mix.”³

1.2 History of Digital Marketing:

We can't speak about Digital Marketing without talking about internet:

¹ NICT = New Information and communications technology

² <http://www.businessdictionary.com/definition/digital-marketing.html> (05/04/2019 10:00)

³ KINGSNORTH (S), *Digital Marketing Strategy*, Kogan Page, 1st Edition, London, 2016, P 07

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“The internet is a globally connected network system that uses TCP/IP to transmit data via various types of media. The internet is a network of global exchanges – including private, public, business, academic and government networks – connected by guided, wireless and fiber-optic technologies”⁴.

The terms internet and World Wide Web are often used interchangeably, but they are not exactly the same thing; the internet refers to the global communication system, including hardware and infrastructure, while the web is one of the services communicated over the internet.

Going back in time, Digital Marketing appeared in the 1990s but in that particular period, it was a very different world then. Web 1.0 there was only limited interaction between users, it was simply an information portal where users passively receive information without being given the opportunity to post reviews, comments, and feedback. Static content with no real communities. The first crawler was created in 1994 (SEO⁵ as we know it now)

The modern internet age began when the giant Google started to grow, launched mobile e-mail, AdWords and developed algorithms remain their key revenue and cookies playing a role in personalized research by users.⁶

Web 2.0 is the state of online technology as it compares to the early days of the Web, characterized by greater user interactivity and collaboration, more pervasive network connectivity and enhanced communication channels⁷.

With Web 2.0 there was no overhaul of technology as the name might suggest, but more a shift in the way that websites are created. This allowed the web to become a social place, it was an enabler for online communities and so Facebook, Twitter, Instagram, Pinterest, Skype and others were born.

Users Now have become more and more interactive and value creators, this is considered as the most significant difference between web 2.0 and the traditional web 1.0. An initial brainstorming done by Tim O'Reilly which demonstrates with examples the evolution of web 1.0 to web 2.0:

⁴ <https://medium.com/pdax/a-millennials-guide-to-blockchain-with-gifs-and-memes-814ee97f05cb> (05/04/2019 12:00)

⁵ SEO: Search Engine Optimization.

⁶ KINGSNORTH (S), Op.cit, P 07

⁷ <https://whatis.techtarget.com/definition/Web-20-or-Web-2> (05/04/2019 13:00)

Chapter 1: Digital Marketing

Table 1: Evolution of web 1.0 to web 2.0.

Web 1.0		Web 2.0
DoubleClick	-->	Google AdSense
Ofoto	-->	Flickr
Akamai	-->	Bit Torrent
mp3.com	-->	Napster
Britannica Online	-->	Wikipedia
Personal websites	-->	Blogging
Evite	-->	upcoming.org and EVDB
Domain Name speculation	-->	Search engine optimization
Page views	-->	Cost per click
Screen scraping	-->	Web services
Publishing	-->	Participation
Content management Systems	-->	Wikis
Directories (taxonomy)	-->	Tagging ("folksonomy")
Stickiness	-->	Syndication

Source: <https://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html?page=all>

Web 2.0 is greater collaboration among Internet users, content providers and enterprises. Originally, data was posted on Web sites, and users simply viewed or downloaded the content.

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Increasingly, users have more input into the nature and scope of Web content and in some cases exert real-time control over it.

The typical example of that is the Wikipedia online encyclopedia. These are individuals that generate content, correct each other without external speakers.

In 2004, Flickr starts sharing photos and free videos. For video side, we think, of course to YouTube, the giant that has been launched in 2005. The following year, it is bought by Google. Today, it's over a billion unique visitors a month with more than six billion hours of videos watched.

These are just few examples of Social Web and of course we can't ignore Facebook with more than 2 billion users and the third most visited after Google and YouTube.

With the social aspect of web 2.0, marketing has had to adapt and evolve: it goes from product centric marketing to user centric marketing. This last, who until then was only a receiver of information can now make his voice heard, share his opinion, get in touch with companies and exchange with other consumers, word of mouth is gaining value from Social web side and marketing becomes viral.

With the place occupied by Google, the SEM (Search Engine Marketing) takes the extent. In this explosion of generated content, one must make sure to be found⁸.

Web 3.0 is a web where all information is categorized and stored in such a way that a computer can understand it as well as a human. Many views this as a combination of artificial intelligence and the semantic web. The semantic web will teach the computer what the data means, and this will evolve into artificial intelligence that can utilize that information⁹.

The difference with your Facebook home feed for example? It is no longer the user who aggregates the data but the application that analyzes your data (browsing history, personal data) offers suggestions. On Facebook, you add friends or pages that appear on your news feed. On Amazon, products you are offered based on your purchase or navigation history on google or different websites. If you perform more searches related to travel destinations, you'll receive more ads related to the travel places. Also, when you search for the cheap tickets, the search engine will keep in mind about the previous search and show you the results combining "travel destination and cheap tickets.

So, this means that the research Algorithms have been developed to match keywords typed for searching purposes with all other Actions related to that specific search.

⁸ <https://www.oreilly.com/pub/a/web2/archive/what-is-web-20.html?page=all> (06/04/2019 10:00)

⁹ <https://www.lifewire.com/what-is-web-3-0-3486623> (06/04/2019 12:00)

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In thirty years, the Internet has gone from the static web to an ultra-personalized one. Faced with this evolution now the little one can eat the big one on the web 3.0¹⁰.

Table 2: Difference between Web 1.0, Web 2.0, Web 3.0:

Web 1.0	Web 2.0	Web 3.0
Mostly Read-Only	Wildly Read-Write	Portable and Personal
Company Focus	Community Focus	Individual Focus
Home Pages	Blogs / Wikis	Live-streams / Waves
Owning Content	Sharing Content	Consolidating Content
Web Forms	Web Applications	Smart Applications
Directories	Tagging	User Behavior
Page Views	Cost Per Click	User Engagement
Banner Advertising	Interactive Advertising	Behavioral Advertising
Britannica Online	Wikipedia	The Semantic Web
HTML/Portals	XML / RSS	RDF / RDFS / OWL

Source : <https://www.geeksforgeeks.org/web-1-0-web-2-0-and-web-3-0-with-their-difference/>

1.3 From Traditional Marketing to Digital Marketing:

Traditional marketing is currently losing ground to digital marketing. With the technological advances that we encounter today, the Internet tends to erase the traditional media of communication such as newspapers, television or radio. It's no longer interesting and effective to Focus only its marketing strategies on traditional marketing but rather opt for digital marketing, where approaching customers is done through new developed ways.

Digital marketing is changing traditional marketing in two ways. First, it improves the efficiency and effectiveness of traditional marketing functions. Secondly, digital marketing technologies are transforming marketing strategies. They allow the emergence of new business models that add value to the consumer and / or increase the profitability of the company.

Digital marketing refers to the set of technologies which use bunch of systems and digital channels for data gathering, analysis and data processing (big data). It basically covers

¹⁰ <https://medium.com/oniverse/the-web-3-0-the-web-transition-is-coming-587a41b9c9ff> (06/04/2019 14:00)

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marketing applications related to the Internet (web marketing), but also those related to mobile phones, tablets, geolocation and other applications¹¹.

It goes beyond the e-marketing (or Internet marketing) since it covers all digital media and multi-screen versions, while seeking to develop more direct relationships and personalized with consumers.

Digital marketing is crucial today for the future success of any organization and its survival that is why each company must have its own digital strategy while placing the user in the center of his thoughts and actions.

1.4 Characteristics of Digital Marketing:

Digital Marketing differs from Traditional marketing, in fact, digital media allow new forms of interactivity and exchange of information, greater possibility of personalization of the products or services and / or the relationship with the customer thanks to the intelligence of digital technologies.

1.4.1 Interactivity:

On the Internet, generally, it is the consumer who initiates contact with the site.

This is actually called the reverse marketing approach, the e-consumer is active in his approach and the seller must learn to listen and be passive, so he must be fast, responsive and even proactive. The customer has become the marketer, that is, the roles are reversed. This has a significant impact on the customer's perception of the organization, brand or product. On social media, customers tell their friends (and the rest of the world) what they think about organizations, brands or products. And because they no longer trust marketing messages, customers trust other customers more.¹²

We usually say that on the Internet we do not sell but the consumer who buys. He is looking for information or an online experience (pull approach). It is therefore important for the company to be in a good position path (search engines, portal sites ...) to help him meet his needs. When the consumer is on the site, the company can obtain and memorize its answers and preferences for future exchanges. These elements promote the establishment of communication and bilateral exchanges between the company and the consumer via the site, it is applying the concept of helping the buyer to buy.

¹¹ <https://marketinginsidergroup.com/strategy/big-data-trends-you-should-know-about-in-2018-infographic/>
(08/04/2019 16:00)

¹² CHARLESWORTH (A), *Digital Marketing a Practical Approach*, Routledge, 3rd Edition, London, 2018, P6

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1.4.2 Knowing Costumers:

The Internet can be used to collect information at low cost particularly those relating to consumer preferences, allowing to improve consumer knowledge. Whenever a consumer loads the content of a page, this information is stored by the site and can be analyzed to establish how consumers interact with it. Thanks to the click-stream analysis, it is possible to determine the preferences of Internet users and their behavior according to the sites and content they view. There is also an exponential growth of this information today. Generated by the consumer during his interactions with the company (interactions on social networks or the blog, data transmitted by the applications on smartphones, tablets). It becomes, at the same time, more and more difficult but absolutely necessary for the company to collect and analyze these Big Data in order to understand its consumers.

1.4.3 Customization:

Another important feature of digital media is that internet allows mass customization of products or services offered to consumers. They also make it possible to individualize the online customer relationship at a lower cost. This individualization of the relation with the consumer is based on the data collected during his browsing in order to target and personalize the exchanges. The Amazon.com was one of the first to customize its interface and customer relationship by calling the user by name, offering recommendations on the site and via email according to his profile and his surfing. Digital marketing approach differs from the traditional marketing one with a modification corporate and consumer power, the speed of reactions and transactions, and a better knowledge of the consumer thanks to the "intelligence" of digital technologies, allowing an approach of mass customization. He integrates into a relationship marketing approach that represents a set of tools intended to establish individualized and interactive relationships with customers in order to create and to maintain positive and lasting attitudes towards them with the company.

1.5 Challenges of Digital Marketing:

It is on the company that the digital revolution is about to have the greatest impact, this innovation induces indeed with incredible speed some important changes for the company and its business model. Companies must adapt to this digital world if they don't want to lose competitiveness, or even disappear.¹³ The bottom line is that companies born before the digital

¹³ <https://www.glocalthinking.com/en/the-challenges-of-transforming-the-business-model> (10/04/2019 11:25)

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age must substantially transform in order to remain relevant.¹⁴ As Jack Welch said in the year 2000 *"If the rate of change on the outside exceeds the rate of change on the inside, the end is near."* many great brands today are just in this situation.

They cannot move forward without a real digital strategy, which must cover not only the relations with the customers, but also with the whole stakeholders: customers, employees, suppliers, investors. The advent of new technologies and social networks forces the company to rethink its strategic objectives, its business model and its organization to take advantage of this opportunity, paid search, SEO and display advertising require almost no technology internally to launch. E-mail marketing and social media require some technology but this can be bought rather than built.¹⁵

The digital is going to impose itself definitively in the business Communication. This quick development of new media and social networks introduced major changes in communication methods. The companies' websites can no longer be just a showcase website, but must be more and more interactivity. The company's communication strategy can no longer be limited to the web only, and must also cover social media and mobile devices.¹⁶

Also, one of the most common barriers that many companies are familiar with is restricted Budget, there are regularly challenges around investing in new technology or running multiple, expensive IT projects. In digital marketing this can be achieved a little easier than with offline channels but it is still rarely a simple exercise and tightly controlled.

1.6 The impact of the web on companies and markets:

The nature and strength of this impact differ across sectors but no Marketing Policy can ignore today's Internet and new technologies. 56.1% of the World population is connected to the Internet.¹⁷

Internet is a new mode of relationship with most consumers. its audience now grows and the average adult spends 6 hours per day with digital media, up from 3 hours a day in 2009, according to Mary Meeker's 2018 Internet Trends Report. With 2.1 hours a day via a computer/Laptop, 3.9 hours via a mobile and access modes that multiply: tablets, Smartphones, television and connected objects. M-marketing or mobile marketing has become a reality and its potential is considerable. Today, consumers move very naturally, in the same path from

¹⁵ CHARLESWORTH (A), Op.cit, P48

¹⁶ <https://www.cio.com/article/3179607/5-top-challenges-to-digital-transformation-in-the-enterprise.html> (12/04/2019 10:00)

¹⁷ <https://www.internetworldstats.com/stats.htm> (12/04/2019 10:30)

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offline to online and vice versa.¹⁸ 88% of the purchases in physical stores are initiated online, this percentage obviously varies according to sectors, and this is called (ROPO) Research Online Purchase offline.¹⁹

1.7 The evolution of Marketing Mix on the internet:

Although these are Important in the development of any strategy, the traditional marketing approach of 4Ps (Product, Price, Place, Promotion), it is no longer adapted to web, so let's highlight the main changes

1.7.1 Product:

The specificities of the Internet and previously identified digital technologies (Interactivity, Knowing Customers and Customization) have an influence on the first P "product" of the marketing mix; this includes marketing decisions of a product's characteristics of a brand. Here the company must ask some questions to better develop a good Product, whether your product can/will sell online. What channels are open to you for your product or proposition? Are there opportunities to make it flexible to be more appropriate for the online or mobile audiences? Does it provide real value for the consumer and is it differentiated from your competitor offerings? Is it being updated, serviced, maintained effectively to keep it strong? Are there features of it that can be added or should be excluded for the digital customer and is it fair to do this?

Internet allows a company to better know its customers and prospects and to quickly obtain information on their preferences in order to offer them an individualized relationship and personalized products or services. Moreover, the consumer can directly be involved in the product development process and / or redevelop aspects of the latter to better meet his individual needs and preferences and the company can hope that the consumer will be more faithful because he will have invested time and efforts to personalize.²⁰

1.7.2 Price:

The price is the monetary value paid by the consumer, it includes the sum of all other values (time, energy) that consumers exchange for the benefit or use of a product or service. It is the second P of the marketing mix. It can be more of a science than an art the key factor is whether

¹⁸ <https://www.pcmag.com/article/361587/tech-addiction-by-the-numbers-how-much-time-we-spend-online> (12/04/2019 10:54)

¹⁹ <https://www.barilliance.com/ropo-effect-marketing/> (12/04/2019 11:15)

²⁰ CHARLESWORTH (A), Op.cit, P9

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you are asking for a price that people are willing to pay. This element does of course have many factors behind it such as the brand value, online reviews, product quality and others but there are also numerous tactics that can be employed here. The pricing models which describe the various payment methods proposed such as purchase, but also bidding, renting, buying wholesale or on credit. The price policy is often related to the product policy given the price depends on the product range and the product situation in the curve life cycle.

Internet has an influence on the price. It improves price transparency (both for buyers and sellers who can easily know the prices of competing products sold online), leads to lower online prices and changes in pricing patterns. Internet is also changing the prices strategies of online businesses because of the introduction of price comparators. New approaches to price's promotional techniques have also been made possible. In addition, new payment methods have made their appearance to meet the expectations of different segments.²¹

1.7.3 **Place:**

This third P of the marketing mix shows that Building a shop in the wrong place decreases footfall and ultimately means fewer sales. Having the shop in the right place but not having the stock in the shop is even worse. Having the product in the shop in the right location but then not displaying it correctly – so people cannot find it – is also a factor of 'place'.

A distribution channel represents, for its part, a specific delivery mode, through which the products / services are routed via a network of stores. A channel represents also sales methods of the same type. For example, selling on the internet is a channel like hypermarket sales ... In general, for offline channels, the goal of the distribution is to maximize product availability while minimizing inventory, transportation and storage costs. In an online context, the distribution refers to optimizing the online presence of the company and its products / services. It also refers to online communication techniques (SEO, paid search, affiliation and most other digital acquisition channels) to ensure a better visibility of products or services sold online.²²

1.7.4 **Promotion:**

Promotion is what most people think of when they hear the word marketing. The purpose of this fourth P is to convey the right message to the right consumer, at the right time. For a long time it was based on the media including TV, radio, press, billboard, direct marketing, public relations ... However, in a few years, since the Internet growth, there has been big changes.

²¹ CHARLESWORTH (A), Op.cit, P10

²² Ibid, P11

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Digital equivalents of the means of communication have developed and have taken up more and more space. Today, it includes online and offline means of developed communication as part of an Integrated Marketing Communication (CMI). Internet does not replace of existing communication channels, it completes them. Digital media can be used to communicate in the context of short-term campaigns (launching a new product, promotion, participating in event). An online communication can be put in in order to achieve one of the following objectives:

- Develop the reputation of the brand.
- Create traffic: attract qualified traffic to the site according to the objective set (sale, registration, filling out a form)
- Convert a visitor into a buyer through a communication on the site delivering a relevant message.
- Retain current consumers by putting in place actions that encourage them to buy more and more often.

These days promotion has moved far beyond simple advertising and into dialogue. Smart marketing is much more than shouting about the product and much more about taking customers on a journey and the visibility on the internet allows all companies to have communication at a lower cost, but on the internet the space is often limited, 100 characters for a text or less than 15 seconds for a video. So the message has to be brief, clear, precise and attractive.²³

In this first section, we have been able to look deep through the appearance then the different stages of development of the web. We have seen the specifics of digital marketing as well as its challenges. The impact of the web on marketing as well as the continuous development of new technologies that have revolutionized the transition of a traditional marketing to digital marketing and the massive impact that has on all sectors and industries, this is what we call "marketing in the digital era".

²³ CHARLESWORTH (A), Op.cit, P12

2. Section 02: Setting Up a Digital Strategy:

The implementation of a digital strategy for companies is a crucial phase of developing their activity on the web. When the company decides that its visibility on the web is a major issue for its development, it needs to know what impacts this strategy will have on its own organization and what goals should it set for its communication strategy.

2.1 Definition of Digital Strategy

According to Dave Chaffey from Smart Insights *“is a strategic plan formulated to achieve specific goals through a digital medium. As you can see from the research above, the meaning of this can vary depending on your position in a company. Marketers and salespeople will see a digital strategy as meaning increased leads and sales, whereas IT and operations employees would look for cloud-based system and data analytics. That is why it is always best to use a specific term related to the strategy's goals, such as digital marketing plan, digital development plan, and so on.”*²⁴

According to Liferay Blog *“Is using technology to improve business performance, whether that means creating new products or reimagining current processes. It specifies the direction an organization will take to create new competitive advantages with technology, as well as the tactics it will use to achieve these changes. This usually includes changes to business models, as new technology makes it possible for innovative companies to provide services that weren't previously possible.”*²⁵

2.2 Why do we need a Digital Strategy?

Too many companies work without a real digital strategy and digital tactics and yet by doing so, they put themselves in danger. Having a digital strategy is not luxury, but a crucial step towards success.

It not about what business companies should be in, it's about the increasing number of target markets that rely on digital marketing every day to research, evaluate and purchase the products and services they consume.

Digital marketing gives meaning to marketing. It helps to create a real and rock solid relationship with consumers to better understand them, to anticipate their needs and expectations.

²⁴ <https://www.smartinsights.com/digital-marketing-strategy/defining-digital-strategy/> (17/04/2019 19:11)

²⁵ <https://www.liferay.com/resources/l/digital-strategy> (18/04/2019 07:18)

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Companies have a growing need to effectively coordinate their different actions on the web and mobile, yet they struggle to have a digital strategy. Without a coherent strategy of engagement and retention through digital channels the business is at best missing a golden opportunity, and at worst could be left behind.

On the internet, you can get in touch with your target customers from different cities, countries and even different time zones with just few clicks as you can spread your marketing message to them with a laser-like precision and this could be a very powerful combination.

Consumers are becoming more and more in control like never before so the marketing landscape is becoming more challenging, dynamic and diverse and having a clearly defined strategy will help to keep the business focused, ensure that the marketing activities are always aligned with the business goals and, crucially, that it's targeting the right people.²⁶

2.3 Steps of developing a digital strategy.

The formulation of a digital marketing strategy must therefore come after an in-depth analysis of the situation leading to a diagnosis. Just like the development of a traditional marketing strategy, the digital marketing strategy goes through several stages:

2.3.1 Strategic diagnostic analysis

The diagnostic analysis is done in three stages: the external analysis (the environment, the market and the competition), the internal analysis (sales analysis, competitive position) and the formulation of the diagnosis (formulation of the analysis SWOT).²⁷

2.3.1.1 External analysis: The environment, the market, the competitors

The external analysis summarizes the important data that are necessary to know and understand the situation of the markets in which the company operates as well as the major trends that manifest themselves in it.

Environmental analysis:

Customer's behavior and the actions of companies are influenced by trends and global evolutions it is the Macro-environment. To describe and analyze the environment, we can use the PESTEL model which identifies six environmental dimensions: Political, Economic, Social, Technological, Environmental and Legal.

²⁶ Damian (R), *Understanding Digital Marketing*, Kogan Page, 3rd Edition, London, P22

²⁷ <http://www.marketing-insights.co.uk/wnim0402.htm> (15/04/2019 11:38)

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Market Analysis:

In this type of analysis, we are interested in the size, the structure and the trends of the market evolution it includes:

- Quantitative analysis of the market;
- The qualitative analysis of the market (Customers' behavior and influencers)
- Consumption and purchase behaviors
- Motivations, attitudes and criteria of choice of users or buyers
- Segmentation criteria and analysis of selected segments
- Quantitative and qualitative analysis of the distribution.

Competitive analysis:

Competitive analysis aims to evaluate the attractiveness of a sector of activity through a thorough study of its intensity and its competitive structure

An analysis of competition involves identifying competitors, studying priority competitors, and finally, a competitive positioning analysis.

This knowledge is a key factor in the success of the marketing plan as it anticipates what customers may be exposed to.

On the Internet more than anywhere else, the consumer has the ability to compare offers. The watch put in place leads to better identify and anticipate the efforts that competitors could engage to seduce its customers.

Porter's five forces is used to analyze the level of competition within an industry by utilizing industrial organization economics. The purpose is effectively to ascertain the competitive landscape and potential profitability of an industry. Any changes to these forces can directly affect an industry and the companies within it and so it is important to understand them and react to them in order to retain or gain competitive advantage.²⁸ Michael Porter goes into a greater level of detail than we have space for here in his book *Competitive Advantage*, which has been used by students and businesses alike for many years in order to understand competition. Porter's five forces are as follows:

1- Horizontal competition:

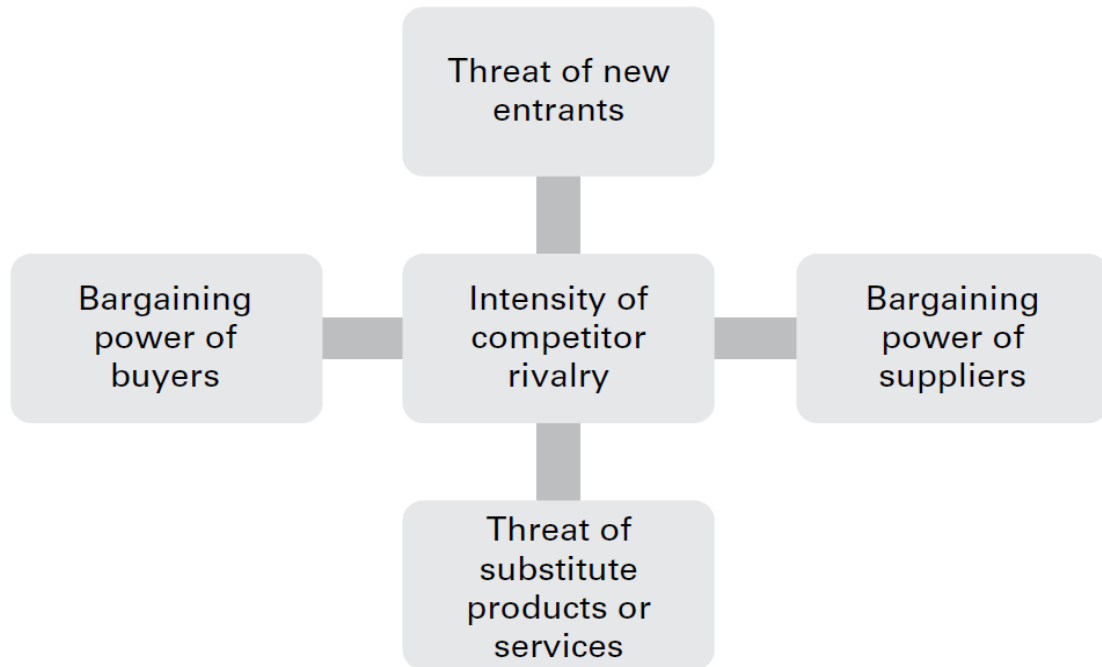
- The threat of substitute products or services.
- The threat of established rivals.
- The threat of new entrants.

²⁸ KINGSNORTH (S), *Digital Marketing Strategy*, Kogan Page, 1st Edition, London, 2016, P13

2- Vertical competition:

- The bargaining power of suppliers.
- The bargaining power of customers.

Figure 1: Porter's five forces.



Source: Simon Kingsnorth, Digital Marketing Strategy an Integrated Approach to Online Marketing, Kogan Page P13

2.3.1.2 Internal Analysis:

The internal analysis focuses on strengths and weaknesses of the company, its resources (financial, technical expertise, human resources, etc.). This makes it possible to take into consideration what the web brings to the marketing and what structural changes it has on the organization. The internal analysis is based on a certain number of tools making it possible to visualize the information very quickly by crossing them together.

2.3.1.3 SWOT

The overall evaluation of a company's strengths, weaknesses, opportunities, and threats is called SWOT analysis. It's a way of monitoring the external and internal marketing environment.

External Environment (Opportunity and Threat) Analysis: A business unit must monitor key macro environment forces and significant micro environment factors that affect its ability to earn profits. It should set up a marketing intelligence system to track trends and important

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developments and any related opportunities and threats and all of that on the web. Internal Environment (Strengths and Weaknesses) Analysis: It's one thing to find attractive opportunities and another to be able to take advantage of them. Each business needs to evaluate its internal strengths and weaknesses and all of that on the web.²⁹

Table 3: Digital SWOT.

<u>Strengths:</u> ➤ What are your internal Strengths on the Web? ➤ Technological, marketing, products from a digital perspective. ➤ In which areas are you better than your competitors?	<u>Weaknesses:</u> ➤ What are your internal gaps on the web? ➤ What skills, tools, and culture should be improved before investing on the Internet? ➤ What are you lacking compared to your competition?
<u>Opportunities:</u> ➤ What external elements could favor your e-business projects? ➤ Growing web market, favorable web usages to your offer, etc. ➤ Are there any potential markets you haven't reached yet?	<u>Threats:</u> ➤ What external elements could hinder your ambitions on the Internet? ➤ Competition, the evolution of technology, etc. ➤ What our Competitors doing that we are not?

Source: <https://www.rightlydigital.com/swot-analysis-in-digital-marketing-what-why-and-how/>

This digital SWOT should not be neglected. It will determine the optimal scope of the project, the objectives of the actions to be implemented and finally the populations to be targeted.

2.3.2 **Setting up goals:**

An Internet campaign can serve several purposes. While some are shared with advertising using other media than the Internet (image recognition, incentive to buy in stores or online, creating traffic in stores or on a site) others are specific to the Internet (building a database of prospects)³⁰

²⁹ KOTLER (P), *Marketing Management*, Pearson, 15th Global Edition, London, 2015, P71

³⁰ <https://www.wordstream.com/social-media-marketing> (16/04/2019 12:00)

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2.3.2.1 The goal of awareness and image:

Several studies show that advertising on the Internet, through banners has an impact on memorization. The user remembers seeing a banner. Similarly, there would be an impact on brand awareness

2.3.2.2 The goal of driving traffic to a website:

Although the goal of driving traffic is not limited to online advertising, it is a much more realistic goal in an Internet context. Indeed, advertising by display, direct mail or television may aim to attract prospects to a point of sale but this will not be as simple as on the Internet where you just have to click on an ad to find yourself on the commercial website. Interactivity is one of the main assets of online advertising. It reduces the response time of the consumer. The role of the online advertisement is not limited to publicizing the brand or the product: it allows a simple click to visit the advertiser's website.

2.3.2.3 The goal of sales:

While the pre-purchase phase becomes longer and more professional whether the purchase takes place online or not, advertising on the Internet can shorten the buying cycle. A single click makes it possible to go from advertising to sales. Interactivity changes the relationship of brands with their customers and prospects because it can compress the sales cycle in time and space. Banners referring to a promotional offer such as an immediate discount or a coupons usable for a future purchase, are important levers to trigger an online purchase.

2.3.2.4 The goal of setting up a database:

Advertising on the Internet qualifies a prospect for a cost often lower than other media. It is then a direct marketing tool. In order to achieve this goal, the advertising manager must allow the identification of the prospect, whether it is a non-nominal identification via the IP address of the computer or via a cookie or identification by a procedure for recording private data the data collected makes it possible to enrich the existing database. They will be used to carry out targeted and personalized promotional or advertising campaigns, for an email marketing campaign and to personalize the pages of the site according to preferences.³¹

³¹ <https://www.wordstream.com/social-media-marketing> (06/06/2019 10:18)

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2.3.3 **STP Approach (Segmenting, Targeting and Positioning):**

This three-step approach - segmenting, targeting, positioning - establishes clear guidelines that must then be reflected in all the concrete actions of the marketing plan at the operational level. The marketing strategy is therefore a guide that should be used to develop the marketing mix.

2.3.3.1 **Segmenting:**

The concept of segmenting is well known in the marketing environment. It's dividing a market into well-defined slices on the basis of one or more criteria to meet the expectations of consumers. A market segment consists of a group of customers who share a similar set of needs and wants. The marketer's task is to identify the appropriate number and nature of market segments and decide which one(s) to target.³² Experts talk about digital segmentation. We are facing a new kind of relationship between manufacturers and consumers (using at least one social network). To do this we first have to segment the database in order to identify the targets. But instead of traditional demographic data, we will use data from conversations on Facebook, twitter, google +: hobbies, tastes, events, etc. Digital segmentation therefore consists of collecting, analyzing, crossing, and categorizing the behavioral information (opinions, wishes, comments, opinions, values, preferences, criticisms, expectations, claims) of the social partners; then to each segment obtained, to propose at the right moment, the product in adequacy with their needs; grouping them in different segments gives greater flexibility to the digital strategy and allows to efficiently target the most profitable customers.

2.3.3.2 **Targeting:**

Once the firm has identified its market segment opportunities, it must decide how many and which ones to target, Targeting refers to an action in which an advertiser chooses a target for their advertising campaign (direct marketing campaign or any other digital action). Marketers are increasingly combining several variables in an effort to identify smaller, better-defined target groups.³³

Targeting consists of identifying certain key characteristics related to its customer. It can be his sex, his age group, his consumption habits or his geographical location. Once these data are delimited, it is time to identify the media and platforms on which this target is present. Thus, it is recommended to draw up a list of the popular websites with this target. The goal is to make a relevant choice to expose this audience to its advertising message. Online targeting increases

³² KOTLER, Op.cit, P268

³³ Ibid, P284

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the effectiveness and profitability of an online advertising campaign or marketing campaign. As such, it is important to maximize consistency between the target and the selected media.

2.3.3.3 Positioning.

Positioning is the act of designing a company's offering and image to occupy a distinctive place in the minds of the target market. The goal is to locate the brand in the minds of consumers to maximize the potential benefit to the firm. A good brand positioning helps guide marketing strategy by clarifying the brand's essence, identifying the goals it helps the consumer achieve, and showing how it does so in a unique way. Everyone in the organization should understand the brand positioning and use it as context for making decisions.³⁴

To develop an effective positioning, the company must be up to date in what it comes to competitors as well as actual and potential customers, it must know about competitors' strategies, objectives, strengths and weaknesses. A company should also pay attention to latent competitors, who may offer new or different ways to satisfy the same needs and be able to identify its potential POD (Points of difference) and POP (Points of parity). That will help company's ability to perform in one or more ways that competitors cannot or will not match.

2.4 Structuring digital strategy:

After presenting the tools available for marketing, we will see how to structure and implement its digital marketing strategy.

2.4.1 Value Creation:

The most important thing to know is that by implementing this kind of strategy, the main goal is to create value. Value creation can be defined as the contribution made by digital marketing activities to business carried out on digital channels. Generally this value is financially measurable (turnover), but it may be different for websites not achieving any turnover. *"When virtually every business has a web presence, you are unlikely to hear that objection, but for those who view a website as a barely necessary evil, it is important to remind them how your customers use the internet, how digital technology, and particularly mobile, is impacting on purchasing decisions and behaviors, and of course to stress how cost effective digital channels can be compared to their offline counterparts"*³⁵. So we have to look at different models of

³⁴ KOTLER, Op.cit, P297

POD: attributes, benefits that consumers strongly associate with a brand they couldn't find in a competitor.

POP: attributes or benefit that are not necessarily unique to the brand but may in fact be shared with other brand.

³⁵ KINGSNORTH (S), Op.cit, P299

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websites, and different models of value creation. Here are five models of value creation based on a typology of websites³⁶:

- **E-commerce:**

An E-commerce website is an online shop where people can order goods and make payments from the comfort of their own homes. These are sites selling goods or services. The value sought by these sites is sales, the ability of the site to turn a visitor into a buyer. If you have products to sell and would like to enjoy the benefits of not having to run a traditional bricks-and-mortar shop with things like overheads to consider, then this is definitely the way forward.

- **Informational:**

Information websites are particularly helpful. A set of non-media sites, broadcasting information. The value sought by this type is the attention that the user gives to the message that is offered. People no longer have to visit libraries and take out books for basic information. Any question that comes into someone's mind nowadays is often swiftly followed up with a quick search on Google to find their answer. A great deal can be learned online and many people are now researching and self-teaching with online tutorials, hacks and tips from such websites.³⁷

- **Blogs and Personal:**

Personal websites have been a favorite for families and people who wish to document the big occasions of their lives such as weddings, new babies or their travels. These days, the modern alternative; blogging has become an extremely popular. Blogs are usually updated frequently and older posts can be viewed through archives.

- **Online Services:**

As the name suggests, these are the sites offering a vast range of online services. The value sought by this type of site is the use of the proposed service. (Examples: share an online document, listen to music, watch a video, etc.).

Music Online Services: Beatport, traxsource, Soundcloud, Spotify, mixcloud, iTunes and many more

Video platforms: YouTube, Vimeo, Myspace, TED and many more.

³⁶ <http://www.webyurt.com/popular-types-of-websites> (20/04/2019 14:58)

³⁷ <http://www.webyurt.com/popular-types-of-websites> (06/06/2019 11:19)

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- **Photo Sharing:**

Websites such as shutterstock.com allow people to upload and download photos. You can get paid with advertising on a photo-sharing website or by selling good quality high resolution images that people will want to purchase, perhaps for commercial purposes.³⁸

Nowadays, internet users cannot use images from google or any other source for free as all of them are copyrighted, we see many of users facing copyright problem and even get banned for unauthorized use of the visual. Shutterstock invested lately a ton of money to buy every single picture posted, you may want to look for a picture posted on google or somewhere else and you will find that is a Shutterstock property.

Once the digital strategy is implemented at the operational level and the goals are set, it is necessary to determine the levers before taking any sort of action, to measure its scope, to determine their effectiveness and their effective contribution to the company in terms of returns on investment.

3. Section 03: Measuring the efficiency of a digital strategy.

Internet is the first choice to look for information as people can find millions of versions of one specific information but not all of them are useful. To help the users find the information quickly, the brand must use some tools, social media and different techniques to reach the customers and to optimize its content.

In this final section of chapter 1, we're going to see the different levers of digital marketing and how to optimize contents while taking a step back to highlight Key Performance Indicators (KPIs) to evaluate the expected results and goals.

3.1 Levers of digital marketing:

Digital marketing covers a set of marketing techniques used on many digital media and channels. They allow to set up a marketing strategy. Investing in Marketing helps to ensure high visibility and better understanding their prospects.

Digital levers are well known and already widely used by companies. The goal of these levers is to communicate, build and maintain a reputation with its prospects. There are many levers

³⁸ <https://www.theworkathomewoman.com/selling-photos/> (15/05/2019 12:18)

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such as SEM (SEO and SEA), affiliation, e-mailing, SMO (Chapter 2) etc. Let's take a closer look at its different levers.

3.1.1 Website:

A collection of publicly accessible, interlinked Web pages that share a single domain name. Websites can be created and maintained by an individual, group, business or organization to serve a variety of purposes.³⁹ A showcase or a boutique of the brand, it operates as a funnel, able to accommodate many prospects and to convert the maximum into customers. To fulfill its role, the site must be welcoming, like the brand, functional and ergonomic to facilitate navigation to order. It consists of a set of structured documents, called web pages, stored on a server and connected to the global network that is internet. A web page contains mostly textual content, and is often enriched with images, sounds, videos and links to other web pages.

3.1.2 SEM (Search Engine Marketing):

Search Engine Marketing (SEM) is basically the science and art of getting targeted traffic (free and paid) to your website from search engine like Google, Yahoo, Bing or other search engine networks.

Search engine marketing can also defined as a form of internet marketing that involves the promotion of websites by increasing their visibility in the search engine networks through all the activities that bring the free targeted traffic from search engine networks (Search Engine Optimization) and all the activities that bring the paid targeted traffic from search engine networks (Search Engine Advertising)

Search Engine Marketing (SEM) = Search Engine Optimization (SEO) + Search Engine Advertising (SEA)⁴⁰

3.1.3 SEO (Search Engine Optimization):

It's a digital marketing discipline that divides marketers. It is also arguably the discipline where a little knowledge really is truly dangerous, whilst a lot of knowledge is essential if you want to be able to deliver your digital strategy. It's a technique to improve the visibility of a website. It makes it possible to position it in the first natural results of the search engines, its main objectives are: to increase the visibility of a website, to generate traffic, to work on its reputation and improve.

³⁹ <https://www.techopedia.com/definition/5411/website> (22/04/2019 10:44)

⁴⁰ <https://www.reflections-ibs.com/blog/article/what-is-the-difference-between-seo-sea-sem-smo-sma-and-smm> (23/04/2019 10:08)

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One of the biggest mistakes that marketers make when creating an SEO strategy is to start with the following question: ‘What keywords should we be focusing on?’ but SEO now is not just typing specific words but it’s more than that, the marketer should be good at story telling in order he can create personas in a short stories⁴¹. There are four steps to follow after creating personas for building the keyword list for that story:

- **Create logical segments:**

Companies sell many products or services and some might be diverse, so splitting them into logical segments is good starting point for building a specific list of keywords.

- **Mine your data:**

It’s important to store your list somewhere safe, on cloud services or on hardware, but this is not enough if you go back for it again and look at it, brainstorming is important at this stage for an update or building a new keyword list, and focusing more on obvious and more simple words that come to mind

- **Mine secondary data source:**

The goal of this step is to expand that keyword set using third-party tools that can help do this, you can type in google ‘keyword research tool’ and you will have a big list of tools that are usable some are paid but some are for free.

Using the tool is fairly self-explanatory, it acts somewhat like a thesaurus offering similar and related terms and, importantly, gives you an idea of the search volume. You will very quickly find that your keyword list has grown substantially.

- **Sense Check:**

A very common mistake is to focus too heavily on the search volume: while it is important (as you don’t want to pin your business hopes on a term that gets only 10 searches a month) it is only one factor. It is also important to consider the following:

What commercial value might this keyword have? And what right do I have to compete for this keyword? And asking others. Sense checking the list with others in the business.

⁴¹ KINGSNORTH (S), Op.cit, P90

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3.1.3.1 Content:

SEO is now much more reliant on a good content strategy, as mentioned before SEO has become not just typing the right words but also optimizing the content and visuals of the offer, the post, tweet or even a video on YouTube.⁴²

3.1.3.2 Mobile:

Google actively pushes mobile-friendly sites up the rankings when a mobile devices (desktop/laptop, tablet and mobile phone) is being used. So it is crucial to make your site adaptable to each device.⁴³

3.1.3.3 Location:

It's important to mention the location of the business, Create a specific location page on the site and ensure that that location(s) (name, address, number) are all in-text so that the robots can read them. In conclusion SEO has a system of points and taking in consideration all these steps, the website will have a great chance to rank on the first page and avoid getting penalized.⁴⁴

3.1.4 SEA (Search Engine Advertising):

It is the process of bidding for potential clicks on an advert you create that is displayed within the search results pages of most search engines. It is the ads you see at the top, bottom and side of the search results page. Unlike traditional advertising, paid search is 'bought' via an auction model. For a given keyword or phrase an advertiser can place a maximum bid; the higher the bid, the higher the likelihood that the advert will be displayed in the top positions. However, one of the big attractions of paid search advertising is that the advertiser only pays each time the advert is clicked, not displayed.⁴⁵

Quality score is a Google metric and is a measure of the quality of the ad. The higher the quality score, the higher the position potential. If, for example, two advertisers both have a maximum bid of \$10 but one has a higher quality score, the one with the higher quality score will likely be given the higher position. Indeed, even if the maximum bid for the company with the higher quality score was \$9 they may still get the higher position. Why? Because Google wants to present ads that people will find relevant and click on. The quality score algorithm is not

⁴² KINGSNORTH (S), Op.cit, P101

⁴³ Ibid, P102

⁴⁴ Ibid, P102

⁴⁵ Ibid, P111

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publicly available but some of the factors that contribute to a higher score are, including how long you have been advertising, your click-through rates (CTRs) and the ad relevancy.⁴⁶

Once Creating the Ads and defining the keyword list, now is the time for match types for each keyword, google allows the advertiser to make the ads to appear for just the exact keyword/phrase entered or widen it out with a number of parameters – the widest being a ‘broad match’, which will show your ads for the keywords/phrases requested and any related keywords. This will be very good if the company’s strategy is to drive traffic to its website, but this is less targeted and therefore performance may not be as good and can quickly get expensive.

In this table we’re going to see other match types for keywords

Table 4: match types example.

Match Type	s=Symbol	Keywords for this Match Type	Your Ads Will Show on the Following Searches	Example Searches
Broad match		white socks	These words, similar words and misspelt words	buy socks
Broad match modifier	+	+white +socks	Containing these words in other orders	socks that are white
Phrase match	" "	"white socks"	This phrase and very similar ones	cheap white socks
Exact match	[]	[white socks]	The exact phrase and ones that are very close	white socks
Negative match	-	-white	Anything that excludes this word	black socks

Source: Simon Kingsnorth, Ibid, P115

⁴⁶ KINGSNORTH (S), Op.cit, P115

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3.1.5 Display:

A display ad, also known as a banner ad, is a form of online paid advertising that is typically a designed image or a photo and copy. Viewers can then click on the image with the promotion to then be taken to the corresponding landing page. Display ads function differently than text ads because they aren't found in search results. They can be spotted on websites and can feature interactive displays or some type of animation to engage the user.⁴⁷

There are two methods for Display Costs:

- CPC, cost per click: when a user clicks on the display it will be redirected to the merchant site which will pay a price per click received on the display
- Cost per impression (CPM) is the measured of cost that one will pay when their ad is shown per one thousand impressions. CPM helps to determine other calculations for ads such as CPC (cost per click) and the CTR (click-through rate).⁴⁸

3.1.6 E-mailing:

E-mailing is a lever to acquire visits, the e-mail was a simple way to exchange with other individuals. Then it quickly became a coveted marketing lever, synonymous to personal communication and exchanges with customers. Email marketing is good for prospecting (acquisition of traffic, leads, notoriety ...) and making customers loyal.

The main difficulty of email marketing is to have a database of emails, this "harvesting" thing can be done via forms installed on a website or via traditional paper questionnaires. As with any web marketing campaign, the success of an e-mailing campaign relies mainly on the database that the business has built and not bought because relationship with customers through email marketing takes a long time and writing attractive content that makes the receiver feel the need to open the email.

3.1.7 Mobile Marketing:

The strengths of this marketing technique are obviously its large number of users, as well as the ability to adapt the other marketing channels mentioned. For example an e-mailing campaign can very well touch a smartphone user who reads his mails via this device. There are several mobile marketing techniques: it is possible to launch SMS marketing campaigns, to create

⁴⁷ <https://trackmaven.com/marketing-dictionary/display-ad/> (23/04/2019 11:53)

⁴⁸ <https://trackmaven.com/marketing-dictionary/cost-per-impression/> (23/04/2019 12:02)

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"responsive" websites (which adapt to any screen size), contests or promotions accessible by scanning a QR code (Quick Response Code) or by creating a mobile application.

3.1.8 Social Media:

The goal of a web marketing campaign via social media is to create a relationship of trust and a space of sharing between the company and its customers. They have become an important channel of development for companies because they offer many advantages: presence and visibility, notoriety and popularity, sales and profits. Social Media can make the business talk about itself either directly or by users who like to share their experiences (good or bad) and recommend, advise against, give their opinion on products. The methods to get people talking about you can be mini surveys, contests, promotions, promo codes only for Facebook fans and Twitter subscribers. The more the business talk about you, the more you get from the visibility. So let others talk about you, do what it takes to be present on social media but be cautious about what they says about the business in order to preserve its e-reputation.

Some say should I be present on social media? Is it necessary to create a Facebook page, twitter and Instagram account? With 56.1% of the World population is connected to the Internet. And more than 2 billion of those were active on social media – so two-thirds of all internet users. Also interesting is that 81 per cent of those active users are active on a mobile device. No business can say none of their target are using social. Everyone is connected to the internet with a device, the fact that the audience are definitely ‘on social’ is a pretty compelling reason to be present all over internet.⁴⁹

3.2 KPIs (Key Performance Indicators):

A Key Performance Indicator is a measurable value that demonstrates how effectively a company is achieving key business objectives. Organizations use KPIs at multiple levels to evaluate their success at reaching targets. High-level KPIs may focus on the overall performance of the business, while low-level KPIs may focus on processes in departments such as sales, marketing, HR, support and others.⁵⁰

The real value of KPIs is that they let you extract meaning from the data at a glance. Without them, it is all too easy to drown in the proliferation of data that the web analytics solution churns out. It is a classic case of not seeing the wood for the trees.⁵¹

⁴⁹ KINGSNORTH (S), Op.cit,P151

⁵⁰ <https://www.klipfolio.com/resources/articles/what-is-a-key-performance-indicator> (23/04/2019 14:50)

⁵¹ Damian (R), Op.cit, P84

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- KPIs are always clearly aligned to strategic business goals.
- KPIs are defined by management: decision makers have to identify, define and take ownership of the key drivers of their organization's success.
- KPIs are tied to value drivers critical to achieving key business goals: they should represent the 'deal breakers' in the pursuit of your organizational goals.
- KPIs need to be based on valid data: you only get out what you put in.
- KPIs need to be quantifiable: you have to be able to measure your
- KPIs in a consistent and meaningful way over time.
- KPIs need to be easy to understand: they should be a barometer of your sites of performance – a quick glance at your KPIs should tell anyone in your organization, from management to intern, how well your marketing is performing.
- KPIs can be influenced by, and used as triggers for, positive action: one of the main values of KPIs is that they immediately highlight where your organization 'could do better', and highlight areas where action is required to get things back on track.

Here is some of the KPIs examples:

- **Conversion rate:** this is the proportion of visitors to your site who go on to perform a predefined action.
- **Page views:** simple and straightforward, this is the number of pages viewed by your visitors over a given period.
- **Absolute unique visitors:** the number of individuals who visited your site over a given period.
- **New v returning visitors:** the proportion of your visitors who have been to your site before.
- **Bounce rate:** the bounce rate is the number of people who arrive on your site, and then leave again having only looked at that single landing page.
- **Abandonment rate:** it basically highlights the proportion of your visitors who start down a predefined conversion funnel.
- **Cost per conversion (CPC):** this is basically a calculation of the total cost of advertising divided by the total number of conversions generated as a result.⁵²

⁵² Damian (R), Op.cit, P87

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Conclusion:

To conclude, this Section 3 has allowed us to become familiar with the notion of effectiveness of a strategy, it is now becoming clear that the efficiency indicators used must be directly in line with the intended objectives. That is why a large range of indicators are also provided, whether it is a website, user, consumer, media and advertisement, to evaluate the impact of the digital strategy that has been implemented. The most delicate task is to select according to the criteria mentioned above that the most relevant KPIs are those integrating the dashboard. Gathering a set of indicators, will allow to draw an analysis of the situation to be able to act and deploy actions in order to adjust and improve the efficiency of its operation

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Introduction:

There are now 2.77 billion users of social networks in the world⁵³, so we can no longer ignore the fact that this new platform represents a new communication channel with high potential. Facebook, Twitter, YouTube or Instagram are the perfect example of this new phenomenon of sharing life with friends, family, or even strangers. In a short time, these platforms have become a necessary tool to stay in constant touch with the lives of others, those around the user, to share photos, videos or links, to exchange information, to join groups and even receive job offers. It is now Internet users who are the source of content, who create the information that is constant, many of them check their Facebook account, Instagram or twitter several times a day to look for news or in fear of missing an important event. They are no longer able to ignore this new means of communication on a large scale, brands and companies began to develop their promotions on blogs or sites such as Facebook or twitter and recently on Instagram and YouTube.

In this chapter we will speak about social media (definition, types and features included in each one of them), then we will see how to set up a social media strategy, several steps to take and the techniques to use and finally we see how to measure the performance of a social media strategy using a well-defined KPIs.

1. Section 01: Basics of Social Media

Social media allow consumers to share information and communicate with an unlimited number of people around the world. As it offers the opportunity to communicate with businesses. It's a social structure with people who are joined by a common interest. They offer businesses the opportunity to build long-term relationships with their current consumers and solve their problems.

We will focus throughout this section first on the emergence and basics of social network by citing its presentation and all the benefits that these networks can offer to individuals and businesses, then we will talk about their stories until they appear and finally some statistics relating to these social networks.

⁵³ <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/> (14/15/2019 16:45)

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1.1 History of Social Media:

Nowadays everyone knows about social media with 2.77 billion social media users⁵⁴. This term has become a common knowledge in society especially for teenagers. It is a new way of entertainment where people can share and exchange their thought, personal information, photos plus interest. This media is growing bigger every day with more and more people use it.

The social media we know and love today really got started in the early 21st century it has its origins in the 1970s. According to DGtraffic website article, the first social media was BBS (Bulletin Board System) back in 1978, essentially a method to share data, code and other information with other like-minded users. These bulletin boards were no flash in the pan, actually surviving right through to the 1990s. Created by Ward Christensen and Randy Suess used to announce meeting and sharing information by posting it on BBS. In 1995 and after launching the (www) a web hosting system was launched under the name Geocities by Beverly Hills Internet (BHI), this allows users to create website for themselves. In 1997 and with 1 million user, Six Degrees was created and lets its users to create accounts, add pictures and add friends. 1999 was a year for Blogger and LiveJournal. Users could write, share and communicate with friends by using their own blog or journal. In 2002 and after five years from launching Six Degrees, Friendster, an another social media created, it allows users to create accounts, share photos and connect with people, then it became a social media for games but in June 14th 2015, Friendster stopped its service and disappeared. In 2003 Myspace, LinkedIn and WordPress launched in the same year, Most of Myspace users were musicians and bands. WordPress was created to be used as open-source content management system. And LinkedIn was social networking for business-oriented. In 2004, Mark Zuckerberg launched 'The Facebook'. In the beginning, The Facebook was created as social networking for college students and now it is a giant social media with the most internet users.

YouTube was launched in 2005. It was founded by Jawed Karim, Steve Chen and Chad Hurley, It was a social sharing that let users freely upload and share a video. Twitter was launched in 2006. It was known as social networking and microblogging site. It let its member to share and exchange 140 character messages. In 2011 Google launched a new service called google+ which includes hangout that let you have a video chat and exchange information. In 2012, Pinterest gained 10 million users the fastest in history launch. In this social scrapbooking, you could create and share album of photos.⁵⁵ The web has become in the space of twenty years an

⁵⁴ <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/> (30/04/2019 10:34)

⁵⁵ <https://www.dgtraffic.com/a-brief-history-of-social-media/> (30/04/2019 10:53)

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essential component of business communication. The importance of online communication actions is growing as the number of Internet users increase and the use of the network becomes more complex. This evolution is causing a profound change for communication and marketing professionals. They are gradually losing control over their messages and actions in favor of a larger hand of Internet users. Indeed, social media have become one of the main activities of Internet users when they surf.

1.2 Definition of Social Media:

1.2.1 Definition 1:

According to TechTarget website “*Social media is the collective of online communication channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.*”⁵⁶

1.2.2 Definition 2:

According to Damian Ryan “*Social media is the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction. That interaction can encompass text, audio, images, video and other media, individually or in any combination. It can involve the generation of new content; the recommendation of and sharing of existing content; reviewing and rating products, services and brands; discussing the hot topics of the day; pursuing hobbies, interests and passions; sharing experience and expertise*”⁵⁷

1.2.3 Definition 3:

According to Dr Urs E. Gattiker “*Social media encompasses any tool or service that uses telecommunication technology, including digital media, to facilitate production and exchange of data / information and action, including conversation. Social media empowers content consumers to become content producers relatively quickly and easily, without having to be geeks. Social media can shift communication from a broadcast model of few-to-many to a model of many-to-many, as well as many-to-few (i.e. everybody wants to share, but few might want to hear)*”.⁵⁸

⁵⁶ <https://whatis.techtarget.com/definition/social-media> (01/05/2019 11:31)

⁵⁷ Damian (R), Op.cit, P151

⁵⁸ GATTIKER (U), *Social Media Audit*, Chandos Publishing, 1st edition, London, 2014, P14

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1.3 Social Media vs Social Networks:

Today, there is a multitude of social platforms that bring together millions or even billions of users. A common mistake is to use the terms "social media" and "social networks" indiscriminately to refer to community sites and social features of the Web. The interesting part is both social media and social networks have "social" but the context of it in both the words is quite different. Social networks is "what" whereas social media is "how". Social network helps in discussing coming out with better solutions whereas how to do it is answered by social media. The term "social media" refers to sites and social features of the Web, mobile applications, or features that encourage people to collaborate, create, modify, and evolve content. All these actions allow the development of conversational and social interactions between Internet users. Among the technologies that interest the field of social media, we find the RSS feeds, blogs, wikis, sharing photos or videos (Instagram, YouTube), podcasts, social networks (Facebook, LinkedIn), collaborative bookmarking (Pearltrees), curation tools content (ScoopIt), virtual worlds (Second Life), micro-blogs (Twitter), etc. Social networks became a tiny part of social media and can be defined as a subset of social media. Their primary purpose is to enable users to create a profile, to get in touch, by offering them opportunities for sharing or networking. Blogs, discussion forums or wikis, for their part, belong to social media but differ from social networks. For example, unlike a blog, the primary purpose of a social network is not publishing, but connecting members with common interests.⁵⁹

1.4 Social Media Features:

The first feature of social media is the ability for users to create accounts for free and easy to use. They offer features that encourage the sharing of information between registered individuals. These platforms are characterized by the exponential growth in the number of registered users or the content created by members. These two characteristics will allow the creation of value within the network. Social media offers a number of features to help them interact and share content. A personal space that the user can appropriate by personalizing it. In this space the user informs his identity:

- Last name and first name in most cases, or a nickname for some privacy. Nevertheless, most social media require a real identity to register so that users can recognize themselves to protect their identities, for example, Facebook now asks for phone number and a picture of the user.

⁵⁹ <https://www.compukol.com/social-media-vs-social-networking/> (01/05/2019 15:36)

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- A profile picture or an avatar, Different fields, varying from one social network to another and most of the time non-compulsory, such as marital status, age, place of residence, etc.,
- The profile can be made public or private.
- A news feed that tracks the content posted by the user's contact.
- The opportunity to interact with the network or the community, to share opinions, to build relationships and various features that may vary depending on the support, such as sharing multimedia items (photos, videos, music, etc.), passions, the possibility of organizing events, etc. According to the social network, sharing possibilities vary to: editorial posts, photos, videos, articles, links, etc.
- A search tool allowing members to identify contacts, areas of interaction by keywords (passions, professional life, school curriculum, family links ...), themes (sport, music, etc.) or hashtag especially on Instagram, hashtag algorithm is so powerful to drive traffic to the profile, having new followers or new likes.
- Collaborative tools that vary by platform such as interest groups, multiple conference calls, or the ability to comment or enjoy a publication from another user.
- A web version and a mobile version to reach many users in their different uses.
- Unlimited quantity of content exchange between members.

1.5 Types of social media:

There are several categories of social media (videos, images, audio, professional) to meet the expectations of users. More and more, they multiply on the web and here are some types:⁶⁰ (See Also **Appendix 01**

- **Social Networks:** the most popular social media category, it's an online platform, site that allows users to have their own profile and develop relationships with other users. Interaction on these sites forms online communities and people frequently share information on Social networks like Facebook, Google+ and LinkedIn through posts, links, photos, videos and other multimedia. For a digital strategy these networks can offer significant brand awareness opportunities and direct conversion campaign opportunities. Facebook, for example, offers paid campaigns, company pages and even insights to provide analytics on performance. These networks are probably the broadest in terms of opportunity.
- **Blogs:** Short for web log, it's a website where articles are written and posted for people to read. Many blogs are written by individuals who wish to share their thoughts on a specific topic or

⁶⁰ <https://www.cite.co.uk/the-different-types-of-social-media/> (02/05/2019 11:45)

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their life in general, while others are written as multi-author collaborative efforts. Often, people can leave comments at the bottom of a blog post in order to encourage further conversation. Blogs have become very influential in modern culture and millions of people read them every day to get information and news. Popular blogging platforms include WordPress and Blogger.

- **Microblogs:** This is a shorter version of a blog, micro-blogs allow user to share shorter version of information rather than long articles. These include Twitter, which limits posts to 140 characters, to Posterous and Tumblr.
- **Online rating sites:** this allows people to leave reviews about a specific location, hotel, restaurant, movies and music, so others can get an idea of the level of service to expect. Anyone who has ever planned a trip or wanted to find out about local restaurants will probably have turned to an online rating site like TripAdvisor or Google Places, a person who wants to watch a movie will probably have looked for it on IMDb. This feature is also useful on Amazon and eBay because so many people look to others' comments about a product and also the seller before making a purchase.
- **Podcasts:** This is a type of audio or video file that are syndicated online for people to download or stream through a computer or mobile device. Podcasts got their name from combining "broadcast" and "pod"—a reference to their popularity with iPod users. This type is well known in the music industry, delivering fresh new music every week or a month as artists tend to keep contact with their listeners. The Dutch Dj and producer Armin Van Buuren is known for his weekly radio show A State Of Trance as he delivers new trance music each week and help artist to reach out new listeners from all around the world, A State of Trance has won the best radio show in the world several times, next year Armin van Buuren is willing to take his radio show to another level by playing his 1000 Episode on the moon.
- **Social Bookmarking:** these are sites on which Internet users share their web pages, articles, blog posts, images, and videos from one location. There are a number of advantages to submitting the content to one (or more) of these sites. For one thing, they help to increase the brand awareness.
- **Forums/ Message boards:** Forums and message boards are online discussion sites where people can hold conversations of posted messages or a specific topic. Even today, these old types of social media are not advanced in functionality and design and yet they are still popular with people who want to ask a question or get involved with a specific conversation online. Many of forums have become popular today, for example, Reddit is called the face of the

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internet and the platform now has 330 million active users monthly that share and discuss topics⁶¹. They say if you are facing a problem you may find your solution on Reddit.

- **Social knowledge/Wikis:** These sites rely on user-generated content to create a central hub of knowledge for others to refer to. These websites collect and organize content, created and revised by its users and they are a way to grow a knowledge base around a particular content area. Some of these sites are large and can be accessed by the public, for example Wikipedia, Answers.com, and Quora, while others can be restricted to a group of people who belong to the same organization.
- **Multimedia:** Users of these sites rely primarily on sharing multimedia like videos, photos, infographics, and PDFs rather than text. People can usually leave comments and share the content with others. Popular examples include YouTube, Instagram, Last.fm, and SlideShare. Besides being the second biggest social media site, YouTube (owned by Google) is also often known as the second largest search engine after Google. YouTube now is trying to take its platform to another level, they added a messages section where users can exchange messages but most importantly to facilitate sharing video links because internet users find it hard to share video links on other social media.

1.6 Main Social Media:

It exists today a multitude of social media, each with a defined target and purpose. Allowing users to post content and communicate with their audience or readers. Interacting with members, commenting on posts, downloading files online and posting documents. In this part we will be speaking about the most used and well known social media in the world, such as⁶² Facebook, YouTube, Instagram, LinkedIn and Twitter but before we go deep into these social media we need to classify them into three categories:

1.6.1 Video Platforms:

This category of platforms makes it possible to put online unlimited amount of videos (YouTube).

⁶¹ <https://www.socialmediatoday.com/news/reddit-now-has-as-many-users-as-twitter-and-far-higher-engagement-rates/521789/> (03/05/2019 10:13)

⁶² <https://www.verticalresponse.com/blog/social-media-your-business-choosing-the-best-platform/> (03/05/2019 18:38)

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1.6.2 Audio Platforms:

This kind of platforms is used for listening and streaming music or audio books from different devices (computer, tablet or mobile), as well as share some songs with loved ones and even suggest albums to listen to. The most famous audio platforms are (Spotify, Soundcloud and Beatport).

1.6.3 Photo platforms:

Photo platforms allow users to publish photos and choose their degrees of confidentiality (Instagram).

Facebook:

Launched in 2004 in the United States by Mark Zuckerberg and opened to the public in 2006, Facebook is the real giant of social networks. With 2.320 billion monthly active users in the world⁶³, it is indeed the largest mass media on Earth. It is one of the four major players on the Web, grouped under the acronym GAFA for "Google, Apple, Facebook and Amazon".

It's a personal space on which everyone can express themselves, it allows registered users to create profiles, upload photos and video, send messages and keep in touch with friends, family and colleagues. The site, which is available in 37 different languages, includes public features such as: Marketplace (allows members to post, read and respond to classified ads), Groups, Events, and Creating Personal or business pages.⁶⁴

Having a Facebook presence is crucial for any business, because it creates a rock solid relationship with the public; it increases sales and Traffic of its brand; it attracts and retains new customers and also collects data as Facebook developed a very good algorithm to measure the efficiency of the ad campaign.

Statistics about Facebook:⁵⁸

- 2.320 billion monthly active users in the world
- India has the highest number of Facebook users in the world with 260,000,000 active users.
- 1.887 billion Users are potential reach of advertising.
- Facebook Messenger App is the most downloadable.
- Facebook App is the second most downloadable.
- 96% of Facebook users access it on mobile.

⁶³ We Are Social, Digital 2019 Q2 Global Digital Statshot (April 2019)

⁶⁴ <https://whatis.techtarget.com/definition/Facebook> (04/05/2019 11:44)

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- Users spend an average of 35 minutes a day on Facebook.
- 85% of Facebook videos is watched without sound.
- Best time to post on Facebook is weekdays 10 am to 3 pm.

Facebook remains a must for the digital marketing plan, Considering Facebook's huge audience, it's going to continue to be the focus of many social marketers in 2019,

Twitter:

Twitter with 330 million users⁶⁵ is a free social networking microblogging service that enables registered members to broadcast short posts known as tweets which can embody hyperlinks, tweeting is limited to 140 characters, due to the constraints of Twitter's Short Message Service delivery system.

Twitter can be fascinating in priority for B2B corporations or those that provide services. It is appropriate to give a professional information and offer a live dialogue with its followers.

Tweets are also posted on the Twitter website. They are permanent, they are searchable and they are public. Anyone can search tweets on Twitter, whether they are a member or not.⁶⁶

Twitter just like Instagram is known for using hashtags as a way of promoting tweets. It ensures active and real-time e-reputation monitoring, it enhances communication with the followers, and it energizes events and creates engagement and interaction

Statistics about twitter: ⁶⁰

- 330 million active users.
- 262.1 million Users are potential reach of advertising.
- USA has the largest twitter advertising audiences with 49.450.000 users.
- 500 million tweets are sent each day.
- 9% more people are using twitter on a daily basis.
- 71% of Twitter users are reading news there.
- Twitter is the number one platform for government leaders.
- 75% of B2B businesses market on Twitter.
- Twitter ads are 11% more effective than TV ads during live events
- The half-life of a tweet is 24 minutes
- The best time to tweet is 3 p.m. on weekdays
- Tweets with a GIF get 55% more engagement
- Promoted tweets with video saved 50% on their cost per engagement

⁶⁵ We Are Social, Digital 2019 Q2 Global Digital Statshot (April 2019)

⁶⁶ <https://whatis.techtarget.com/definition/Twitter> (04/05/2019 13:38)

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Twitter has evolved tremendously with the identical trend as Facebook to move towards selling services and monetizing its audience, especially the personal data of its members. As a result, advertising capacities and formats have multiplied by opening up new opportunities for digital marketing.

Instagram:

Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012. It was started in San Francisco by Kevin Systrom and Mike Krieger. The word Instagram is an amalgam of "instant camera" and "telegram."

With 802.3 million users⁶⁷, Instagram allows users to edit and upload photos and a 1 minute videos through a mobile app. Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app. Photos can be shared on one or several other social media sites including Twitter, Facebook, VK and Tumblr with a single click.⁶⁸

It's also a tool for businesses, the photo-sharing app offers companies the opportunity to start a free business account to promote their brand and products as it's the best platform for visual branding. With more than 5.110 billion mobile users, Instagram is a mobile adapted application. Instagram is also for building genuine relationships and the social platform is thriving with real customers. As a result, it offers some of the highest conversion rates.

Statistics about Instagram:⁶⁹

- 802.3 million Users every month.
- 88% of users are outside the U.S.
- 71% of Instagram users around the globe are under the age of 35.
- 95% of U.S. Instagrammers use YouTube.
- Instagrammers put a like on 4.2 billion posts per day.
- 95 million posts per day.
- 500 million people use Stories every day.
- 80% increase, year-by-year, for videos.
- 25 million business profiles.
- 80% of users follow at least one business.
- 60% of users discover products on Instagram.

⁶⁷ We Are Social, Digital 2019 Q2 Global Digital Statshot (April 2019)

⁶⁸ <https://searchcio.techtarget.com/definition/Instagram> (04/05/2019 15:32)

⁶⁹ <https://blog.hootsuite.com/instagram-statistics/> (04/05/2019 15:52)

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Instagram is still mainly used as a photo editing tool and users are sharing with their entourage. The openness to advertising through the Facebook platform gives interesting perspectives for brands.

YouTube:

It's simply the most watched video platform on the web and the second most visited site after google with an average of 21m 52s per user and over 1.9 billion users. ⁷⁰

YouTube is a video sharing site, created in February 2005 and bought by Google in October 2006 for 1.65 billion dollars. Thanks to this, YouTube videos are particularly well referenced on Google. Highly requested by Internet users, the slogan of the YouTube website is "Broadcast Yourself." This implies the YouTube service is designed primarily for ordinary people who want to publish videos they have created. the presence of videos on a website is part of Google's ranking and ranking criteria. There is a feature on Google to search only video results. YouTube is not just a sharing platform, it's a search engine where the user can find information. This platform helps businesses to broadcast their creative content and to better tell the story brand, it helps reaching a large audience and improve its visibility and show its modernity on an open universally accessible platform.

Statistic about YouTube: ⁷¹

- YouTube users collectively watch over 46,000 years of content each year.
- YouTube is the second most trafficked website behind Google.
- YouTube is the world's second largest search engine.
- YouTube has over 1.9 billion monthly active logged-in users.
- 75% of adults watch YouTube on their mobile devices.
- More than 70% of YouTube watch time is generated from mobile devices.
- YouTube mobile ads are 84% more likely to hold attention than TV ads.
- Over 50,000 years of product review videos have been watched on mobile devices over the past two years.
- Over 50% of YouTube's audience is female.
- 59% of Generation Z (16-24-year-olds) have increased their YouTube usage since last year.
- YouTube is available in more than 91 countries and in 80 different languages.

LinkedIn:

Among the professional social networks, LinkedIn is the undisputed leader far ahead of the French Viadeo. Acquired in 2016 by Microsoft, this network is meeting with considerable

⁷⁰ We Are Social, Digital 2019 Q2 Global Digital Statshot (April 2019)

⁷¹ <https://blog.hubspot.com/marketing/youtube-stats> (04/05/2019 16:47)

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success among professionals worldwide. A social networking site designed specifically for the business community. The goal of the site is to allow registered members to establish and document networks of people they know and trust professionally⁷². Dedicated to the development of the network of professional contacts of the user, with 303 million users⁷³, LinkedIn intervenes on the increase of the individual career prospects as much as on the commercial development of the company. A great recruiting tool, LinkedIn has the strength of the social network to be able to exploit particularly rich personal data since its members usually put their CVs. LinkedIn also offers a showcase for the company: its hierarchy, its operation, its network, recruiting candidates, advertising and developing the brand image.

Each brand has the ability to create its page, include its employees, and publish content directly related to media, such as blogs. LinkedIn is perfect for HR use and internal communication.

Statistics about LinkedIn: ⁷⁴

- 303 million monthly active users in the world.
- 154 million American workers have LinkedIn profiles.
- Two professionals join LinkedIn every second.
- 45 percent of LinkedIn users are in upper management.
- 57 percent of LinkedIn use is on mobile.
- 2 million posts, articles and videos are published on LinkedIn every day.
- Posts with images get twice as many comments.
- Video posts are 5 times more likely to get comments.
- 30 million companies have LinkedIn profiles.
- 50 percent of B2B web traffic originating from social media comes from LinkedIn.
- 80 percent of B2B leads generated on social media come from LinkedIn.
- InMail has a 300 percent higher response rate than email.

LinkedIn can be very powerful for a digital business strategy. It gives transparency on the organization of companies and relations between people. Advertising capabilities are important because of the possibility of very detailed targeting. Even if the costs are relatively high on the most impacting formats like the in-mails campaigns ads, the sponsorship of posts is more affordable and relevant especially on the technological sectors, HR.

⁷² <https://whatis.techtarget.com/definition/LinkedIn> (04/05/2019 15:07)

⁷³ We Are Social, Digital 2019 Q2 Global Digital Statshot (April 2019)

⁷⁴ <https://blog.hootsuite.com/linkedin-statistics-business/> (04/05/2019 17:15)

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This social media list gives an overview of the potential utility in the marketing plan. The most important thing is to set goals. Then choosing wisely the perfect platform that fits the digital strategy. The art of knowing how to master and exploit these new tools of communication is based on the ability of developing and animating the brand's community.

2. Section 02: Setting up a social media strategy.

The development of a relevant social media strategy differs completely from the digital strategy, but nevertheless has its characteristics. It is based on an upstream reflection that will aim at: Identifying the targets and the setting objectives, which will then guide the reflection on a coherent choice concerning the positioning of the company, the channels to be used (choice of the social media), the types of devices to be implemented, and the actions to be carried out as well as the contents to be produced

2.1 Social Media SWOT Analysis:

Every organization, whether a business, government agency or nonprofit, will have certain strengths, weaknesses, opportunities and threats (SWOT). However, the specifics of an organization's SWOT will depend on its individual situation and context. Using this analysis tool is a great way to break down and analyze a particular strategy, telling the team if they are doing anything in a wrong way, might also encourage the company to speak with employees and learn who uses which tools and platforms, allowing for the creation of synergies by taking advantage of skills they already use privately. What might a Social Media SWOT analysis reveal is help the business define” *The right content, at the right time, to the right person, on the right channel*”⁷⁵

In this table below we're going to see the major Social Media SWOT analysis:⁷⁶

Table 5: Major Social Media SWOT analysis.

<u>Strengths:</u>	<u>Weaknesses:</u>
- Large market reach or penetration - Easy to set up - Useful for digital engagement strategy - build a conversation and converse with others and build close networking bonds	- Tough to convince management team members on social media principles - A lot of “Why Bother” from most mainstream - Needs more horsepower.

⁷⁵ GATTIKER (U), Ibid, P25

⁷⁶ <https://anikocommunication.wordpress.com/swot-analysis-for-twitter/> (07/05/2019 15:48)

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- quick information exchange - Direct contact with audience - Let's you follow and connect with people/groups that interest you - Cost-effective in the sense most of the platforms are free. They just demand time - Your "brand" becomes more HUMAN - Media exposure - Build strong, long term relationships through online social networking, - Gets tons of publicity. - It is simple but powerful - It is 100% social in an all-social web - It is free - Has developers creating hundreds of applications around its API. - It is real-time - It is searchable - It is totally RSS-enabled - It is the ultimate link discovering and sharing tool.	- Has low retention rate. Only 40%. - The API calls are limited. Hurts App growth - Information leakage, liability, security, and management? - Effort vs results: Even if it is more measurable than other channels, it is difficult to balance the effort put on social media against the results obtained - Consistency: Engaging with your audience at a direct level means more efforts in terms of keeping a consistent message/ corporate image - Making up for mistakes: The time-frame to correct errors that affect your audience is less. Because you are heavily exposed, your company has to take action more promptly than if you weren't - Blocked at many work sites: management sees it drops productivity; hurts bottom line
<u>Opportunities:</u> - Creating online presence on sites where we don't exist. - Great opportunity to connect and exchange information - New target or niche that are untapped - Promotions, news that can be offered. - Partnerships with different institutions. - Quick Penetration into a new geo market - Recruitment of interested new members - build short and long term relationships - Twitter is a digital public face to the world	<u>Threats:</u> - Macro factors such as economy, will this affect your user base? - Competitor is going after the same space or same audience with similar campaign - Is the current campaign sustainable, can it continue? - What obstacles stand in the way of success and failure? - Attitudes on privacy: - Micro-messaging may just be a fad.

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- Can gain deep insights into real-time trends, news, and all of us - Integration into real-time games, media, and apps. - It can become a dominant search engine - A dominant way for businesses to communicate with their customers - quick delivery, branding opportunities, and enhanced marketing opportunities - Being present where stuff happens - Developing audience that is auto-nurture - Talent coming your way effortlessly - Reach out to certain groups that traditional media didn't allow to	- It got too much publicity in a short time. May get burned out - It is getting dangerously spammy - Has no solid revenue model (future advertisements?) - May have trouble with unauthorized accounts on behalf different institutions - Other social networking may grow and steal market share - Acquisition by a bigger player (Google) may disappoint early adopters and loyal users.
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2.2 Social Media Purposes (Objectives):

A company must define any action based on objectives. And the relevant goals on social media can be many. The company may want to use social media to help improve the customer experience with the product. The firm may also want to make it easier for clients to get support, if necessary. It helps and is important to spread the Brand name, and build brand recognition, yet, the single most important factor is to help the company's customers and this means the company must be polite as it acknowledges and replies to requests. Use social media is about offering value and usefulness in the eye of the recipient, customer and target audience.⁷⁷ But the company must ask itself four questions: Why? What? How? And Where?

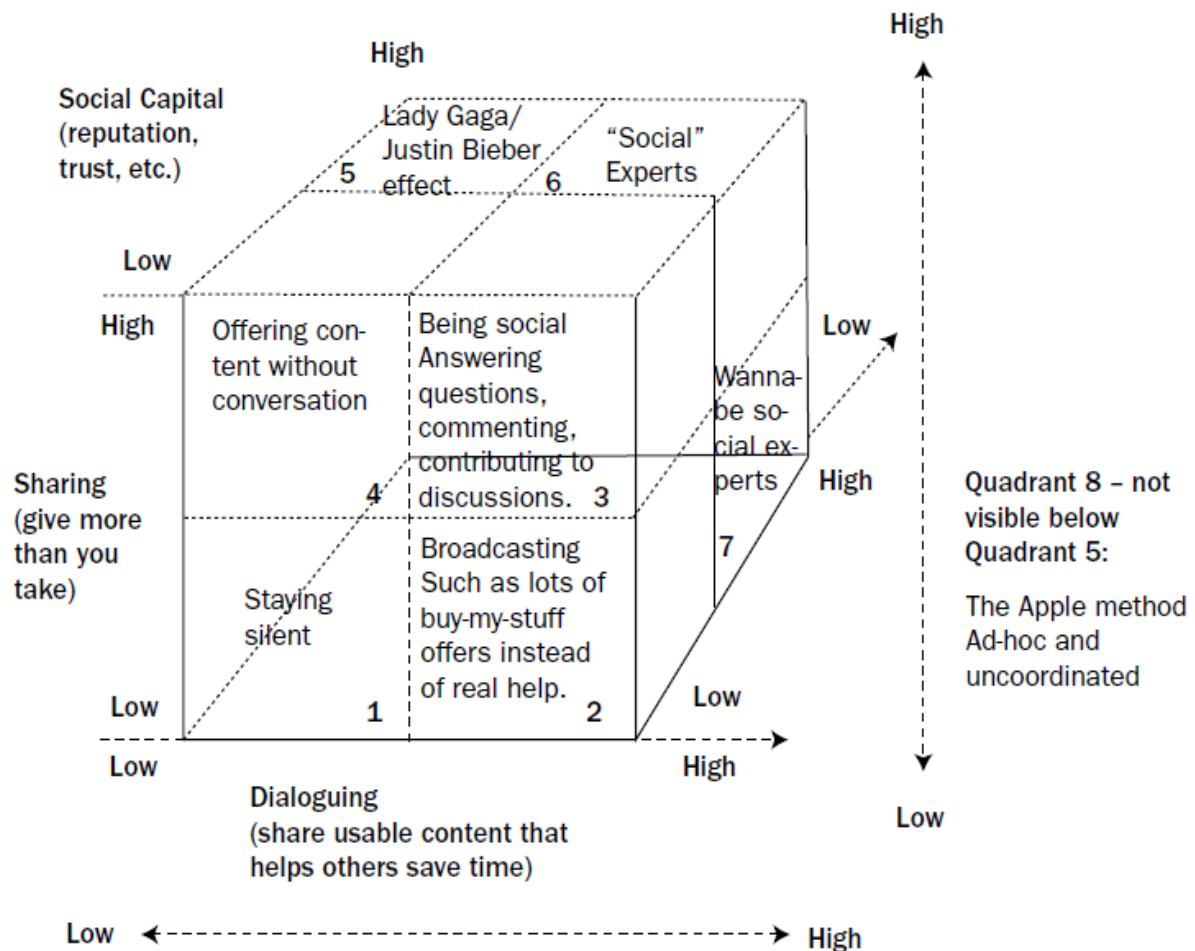
In the figure below we will discuss about the purpose of social media and what they are made for in order to help businesses to define their goals and objectives in what is related to being present on social media:⁷⁸

⁷⁷ GATTIKER (U), Op.cit, P29

⁷⁸ Ibid, P31

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Figure 2: Sharing Is Caring.



Source: GATTIKER (U), *Social Media Audit*, Chandos Publishing, 1st edition, London, 2014, P31

Why? :

Modern Clients are becoming more and more demanding to brands. The fact that the majority of millennials don't trust traditional advertising. Old methods to reach customers no longer work as they had worked before. As demonstrated in Quadrant 1, a company may need to be present on social media to reach out current and potential customers, and build the company's name as a good and reliable partner that provides value.⁷⁹

Another purpose would be to use social media to convey customers an improved manner of giving input and allow them to participate in numerous ways in which as an example, user groups will discuss potential upgrades or product enhancements. Another form might give a platform for users to assist one another solve product problems, whereas the corporate monitors and interjects if it's an improved answer.

⁷⁹ GATTIKER (U), Op.cit, P32

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Another way for using social media might be to satisfy the client needs to interact with the corporate online. This manner will inform the client of latest developments, exchange info or facilitate them solve a problem.

The beauty of social media is that the company do not have to reciprocate every connection: in order to manage the huge information flow, it will either selectively choose whose updates it wants or start ignoring most of them.⁸⁰

What? :

Even if the business have outlined why it needs to use social media, it still must discuss what it'll use it for. As an example, it offers its audience valuable and informative content in form of a picture, video or an article, which they will be more likely to share with others if it provides necessary information and entertains to a certain degree.

A decent infographic is price quite thousand words, however getting ready one takes time and energy. Often, they manage to confuse the necessary information they're presupposed to communicate, instead of providing clarification.

Similarly, sponsoring an event is not enough to get people talking, because the public, and clients in particular, want something of practical value. This could be anything from a free app or music to a free consult, and sometimes a freebie is useful for all parties concerned.⁸¹ To illustrate, Perfect Havoc (British Record Label) is using Wavo.me website to promote its music as it tends to put some new single releases up for a remix, Robert Davies (label manager) came up with this idea as a promotional way for music of his label, by allowing music producer to remix the original tracks and have the chance to be released on the label, plus some extra prizes. This is a very smart technique to engage people with the label and target new listeners because producers invite their fans to vote for them in order to increase their chances on winning the contest. Perfect Havoc is not the only label that is using this right now many labels, artists and big events are using this technique as an efficient way to promote for their Music, events or merchandise.

How? :

From the figure above, and specifically Quadrant 3, it's talking about how we should communicate using social media, according to URS E. GATTIKER "*communication starts at the point of sharing relevant and valuable information that is of interest to the receiver, whether a current or potential client. The aim is to help people by providing the right information, which in turn earns their attention long enough to create an attraction. Being too forward or just*

⁸⁰ GATTIKER (U), Op.cit, P30

⁸¹ Ibid, P31

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*broadcasting another press release might not create the necessary appeal. Only earned attention helps form an affinity to the sender”.*⁸²

So the audience can be engaged only with a quality information, Providing Facebook fans or blog readers with answers to help solve problems with different types of content:⁸³

- **Content to entertain:** Content that entertains is often funny, frequently highly shareable, a content that follows what is trending and often is able to quickly transform a “company” into a “group of people just like me”.
- **Content to educate:** this type is dedicated just to educate. Content to educate appeals to the rationality of the followers on social media.
- **Content to inspire:** the best kind of inspiration often comes in the form of case studies, customer testimonials, stories of failures or even success stories and challenges that successful people have faced along the way.
- **Content to convert:** is also called a call to action content as it tends to convince customers to buy products or sign up to newsletter.

The communication with customers starts the moment when they comment on posts asking for more information or acknowledgements that ads valuable insights, from here this connection starts to build a connection and a relationship of respect for one’s expertise and professionalism.

Where? :

According to GATTIKER “*Quadrant 4 outlines the where of the sharing equation. Where you share on social platforms and which kind of platforms you participate in is important. As an interior decorator, you may want to share images, so you participate on Pinterest and/or Flickr. Inviting others to share their insight on your website or blog, as well as offering to post on other sites helps build your reputation. It also helps spread our ideas to an audience we might otherwise not reach. If interested, they might consume some more content on the company’s website or blog Moreover, guest bloggers bring some of their readers to the organization’s website and, as importantly, provide clients and current readers with quality content and different perspectives. Finally, having staff join offline events that clients might also be attending helps round it all off. Nothing helps an online relationship more than expanding it offline. In fact, many people connect on Facebook only after they have first met offline*”.

⁸⁴

⁸² GATTIKER (U), Op.cit, P32

⁸³ <https://buffer.com/library/content-marketing-tips> (08/05/2019 12:55)

⁸⁴ GATTIKER (U), Op.cit, P33

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Blog shouldn't be the main attraction. It's just a gateway to help readers discover the business and get them excited about the products and the ultimate goal is to convert prospects into buyers.

2.3 Planning Actions:

The time factor of social media strategies is crucial. The benefits of social media are not immediate, the presence over time implies a capacity to renew and innovate, which implies necessarily upstream planning actions to happen over time. The establishment of a social media planning or editorial planning for social media, responds precisely to this goal.

2.4 Content Calendar:

An editorial calendar is simply a schedule in time for future posts of content on the company's website, Social Media (Facebook, Twitter, Instagram or YouTube) or even Scheduling Newsletters for emails. The goal is to anticipate future topics of articles in advance, which will allow it to be more efficient when the time comes to write. Once implemented, the content calendar allows to:⁸⁵

- Never miss important dates
- Stick to a consistent posting schedule (Keep a constant focus on the interests of its readers)
- Find your ideal content mix
- Encourage collaboration (A better synergy with the different authors of the blog).
- Save time (a gain in time and effort without having to search for a subject).
- Effectively allocate resources (a perception of quality from the brand, producing high quality content week after week).
- Avoid cross-platform errors
- Ensure fresh content (Stimulates creativity by planning in advance the topics of his articles).
- Plan content based on upcoming events.
- Keep the harmony between employees.
- A clear vision of what the brand is sharing.

Finally, for the brand, a sense of accomplishment, knowing that they develop a solid foundation for the site or social media and that they are moving towards their goals.

⁸⁵ <https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/#why> (10/05/2019 18:21)

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For the calendar to work, the company will also need to clarify the objectives of its content strategy.

2.5 Defining Target Customers:

Every company needs to know its main target in order to develop the most effective approach strategy possible. The objective of this part is to establish a list of potential targets that could help the company in its project to develop its digital communication. We will call these targets "influencers".⁸⁶

Defining targets is one of the priorities of a company. By targeting online the company can then make its Business Model while defining its strategy. A company must be aware of its target but also the expectations of the latter in order to adapt its offer and online marketing strategies to it. Many companies today have difficulties in spotting their target audience online, the web environment is vast, successful segmentation and quality targeting can quickly become a real headache.

Evolutions and changes of Internet users force the company to spend more time on knowing what the new trends are and identify influencers that are promoting for the same sector, this is known as Influencer Marketing. Influencer Marketing is like a hybrid of old and new marketing tools, taking the idea of the celebrity endorsement and placing it into a modern day content-driven marketing campaign. The main difference is that the results of the campaign are usually collaborations between brands and influencers.⁸⁷ Influencers, unlike celebrities, can be anywhere (Instagram, YouTube, Twitter, Gmail or Facebook) and they can be anyone.

The company will then have to watch its competitors: what do they do on social media? Which messages generate the most success, what are their failures? Benchmarking: Competitive benchmarking is the process of comparing your company against a number of competitors using a set collection of metrics. This is used to measure the performance of a company and compare it to others over time, to improve and find inspiration for business's presence.⁸⁸

2.6 The brand positioning on social media:

Once the brand finishes with the Why? What? How? Where? And with the aid of SWOT Analysis that illuminates the potential threats, weaknesses, threats and opportunities, it will

⁸⁶ <https://blog.alexa.com/targeting-in-marketing/> (08/05/2019 15:22)

⁸⁷ <https://influencermarketinghub.com/what-is-influencer-marketing/> (08/05/2018 16:00)

⁸⁸ <https://www.brandwatch.com/blog/competitive-benchmarking-defined-how-to-do-it/> 08/05/2019 16:26)

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have a clear idea and a vision where it can position itself on the market. Furthermore, the brand have to take in consideration the geographical, cultural and linguistic factors.

This might sound obvious, but do not make the mistake of believing it is. Next time the brand comes across another news item or infographic that suggests to post the content between 14:00–16:00 hours, and 20:00–1:00 hours (early morning), the brand must ask itself, “Does this mean Eastern US, Shanghai or some other time zone?” And have to make sure everybody will see the post so the brand has to test and find out when your social media updates work best for its target audience.⁸⁹

In other words, what should my business or brand be on social media? The choice of a Social Media positioning is fundamental and often different from the traditional website. Indeed, it is likely that the content of the site has not been optimized on social media. This content will have to be adapted. A social media presence is not a copy of the website on these community spaces.⁹⁰ The adaptation of the content will eventually go through a segmentation of the topics of conversation: speak only of one type of products, some specific topics or perhaps even topics close to the field but not directly to the heart of business of the company. It is necessary to interest the Net surfers above all. They will only enter the community if they are convinced that they will receive from the company or brand interesting contents over the time. So if it does not initially meet their expectations, it will have to offer an alternative positioning to its traditional positioning to meet the expectations of these Internet users.

2.7 Choosing the right media:

Once the brand has defined its target audience, objectives and positioning, it is important for the company to choose the networks on which it will decide to expand its presence and offer content to a community.⁹¹

The choice of the network is important and crucial, there are hundreds of social media and brands cannot reasonably be expected to be present on a maximum of networks. All have specific qualities and are not relevant for the same needs. In addition, the calling to action on these areas of presence requires investment. To implement an effective presence, it should be planned according to the means available for Social Media actions.

⁸⁹ GATTIKER (U), Op.cit, P34

⁹⁰ <https://sproutsocial.com/insights/social-media-marketing-strategy/> (08/05/2019 18:41)

⁹¹ <https://www.lyfemarketing.com/blog/effective-social-media-marketing-strategy/> (08/05/2019 19:16)

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The establishment of a presence on a given social media is always in the long term and not in a short term, because these strategies must be consistent over a long period of time to hope to reap up benefits.

2.8 Scheduling Content:

Planning specific contents and actions isn't as easy as it sounds. To stand out today, companies or brands must go beyond speaking directly about their products or services, the letter must contain a beautiful story that catch attention, using a powerful technique for building relationships, it doesn't matter where in the world the company is based or how much funding does it has, this technique is (Story Telling)⁹², and making useful, fun and interesting content (Brand content) that can be pleasant while reading it, seeing it or listening to it.

It's not about setting up a content strategy without looking at what's going on behind it, but about constantly testing the quality of the content by the community's reaction (likes, comments and shares) and also by their respond to our call to action.

The development of content meets several criteria that ensure the relevance and effectiveness of these content on social media: interest for the target, viral character, Sell a distinct value proposition, exclusive contribution, credibility, proximity with the company or brand and also optimized SEO.⁹³

There are two types of content that can be diverse and varied. They can be editorial (news, comparison, analysis, advice, etc.) or multimedia (image, photo, graphic design, video, audio, presentation, etc.). Each type of content has its specific advantages. Once the content type have been chosen, it will be necessary to plan how it will be distributed.

It is important to understand the temporal aspect of Social Media strategies. It is to exist in real time and exist over time.

The benefits that a company or brand can get from social media are not immediate, it's a long term goal that takes time and efforts. This is precisely why a short-term operation has very little meaning on social media. The presence on social media in a period of time imposes on the other hand a good capacity to be renewed and to know how to innovate. It necessarily implies planning actions in order to be able to last without tiring.⁹⁴ Scheduling a weekly content over

⁹² <https://www.quicksprout.com/brand-story/> (10/05/2019 11:45)

⁹³ <https://www.ccastrategicmedia.com/social-engaged/brand-reputation/> (10/05/2019 12:00)

⁹⁴ <https://www.greenmellenmedia.com/instant-long-term-benefits-social-media/> (10/05/2019 12:15)

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three months gives a first hint to an annual strategy. It is important to indicate the most precise contents and their typology, this is why Social Media Planning has a communicational and marketing goals, so each content must be linked to a specific well defined goal.

2.9 Content Marketing:

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and, ultimately, to drive profitable customer action.⁹⁵

The content is no longer on a corporate website, store, etc. But it's all over the internet, so users can consume content of the brand without visiting its website, the features of Social media offers this possibility.

The unfortunate truth is that quite a lot of content produced fails to hit many of the pillars and unless it does it is unlikely to fly. Anybody now can create a content but few that can make it great, and Great content needs to be all of the following Pillars:⁹⁶

- **Credible:** Audiences are fickle, they continuously be and always are going to be flexible, you may lose them if they think your content lacks of credibility, they have to believe it. This does not mean that they require a robust data set to be behind every statement made but it does mean that the statements made need to be substantiated enough to be believable.
- **Shareable:** A content only becomes great if lots of people react on it, or rather if a significant percentage of the target audience do. To achieve this, it needs to be shareable. If all the other content pillars are met then the content should be shareable by default
- **Useful or fun:** Content is useful or fun if it passes the 'so what?' test. It's unique, funny or highly useful, it speaks for itself
- **Interesting:** is when the content is interesting enough to be remarkable, it is worth making a remark about.
- **Relevant:** this is the most important content pillar. The brand cannot start to create content until it understands its audience. It needs to know what makes them tick and ensure all the content it produces is relevant to them.
- **Different:** the brand has to ask two questions, 'has this been done before?' and if so, 'is my idea unique enough to cut through with my audience?'

⁹⁵ <https://contentmarketinginstitute.com/what-is-content-marketing/> (10/05/2019 15:20)

⁹⁶ KINGSNORTH (S), Op.cit, P232

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- **On brand:** And always about the brand, Consumers of content expect to see a link between the content and the brand.

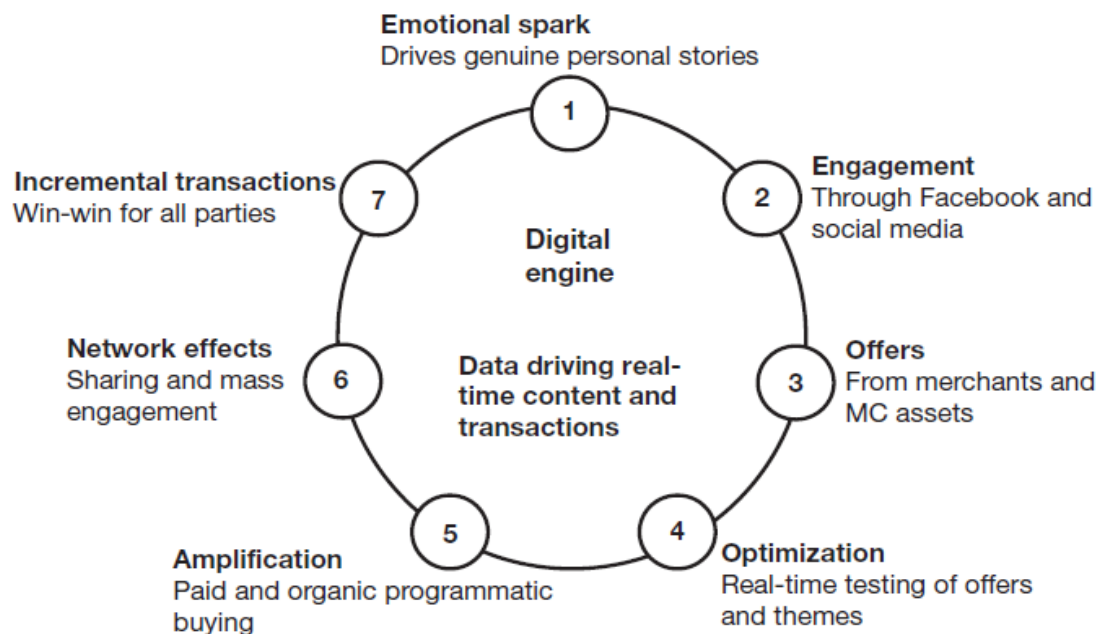
2.10 Storytelling:

A new trend, which appeared in the mid-1990s in the United States, is called storytelling. It's an important component of online content. Much like copywriting it's a way of turning bland, forgettable blog posts, web pages and social media posts into captivating content pieces. Storytelling has become a crucial component in online marketing. It creates empathy around the brand by telling a story to its audience to better capture and engage with it.⁹⁷

It is an integral part of content marketing. It is a creation of content, in addition to the main activity of the company, which serves to optimize the image of a brand and immerse consumers in its history.

The goal of a storytelling is to create content permanently, throughout the life of a brand, its values and the personality it wants to give to its communication. By telling a story, the brand adopts a tone, and it is this tone that must work, depending on whether the brand wants to give itself a serious image, or fun and offbeat, or fun and exciting. There is a unique storytelling by a brand, each entity has its own tone.

Figure 3: Digital Engine at MasterCard



Source GUPTA (S), *Driving Digital Strategy*, Harvard Business Review Press, London, 2018, P162

⁹⁷ <https://torquemag.io/2018/12/storytelling-content-marketing/> (10/05/2019 17:17)

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M. V. Rajamannar (Raja) joined MasterCard in September 2013 as its chief marketing officer (CMO), Raja and his team decided to position the brand as “Connecting People to Priceless Possibilities.” To bring this to life, they created a “digital engine” (Figure above) that leveraged digital and social media.⁹⁸

- **Emotional Spark:** The first step is to create an emotional spark and a connection with consumers. Using data to understand consumers’ key passion points and give them a reason to engage.
- **Engagement:** By using data to identify the right audience, MasterCard targets that audience with a spark video through Facebook and social media. The goal is to encourage consumers to share their stories and make them feel they participating in this event.
- **Offers:** After succeeding in engaging the targeted audience, now’s the time to identify the best offers to match consumers’ interests.
- **Real-Time Optimization:** At any point in time the brand may have several offers. Which of these offers should be highlighted and promoted is determined by A/B testing and real-time optimization of offers, themes, and budget allocation.
- **Amplification:** Real-time testing provides confidence to the brand about the potential success of the offers,
- **Network Effects:** After Engaging people with story of the brand, now is the time to choose winners and share results on social media so that people who know the winners can interact with the brand too
- **Incremental Transactions:** this is basically a win-win scenario for all parties.

2.11 Viral Content:

The concept of viral marketing is based on the centuries-old practice of word-of-mouth marketing an oral or person-to-person communication between a receiver and a communicator regarding a brand, a product or a service.⁹⁹ Viral content is material, such as an article, an image or a video that spreads rapidly online through website links and social sharing.

Content goes viral for various reasons. Entertainment value is a common characteristic; others include usefulness, information, artistic merit, promotion of viewpoints and shock value. Another driver of viral content is the sharer’s audience and reputation. Social influencers have

⁹⁸ GUPTA (S), *Driving Digital Strategy*, Harvard Business Review Press, London, 2018, P161

⁹⁹ CHARLESWORTH (A), *Op.cit*, P36

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established online presences through multiple channels and large followings on social media platforms¹⁰⁰

Nowadays, viral marketing works better and better thanks to the development of social media that have made it easier for users to share. Viral marketing must be impactful, it must be dynamic, it is necessary that users have the curiosity or the desire to watch the message but especially after they have seen the desire to share it. To achieve a viral marketing there are different methods: The simplest is the making of an e-mailing, which will aim to convince the recipient to share it. In this case it is possible to encourage sharing by proposing sponsorship offers or coupons. Then the brand can achieve this type of marketing by performing a contest that it proposes. The best known viral marketing and the most effective are the viral video campaigns, which can reach the whole world if the Buzz is successful. Finally the brand can also realize humoristic campaigns to capture its target and group them on its site with all their friends.

2.12 **Buzz Content:**

Buzz marketing is a viral marketing technique that is focused on maximizing the word-of-mouth potential of a particular campaign or product, whether that is through conversations among consumers' family and friends or larger scale discussions on social media platforms. By getting consumers talking about their products and services, companies that employ buzz marketing hope to grow their awareness through the growth of online traffic and increase sales and profits. Online buzz marketing is typically driven by "influencers," or early adopters of a product, that are eager to share their thoughts on the product and proactively start conversations about it.¹⁰¹

2.13 **The Content:**

Content is anything that can help engage the end users of your product or service. It can be consumed both on and off your website and in any medium that is capable of delivering a message (so it is much wider reaching than just the written word). Some of the most common content types are listed below (this is not meant to be an exhaustive list but hopefully demonstrates the many guises that content can take): Website articles, News, Case studies, White papers, Blogs, Videos, Mobile apps, Mobile content, Testimonials, E-books, Infographics, Images, Online presentations, Annual reports, Research papers, Podcasts.¹⁰²

¹⁰⁰ <https://whatis.techtarget.com/definition/viral-content> (10/05/2019 17:50)

¹⁰¹ <https://searchcustomerexperience.techtarget.com/definition/buzz-marketing> (10/05/2019 18:02)

¹⁰² KINGSNORTH (S), Op.cit, P235

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Content quality is the key to social media success. One must perpetually question the speaker's voice by analyzing what works and what does not work to open up new perspectives and produce relevant content for the target that will generate commitment.

2.14 **SMO (Social Media Optimization):**

Social Media Optimization (SMO) or Social SEO is the methodization of social media activity with the intent of attracting unique visitors to website content. SMO is one of two online methods of website optimization; the other method is search engine optimization or SEO.

There are two categories of SMO/Social SEO methods:

- Social media features added to the content itself, including: RSS feeds, social news and sharing buttons, user rating and polling tools, and incorporating third-party community functionalities like images and videos.
- Promotional activities in social media aside from the content being promoted, including: blogging, commenting on other blogs, participating in discussion groups, and posting status updates on social networking profiles.¹⁰³

Social media helps as a platform where people can actually review the products and services that they are going to avail. SMO is Important because “*social networks are driving an increasing amount of traffic to an increasing number of websites*”. Many brands are driving traffic online to their websites or local stores from social media, But SMO isn’t just about growing the brand’s social media presence, and it’s tying into and leveraging the social networks of others. SMO Ensures a Strong Presence on the web and increases the reach as it improves search engine ranking and drives more traffic.

To conclude, if social media is integrated into its overall strategy, this decision must be fluid and relate perfectly to the rest of the business. Indeed, if the social media strategy is completely separate from the main activity of the company and it is not transverse to all departments of the organization, it cannot be effective in the long term and exposes to many risks of slippages, offsets and failures. Before positioning a company on social media, it is important to establish a corporate document that maps out the networks that are activated.

¹⁰³ WUEBBEN (J), *Content is Currency*, Nicholas Brealey Publishing, London, 2011, P130

3. Section 03: Measuring the effectiveness of a digital strategy on social media.

We will discuss through this last section of our second chapter about measuring the effectiveness of a digital strategy on social media by developing the factors determining the performance of communication on social media (sharing, customer engagement, and visibility ...) called KPIs and ROI is the return on investment of communication on social media.

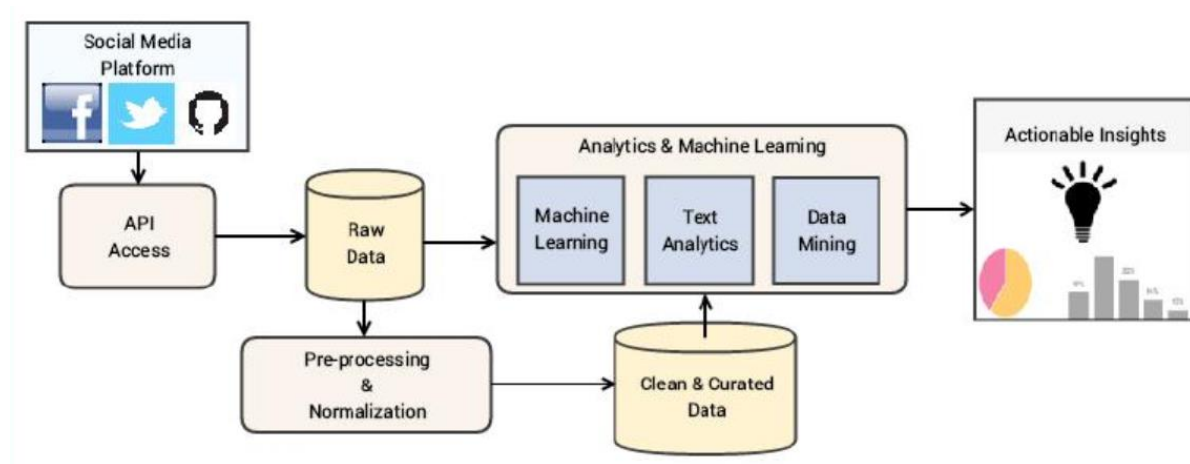
3.1 Measuring Social Media Strategy:

Definition of Social Media Analytics “*Social media analytics is the practice of gathering data from social media websites and analyzing that data using social media analytics tools to make business decisions. The most common use of social media analytics is to mine customer sentiment to support marketing and customer service activities*”.¹⁰⁴

This discipline is based on tools, key indicators and methods of analysis. Social media analytics practices are quite similar to those used for web analytics but less focused on numbers.

It is more than important to have a long-term policy regarding the presence of the brand on social platforms. In fact, positioning itself and defining a long-term strategy requires the company to develop processes that evaluate the social media strategy. It is essential to have a good grasp of concepts behind any typical analytics process that can be identified to develop a workflow for evaluating a social media marketing strategy:

Figure 4: A typical social media analytics workflow.



Source: BALI, Learning Social Media Analytics with R, Packt Publishing, 2017, P8

¹⁰⁴ <https://searchbusinessanalytics.techtarget.com/definition/social-media-analytics> (11/05/2019 13:34)

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From the figure above, we can broadly classify the main steps involved in the analytics workflow as follows:¹⁰⁵

- **Data access:** it can be done in two ways, the first technique is to use official APIs¹⁰⁶ provided by the social media platform or organization itself. The second technique is to use unofficial mechanisms, like web crawling and scraping.
- **Data processing and normalization:** Gathering all the data from API then processing it and normalizing it in order that we can analyze it.
- **Data analysis:** using statistical techniques and trying to find patterns from underlying data. This step is where we apply various techniques to analyze the data from Data mining (finding key patterns or insights from data or analytics), Machine learning (using mathematics, statistics, and even some of data mining algorithms) to Natural language processing and text analytics (using several tools, techniques and algorithms to analyze free-flowing unstructured text).
- **Insights:** This can be anything from a business intelligence report to visualizations such as bar graphs, histograms, or even word or phrase clouds.

AIDA:

Is an old advertising persuasion model, dating back to 1898. It is based on the idea that advertising persuades consumers in different stages. Each stage allows the individual to “come closer” to the brand, to the point where it is purchased or repeat purchased. The four stages of the AIDA model are:¹⁰⁷

Stage 1: attracting attention

Stage 2: arousing interest

Stage 3: inducing desire

Stage 4: causing action.

Next we will speak about indicators and KPIs that enable each step of the AIDA model to be understood and measured. How many people recall the brand (attention), do they have a better image of it (interest), are they more likely to buy it (desire/action)? Do they talk about it to their acquaintances on social networks (interest/desire)?

¹⁰⁵ BALI (R), SARKAR (D), SHARMA (T), *Learning Social Media Analytics with R*, Packt Publishing, London, 2017, P9

¹⁰⁶ API = Application Programming Interface

¹⁰⁷ FLORES (L), *How to Measure Digital Marketing*, Palgrave Macmillan, London, 2014, P40

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Social Media KPIs:

An evaluation needs a framework in which the numbers gathered make sense. The evaluation of the performance of the strategy on social media is based on the analysis of KPIs (Key performance indicators).

It exists Quantitative and qualitative metrics:

Quantitative refers to “quantity,” and thus to the capacity to measure, or take into account “mass effects,” while qualitative metrics are for measuring, in more qualitative manner, the direct and indirect effects of exposure to a message. They seek to better understand the profile of the individual thus exposed, their expectations, the quality of the interactive experience that exposure to the message provides, and the perceptions generated by the message.¹⁰⁸ It is a matter of “accounting” when it comes to quantitative metrics, but qualitative metrics is generally seeks to better understand the receiver and his understanding of the message and its effects.

It exists hundreds of KPIs to measure the efficiency of a strategy and yet it is essential to update, adapt, and select the most suitable metrics for measuring each stage of the AIDA model (attention, interest, desire, action). It is therefore the marketing objectives that should determine the choice of appropriate measurement indicators or KPIs.

3.2 Ten characteristics that make a measure a “good” indicator of performance:¹⁰⁹

- It must be aligned with the objective of the digital plan: The objectives clearly determine the type and nature of the measures used.
- An individual or team has overall responsibility for it: it must have someone in charge who controls everything
- It must allow action: Able to follow the progress of operations implemented,
- It must allow forecasting: reflecting the intrinsic value of digital actions in order to react and implement the necessary corrective actions.
- Limited in number: It is well known that too much information kills information.
- They must be easy to understand and communicate.
- They must be standardized.
- They must be “contextualized”: Measuring is fine, but knowing whether it is good, average or inadequate is even better.
- They should be able to trigger change.

¹⁰⁸ Ibid, P47

¹⁰⁹ FLORES (L), Op.cit, P51

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- Keep them simple without being simplistic.

3.3 Metrics and KPIs derived from web analytics:

There are three main metrics of web analytics: the number of unique visitors, the number of visits, and the number of page views.

- **Number of unique visitors:** Number of visitors who show up on a site can view one or more pages, during one or more, generally calculated in a one month period of time.
- **Number of visits:** a single visitor accounted for all the visits to a site.
- **Number of page views:** is the number of times a page has been viewed.

And yet they are still far from sufficient to fully evaluate the impact of digital actions, it exists also other KPIs in each stage of AIDA's model:

3.4 KPIs for measuring attention in the AIDA model:

The first step in the AIDA model is to attract attention. In other words, making sure that people are paying attention to the brand's digital presence through social media.¹¹⁰

- **Number of Visitors:** this is a great quantitative indicator for measuring impact in terms of attention. It should be monitored and evaluated dynamically and will be allotted the correct importance, since everything depends on the site's business model.
- **Share of first and repeat visitors:** Directly related to the number of visitors, the share of first and repeat visitors are two important indicators of effectiveness, and allows up to better study the users actions, for example, if they did subsequently return to the website or page, or they stayed long enough on the site.

3.5 KPIs for measuring the stages of interest and desire in the AIDA model:

After getting visitors attracted, the second step is Interest and it is necessary to establish their real interest towards the business and show desire and willingness.¹¹¹

- **Average duration of the visit:** the more time a visitor spends on the brand's site, the more they are interested. But, this implies just on the case when people find what they are looking for quickly.
- **Number of visits per visitor:** is simply the ratio between the number of visits and the number of visitors over the reference period.

¹¹⁰ Ibid, P57

¹¹¹ FLORES (L), Op.cit, P59

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- **Average number of page views per visit:** the ratio between page views and the number of visits, is an indicator of the quality of the content and the level of interaction generated by the site. The larger the number of page views per visit, the greater the interest of the site to its visitors.
- **Most visited pages:** this shows the visitors' interests in the business and what kind of information or a product they are looking for.
- **Bounce rate:** it measures the visits to a single page on a site. The higher its percentage, the more quickly visitors leave the site after their arrival, and hence the less they find of interest there.
- **Overall bounce rate of the site:** dividing the number of visits to a page by the total number of visits to the site.
- **The page bounce rate:** dividing the number of times the page has been seen only once by the number of times the page has been the homepage.
- **The traffic source bounce rate:** dividing the number of visits on one page of the campaign by the total number of visits generated by the campaign.

3.6 KPIs for measuring the action stage of the AIDA model:

Getting Visitors attracted, Interested and desired, now's the time for the fourth step which is Action, we're going to see how to measure this stage through some known KPIs:¹¹²

- **Click-through rate (CTR):** the percentage of visitors who, on being exposed to the content (advertisement, web page, keyword, sponsored link) have in fact clicked on the stimulus (the ads)
- **Conversion rate:** it measures the percentage of visitors converted into buyers during their visit

¹¹² FLORES (L), Op.cit, P65

Table 6: KPIs from web analytics during AIDA model.

Stage of the AIDA model	KPI of the associated web analytics
Attention	Number of visitors First visitors vs. repeat visitors
Interest	Repeat visitors Average duration of visit Average number of visits per visitor Average number of pages seen per visit Most visited pages Bounce rate
Desire	Average number of visits per visitor Average number of pages seen per visit Most visited pages Bounce rate
Action	Click-through rate Conversion rate

Source: LAURENT FLORES, How to Measure Digital Marketing, Palgrave Macmillan; 2014 edition, P67

3.7Media and advertising KPIs:

Audience measurement is based on two methodologies one, so-called “site-centric,” where it is websites that constitute the measurement sample (this is also called web traffic measurement), the other so-called “user-centric,” where it is individuals, or rather their navigation and behavior, who are measured, not the sites themselves.¹¹³

Audience indicators:¹¹⁴

- **Unique visitors (UV):** the number of different people who have visited a site during a given month
- **Unique visitors per day:** the average number of people per day who have visited a site during a given month.
- **Duplication of unique visitors:** the number of visitors common to several sites during a given month.
- **Time spent:** the total number of minutes spent by visitors on a site during a given month.

¹¹³ Ibid, P67

¹¹⁴ Ibid, P68

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- **Time spent by unique visitor:** the average number of minutes spent by the visitor on a site during a given month.
- **Visits:** accessing at least one page of a site during a given month.
- **Coverage (penetration):** for a given Internet user target, the percentage of this target reached by the site.
- **Affinity:** the percentage of the target reached by a site over the total audience of the site.

Advertising indicators:

The campaign can be started once the media plan has been developed, validated by the advertiser and negotiated with the advertising agencies. The agency then follows the campaign every day and makes changes to optimize it if necessary. At the end of the campaign, an assessment is carried out systematically for the advertiser, based on predefined targets. This report uses data from different tools like ad servers and the tool for web analysis

Diffusion indicators: from ordered impressions to visible impressions:

The number of ad impressions is tracked during the diffusion of the ordered media plan. In a page area which cannot be accessed by the user, however, an impression can be displayed. In that case the number of impressions that are actually visible and delivered is more interesting to track. The same monitoring can also measure the duration of exposure to the ad by Internet users. Thus, speaking of AIDA model, the number of impressions typically shows the potential attention.

Interaction indicators:

The user first interacts when they start playing a video, activate, modify, or mute it, or play with the creation by means of the mouse. It is thus possible to count the number of interacted impressions, and the duration of the interaction.¹¹⁵

Advertisement audience indicators on the advertiser's site:

Almost all formats of advertising can be clicked and refer to a website called the redirect site. Web analytics indicators can then measure the public, ad traffic and sales.

The following table provides a summary of key indicators or KPIs for media and advertising measurement for each stage of the AIDA model.

¹¹⁵ FLORES (L), Op.cit, P70

Table 7: Media and advertising KPIs.

Stage of the AIDA model	Media and advertising KPIs
Attention	Visits Unique visitors Time spent Coverage Affinity Number of impressions used Number of impressions seen
Interest	Unique visitors Time spent Time spent per unique visitor Coverage Affinity Interaction indicators: clicks, click-through rate
Desire	Interaction indicators: clicks, click-through rate, conversion rate
Action	Interaction indicators: clicks, click-through rate, conversion rate

Source: LAURENT FLORES, How to Measure Digital Marketing, Palgrave Macmillan; 2014 edition, P71

3.8 Consumer metrics and KPIs:

Qualitative metrics seek to understand the effects, reactions and intentions of users. Quantitative metrics are based on observation of user behavior on a site following exposure to an ad and they are two types, those obtained by directly interrogating people exposed to campaigns and by evaluating "asked metrics" and the number of times a brand name is mentioned on blogs, forums and on other social media "earned metrics".¹¹⁶

Indicators of advertising effectiveness:

As advertising is basically convincing, it is not surprising that the main stages of the AIDA model can be seen in the main consumer advertising indicators. These indicators, in turn, are intended to measure attention, interest, desire and action from advertising exposure.¹¹⁷

- Primary indicators for measuring the attention of internet users are Advertising awareness and advertising memory. These indicators are measured by the percentage of people who say that they remember that they saw an ad for a brand in the Internet. The advertising

¹¹⁶ FLORES (L), Op.cit, P71

¹¹⁷ FLORES (L), Op.cit, P75

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recognition measures the share of people who remember seeing the banner, whether they were “branded or “nonbranded”, Recognition is generally considered to be an indicator of advertising impact.

- An approval or the percentage of people who say they ' like ' the ad is one of the most common indicators in an ad interest assessment. Another so called "diagnostic" indicator is better to evaluate the ad's appeal and to determine how intrusive, recurrent, funny or involving it can be.
- The desire and action stages of the AIDA model typically are measured by purchase-intended indicators, it is not unusual to compare perceptions between persons exposed and not exposed to media campaigns to measure changes in brand image indicators.¹¹⁸

Table 8: KPIs for advertising effectiveness.

Stage of the AIDA model	“Consumer” indicators of advertising effectiveness
Attention	Advertising awareness Advertising memory Advertising recognition
Interest	Liking Diagnostic indicators
Desire/action	Purchase intent indicator Request for information indicator Recommendation indicator Brand image indicators

Source: LAURENT FLORES, How to Measure Digital Marketing, Palgrave Macmillan; 2014 edition, P76

3.9 Measuring Return on Investment (ROI):

Return on Investment (ROI) refers to money gained or lost as opposed to the time spent in a business. The ROI in social networks is thus calculating the ratio of the money reported in these media to the time spent on Facebook, Twitter, LinkedIn, Instagram, Pinterest, etc. The social media is, like any business in an enterprise, a cost item (employees, contractors, advertising, software, technical costs...), and it needs to justify a substantial (equal or higher) contribution to any costs considered useful to a brand.¹¹⁹

¹¹⁸ Ibid, P76

¹¹⁹ <https://postcron.com/en/blog/calculate-social-media-roi/> (14/05/2019 16:30)

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Conclusion:

To conclude this chapter, demonstrating how to develop a social media strategy. Obviously, each company is unique, each business sector is different. A multinational will not have the same means or the same objectives as a small business or a startup. The chosen strategy will have to be adapted to each company, its culture, its sector of activity, its personality, its organization, its objectives and its financial and human means (it is not because the social media are free of charge as there are no significant financial investments). The whole internal organization is modified and impacted by social media. The company needs to find the right directions for successful launch and positioning. The chosen strategies will have to be sustainable, provide employees with internal documents; Care should be taken if possible to form a dedicated team, to put in place procedures and rules that will be used to structure the presence of social media in the company. A brand does not necessarily have to be present on ten social media, at risk of losing efficiency and clarity. It can be very effective and powerful on one or two media, instead of being messy on five media. Also, the budgets dedicated to the strategy must be adapted, to guide the possible advertising campaigns. It's all about testing, experimenting and adjusting the chosen strategy as you go along. Finally, do not forget to always measure the return on investment.

CHAPTER 3:

The impact of social media on the efficiency
of the digital marketing strategy.

Chapter 3: The Impact of social media on the efficiency of the digital marketing strategy for recording labels.

Introduction:

The new world of social networks is attracting all companies who have felt the need to invest in this type of digital marketing if they want to remain competitive. We will treat all throughout this chapter, the impact of using social media on the effectiveness of digital marketing strategy. We will include also a presentation of the host company, we will later explain the process of the research to follow and ultimately explaining the processing and tabulation of results in order to meet our assumptions and conclude results.

1. Section 01: Label Recordings and Loose Club Presentation.

Through this section, we're going to talk about Loose Club, then we move to their two labels "Unrilis" and "Loose Records"

1.1 Loose Club:

Loose Club has channeled their untiring passion for music since its inception in 1997 into the spread of Electronic Dance Music Culture and bringing freedom and creativity to artists and other professionals within the scene. Loose Club quickly gained recognition and respect for the development it brought into the Neapolitan techno music scene, starting with a select number of local talented artists and producers, including Rino Cerrone, Markantonio, Marco Carola, Gaetano Parisio and Uto Karem.

Their efforts were soon recognized by international artists such as Ellen Allien, Richie Hawtin, Jeff Mills, Sven Vath, and Cisco Ferreira, just to name a few of the stars who found Loose Club to be the best Club Night in town. Loose Club represented a community for both artists and fans that brought together ravers and clubbers in an inclusive, supportive and peaceful context, to celebrate the future sound of Detroit techno.

Loose Club is now not only a pioneer of the techno genre, but a wellspring of resources for professionals of all kinds working within the industry, with the record labels Unri'li:s, and Loose Records under their umbrella. Loose Club has expanded its experience to include services for artists and record labels management, music publishing and neighboring rights in every facet of music production, from studio training products to publishing rights management.

Discernment has led Loose Club to keep their roster tight, and the same priority on quality over quantity has guided their dedication to meeting the desires of their clients, regardless of the services they require.¹²⁰ Operating on a groundwork of professionalism and keeping a client's

¹²⁰ <https://looseclub.com/about-us/> (21/05/2019 12:35)

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precise needs at the forefront along the way, Loose Club remains a devoted rebel, reliable and loyal to their people, all while finding new ways to generate income and exceed expectations for professionals and their devoted fan base alike.

1.2 Loose Club Main Activities:

Loose Club's current main activities are publishing, neighboring rights, legal and tax consulting.

- **Publishing:** Music publishers or publishing companies are responsible for ensuring payment's given to songwriters and composers when their compositions find commercial usage. A music publisher's role includes licensing compositions, monitoring where compositions are used, collecting royalties and distributing them to composers either directly or using a major collecting organization (e.g. GEMA in Germany, MCPS and PRS for Music in the UK). Publishers also make all relevant claims of notification for commercial usage of music, as well as secure commissions and promote to recording artists, film, and television.

Having a publisher is not mandatory for songwriters, but bringing one on as partners with serious know-how can open opportunities for finding new commercial usage, promotion within its network, help in managing finances and legal matters, and in some cases allocating double royalties by collecting organizations.

Loose Club is a member of GEMA in Germany and also operates with MCPS and PRS for Music in the UK, which share the largest portion of the electronic music market in the world.¹²¹

- **Neighboring Rights:** The Neighboring Rights are those that the Copyright Law places to other parties that are in any way connected to the author of the work. These include other artists, interpreters, performers, record labels, manufacturers of cinematographic or audiovisual works, radio, TV stations and any right holder.

To collect the Neighboring Loose Club is partnering with PPL UK, which has established its position as market leader.¹²²

- **Legal and Tax Consulting:** Loose Club strongly believe that their advisors need to be specialized and at top of their game when it comes to legal and tax issues.

¹²¹ <https://looseclub.com/publishing-2/> (21/05/2019 13:41)

¹²² <https://looseclub.com/neighbouring-rights/> (21/05/2019 13:50)

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Loose Club is a member of Note Legali, a non-profit organization working to protect musicians and their craft. With over 1,000 members under their purview, Note Legali boasts a top-tier, prolific structure for training and legal advice in the music field. Loose Club also work as clients of Studio Legale D'ammassa and Studio di Consulenza Fiscale as well, adding even more strength to the cadre of services that Loose Club is offering.¹²³

1.3 Loose Club's Recording Labels:

1.3.1 Loose Records:

Since the early 90' Naples imposed itself as the true capital of techno music in Italy, but was only in 1996 that the electronic music lovers found in Naples a new location which was made to measure for the underground scene: Loose Club.

Since then it has been here that Neapolitans DJ's and talents have continued to meet techno artists from all over the world, strengthening the affiliation between the city and the Techno capitals Detroit and Berlin.

Starting a label was the next logical step, helped by the growing contacts with the artists, in 2006 the founding father of "Techno Napolitano" Rino Cerrone and the trendsetter Mario Manganelli, establish Loose Records a musical project that born with the aim to become a trustful platform for the many talented Naples' producers and their highly abstract, cutting edge music. Loose Records gained its mystique also thanks to its very distinguishing sound that was completely fresh from any other style.

Much faster, puzzling, classy and forward thinking, the sound proposed by Loose Records was only comparable to the most avant-garde sound of Detroit and Berlin. Since its first releases Loose Records licensed the hottest tunes from all over the region while developing its own incredible stable of producers with a roster that breads like the who's who of techno scene like Joseph Capriati, Markanantonio, Luigi Madonna, Uto Karem, Hollen and of course the label boss Rino Cerrone. Over the course of the past 10 years the label has built an exceptional catalogue of music, releasing a number of EPs, and remixes from the likes of Abnormal Boyz, Flavio Diaz, Misstress Barbara and Maurizio Vitiello.¹²⁴

With an ever-evolving roster of acts, Loose Recods is not about looking to the past and still continues to be a staple of Techno genre, releasing brand new, cutting edge music, with the new roster featuring the likes of Paride Saraceni, Roberto Capuano, Mars Bill, Audiomatique and

¹²³ <https://looseclub.com/legal-and-tax-consulting/> (21/05/2019 14:00)

¹²⁴ <https://looseclub.com/loose-records/> (21/05/2019 14:09)

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many more. To celebrate all this, in 2016 there will be a 10 years Loose Records Anniversary, a tour of label nights around Europe with the aim of showcasing newcomers and establish acts. The global tour kicks off at the Sonar week in Barcelona and then proceeds at ADE, Magdalena Club Berlin and few TBC locations in Italy and London.

If the Naples based label has managed to last so long in the game is because Loose Records and its ever-evolving family of artists not only make the dance floors moving but firmly establish itself as reliable source of avant-garde sound, which aim is to stay long in the memory thanks to its originality.

1.3.2 Unrilis:

Unreleased (not (or not yet) made available for distribution or publication). This is the concept that revolves around the Techno label which Rino Cerrone and Mario Manganelli established in 2005.

Sister of Loose Records, Unrilis is the natural consequence of the forerunner Rilis, the Naples based revered label which Rino and Mario created in 1999. While at first, Unrilis was focused on publishing the incredible amount of unreleased works that Rino Cerrone composed throughout the years. At the present, the label is also suited as a theme music lab, a platform for talented artists who are constantly adding their own distinctive musical perception while performing in total creative freedom.

Grounded on the grassroots structures of deep-house and tech-house, the label claims a sound that is instantaneously familiar and unconventional, outside the realm of typical. Unrilis set itself as an independent project, parted from the customary boundaries of working under a label; crafting something completely innovative and whimsical rather than just scoring hits.

Due to the label's relentless commitment to quality and its next-generation outstanding roster, Unrilis has seen its tracks played on every major stage all around the world over the last decade. Since its inception, ten years ago, Unrilis have signed, and even discovered, some of the most influential and idolatrized Neapolitan techno artists such as: Joseph Capriati, Markantonio, Sasha Carassi, Roberto Capuano, Mars Bill, and last but not least its current A&R Luigi Madonna.

In 2016, Unrilis is looking to the future while standing anchored on its roots. With a remarkable artist roster a solid musical vision and a new releases and events concept, the label is going

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from strength to strength ready for new exciting dares, touching new heights and taken techno music to newer realms.¹²⁵

Loose club is currently working with freelancers as Mario Manganelli believes that this way is a cost effective, as he reduces the costs by subcontracting outside the company. This is a smart move from the owner. This techniques provides expertise and increases productivity as the freelancers has no long term commitment with fewer obligations.

4 freelancers now are working with loose club:

- Graphic Designer: Record label requires graphic designer to create front cover artwork for record releases. Job best suited to graphic designers. High number of record covers required on an ongoing basis. Set rate paid for each cover. The design will be open to the graphic designer, with a name for each title given and a general idea of what is wanted. Strong creative design essential.
- A&R: Artists and repertoire (A&R) is the division of a record label or music publishing company that is responsible for talent scouting and overseeing the artistic development of recording artists and songwriters. A&R manager actually is responsible for signing or agreeing to sign or not a demo sent to the label as he looks to hunt up and coming rising stars in the industry.¹²⁶
- Music Publisher: is the responsible for administering, exploiting, and collecting royalties for the company's copyright properties, so he acquires rights to songs from songwriters, lyricists, and composers.

Administering entails protecting the use of songs as well as collecting royalties owed from use, Exploiting involves getting artists to record the copyrights, and extends to getting them used in films, television, radio and so on¹²⁷

- Music Distributor: nowadays, distribution is mainly digitalized, it went from CDs, Vinyl (which they represent a physical Album) to Mp3, Wav files on the internet.

So the role of a music distributor in the label is find a middlemen (Distribution Company) between the artist/record label and the store. The music is sent to online music platforms such as iTunes, Spotify and AmazonMP3 etc. It is then the distributor's job to ensure that royalties for the use of the music is passed back to the artists and rights holders.¹²⁸

¹²⁵ <https://looseclub.com/unrilis/> (21/05/2019 14:30)

¹²⁶ <https://www.musiccareers.net/industry-terms/a-and-r/> 23/05/2019 18:45)

¹²⁷ http://www.musicbizacademy.com/articles/kh_musicpublisher.htm 25/05/2019 12:56

¹²⁸ <https://www.horusmusic.global/what-is-music-distribution/> 25/05/2019 13:22

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1.4 Marketing of Loose Club:

1.4.1 Logo and Slogan of Loose Club:

Loose it's a word with many meanings the idea of loose club was behind them. Easy, untied, dissolved, open, relaxed, loose fit, loose off, hang loose, independent, disconnected, freedom, liberty, unbind and unfasten. Loose club is meant to spread and support techno music and life style.

The logo represents a bee. Bees are meant to spread life around, it symbolizes community, brightness and personal power. Follow the bee to discover your new destination, future and past history. The ancient Druids saw the bee as symbolizing the sun, the Goddess, celebration, and community.

For the slogan "Spreading Techno since 1997", it's simple and unique to the company as it shows the goal of loose club from the past 22 years is sharing techno music from Naples to the whole universe.

The logo of loose Records represents a Beehive (home of bees).

The Unrilis logo is abstract but it is a minimal representation of a keyboard.

1.4.2 Loose Club Website:

We notice from (**Appendix 03**) that the website is active, organized, and easy to use also the brand contents are present. At the top of the page we see that the company's logo is on the left as the other pages of the website are well organized and visible on the right. The website is also well designed using bright colors. In the bottom of the page we find all social media as well as other useful information.

Among the social media Loose Club uses Facebook and Instagram, it is focusing much more on the most popular social media and the most used by Internet users, this is a good move for the company as it targets a large number of internet users.

1.4.2.1 Loose Club's Facebook pages:

Loose Club has 3 different Facebook pages, the first is loose club (**Appendix 04**), the second page is Loose Records and the last one is Unrilis.

Facebook is the most used social media, internet users spend also most of their time on Facebook by using pc or a mobile phone. Indeed, it brings together all ages and categories of population.

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Loose Club has now 941 likes on their Facebook page, a very active page and has many reactions and engagements especially these past couples of months, Loose club has around 3-5 posts per week, from website articles to clients' recent news and projects as well as new music and awards to Beatport chart positions each week.

Loose Records now has 6172 like on their Facebook page (**Appendix 06**). This page is Loose Club's first record label, a very active Facebook page with good amount of interactions, the company like to schedule around 3 to 4 post per week. Announcement post with the artwork of new music when it is about to get released, a post about artists of the label, a post about upcoming music with a sneak preview of upcoming music and a post each Thursday of old music released by the label under the hashtag #tbt (Throwback Thursday), which this post brings back memories and increase reactions and tags on comments section.

The second record label and with 6852 likes on Facebook (**Appendix 07**), **Unrilis** is highly active page with many posts each week just like its sister Loose Records.

1.4.2.2 Loose Club's Instagram Accounts:

Loose Club has also 3 different Instagram accounts, the first is loose club (**Appendix 08**), the second page is Unrilis (**Appendix 09**) and the last one which has been created during my internship is Loose Records (**Appendix 10**).

As we know, Instagram is the third social network with the most active users after Facebook and YouTube, with more than 1 billion active users¹²⁹, this platform is becoming more and more important for businesses.

Loose club is Taking Instagram seriously as it is present with 3 accounts:

Loose Club has now 881 followers on their Instagram Account, a very active Account and has many reactions and engagements especially these past couples of months, Loose club has around 3-5 posts per week just like Facebook, from website articles to clients' recent news and projects as well as new music and awards to Beatport chart positions each week, simple and a story posts.

Unrilis now has 1029 Followers on their Instagram account. This account is Loose Club's Second record label, a very active Instagram account with good amount of interactions, the company like to schedule around 3 to 4 post per week just like on Facebook. Announcement post with the artwork of new music when it is about to get released, a post about artists of the label, a post about upcoming music with a sneak preview of upcoming music and a post each

¹²⁹ We Are Social, Digital 2019 Q2 Global Digital Statshot (April 2019)

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Thursday of old music released by the label under the hashtag #tbt (Throwback Thursday), which this post brings back memories and increase reactions and tags on comments section.

On Loose Records they like the mixture of posts, one picture then one video and so on.

The beautiful thing about Unrilis is that the artworks fit perfectly with Instagram's Interface.

Loose Records now has 509 Followers on their Instagram account. This account is Loose Club's first record label, a very active Instagram account with good amount of interactions, the company like to schedule around 3 to 4 post per week just like on Facebook. Announcement post with the artwork of new music when it is about to get released, a post about artists of the label, a post about upcoming music with a sneak preview of upcoming music and a post each Thursday of old music released by the label under the hashtag #tbt (Throwback Thursday), which this post brings back memories and increase reactions and tags on comments section.

On Loose Records they like the mixture of posts, one picture then one video and so on.

To conclude this section, we saw an overview of Loose Club, their activities, their recording labels and the role of each internal or external individual. Also the role of the marketing department and its missions as well as an overview of the website and social media of the company such as Facebook pages and Instagram accounts.

2. Section 02: Steps of the Survey.

Survey research is a research method involving the use of standardized questionnaires or interviews to collect data about people and their preferences, thoughts, and behaviors in a systematic manner.¹³⁰ Getting this information can take the form of a personal interview, a mail survey, a fax interview, a telephone interview, an email interview or a questionnaire on a Web interview.

This study focuses on the impact of using social media on the effectiveness of the digital marketing strategy. Using Social media marketing in order to have a clearer vision on the importance of a Social media presence by music labels in their digital marketing strategies.

¹³⁰ <https://courses.lumenlearning.com/atd-herkimer-researchmethodsforsocialscience/chapter/chapter-9-survey-research/> 25/05/2019 14:38

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2.1 Survey Methodology:

The survey involves using different tools, and we found it is useful to use a questionnaire to carry out our study.

2.1.1 Purpose of the survey:

The questionnaire was sent to music listeners in general. The purpose of this survey is to answer the central question which is to know the contribution of a well-defined digital marketing strategy on developing the music industry. And should recording labels integrate social media marketing into their digital strategy?

The study will take place through an online questionnaire sent to the mass public who listen or interested in music to obtain their opinions, behaviors and time spending while they are using internet and how they look for new music.

2.1.2 The structure of the questionnaire:

We used Google forms to make our questionnaire, it has been drawn up in such a way to respect the above-mentioned criteria aimed at achieving the most accurate results possible:

- 20 Questions: 20 clear and concise questions in order to maximize the completeness and quality of the information and minimizing the collection time.
- Types of questions used: in this study, we choose only two types of questions based on our research hypothesis and to decide what the next move for loose club is going to be in terms of social media marketing
 - 10 Multiple Choice questions.
 - 5 Checkboxes questions where the respondent can choose one or more answer.
 - 5 Dichotomous questions

2.1.3 Population and Sample:

- Population: our population is the persons interested in music (Listeners, professionals such as artists and DJs)
- Sample: is a part of population chosen at random for participation in the study. The sample so selected should be such that it represent the population in all its characteristics. After treatment, the results obtained from the sample are extrapolated to the studied population¹³¹

We determined the sample size to 500 people who responded online.

¹³¹ <https://keydifferences.com/difference-between-population-and-sample.html> 25/05/2019 16:14

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We wanted to make simple, clear and short questions with a style that can be understood by the sample to be sure that our questionnaire is well understood by our target of study. The first part of the questionnaire allows us to better know the respondents (Age, gender and socio-professional status). The second part is to know whether or not our respondents listen to music, for how long, what they listen to, where they listen to music, where they buy and discover new music. And for the last part, we wanted to know through questions aimed at reacting the Internet users, about communication through social media in a general and also specific way about music.

2.1.4 Results analysis' method:

Once the process is finished, we proceeded to the treatment and analysis of the results. We did this using SPSS software.

2.1.5 SPSS Software:

SPSS means “Statistical Package for the Social Sciences” and was first launched in 1968. Since SPSS was acquired by IBM in 2009, it's officially known as IBM SPSS Statistics but most users still just refer to it as “SPSS”.¹³²

SPSS is a software for editing and analyzing all sorts of data. These data may come from basically any source: scientific research, a customer database, Google Analytics or even the server log files of a website. SPSS can open all file formats that are commonly used for structured data such as:

- spreadsheets from MS Excel or OpenOffice;
- plain text files (.txt or .csv);
- relational (SQL) databases;
- Stata and SAS.

Using SPSS software has saved us a lot of time and facilitates data processing that have been collected.

The answers obtained from the respondents made it possible to capture a mass of raw information that needed to be analyzed. After collecting, entering and analyzing the data, we will present the results obtained using statistical tables and sometimes graphs to better illustrate and appreciate these results obtained.

2.1.6 Reminder of the central question and research hypotheses related to study:

¹³² <https://www.spss-tutorials.com/spss-what-is-it/> 25/05/2019 17:24

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Central Question: How Social media Marketing contributes in developing music industry?

H1: Social Media is an efficient way for the label to reach out listeners from all continent

H2: Instagram is the most used social media by listeners, in fact it's the most efficient for having a good digital strategy

H3: Digital marketing strategy allows to develop the communication strategy with customers for better understanding of their needs.

After presenting our research methodology and sequencing our survey, we will proceed to the analysis of the questionnaire and the treatment of the results.

3. Section 03: Analyzing Survey's Results.

3.1 Results of the questionnaire

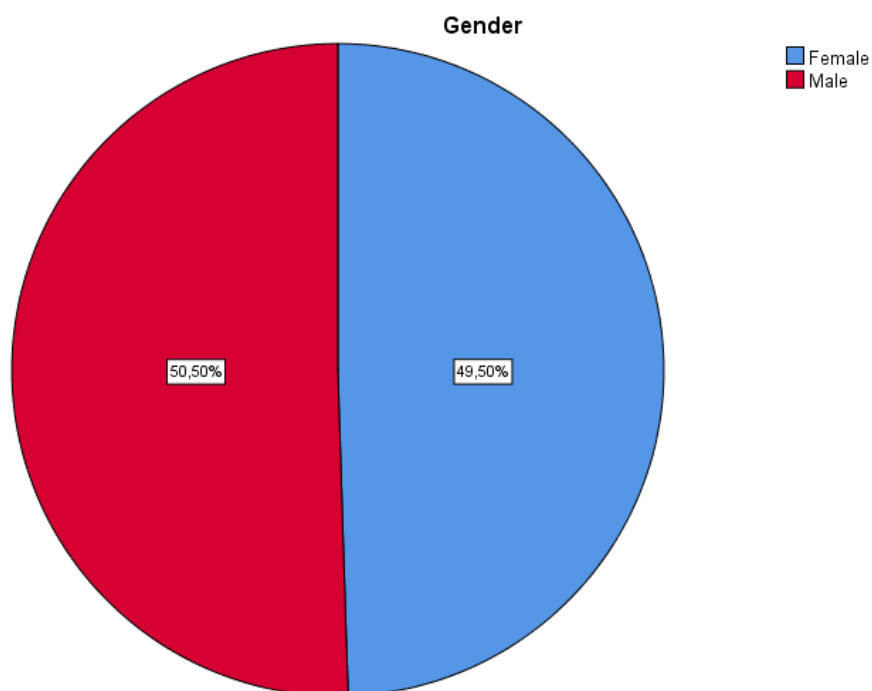
Question 1: Gender

Table 9: Interviewees according to their gender.

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	99	49,5	49,5	49,5
	Male	101	50,5	50,5	100,0
	Total	200	100,0	100,0	

Source: SPSS Software.

Figure 5: Interviewees according to their gender.



Source: SPSS Software.

Comment:

Among the 200 respondents, our sample is made up of (50.5%) men and (49.5%) women.

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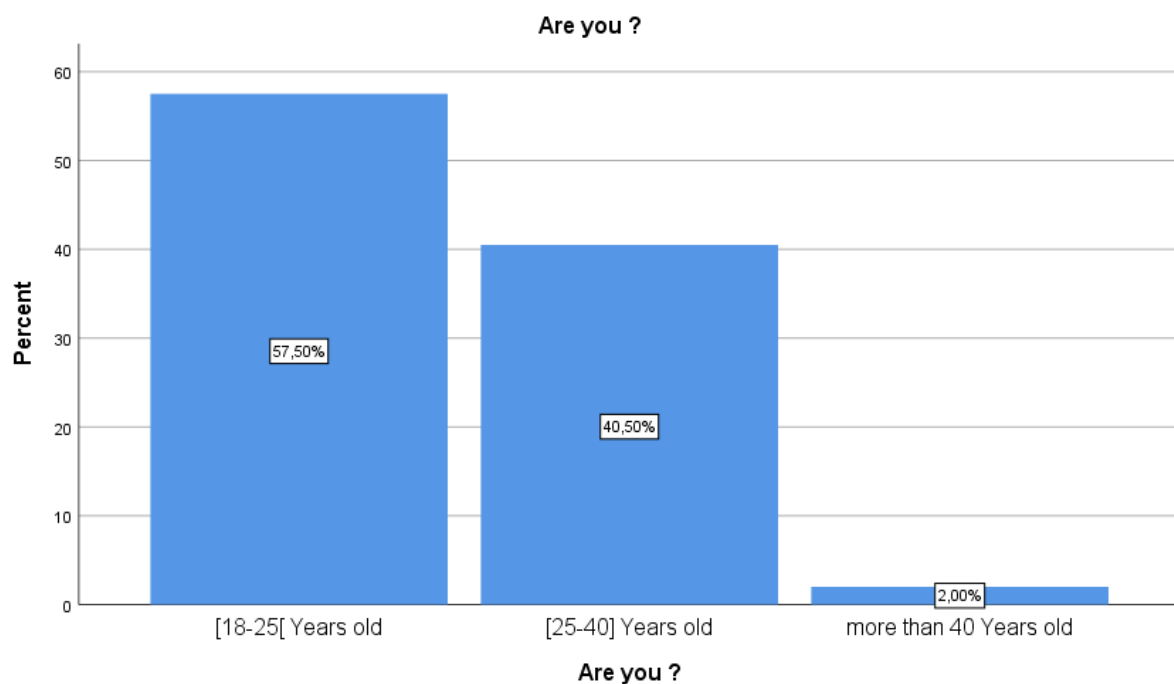
Question 2: Are you? (Age)

Table 10: Classifying Respondents by Gender.

		Are you ?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	[18-25[Years old	115	57,5	57,5	57,5
	[25-40] Years old	81	40,5	40,5	98,0
	more than 40 Years old	4	2,0	2,0	100,0
	Total	200	100,0	100,0	

Source: SPSS Software.

Figure 6: Classifying Respondents by Gender.



Source: SPSS Software.

Comment:

Our sample consists mainly of a dominant category of people between 18 and 25 years old with a percentage of (57.5%), followed by people between 25 and 40 with (40.5%). We will then find a much lower percentage of people that are more than 40 years old with (2%).

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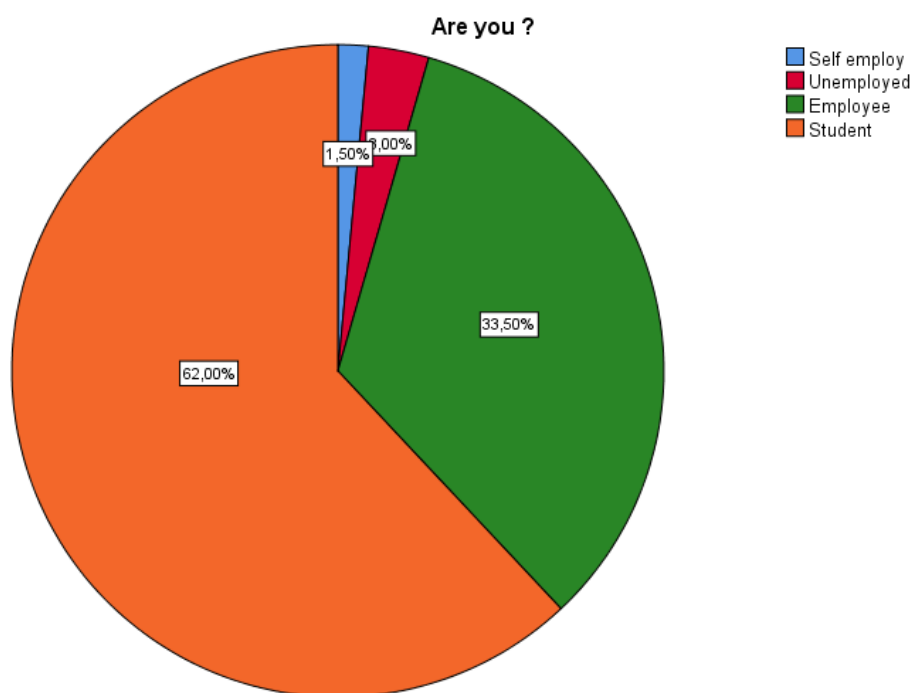
Question 3: Are you?

Table 11: Classifying Respondents by Age range.

		Are you ?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self employ	3	1,5	1,5	1,5
	Unemployed	6	3,0	3,0	4,5
	Employee	67	33,5	33,5	38,0
	Student	124	62,0	62,0	100,0
	Total	200	100,0	100,0	

Source: SPSS Software.

Figure 7: Classifying Respondents by Age range.



Source: SPSS Software.

Comment:

We found before that most of the interviewees are young people. Following the distribution shown in the figure above, we find that students represent a rate of (62%), followed by employees with a percentage of (33.5%) while unemployed (3%), only (1.5%) responded by other: Self Employed.

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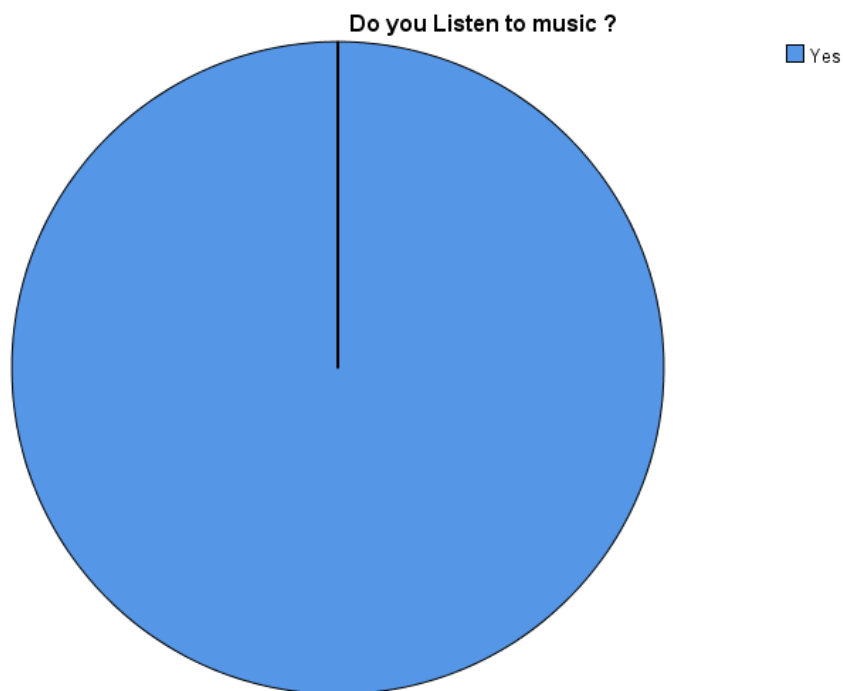
Question 4: Do you listen to music?

Table 12: Respondents and their interest in music.

Do you Listen to music ?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	200	100,0	100,0	100,0

Source: SPSS Software.

Figure 8: Respondents and their interest in music.



Source: SPSS Software.

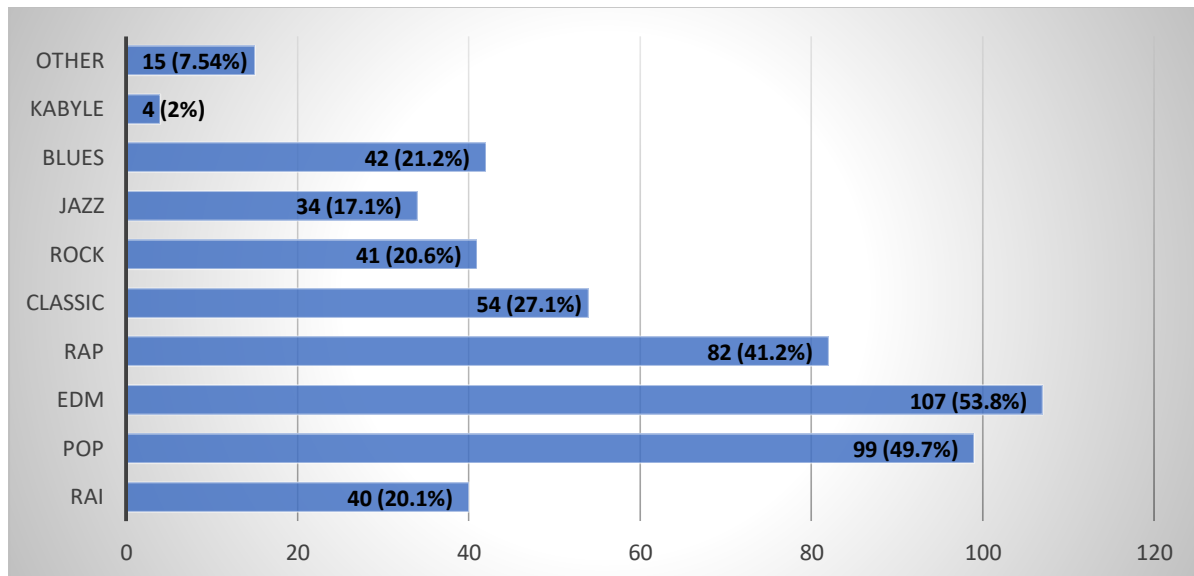
Comment:

We have all respondents (100%) listen to any kind of music.

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Question 5: What Genre do you listen too?

Figure 9: Classifying Respondents by Music genre.



Source: Microsoft Excel.

Comment:

From the figure above and from the basic information we got from google forms, we have the 107 of respondents listen to Electronic Dance Music with a percentage of (53.8%), followed by (49.7%) of pop listeners, in the third place we have (41.2%) Listen to rap music, after that we have (27.1%) that listen to classic music followed by (21.1%) Blues' Listeners, (20.6%) of rock's listens, (20.1%) of Rai's and (17.1%) of Jazz's, (2%) listen also to Kabyle and (7.54%) answered under other: Gnaoua, Andalous, R&B etc.

Question 6: How much time do you spend listening to music each day?

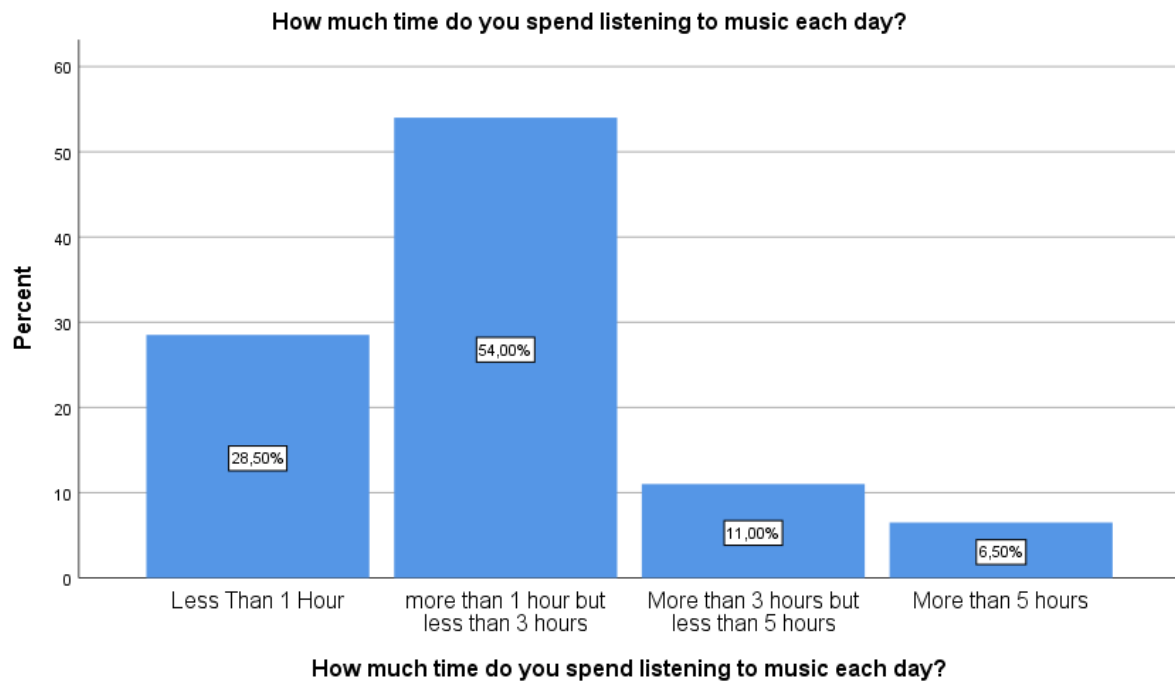
Table 13: Classifying Respondents by time spending listening to music.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Than 1 H	57	28,5	28,5	28,5
	more than 1 H but less than 3 H	108	54,0	54,0	82,5
	More than 3 H but less than 5 H	22	11,0	11,0	93,5
	More than 5 H	13	6,5	6,5	100,0
	Total	200	100,0	100,0	

Source: SPSS Software.

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Figure 10: Classifying Respondents by time spending listening to music.



Source: SPSS Software.

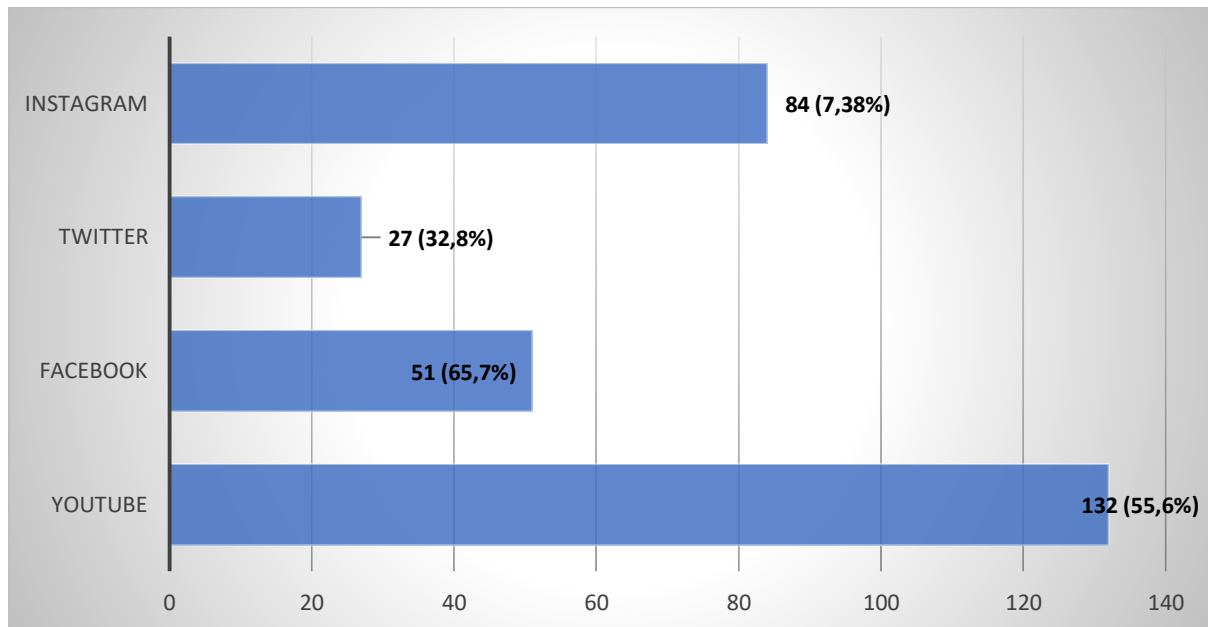
Comment:

We notice that (54%) which represents 108 respondents listen to music more than 1 hour but less than 3 hours, in the second position (28.5%) which represents 57 respondents listen to music less than 1 hour, followed by (11%) that represents 22 respondents listen to music more than 3 hours but less than 5 hours and finally the last 13 respondents that are represented by (6.5%) listen to music more than 5 hours daily.

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Question 7: Do you listen mostly:

Figure 11: Classifying Respondents by place of listening to music.



Source: Microsoft Excel.

Comment:

From the figure above, (65.7%) of respondents like to listen music in their cars, while (55.6%) like also to listen at home, (32.8%) listen while working out, and the remaining who answered under other: while working, walking, studying and on the bus etc.

Question 8: When listening to music at home, do you prefer using.

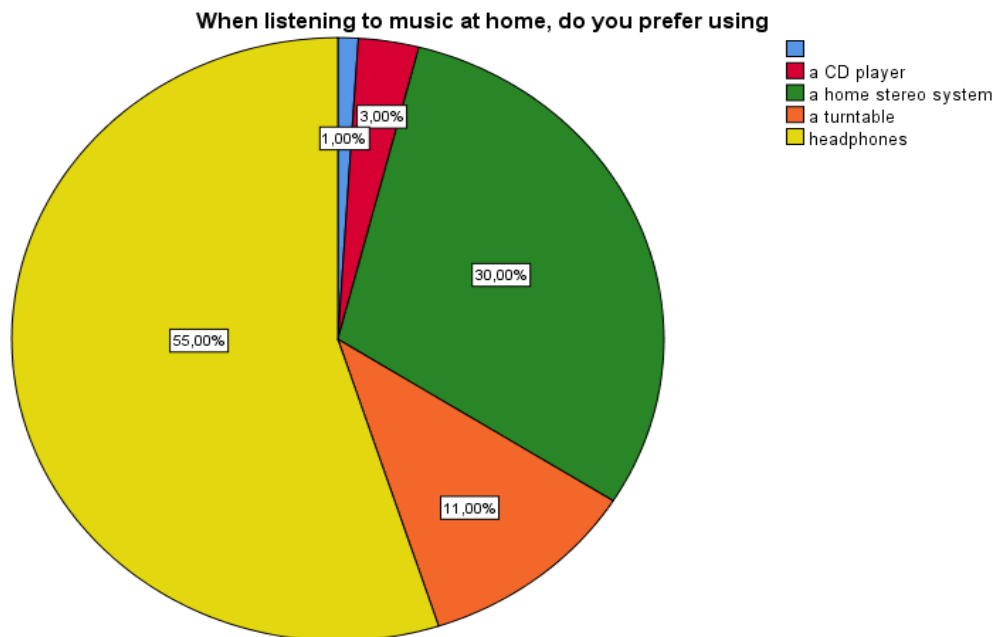
Table 14: Respondents' frequency by used devices to listen to music.

When listening to music at home, do you prefer using				
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	1,0	1,0	1,0
a CD player	6	3,0	3,0	4,0
a home stereo system	60	30,0	30,0	34,0
a turntable	22	11,0	11,0	45,0
headphones	110	55,0	55,0	100,0
Total	200	100,0	100,0	

Source: SPSS Software.

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Figure 12: Classifying Respondents by devices used to listen to music.



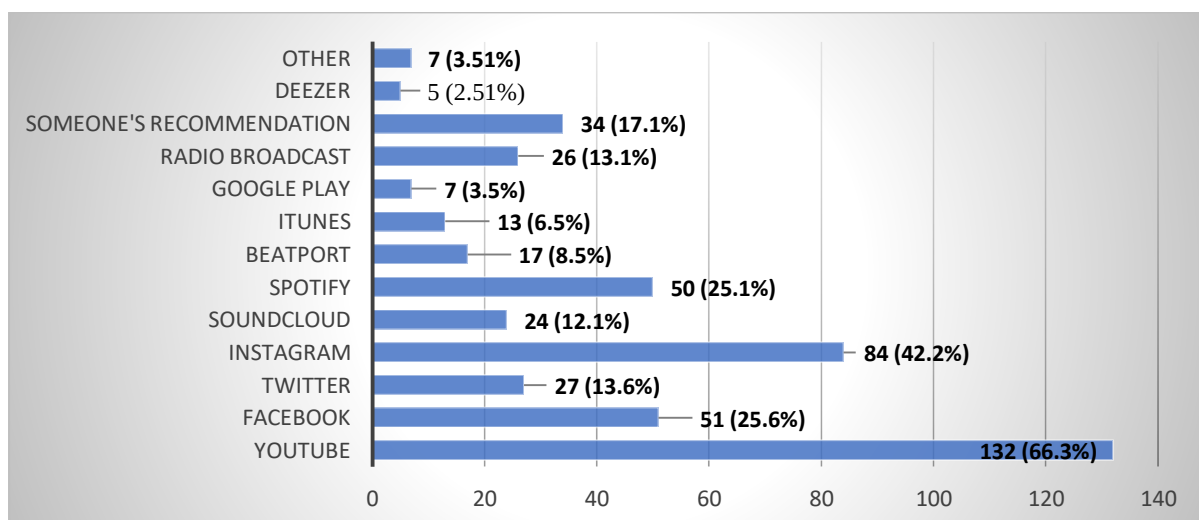
Source: SPSS Software.

Comment:

From the figure and the table above, (55%) which represents 110 interviewees is the percentage of listeners who prefer using a headphone, followed by (30%) of them like to use a home stereo system. (11%) prefer using turntables and this is for vinyl users followed by (3%) of respondents who like to use a CD player and the remaining 1% answered under other.

Question 9: What is your primary source for discovering new music?

Figure 13: Classifying Respondents by Social media source.



Source: Google Forms.

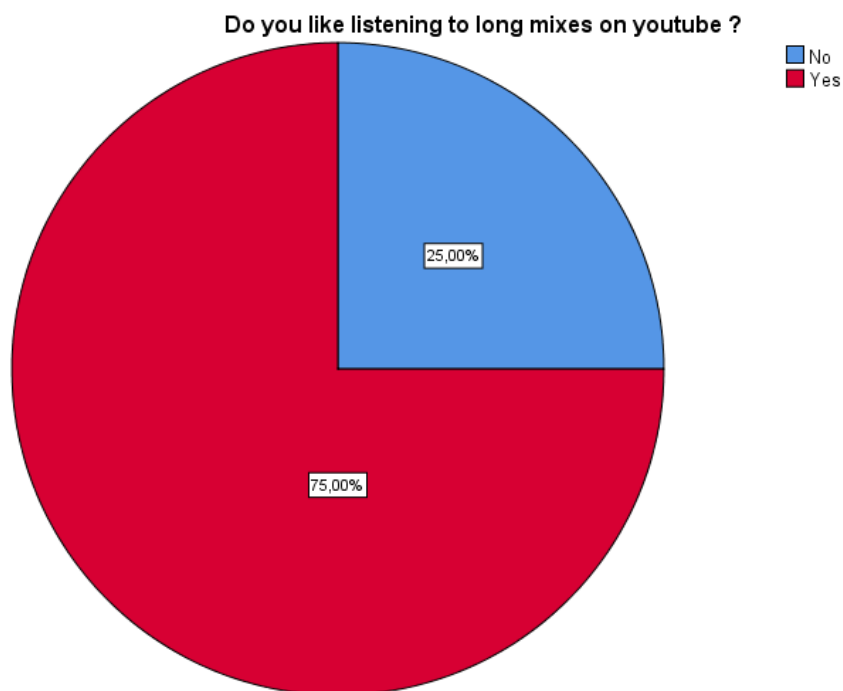
Chapter 3: The Impact of social media on the efficiency of the digital marketing strategy for recording labels.

Comment:

Our 200 Respondents have many sources for discovering new music, and from the figure above we notice that (66.3%) discover music through YouTube, (42.2%) use Instagram then Facebook with (25.6%) and followed directly by Spotify with (25.1%), (17.1%) discover new music via a recommendation from someone they know, (13.6%) also use Twitter as a resource followed by a (13.1%) of our interviewees discover through Radio broadcast, 8.5% use Beatport, 6.5% with iTunes and only 3.5% from google play, and 2% with Deezer, the remaining answers were under Other sources.

Question 10: Do you like listening to long mixes on YouTube?

Figure 14: Classifying Respondents by their interest in long mixes.



Source: SPSS Software.

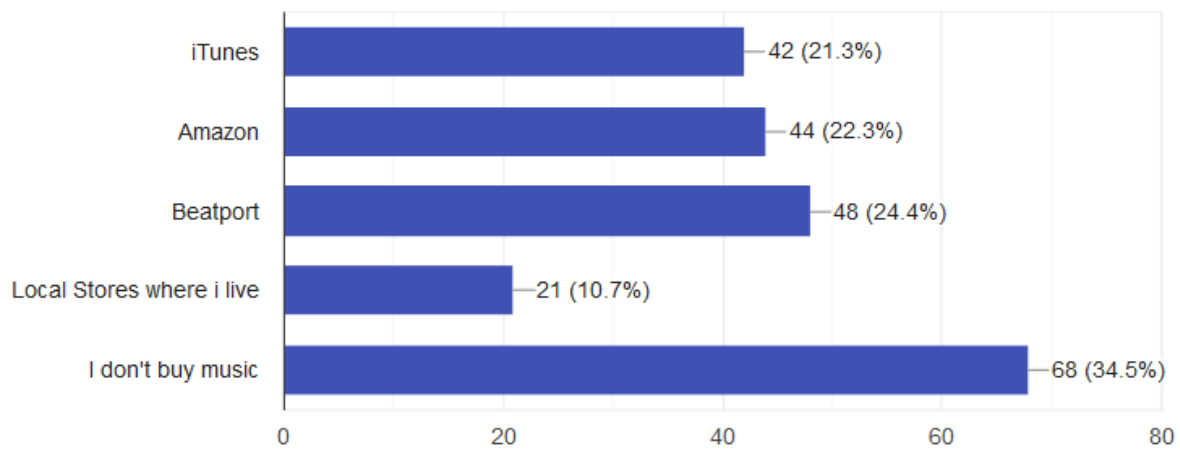
Comment:

Among 200 Respondents, we have 75% of them like listening to long YouTube Mixes by answering yes and 25% answered with a No.

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Question 11: if you were able to buy music, where do you buy it?

Figure 15: Classifying Respondents by their place of purchasing.



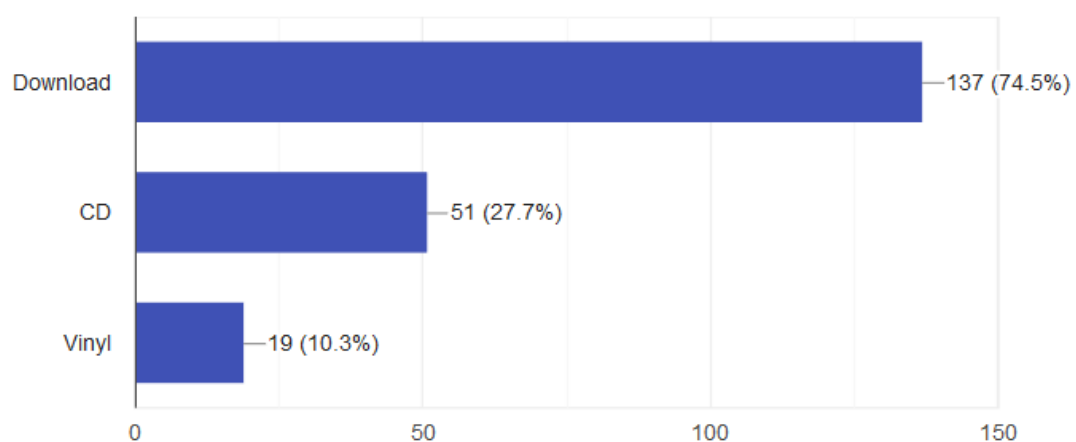
Source: Google Forms.

Comment:

From this question and what the figure is showing, we have 34.5% don't buy any kind of music, followed by respondents who like to buy a digital version of a music, 24.4% from Beatport, 22.3% from Amazon and 21.3% from iTunes, 10.7% of respondents like to buy from local stores.

Question 12: When you buy music, what format do you purchase most frequently?

Figure 16: Classifying Respondents by Format they like to get.



Source: Google Forms.

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Comment:

Among 200 Respondents, 74.5% prefer to get a digital format of a track via download, 27.7% like the CD version and only 10.3% are interested in a vinyl version

Question 13: How much do you spend every month on streaming music services PLUS CDs, downloads or vinyl purchases?

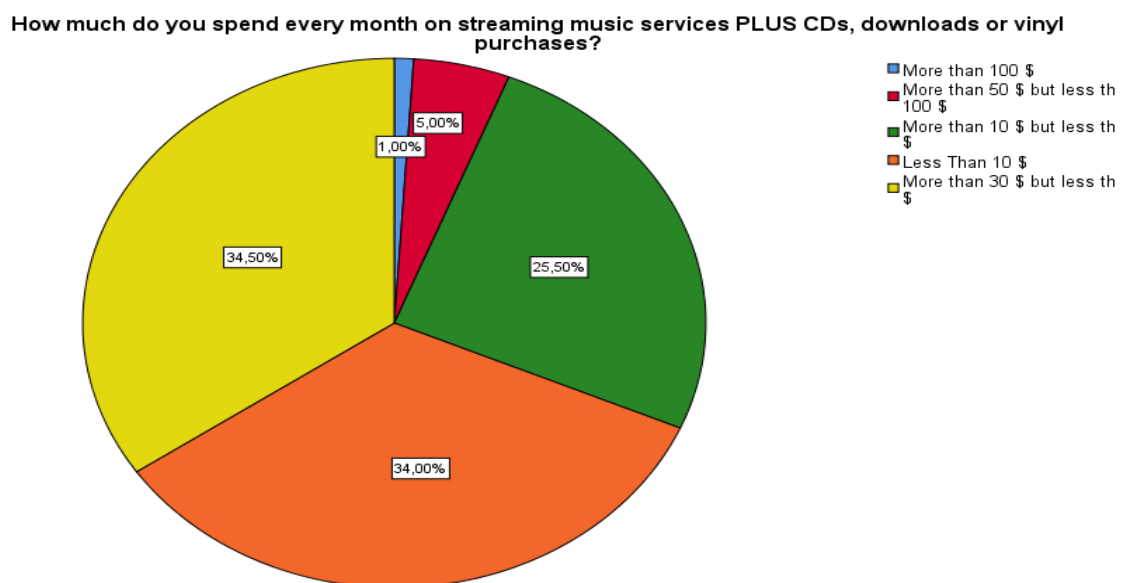
Table 15: Respondents frequency by amount of purchasing.

How much do you spend every month on streaming music services PLUS CDs, downloads or vinyl purchases?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than 100 \$	2	1,0	1,0	1,0
	More than 50 \$ but less than 100 \$	10	5,0	5,0	6,0
	More than 10 \$ but less than 30 \$	51	25,5	25,5	31,5
	Less Than 10 \$	68	34,0	34,0	65,5
	More than 30 \$ but less than 50 \$	69	34,5	34,5	100,0
	Total	200	100,0	100,0	

Source: SPSS Software.

Figure 17: Classifying Respondents by amount of purchasing.



Source: SPSS Software.

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Comment:

From the figure above, 34.5% spend more than 10\$ but less than 30\$ on music each month, 34% which represents 68 respondents spend less than 10\$, followed by 25.5% spend more than 10\$ but less than 30\$, only 5% spend more than 50\$ but less than 100\$, the remaining 2 respondents who are represented by a 2% spend more 100\$ monthly.

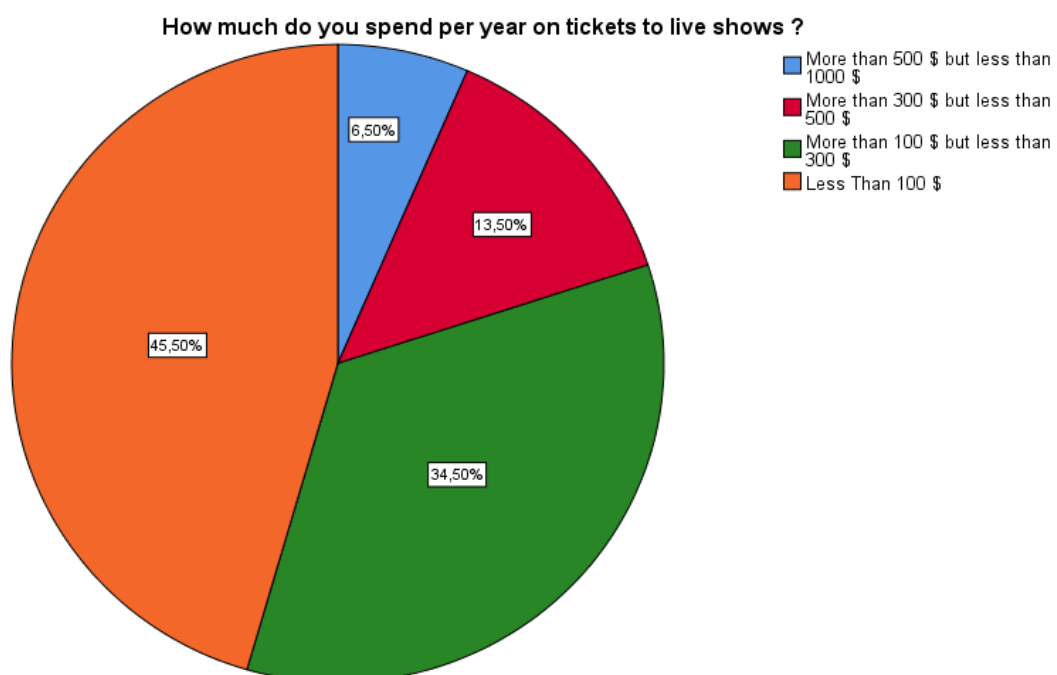
Question 14: How much do you spend per year on tickets to live shows?

Table 16: Classifying Respondents by tickets purchasing.

		How much do you spend per year on tickets to live shows ?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than 500 \$ but less than 1000 \$	13	6,5	6,5	6,5
	More than 300 \$ but less than 500 \$	27	13,5	13,5	20,0
	More than 100 \$ but less than 300 \$	69	34,5	34,5	54,5
	Less Than 100 \$	91	45,5	45,5	100,0
	Total	200	100,0	100,0	

Source: SPSS Software.

Figure 18: Classifying Respondents by tickets purchasing.



Source: SPSS Software.

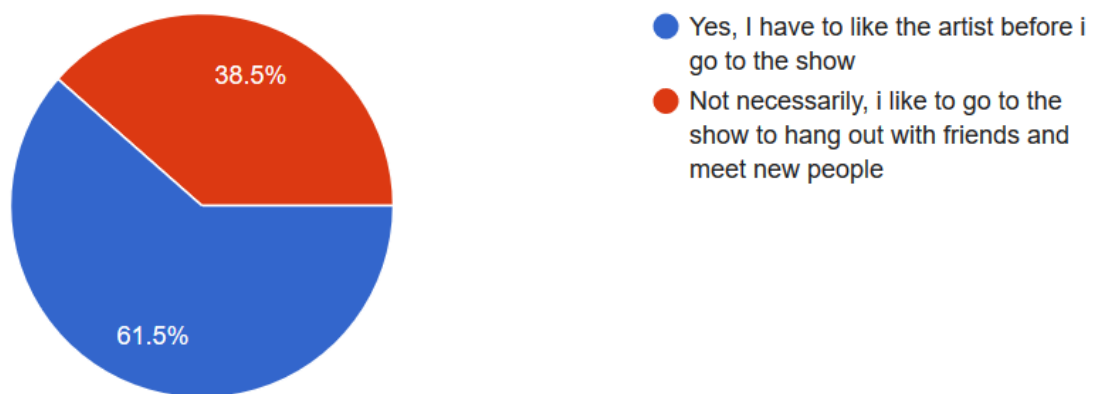
Chapter 3: The Impact of social media on the efficiency of the digital marketing strategy for recording labels.

Comment:

From the figure above and the table, 45.5% spend less than 100\$ on tickets to live shows, 34.5% which represents 69 respondents spend more than 100\$ but less than 300\$, followed by 13.5% of respondents who spend more than 300\$ but less than 500\$ and only 13 respondents that represent 6.5% of the sample spend more than 500\$ but less than 1000\$,

Question 15: When you go to a live show of an artist, do you already know the artist's music?

Figure 19: Classifying Respondents by their actions towards artists.



Source: Google Forms.

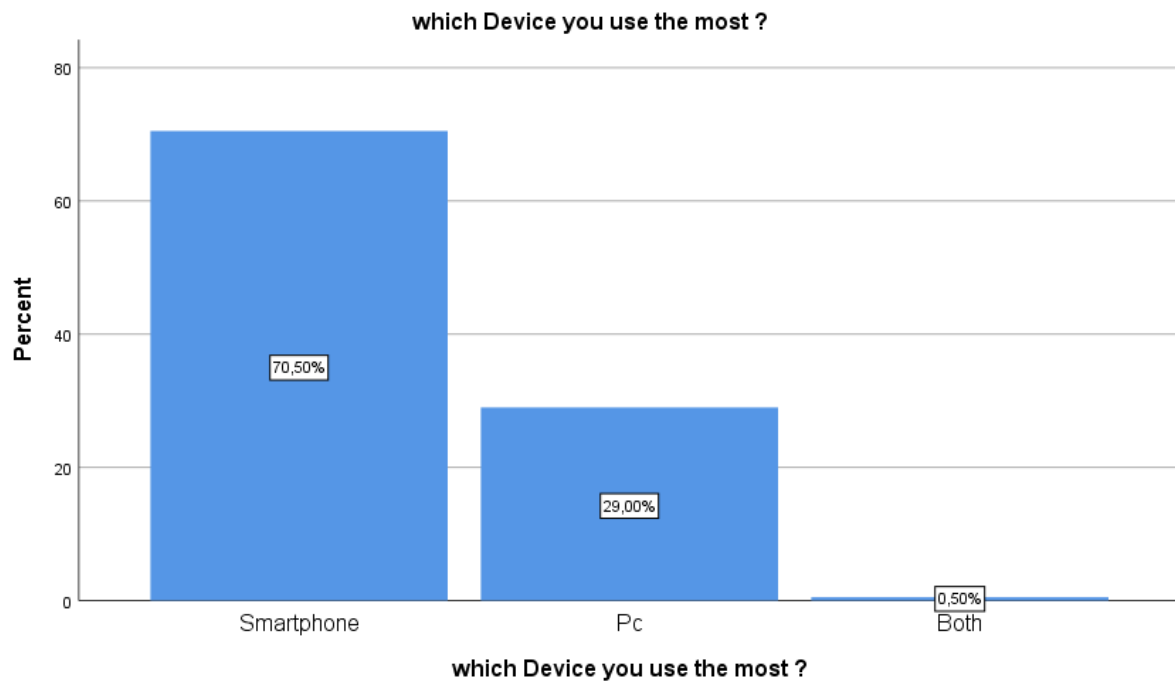
Comment:

We have 61.5% of respondents go to a live show only if they know and like the artist, but 38.5% go to live shows to hang out with friends and meet new people.

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Question 16: which Device you use the most?

Figure 20: Classifying Respondents by device they use.



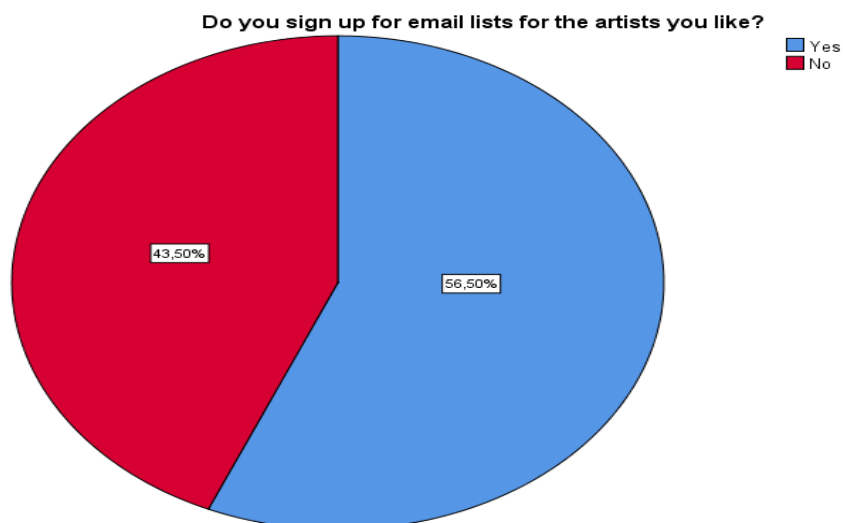
Source: SPSS Software.

Comment:

Among 200 interviewees, we have 70.5% use their smartphones more than any other device while 29% use their PC and 1 person answered under other: Both devices.

Question 17: Do you sign up for email lists for the artists you like?

Figure 21: Classifying Respondents by their email sign up.



Source: SPSS Software.

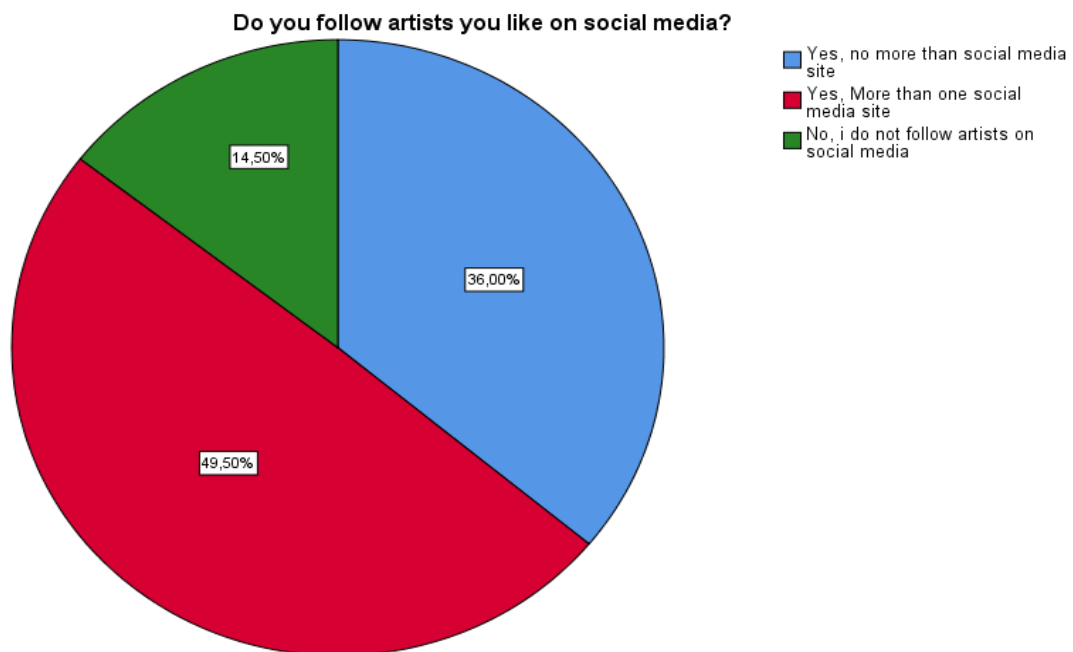
Chapter 3: The Impact of social media on the efficiency of the digital marketing strategy for recording labels.

Comment:

56.5% of our respondents like to receive email newsletter from artists they like while 43.5% don't sign up for email newsletter.

Question 18: Do you follow artists you like on social media?

Figure 22: Classifying Respondents by their action towards artists on social media.



Source: SPSS Software.

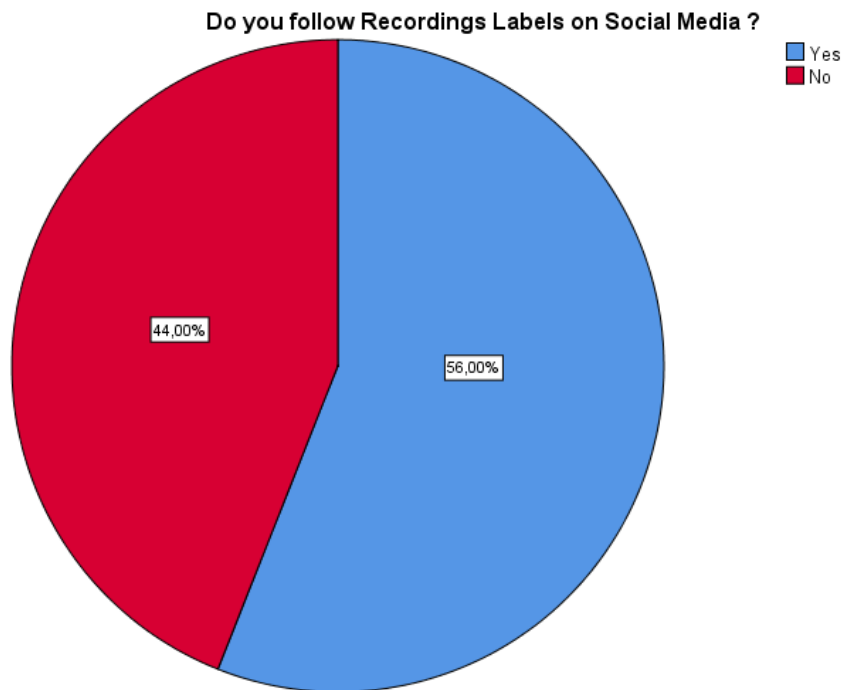
Comment:

The majority of Respondents claim that they are interested in following artists on social media, 49.5% of them follow artists on more than one social media while 36% follow artist on no more than one social media, the remaining 14.5% don't follow artist on social media.

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Question 19: Do you follow Recordings Labels on Social Media?

Figure 23: Classifying Respondents by their action towards labels on social media.



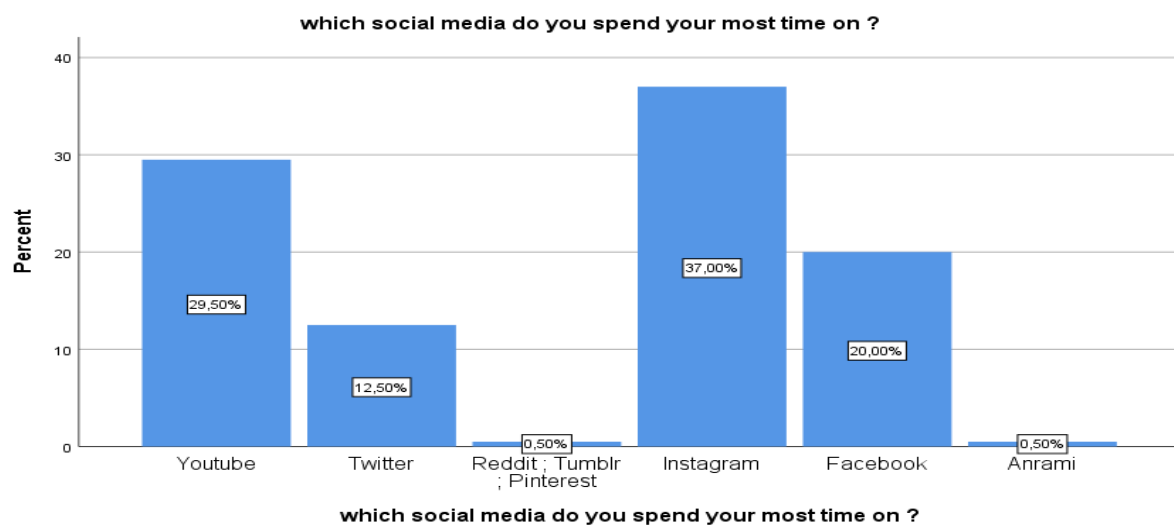
Source: SPSS Software.

Comment:

From the figure above, 56% of respondents acclaim that they follow record labels on social media while 44% do not follow record labels.

Question 20: which social media do you spend your most time on?

Figure 24: Classifying Respondents by their time spending on social media.



Source: SPSS Software.

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Comment:

37% of our respondents like to spend most of their time on Instagram, 29.5% like to spend it on YouTube while 20% on Facebook and 12.5% on Twitter, the remaining 1% answered under other: Reddit, Tumblr, Pinterest, Anrmi.

Cross sorting analysis.

➤ **The most used social media by gender.**

Question 1: Are you? (Gender)

Question 20: which social media do you spend your most time on?

Table 17: The most used social media by gender.

		Other	Facebook	Instagram	Twitter	YouTube	
Gender	Female	2	16	49	9	23	99
		2,0%	16,2%	49,5%	9,1%	23,2%	100,0%
	Male	0	24	25	16	36	101
		0,0%	23,8%	24,8%	15,8%	35,6%	100,0%
Total		1	40	74	25	59	200
		0,5%	20,0%	37,0%	12,5%	29,5%	100,0%

Source: SPSS Software

Comment:

From the figure above, we notice that the most used social media by female gender with 49 women is Instagram but it is in second place for male gender with 25 men. YouTube for male gender comes in the first place 36 male while it comes second in female gender with 23 women, Facebook is in the third place for both genders (24 men and 16 women), followed by Twitter in the fourth place (16 men and 9 women), while the remaining 2 women responded under other.

We see that female gender use Instagram most of the time while male gender use YouTube the most.

➤ **The most used social media by age range.**

Question 2: Are you? (Age)

Question 20: which social media do you spend your most time on?

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Table 18: The most used social media by age range.

		Other	Facebook	Instagram	Twitter	YouTube	Total
Are you ?	[18-25[	2	20	42	15	37	115
		2%	17,4%	36,5%	13,0%	32,2%	100,0%
	[25-40]	0	19	30	10	21	81
		0,0%	23,5%	37,0%	12,3%	25,9%	100,0%
	more than 40.	0	1	2	0	1	4
		0,0%	25,0%	50,0%	0,0%	25,0%	100,0%
Total		1	40	74	25	59	200
		0,5%	20,0%	37,0%	12,5%	29,5%	100,0%

Source: SPSS Software.

Comment:

From 200 respondents, we have the [18-25[is the dominant age range with 115 respondents. In this range respondents use Instagram the most with a percentage of 36.5%, followed by YouTube with a percentage of 32.2%, Facebook in the third place with 17.4% then Twitter in fourth with 13% then 2% use other.

The next range is between [25-40[also they spend most of their time on Instagram with 37% followed by YouTube 25.9%, Facebook comes third with 25% then Twitter with 12.3%.

More than 40 years old, 50% use Instagram, 25% use YouTube and 25% use Facebook but no one use Twitter.

Summarizing Results:

- ✓ Among 200 people Interviewed: 101 are male with 50.5% and 99 are female with a percentage of 49.5%. The dominant age range of the population is the younger generation that is between 18 and 25 years old with more than a half of our sample with 57.5% the majority of them are students.
- ✓ 100% of our respondents listen to music, 54% of them listen to it from 3 to 5 hours per day, the majority listen the most to Electronic Dance Music such as (Techno, Trance and House) and other type of Energetic music because they also listen to Rai, Pop, Rock music and Rap
- ✓ 65.7% of respondents listen to music in the car and obviously using car's sound system, While 55.6% listen to at home and they prefer using the most headphones or home stereo system.

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- ✓ According to interviewees' answers, top resources for discovering music is social media platforms, as the number one source is YouTube, Instagram comes in second place then Facebook in third.
- ✓ Also according to interviewees' answers, Spotify is their fourth source for discovering music just right after social media, this shows how important Streaming music is these days.
- ✓ 75% of Respondents like listening to long mixes on YouTube, this explains why it is the number one source for discovering music. This is also why the majority listen to music more than 1 hours a day.
- ✓ 74.5% of Respondents prefer buying digital format of music, from Amazon, iTunes or even Beatport but likely from local stores physical format (CD, Vinyl).
- ✓ We have 59.5% of respondents spend less than 30\$ streaming music services PLUS CDs, downloads or vinyl purchases while the remaining 40.5% spend more than 30\$ monthly.
- ✓ 54.5% of interviewees spend more than 100\$ but less than 1000\$ on live shows. As 61.5% of population acclaimed that they go only if they like the artist, as a matter of fact 85.5% they follow artists on one or more than one social media and 56.5% are signing up to artists' email newsletter. This shows the importance of social media presence towards communicating to live events of artists.
- ✓ 62.7% of respondents follow recording labels on social media.
- ✓ From 200 interviewees, 36.7% spend most of their time on Instagram, 29.6% on YouTube and 20.1% on Facebook.

3.2 Social media Advertising campaign:

After gathering the questionnaire's results we decided to invest some amount of money to see how advertising campaigns work on social media, as a result, Instagram is the most used social media according to respondents, so we decided to invest some money on it, as we mentioned in the first section from the third chapter that loose club has 3 different Instagram accounts, Loose Club, Loose Records and Unrilis.

We decided to make a promotion on each account for each type of posts. We have done a promotion on a video post of Loose Club, a promotion on a picture posted on Unrilis account and two promotions on Loose Records both for video and picture, we will see below insights of each promotion (the amount of money spent on each promotion, target Instagram users, which country is targeted, the age range and gender).

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- **Appendix 16** is a post was for promoting an artist that works closely with loose club, as he has been chosen The Artist of the Week by Beatport, the reason we promoted this video is because we thought it's a huge news for Loose Club as for the Artist (Luigi Madonna). On this post and according to Instagram Insights for just 2.88 € spent, the post has 1035 views, 73 likes, 3 comments, 7 saves and 1 follower. From 4315 people reached by this promo (90% weren't following Loose Club, 87% came from the promotion), 96% men and 4% women from Italy, 44% are between 18-24 and 47% are between 25-44 and 9% are more than 44, 10 of them clicked on the promo and 11 visited the profile.
- **Appendix 17** post is an announcement of the extended play I.V.A by the artist Ranchatek. On this post and according to Instagram Insights for 5.46 € spent, the post has 233 likes and 5 comments. From 934 people reached by this promo (79% weren't following Loose Records and came from the promotion), 96% men and 4% women from Italy, 30% are between 18-24, 56% are between 25-44 and 13% are more than 44, 1 of them clicked on the promo and we had 0 profile visits. After analyzing the promo, we realized that we made a mistake on targeting people according to their age range and also the location because Ranchatek is from Serbia and he's famous in Germany, that's why this promo wasn't as effective as it should be. In the next figure we will see the changes we made on the Ranchatek I.V.A post after analyzing the results.
- **Appendix 18** was a reminder of the extended play I.V.A by the artist Ranchatek and a call to action. On this post and according to Instagram Insights for 10 € spent, the post has 1373 views, 44 likes, 2 comments and 5 saves. From 7760 people reached by this promo (97% weren't following Loose Records, 95% came from the promotion), 86% men and 14% women from Germany, 73% are between 18-24 and 27% are between 25-44, 5 of them clicked on the promo, 4 websites visits and 5 profile visits. As we can see this promotion was better than the last one, we corrected the mistakes and doubled the budget and we were right about it.
- **Appendix 19** is an announcement of the extended play Blocks of Life by the artist Spiros Kaloumenos. On this post and according to Instagram Insights for 5 € spent, the post has 177 likes and 3 comments. From 649 people reached by this promo (36% only weren't following Unrilis and 34% came from the promotion), 69% men and 31% women from Germany, 60% are between 18-24, 40% are between 25-44, and this promotion got us 2 profile visits.

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We can evaluate our Hypothesis through the analysis and results interpretations:

Hypothesis 1: Social Media is an efficient way for the label to reach out listeners from all continent. This hypothesis is confirmed as we have seen through the questionnaire respondents tend to use social media as their primary source in terms of looking for new music.

Hypothesis 2: Instagram is the most used social media by listeners, in fact it's the most efficient for having a good digital strategy. This second Hypothesis is partially confirmed, from the questionnaire's analysis we found that the majority of respondents spend their most time on Instagram as this social media comes in second place as a primary source for new music, in terms of gender female spend most of their time on Instagram but in male gender come in second place.

Hypothesis 3: Digital marketing strategy allows to develop the communication strategy with customers for better understanding of their needs. This third Hypothesis is also confirmed, according to results people like to sign up for email newsletter and follow artists and recording label on one or more than one social media. So that help to spread the news and satisfy listeners around the world as the majority of them spend more than 100\$ on live shows.

Recommendations:

After carrying out a synthesis of the study, we will formulate some reflections in order to apply these results which can bring an added value to the digital strategy of the company:

- Social media must be a crucial part Loose Club's Digital marketing and communication strategy. They will boost the visibility of the company and its recording labels as well as their clients such as artists and other labels, but also to interact with listeners, retain them and attract potential others.
- In addition, social media are increasingly becoming search engines, which is why the company must appear more than ever before. And being present on the best of them that suits their strategy and to effectively reinforce the brand image and its web referencing.
- These platforms are great tools to establish a special contact with potential customers, create a community and increase brand awareness of users about the business, its main activities and its communication actions.
- An effective strategy on social media that suit the company's vision and objectives is an outstanding way to increase sales, attract new clients and make them loyal as it is an effective communication tool at a lower cost.

Chapter 3: The Impact of social media on the efficiency of the digital marketing strategy for recording labels.

- As for the presence of the company on social media, apart from Facebook, Loose club is not according much of importance to twitter as it should be, especially since the competition is very tough in the music industry market and also compared to its main competitor Drum code and Suara who both have a good digital marketing strategy for Twitter.
- Enhance its content and interaction on Facebook, and even opt for other social networks such as Instagram as our study proved that the social media respondents spend most their time on, try to adapt its content (Simple posts and Stories) to have an easy access to information. Nice and well organized texts, reasonable and impactful size of posts too. And for YouTube, loose club has to consider making long videos of long mixes as our study has shown that 75% of the population listen to long mixes on YouTube, we proposed a new project for Loose Club that you'll find in (**Appendix 15**).
- Loose Club must consider sponsored posts on social media, Facebook ads, Instagram, twitter for example can run ads for a few dollars, and they will reach highly specific and well defined targeted clients.

Conclusion:

To conclude, through this chapter, we have tried to apply the results of our theoretical research in the field and this by observing the digital strategy of Loose Club on social networks and by analyzing the vision of the company to finally propose the recommendations and suggestions required.

CONCLUSION

Conclusion

With the continuous evolution of web 2.0 and the presence of millions of users 7 days a week, 24 hours a day, the need to be present on social media is highly needed for businesses in general and for recording labels in particular as this industry is digitalized more than ever before, and to be effective, their communication should no longer be limited only to a website, Blogs or through online magazines.

Recording labels must be open to the digital world. Most consumers who follow a Recording Label on social media are better informed about their news and they declare better know it. It has become essential to integrate social media into their marketing strategy as these platforms are becoming search engines.

It exists a diversity in today's media available to internet users that has a real impact on different marketing approaches. The challenge is no longer to choose a social media to reach the listeners but to identify their favorite ones and create an interactive relationship between the label and the client, which allows labels to showcase their music. And reach a larger number of potential listeners from around the world. This is why web marketing needs to be well executed and the strategy must be well translated into actions in order to get cost effective digital marketing as it should be.

The main goal of our study is therefore to highlight, demonstrate and make it crystal clear that is important to use social media as well as their integration and their contribution to the effectiveness of the company's digital marketing strategy.

To answer our main question: “How Social media Marketing contributes in developing music industry?”

We did an internship at LOOSE CLUB to be able to demonstrate the interest of integrating social media into their digital marketing strategy and so we have launched a questionnaire at the very beginning of the internship to music listeners in particular that are present on social media. The realization of this study has provided us with relevant information on the behavior of music listeners towards music listening and social media using.

After analyzing the results, it turned out that music listeners are mostly represented on social networks by a major presence of the age range (between 18 and 25), and that the majority of them spend most of their time on Instagram. In addition, they listen 1 to 3 hours per day to music and they prefer Long mixes on YouTube. They listen at home mostly with headphones, thus, the whole of our sample considers important the presence of the company on the social

Conclusion

networks as the majority follow recoding labels and artists on one or more than one social media which explains their behavior towards live shows as the majority of them goes to live show if they like the artist.

Thus, we can evaluate our assumptions through the analysis and interpretation of the results:

Hypothesis 1: Social Media is an efficient way for the label to reach out listeners from all continent. This hypothesis is confirmed as we have seen through the questionnaire respondents tend to use social media as their primary source in terms of looking for new music.

Hypothesis 2: Instagram is the most used social media by listeners, in fact it's the most efficient for having a good digital strategy. This second Hypothesis is partially confirmed, from the questionnaire's analysis we found that the majority of respondents spend their most time on Instagram as this social media comes in second place as a primary source for new music, in terms of gender female spend most of their time on Instagram but in male gender come in second place.

Hypothesis 3: Digital marketing strategy allows to develop the communication strategy with customers for better understanding of their needs. This third Hypothesis is also confirmed, according to results people like to sign up for email newsletter and follow artists and recording label on one or more than one social media. So that help to spread the news and satisfy listeners around the world as the majority of them spend more than 100\$ on live shows.

Loose Club's founder Mario Manganelli confirms that the presence of the brand and its recording labels on YouTube, and Facebook for more than 6 years for loose club, 10 years for Unrilis and 8 years for loose club has brought a lot of benefits to the company in terms of notoriety and communication. Nevertheless it will have to invest and be present even more in other networks besides Facebook such as Instagram and to lead its future towards a 100% digital marketing.

It has been found necessary to make the following **suggestions** for the brand in order to improve even further:

- Make more ads and posts online to keep the social media active.
- Share more and promote the official page.
- Being present on all existing social media that fit the company's strategy and attracting the attention of listeners by making contest.
- Make games, give gifts to the fans of the page.

Conclusion

- Be more active and have regular sponsorship for the sake of Loose Club's e-reputation, and face its competitors who are widely more visible online.
- Upload more videos on social media as we have noticed that they make a huge difference.
- Posting content that touches people's feelings for example, a post each month under the hashtag #AOTM which stands for (Artist Of The Month) as we have to choose an artist based on his performance in a particular month to make people engage with, also a post each week under the hashtag #TBT which stands for (Throwback Thursday) when we post every Thursday an old track released on the labels to bring back memories.
- To promote artists and tracks, we suggested a contest under the name LCMS (Loose Club Mix Session) (**Appendix 15**) in which we ask fans and in particular bedroom producers and aspiring DJs to make 60-90 min long mixes and we choose the best to post on the label's YouTube channel and Soundcloud account.
- Try to release music that fits the mood of listeners when they listen with headphones, or drive their cars or even when they go to the gym.
- Start selling Loose Club's Merchandize as a long term project.

We wish to point out that the subject we have been dealing with belongs to a very large and constantly evolving field, and as such it requires too much time to be able to take action on every theoretical aspect we've dealt with. Regardless to the time allotted to us, we have tried our best to identify the maximum of major points related to this study.

We hope this simple work has achieved its goals as Mr. Mario Manganelli trusted in me to take care of the Marketing aspect during my internship and after to carry on the projects. Finally, the results we have achieved in this work can be further elaborated by others, based on more significant figures, and better developed knowledge.

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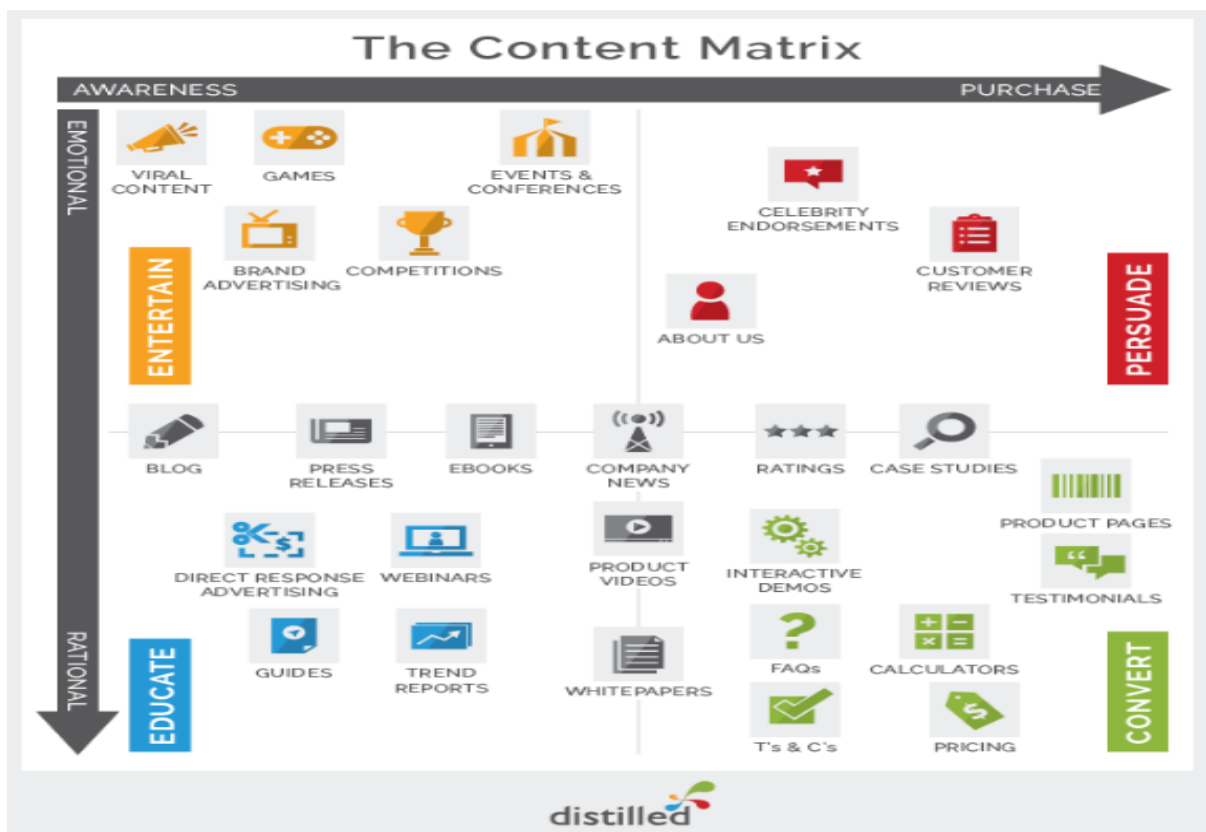
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Appendices

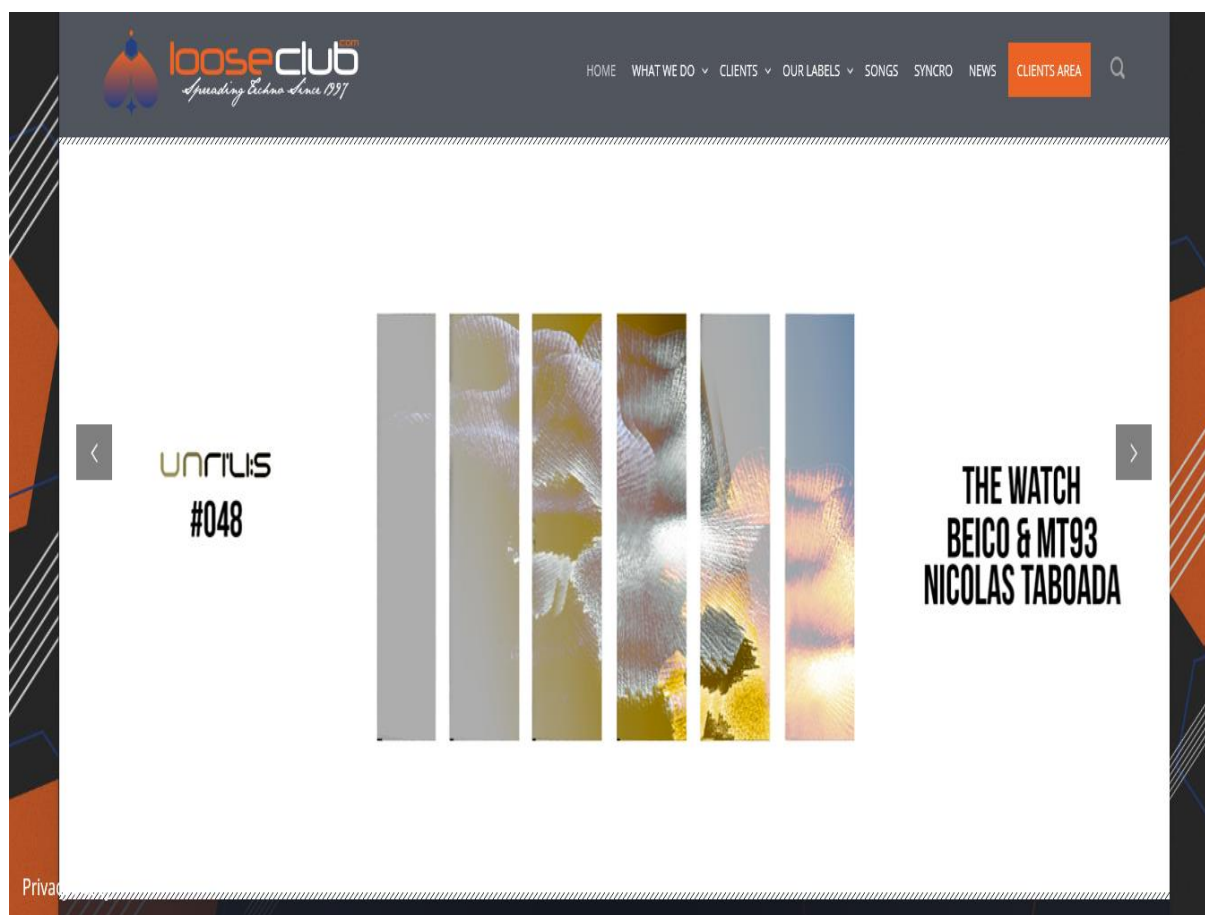
Appendix 01: Social Media Types.



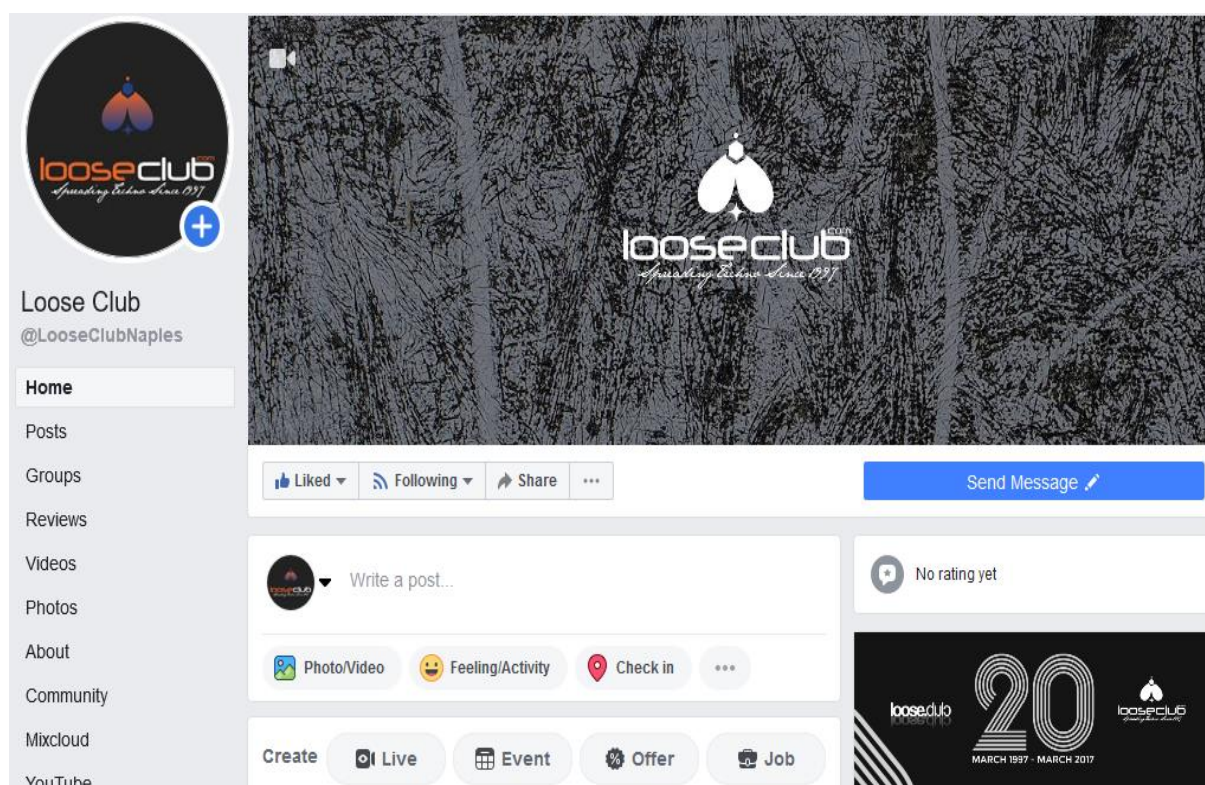
Appendix 02: The Content Matrix.



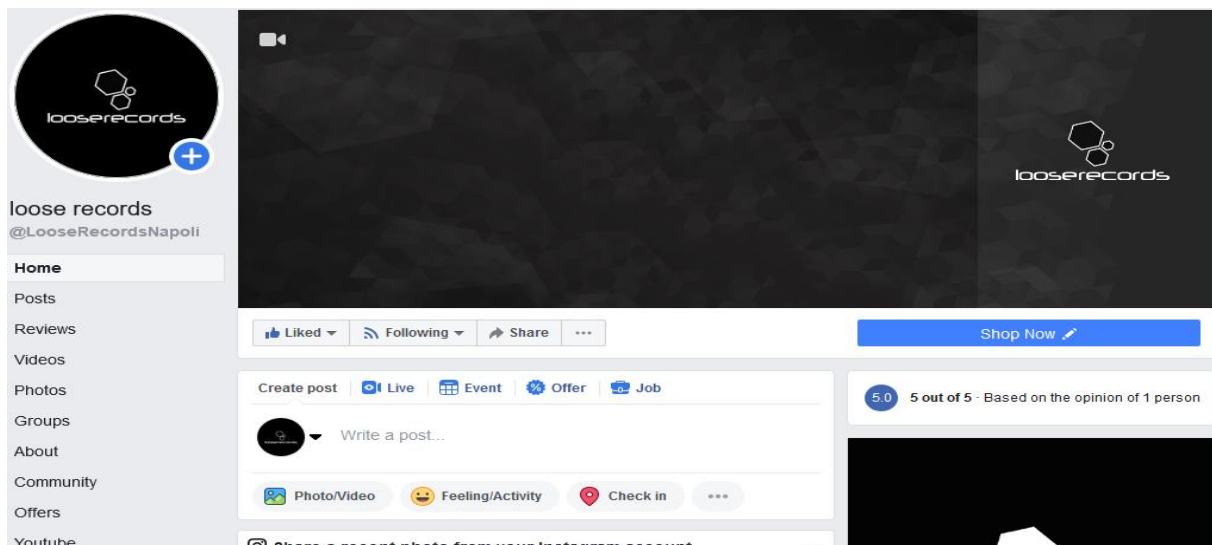
Appendix 03: Loose Club Website.



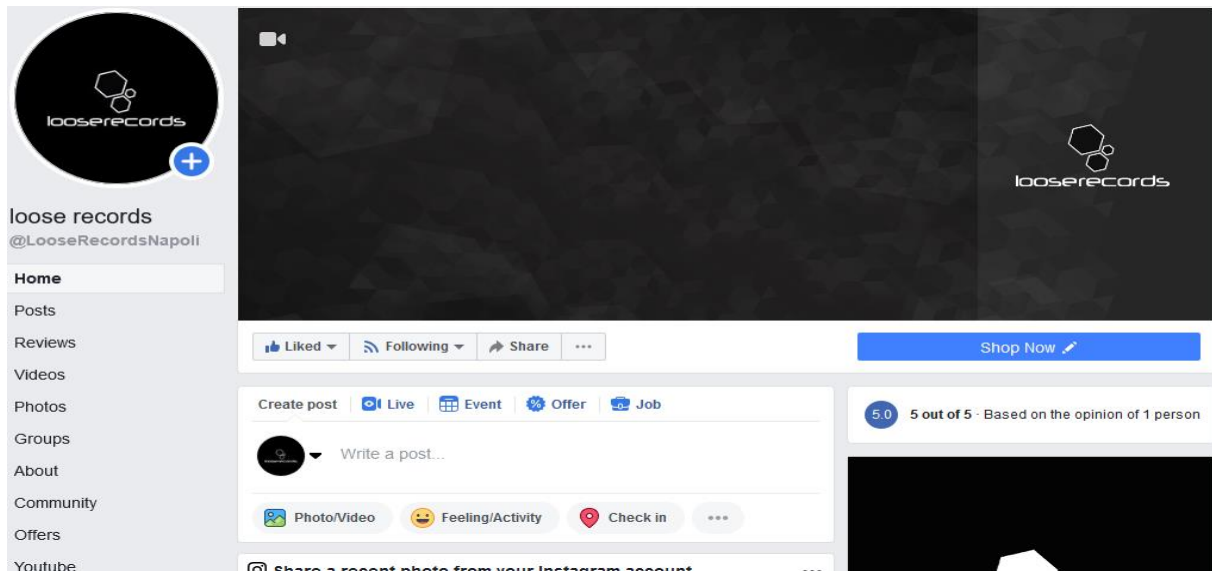
Appendix 04: Loose Club Facebook Page.



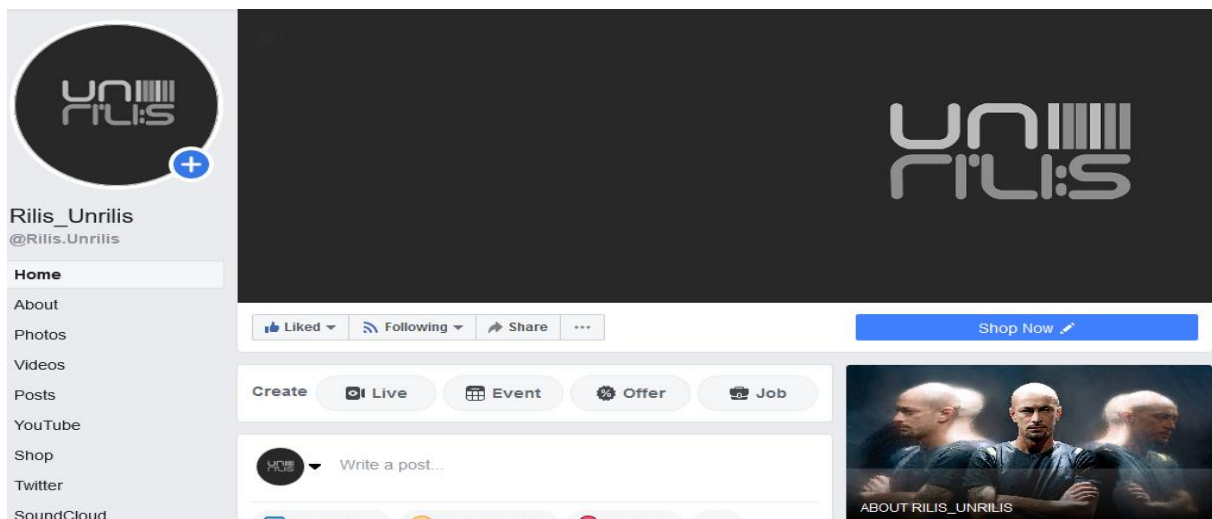
Appendix 05: Loose Records Facebook Page.



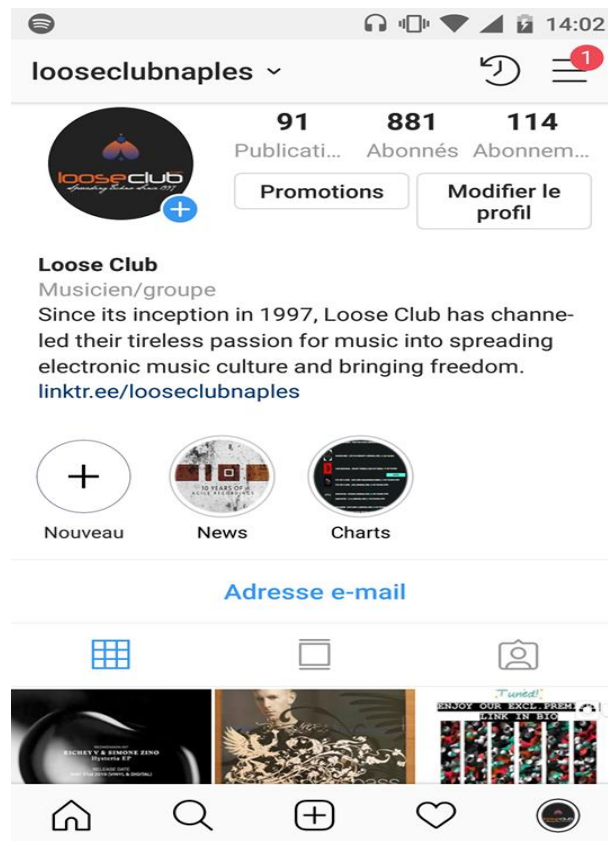
Appendix 06: Loose Records Facebook Page.



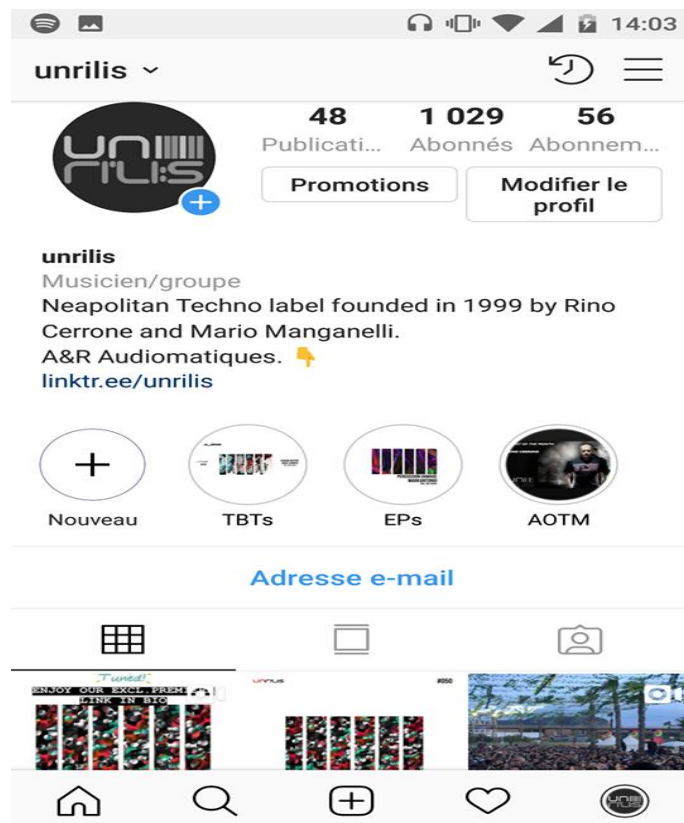
Appendix 07: Unrilis Facebook Page.



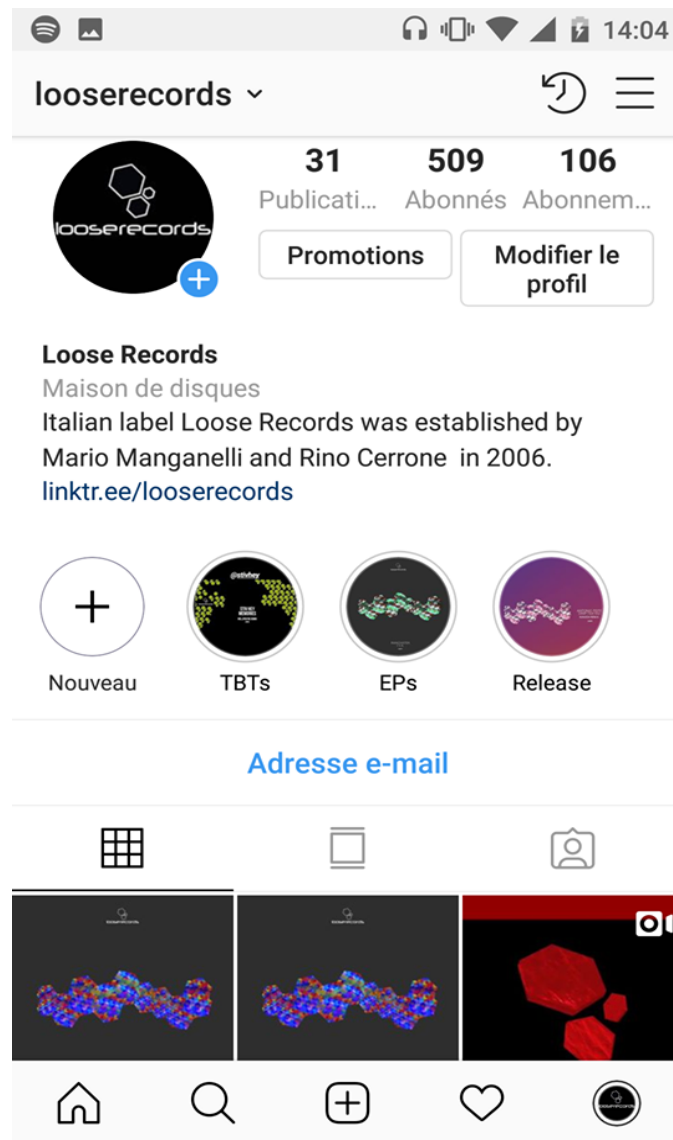
Appendix 08: Loose Club's Instagram Account.



Appendix 09: Unrilis' Instagram Account.



Appendix 10: Loose Records' Instagram Account.



Appendix 11: Loose Club Logo.



Appendix 12: Loose Records Logo.



Appendix 13: Unrilis Logo.



Appendix 14: Questionnaire.

Music Industry Survey

I am doing a research that focuses on the Music Industry Business. I would therefore like to send you the following survey, which will be very useful for my research work. I would be grateful if you could give me a few moments to answer it for my Master's Dissertation.

Thank you!

Ramzi BENLAKEHAL

- ❖ Gender *
 - Male
 - Female
- ❖ Are you? *
 - [18-25] Years old
 - [25-40] Years old
 - More than 40 Years old
- ❖ Are you? *
 - Student
 - Employee
 - Unemployed
 - Other:
- ❖ Do you listen to music? *
 - Yes
 - No
- ❖ What genre you listen to? *
 - Rai
 - Pop
 - Electronic Dance Music (House/Trance/Techno/Hardsyle)
 - Rap
 - Classic
 - Rock music
 - Jazz
 - Blues
 - Other:
- ❖ How much time do you spend listening to music each day? *
 - Less Than 1 Hour
 - More than 1 hour but less than 3 hours
 - More than 3 hours but less than 5 hours
 - More than 5 hours
- ❖ Do you listen mostly *
 - At home
 - In the car
 - While working out
 - Other:

- ❖ When listening to music at home, do you prefer using *
 - Headphones
 - A home stereo system
 - A turntable
 - A CD player
 - Other:
- ❖ What is your primary source for discovering new music? *
 - YouTube
 - Facebook
 - Twitter
 - Instagram
 - Soundcloud
 - Spotify
 - Beatport
 - iTunes
 - Google Play
 - Radio Broadcast
 - Recommendation from someone I know
 - Other:
- ❖ Do you like listening to long mixes on YouTube? *
 - Yes
 - No
- ❖ If you were able to buy music, where do you buy it? *
 - iTunes
 - Amazon
 - Beatport
 - Local Stores where i live
 - I don't buy music
- ❖ When you buy music, what format do you purchase most frequently? *
 - Download
 - CD
 - Vinyl
- ❖ How much do you spend every month on streaming music services PLUS CDs, downloads or vinyl purchases? *
 - Less Than 10 \$
 - More than 10 \$ but less than 30 \$
 - More than 30 \$ but less than 50 \$
 - More than 50 \$ but less than 100 \$
 - More than 100 \$
- ❖ How much do you spend per year on tickets to live shows? *
 - Less Than 100 \$
 - More than 100 \$ but less than 300 \$
 - More than 300 \$ but less than 500 \$
 - More than 500 \$ but less than 1000 \$

- More than 1000 \$
- ❖ When you go to a live show of an artist, do you already know the artist's music? *
 - Yes, I have to like the artist before I go to the show
 - Not necessarily, I like to go to the show to hang out with friends and meet new people
- ❖ Which Device you use the most? *
 - Smartphone
 - Pc
 - Other:
- ❖ Do you sign up for email lists for the artists you like? *
 - Yes
 - No
- ❖ Do you follow artists you like on social media? *
 - Yes, no more than social media site
 - Yes, More than one social media site
 - No, i do not follow artists on social media
- ❖ Do you follow Recordings Labels on Social Media? *
 - Yes
 - No
- ❖ Which social media do you spend your most time on? *
 - YouTube
 - Facebook
 - Twitter
 - Instagram
 - Other:

Appendix 15: Loose Club Mix Session.



Since its Inception in 1997, Loose Club Has Channeled their tireless Passion for music into spreading Electronic Music culture and bringing freedom and creativity to artists and other professionals within the scene.

Now Loose Club is giving you a chance to be featured on its YouTube, Soundcloud or even Facebook and we would love to have your mixes of the music released on loose club or one of our clients' label and artists.

We know what DJs are playing in festivals, night clubs or radio shows but this time we want to know what you would play and how you play it

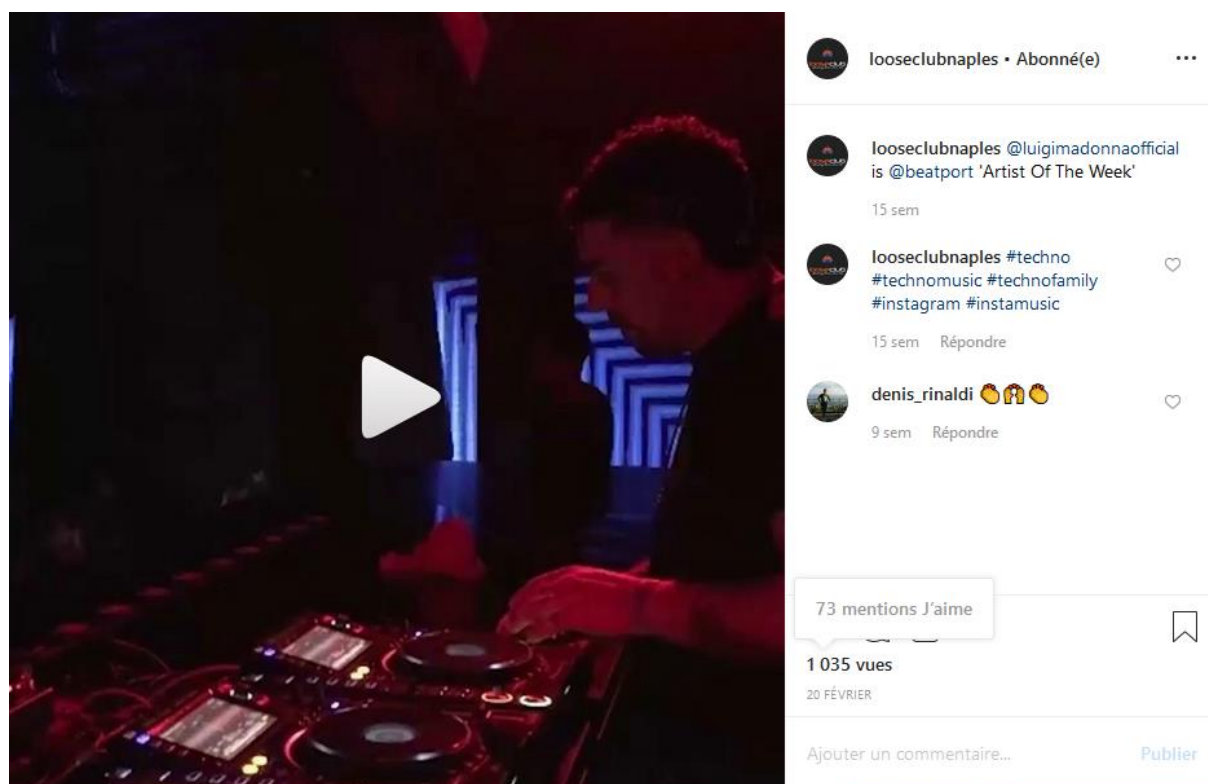
All you have to do is:

- Make a mix/DJ set of 60-90 minutes with music from loose club or one of our clients' label and artists.
- Submit your mix to lcms@looseclub.com / Subject: Loose Club Mix Session
- Make sure to mention : Your name/ artist name/ Soundcloud Private link to your mix with Download option ON
- Mention the Track list.
- Follow our Social Media

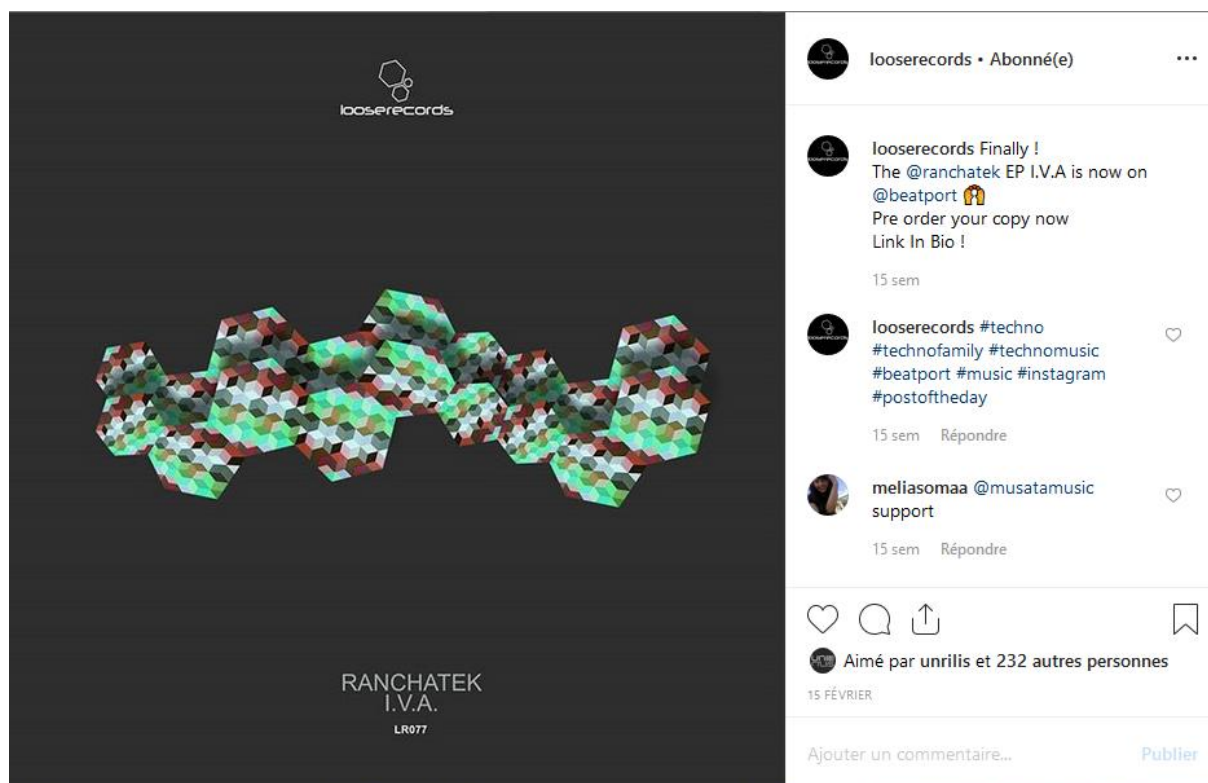
Labels : [Agile Recordings](#), [Analytic Trail](#), [Be As One](#), [Loose Records](#), [Nonstop Music](#), [Redimension](#), [Unrilis](#), [Phobiq](#).

Artists: [Audiomatiques](#), [Fabio Neural](#), [Flavio Diaz](#), [Hollen](#), [I AM BAM](#), [Industrializer](#), [Joseph Capriati](#), [Lerio Corrado](#), [Lexa Hill](#), [Luigi Madonna](#), [Marco Faraone](#), [Markantonio](#), [Moonwalk](#), [Newbie Nerdz](#), [Paride Saraceni](#), [Piero Pirupa](#), [Rino Cerrone](#), [Roberto Capuano](#), [Sasha Carassi](#), [Shlomi Aber](#), [Stiv Hey](#), [The Advent](#), [Uto Karem](#).

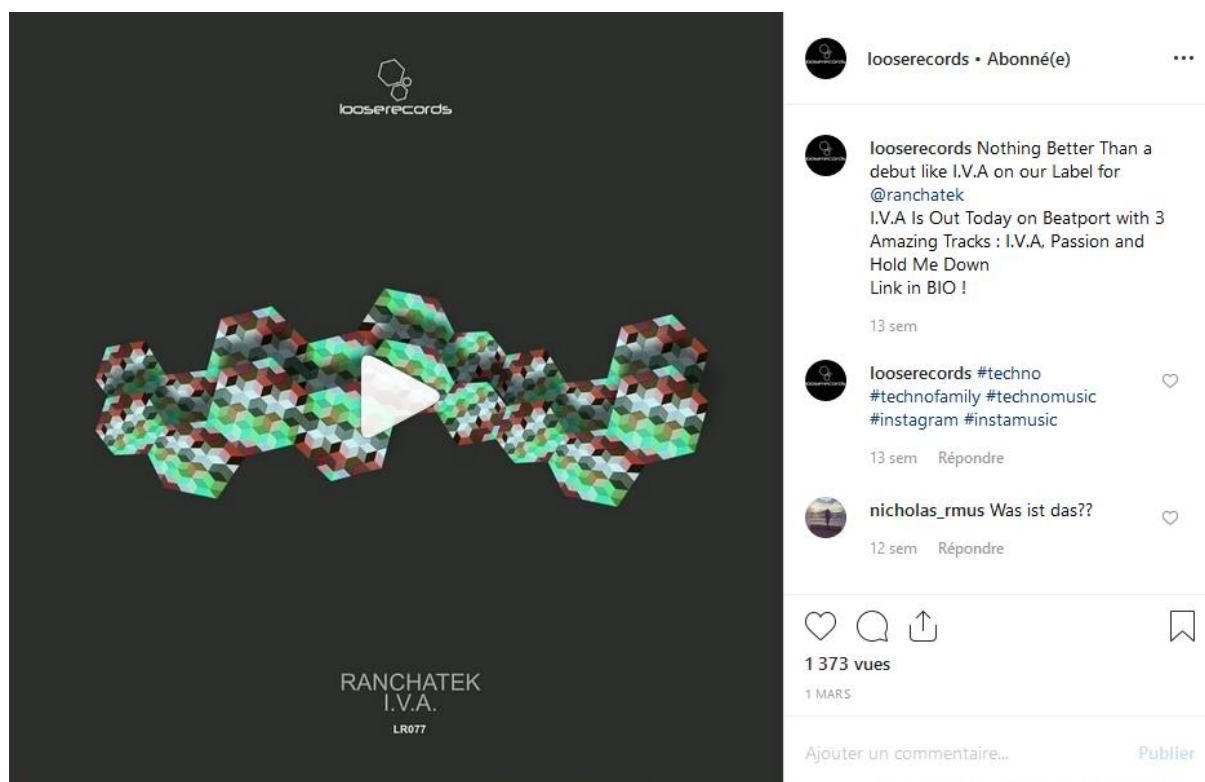
Appendix 16: Loose Club's Instagram video post.



Appendix 17: Loose Records' Instagram Photo



Appendix 18: Loose Records' Instagram Video Post.



Appendix 19: Unrilis' Instagram Photo Post.

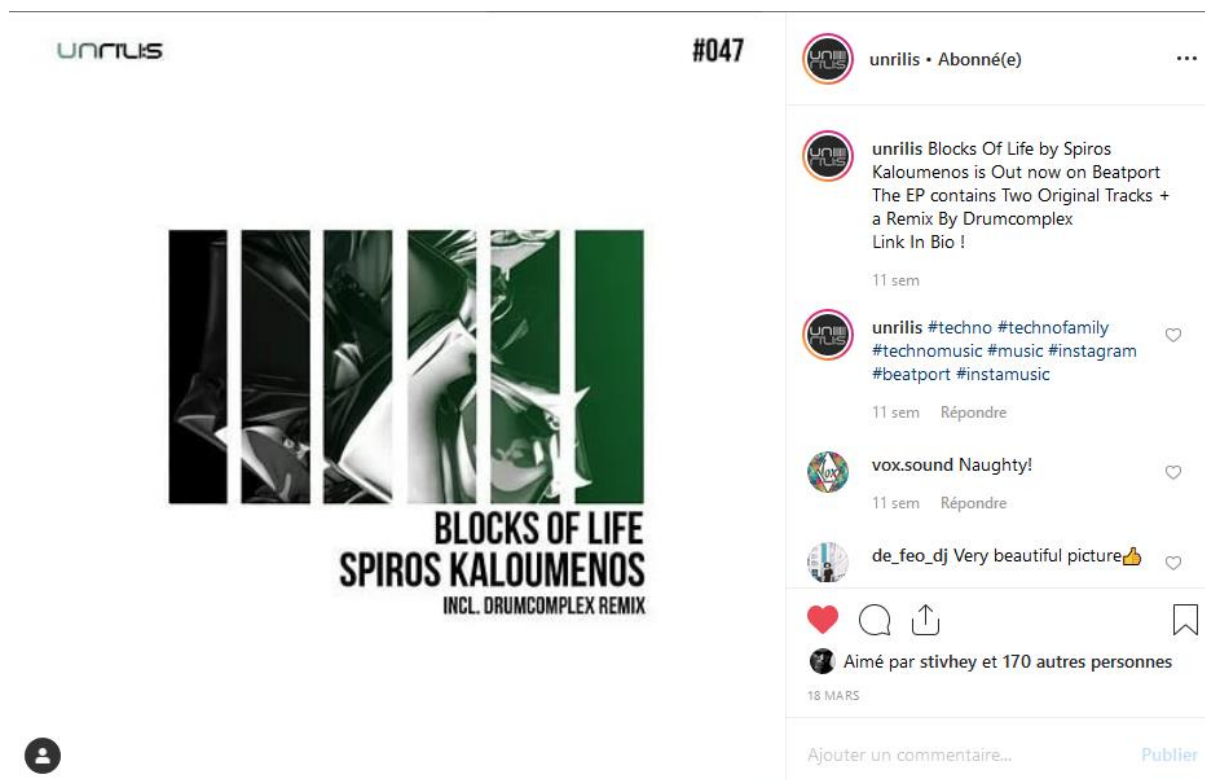


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