

Ecole des Hautes Etudes Commerciales

D'Alger

EHEC

**Master's Dissertation submitted in partial fulfillment of the
requirements for a master's degree in commercial**

Sciences

Major: Marketing

Subject:

**The impact of social media presence on the brand
image.**

CASE STUDY :

SARL Tammy

Made by:

ABDELOUAHAD Fatima

Supervisor:

Ms. DJEDI Souad

Doctor PhD

10th promotion

June 2023

Ecole des Hautes Etudes Commerciales

D'Alger

EHEC

**Master's Dissertation submitted in partial fulfillment of the
requirements for a master's degree in commercial**

Sciences

Major: Marketing

Subject:

**The impact of social media presence on the brand
image.**

CASE STUDY :

SARL Tammy

Made by:

ABDELOUAHAD Fatima

Supervisor:

Ms. DJEDI Souad

Doctor PhD

10th promotion

June 2023

Dedication

In loving memory of my dear father Abdelouahad Autheman whose unwavering support and love shaped the person I am today. Wishing you were here to share in this milestone of my academic journey, may Allah bless his soul and grant him a place in paradise.

To my mother, for her support and caring.

I thank the entire family my brothers Messoud, Taha, and my sisters Houda, Amina, Lidia, Slsabyl, and Meriem.

To my best friends.

Acknowledgments

First, we give thanks to God almighty for blessing and ability to do work.

I would like to express my sincere gratitude to the following individuals who have played an invaluable role in the successful completion of my thesis.

I would like to extend my deepest appreciation to my supervisor, Mrs. DJEDI SOUAD. Your guidance and unwavering support have been instrumental throughout the entire process. I am grateful for your mentorship, which has shaped me into a more knowledgeable and skilled researcher.

I would also like to acknowledge Mr. MESTAR YAHIA, my supervisor at Tammy Company. Your real-world experience has greatly enriched my understanding of the studied topic.

Furthermore, I would like to express my sincere appreciation to Mr. NEBBACHE ABDELRAOUF and Mr. El METENNANI AHMED. I am grateful for your willingness to dedicate your time and knowledge to help me navigate through the complexities of my study.

I would also like to extend my thanks to everyone at Tammy Company who has supported me throughout my research journey.

Lastly, I would like to express my heartfelt appreciation to all the individuals who have provided me with their guidance, encouragement, and support during my academic pursuits.

Abstract:

With the increasing prevalence of social media platforms, companies must strategically manage their online presence to effectively shape and maintain a positive brand image. The importance of brand presence on social and its impact on brand perception explores the challenges and opportunities associated with online brand management, and provides insights into developing effective strategies for enhancing brand image in the digital landscape.

This Master's dissertation is divided into three chapters. The first chapter is dedicated to brand image and its constructs, the second chapter discusses social media and the last chapter deals with the impact of social media presence on the brand image TIP TOP.

Key words:

Brand, Brand image, Social media, Social networks, Digital marketing, Followers, TipTop, Facebook, Instagram, Impact.

Résumé :

Avec la prévalence croissante des plateformes de médias sociaux, les entreprises doivent gérer stratégiquement leur présence en ligne afin de façonner et de maintenir une image de marque positive. Cette recherche étudie l'importance de la présence de la marque sur les médias sociaux et son impact sur la perception de la marque, explore les défis et les opportunités associés à la gestion de la marque en ligne et propose des insights pour développer des stratégies efficaces visant à améliorer l'image de marque dans le paysage numérique.

Ce mémoire de Master est divisé en trois chapitres qui abordent principalement l'image de marque et ses composantes dans le premier chapitre, les médias sociaux dans le deuxième chapitre, et le dernier chapitre traite de l'impact de la présence sur les médias sociaux sur l'image de marque de TIP TOP.

Les mots clés :

Marque, Image de marque, Médias sociaux, Réseaux sociaux, Marketing numérique, Abonnés, TipTop, Facebook, Instagram, Impact.

الملخص:

مع ازدياد انتشار منصات وسائل التواصل الاجتماعي، يجب على الشركات إدارة وجودها عبر الإنترنت بشكل استراتيجي لتشكيل والحفاظ على صورة إيجابية للعلامة التجارية. يتناول هذا البحث الآلي آليات تأثير منصات وسائل التواصل الاجتماعي على الاستدلال بالعلامة التجارية، ويستكشف التحديات والفرص المرتبطة بإدارة العلامة التجارية عبر الإنترنت، ويقدم رؤى حول تطوير استراتيجيات فعالة لتعزيز صورة العلامة التجارية في المشهد الرقمي.

هذه أطروحة الماجستير تنقسم إلى ثلاثة فصول تتحدث بشكل رئيسي عن صورة العلامة التجارية وتعاليمها في الفصل الأول، ووسائل التواصل الاجتماعي في الفصل الثاني، ويتعامل الفصل الأخير مع تأثير وجود وسائل التواصل الاجتماعي على صورة العلامة التجارية تيب توب.

الكلمات المفتاحية:

العلامة التجارية، صورة العلامة التجارية، وسائل الاعلام الاجتماعية، والشبكات الاجتماعية، التسويق الرقمي، أتباع، تيب توب، انستغرام، فايسبوك والأثر.

General Introduction

Abbreviation	Signification
D&F	Djadi & Fils.
LLC	Limited Liability Company.
SEO	Search Engine Optimization.
SM	Social Media.
SWOT	Strengths, Weaknesses, Opportunities, Threats.
WOM	Word Of Mouth.

List of Tables :

Table 2- 1:Social media audit.....	50
Table 3- 1: Product range	61
Table 3- 2: Comparative Analysis of Tiptop’s Facebook Page against its Top Three Competitors.	73
Table 3- 3: Comparative Analysis of TipTop's Instagram Page against its Top Three Competitors.	74
Table 3- 4: Analysis of interviews of marketing department employees.	84

List of Figures :

Figure 1- 1 A variety of brands	9
Figure 1- 2The eight branding challenges.	13
Figure 1- 3: Customer-based brand equity pyramid.	16
Figure 1- 4 Brand image dimensions.....	20
Figure 1- 5: Brand identity prism.	23
Figure 1- 6: The assets of brand equity.	24
Figure 1- 7: The core theme of the personality approach: brand personality.....	25
Figure 1- 8: Types of an attitude scale.	28
Figure 2- 1Most popular social media networks worldwide in 2023 ranked by number of monthly active users	42
Figure 2- 2: social media marketing objectives.....	43
Figure 2- 3: the best social media objectives pursued by marketers.	47
Figure 2- 4: Content calendar for one year.....	53
Figure 2- 5: mapping content type to target audience interests and needs.	54
Figure 3- 1: Audience and Target of Facebook TIP TOP	68
Figure 3- 2: New followers in Facebook	68
Figure 3- 3: Coverage on Facebook	69
Figure 3- 4: Conversations and Connections Explored Through Message Interactions.	69
Figure 3- 5: Zero Paid Coverage and Impressions.	70
Figure 3- 6: Audience and Target on Instagram.....	71
Figure 3- 7: New followers on Instagram.....	72
Figure 3- 8: Coverage in Instagram.....	72

SUMMARY:

GENERAL INTRODUCTION	1
CHAPTER 1: BRAND IMAGE AND ITS CONSTRUCTS.....	5
SECTION 01: BASICS OF BRAND	7
SECTION 02: FOCUS ON THE BRAND IMAGE.....	19
CHAPTER 2 : SOCIAL MEDIA	33
SECTION 01: BASICS OF SOCIAL MEDIA MARKETING.	35
SECTION 02: SOCIAL MEDIA STRATEGY	45
CHAPTER 3: CASE STUDY ABOUT THE IMPACT OF BRAND’S SOCIAL MEDIA PRESENCE ON THE BRAND IMAGE TIP TOP.	56
SECTION 01: TAMMY GROUP AND TIP TOP COMPANY PRESENTATION.....	58
SECTION 02: METHODOLOGY AND RESEARCH DESIGN	64
GENERAL CONCLUSION	87

GENERAL INTRODUCTION

General Introduction

The fast-paced nature of online communication has revolutionized our daily routines in today's digital age; making social media networks an integral part of our daily life. Social media has evolved as a strong tool for both individuals and companies, with an ever-increasing number of users across numerous platforms. Recognizing the potential benefits of social media presence, marketers have realized its critical role in improving a company's brand image and interacting with potential customers in ways that traditional approaches cannot.

Social media offers a multitude of opportunities for cheese producers to highlight their expertise, authenticity, and commitment to quality. By actively participating in conversations, sharing valuable content, and engaging with their audience, cheese producers can establish a direct and authentic connection with their customers. This interaction not only fosters trust and loyalty but also plays a vital role in shaping a positive brand reputation.

Moreover, social media presence allows cheese producers to tell their brand story and communicate their unique attributes effectively. They can leverage various social media channels to show the artistry and artisanship involved in the cheese-making process, highlight the heritage and traditions associated with their brand, and demonstrate their commitment to sustainability and ethical practices. By curating captivating and visually appealing content, cheese producers can differentiate themselves from their competitors and resonate with their target audience on a deeper level.

Building a strong brand reputation on social media goes beyond broadcasting promotional messages. It entails creating an immersive brand experience that reflects the values and aspirations of the target customers. Through social media platforms, cheese producers can engage in conversations, respond to customer inquiries and feedback, and even collaborate with influencers or industry experts. These interactions not only humanize the brand but also foster a sense of community and belonging among its followers.

This thesis aims to investigate the impact of social media presence on brand image, addressing the central question:

How would social media marketing improve the brand image?

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

- How do individuals perceive the social media activities of a brand and its impact on shaping their perception of the brand image?
- How does the presence of a brand on social media platforms influence the various dimensions of brand image, such as trust, credibility, and attractiveness, as perceived by consumers?

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

- **H1:** Perceived social media activities have a positive effect on brand image.
- **H2:** Social media presence affects the dimensions of brand image.

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

In our study, the theoretical chapters (1 and 2) employ a descriptive documentary approach, where we consult various sources such as books, research articles, guides, and relevant documents to provide an overview and understanding of the topic. This approach allows us to gather information and insights from existing literature.

In the initial chapter of our study, we will provide a comprehensive description of the brand and its constructions. Our aim is to present a detailed overview of the brand and the concept of brand image, including their definitions and different types.

We will explore the process of building a brand, how to create a positive brand image, and highlight the various elements involved in brand development.

The second chapter will allow us to discover the concept of social media. We begin by providing an overview of the history of social media. We then delve into the different types of social media platforms and discuss their unique characteristics. In addition, we explore the steps involved in social media marketing.

The third chapter represents the beating heart of our work and is titled “The impact of social media presence on the brand image TIP TOP” it will include the presentation of Tammy Company, its social media platforms. We will highlight the methodological and practical approach of our study; we adopt an analytical approach to examine the practical implementation of the theoretical concepts in the field. The study begins with an analytical examination of Company’s social media pages, focusing on Facebook and Instagram, the

General Introduction

platforms where the company has a significant presence. Through social media monitoring techniques, and gathering more data, we conduct two types of interviews, one for twenty individuals who are relevant to the study and the other one for employees from the marketing department of the company. These interviews serve as a research tool to gain valuable insights and perspectives.

To facilitate the analysis of the collected data, we utilize the MaxQDA software. This software enables us to scrutinize the data efficiently and swiftly, assisting in organizing, categorizing, and interpreting the information obtained from the interviews. Then we got the results and finish with a conclusion, recommendations and suggestions that we propose for the company.

**CHAPTER 1: Brand image and its
constructs.**

Introduction

Nowadays, we come across a very large number of brands on the market, we find very well-known brands, new ones are born and grow, others are dying.

A brand is much more than just a name or logo; it reflects a company's identity and reputation, as well as the impressions and emotions of its customers. A strong brand image can create loyal customers, distinguish a company from its competitors, and contribute to its long-term success.

In this chapter, we will first introduce in Section 1 the basics of branding, its definition, brand types and other important materials. Next, in Section 2, we will focus on the brand image, its dimensions and how to measure the brand image.

Section 01: Basics of Brand

Through this section, we are going to introduce the brand history, its definitions and basic concepts; we will discuss the main branding challenges.

1 Brand history:

Throughout history, branding has been used as a way to distinguish the products of one producer from the products of others. The term "brand" actually originated from the Old Norse word "Brander", which translates as "to burn", as cattle owners traditionally used brands to distinguish their animals for identification purposes. This practice has continued over time and remains a well-known symbol of ownership and excellence in the world of brands.¹

2 Brand definition:

"A brand is a recognized name associated with a product which projects an image to the consumer such that he or she rates the product associated with the brand higher than other comparable products".²

The American Marketing Association defines a brand as *"a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors".³*

"A brand is a set of mental associations, held by the consumer, which adds to the perceived value of a product or service".⁴

These definitions indicate that a successful brand is recognized by consumers, has a positive reputation, and is associated with a high level of perceived value. To achieve this, companies should focus on building strong relationships with their customers and creating positive experiences that contribute to the formation of positive brand associations.

¹ KELLER (K), APERIA (T), GEORGE (M): *"Strategic brand management"*, edition Pearson education, 2nd edition, England, 2012, p.4.

² TOLLINGTON(T): *"Brand assets"*, edition John Wiley & sons Ltd, New York, 2002, p.95

³ KOTLER(P), KELLER(K) : *"marketing management"*, edition Pearson education, 14th edition, New Jersey, 2012, p.241

⁴ KAPFERER(J) : *"New strategic brand management"*, edition Kogan, 4th edition, Great Britain, 2008, p.10

3 Components constituting the brand of a company:

Whereas originally branding meant putting a name on a product, today a brand has to be more than just a name to be meaningful. The brand should include not only a name, but also a logo and a slogan, a minimum of components:

3.1 Name :

The first and most important thing is to choose the name wisely. This process should not be just a passing thought, since the chosen name will be retained in the end, changing it later will be very expensive, and there are many sources for choosing a name:

The names of the founders: Ralph Lauren, Ford and Calvin Klein.

Descriptive names: such as Toys R Us, Bank of America and Booking.com.

Abbreviations: IBM, BMW, and H & M.

Fabricated names: Google, Adidas, and Exxon.

Metaphors: dove, Apple, Amazon.

The name can be described by six attributes:

The three initial characteristics, namely being memorable, meaningful and lovable, are essential in building a brand. On the other hand, the remaining three attributes, which include transferable, adaptable and protective, serve a more defensive role in protecting the name from various challenges and ensuring that it can flourish in various opportunities.⁵

3.2 Logo :

Once a company has chosen a brand name, the next step is to create a strong visual representation of that name. This includes choosing a logo, which is usually a symbol or logo that represents the company name.⁶

⁵ KOTLER (P), KOTLER (M): “*market your way to growth*”, edition Wiley, New Jersey, 2013, p. 56-61.

⁶ Ibid, p.58.

Figure 1- 1: A variety of brands

Source: KOTLER (P), KOTLER (M): “*Market your way to growth*”, edition Wiley, New Jersey, 2013, p.59.

3.3 Slogan :

A slogan is a brief statement that helps to recall the products or services of a company. It helps to communicate what the company represents. The process of choosing a logo for a company should be approached with caution to prevent the possibility of avoiding creating distrust with customers.⁷

3.4 Color code :

The use of certain colors improves communication both within the company and with external audiences. These guidelines relate specifically to marketing materials such as packaging, advertising and websites. For example, Coca-Cola always uses red in its packaging.⁸

3.5 Jingle :

A song is a piece of music that is associated with a brand and helps to identify it, such as when a male voice says, "hello, you have Mail!"⁹

⁷ KOTLER (P), KOTLER (M):Op.cit, p. 59.

⁸ Ibid, p.59.

⁹ Ibid, p.59.

4 Types of the Brand:

There are many types of brands, each of which has its own unique characteristics, the most common types are:

4.1 Corporate brand :

Company branding refers to the brand of the company as a whole rather than its products. A successful corporate branding requires the participation of the entire organization, since it is assumed that the energy and inspiration of the brand originates from within. Therefore, a comprehensive brand strategy should involve the entire company, and companies use corporate brands as a way to promote themselves to gain a competitive advantage over their competitors for example IBM, GE, Intel, Apple.¹⁰

4.2 Product brand :

A product brand refers to a brand that is associated with a specific product and not with the corporation as a whole. This means that each product has its own unique brand identity. Product branding, also called merchandise branding, is the practice of marketing a particular product, an example: Pentium chip, HP LaserJet.¹¹

4.3 Service brand :

Service brands are brands that offer services rather than products. As a result, the brand experience is realized during the consumption of the service, and the employee who delivers the service becomes a key ambassador of the brand for example: Avis, Federal Express, and Disney.¹²

4.4 Personal brand :

A personal brand is an individual's unique identity and image that they create and promote for themselves. A representation of their values, skills, expertise, and personality distinguishes them from others in their field for example Madonna, Calvin Klein, and Barbra Streisand.¹³

4.5 Retailers and Distributors brand :

Retailers can create a distinctive brand identity by linking exclusive characteristics to the quality of their service, the variety of products they offer, their display and arrangement of products, as well as their pricing strategies and policies related to credit. They can develop their

¹⁰ KOTLER (P), KOTLER (M): “*market your way to growth*”, edition Wiley, New Jersey, 2013, p. 55.

¹¹ Ibid,p55

¹² Ibid,p55

¹³ Ibid,p55

brand by inventing new names or using a combination of both, for example: Marks & Spencer, Walmart, Boots, Walgreens, and Home Depot.¹⁴

4.6 Place brand :

Distinctive characteristics of countries, cities, streets, and buildings, which are considered landmarks, can be perceived as brand identifiers if utilized appropriately. Destination or city brands, as they are commonly referred to, capitalize on the emotions evoked by a particular city or region to associate it with certain concepts and ideas, an example: Paris “City of Light,” Chicago “Second City,” Silicon Valley “Tech Capital”.¹⁵

5 Brand functions:

An important question is why brands hold significance and what roles they fulfill that render them valuable to marketers. By examining multiple perspectives, we can unveil the value of brands to both customers and companies:¹⁶

5.1 Customer :

Brands indicate the origin or manufacturer of a product, enabling consumers to attribute responsibility to a specific company or distributor.

- Brands hold significant meaning to consumers due to past experiences with the product and its marketing efforts, helping them identify which brands meet their needs.
- Brands allow consumers to reduce search costs for products both internally (in terms of cognitive effort) and externally (in terms of time spent searching), as they rely on familiar brands to make purchase decisions, Provides promises, bonds, or pacts with product makers that can create trust and confidence in the reliability of the product.
- The Symbolic devices, such as logos or trademarks, can serve as visual cues that indicate the origin and quality of a product.
- Brand is a risk reducer, it commits to a contract with the consumer by signing its products, guaranteeing a consistent level of quality.

¹⁴ KOTLER (P), KOTLER (M):Op.cit, p. 55.

¹⁵ Ibid, p.55.

¹⁶ KELLER (K): “*Strategic brand management: Building, Measuring, and Managing Brand Equity*”, edition Pearson Education, 4th edition, England, 2013, p.34-35.

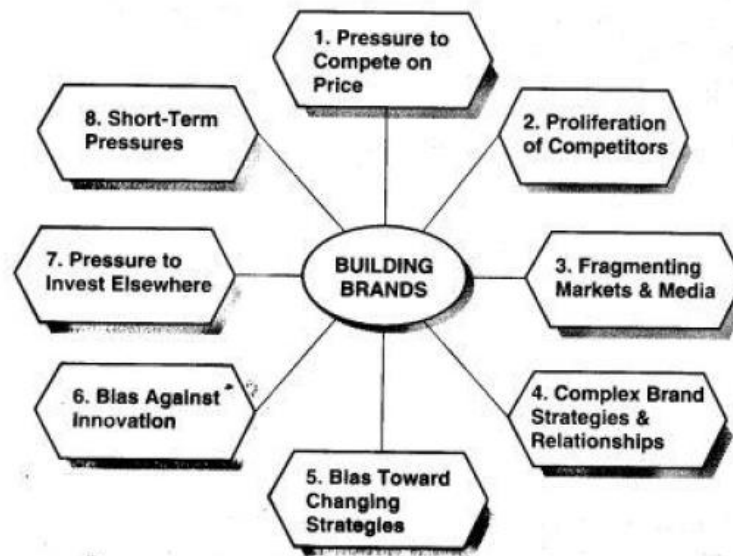
5.2 Companies :

- Brand simplified handling or tracing of products can be achieved through means of identification.
- Gives legal protection of unique features, through patents or trademarks, which can safeguard a product's innovative or distinctive aspects from being copied by competitors.
- It can enhance brand reputation and attract new customers.
- Create a distinct and competitive position for their products in the market, leading to sustained financial returns and market success.
- It can create emotional connections with consumers, differentiate products from competitors, and foster brand loyalty.
- Brand is a competitive advantage in various ways, a strong brand can help differentiate a business from its competitors. A brand that is easily recognizable, memorable, and has a positive reputation can make it easier for customers to identify and choose that brand over its competitors.

6 Branding challenges:

Creating a strong brand in today's world is a challenging task brand builders may face many obstacles and constraints, both from within the organization and from external factors. To develop successful brand strategies, it is essential to comprehend these challenges and barriers, there are eight different factors, which make it hard to build a brand we will be discussed¹⁷:

¹⁷ A.AAKER (D): "*Building strong brands*": edition, the free press education, New York, 1996, p27.

Figure 1- 2 : The eight branding challenges.

Source: A. AAKER (D): "*Building strong brands*": edition the free press education, New York, 1996, p.27.

6.1 Pressure to compete on price:

This factor refers to the pressure that companies face to lower prices to remain competitive. This pressure can be caused by several factors, including the entry of new competitors into the market or changes in consumer preferences. While changing prices can affect sales in the short term, so make it difficult for companies to invest in innovation or other areas that are critical for long-term success.¹⁸

6.2 Proliferation of competitors :

Businesses face more competitors than ever before, because of the rise of globalization and digital technologies, this can make it difficult to differentiate products or services and can lead to price wars. Companies must find ways to stand out from the competition, whether through product innovation, marketing campaigns, or other means.¹⁹

6.3 Fragmenting markets & media :

As consumer preferences evolve and new technologies emerge, markets and media become increasingly fragmented. This can make it difficult for companies to reach their target audiences and communicate their brand messages effectively. Companies must adapt their

¹⁸ A. AAKER (D): Op.cit, p.27.

¹⁹ Ibid, p.27.

marketing strategies to meet the needs, ad must be willing to invest in new technologies and platforms to stay relevant.²⁰

6.4 Complex brand strategies & relationships :

Complex brand strategies & relationships: In today's marketplace, brand strategies and relationships can be incredibly complex. Companies must manage relationships with multiple stakeholders, including suppliers, distributors, customers, and investors. They must also navigate the complexities of brand partnerships, co-branding initiatives, and other collaborations. This requires strong communication skills and a deep understanding of the needs and expectations of each stakeholder because any wrong step can cause huge losses.

6.5 Bias toward changing strategies :

Bias toward changing strategies: In some cases, companies may be too quick to change strategies in response to external pressures or market trends. While adaptation is critical for survival, businesses must also be careful not to abandon core values or long-term goals in the pursuit of short-term gains. Effective strategy requires a balance of flexibility and consistency, and a willingness to take calculated risks.²¹

6.6 Bias against innovation :

Bias against innovation: On the other hand, some companies may be too resistant to change or too entrenched in traditional ways of doing things. This can lead to stagnation and missed opportunities for growth and innovation. Businesses must foster a culture of creativity and experimentation the ad must be willing to invest in research and development to stay ahead of the curve.²²

6.7 Pressure to invest elsewhere:

With limited resources and competing demands, companies may face pressure to invest in areas outside of their core competencies or strategic focus. While diversification can be beneficial in some cases, it can also cause a lack k of focus. Firms must carefully evaluate investment opportunities and prioritize those that align with their long-term goals and values.²³

²⁰ A. AAKER (D): "*Building strong brands*": edition the free press education, New York, 1996, p.27.

²¹ Ibid, p.27.

²² Ibid, p.27.

²³ Ibid, p.27.

6.8 Short-term pressures :

Finally, companies must navigate a variety of short-term pressures, like investor demands. While these pressures are important to consider, they must be balanced against long-term strategic objectives. Companies must be careful not to sacrifice long-term growth and sustainability for short-term goals and must communicate effectively with stakeholders to manage expectations and build trust.²⁴

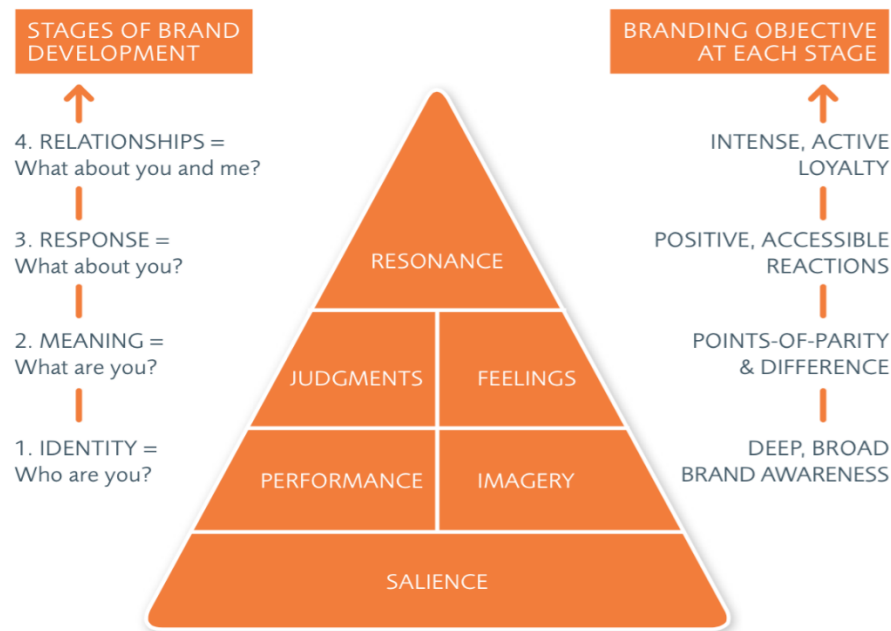
7 Steps to Create a Brand:

The process of building a strong brand can be seen as a series of interconnected steps, as outlined in the CBBE model. The successful completion of each step is dependent on the completion of the previous one and involves meeting specific goals with both current and potential customers. The steps can be summarized as follows:

The first step is to identify the brand and create an association between the brand and a specific product or customer need in the minds of customers. Next, the brand meaning should be created by linking various tangible and intangible brand associations with specific properties. The third step involves bringing the desired customer response to the brand identification and meaning. Finally, the goal is to convert this brand response into a strong and active loyalty relationship between the customers and the brand.²⁵

²⁴ A. AAKER (D): Op.cit, p.27.

²⁵KELLER (K), APERIA (T), GEORGSON (M):Op.cit, p. 65-66.

Figure 1- 3: Customer-based brand equity pyramid.

Source: KELLER (K), APERIA (T), GEORGSON (M): “*Strategic brand management*”, edition Pearson education, 2nd edition, England, 2012, p. 65.

7.1 Brand Salience:

This is concerned with how easily and frequently the brand comes to mind when customers consider making a purchase or consuming a product. The more salient a brand is, the more likely it is to be considered by customers.²⁶

7.2 Brand Performance :

Focuses on how well the product or service meets the functional needs of customers. Customers evaluate the quality, reliability, and effectiveness of the product or service.

7.3 Brand Imagery :

It deals with the intangible properties of the product or service, such as how the brand attempts to fulfill customers' psychological and social needs. Customers evaluate the brand's personality, image, and associations.

²⁶ KELLER (K), APERIA (T), GEORGSON (M): “*Strategic brand management*”, edition Pearson education, 2nd edition, England, 2012, p.65-66.

7.4 Brand Judgements :

Brand judgments refer to customers' own opinions and evaluations of the brand. Customers evaluate the brand's overall quality, credibility, and superiority compared to its competitors.²⁷

7.5 Brand Resonance :

Refers to the nature of the relationship that customers have with the brand, including their level of engagement and loyalty. Strong brand resonance means that customers feel a deep connection with the brand, which results in repeat purchases and positive word-of-mouth recommendations.²⁸

Understanding these five components is crucial for building a strong brand. By assessing how customers perceive the brand, companies can develop effective marketing strategies to enhance brand equity. For example, a brand may focus on improving product quality or developing a distinct brand personality to differentiate itself from competitors. Ultimately, a strong brand can lead to increased customer loyalty, positive word-of-mouth recommendations, and improved business performance.

8 Brand Presence in Digital Space:

As digital spaces have become increasingly significant for interactions between organizations and consumers, it has become imperative for brands to adapt and maintain a presence in this evolving landscape. Therefore, it is necessary to understand how branding is defined in the digital space and recognize the importance of establishing a digital presence:

“Branding in digital space encompasses the processes whereby a brand owner, (sometimes in partnership with customers and other stakeholders) seeks to communicate, transact, interact, deliver experiences, and build trust and loyalty, to evolve their brand identity and increase their brand equity”²⁹.

The significant role of digital branding and advertising is evidenced by the investments made by numerous organizations in this area. As digital advertising and branding investment increases, so does the level of activity and interest in the digital branding space. The continually

²⁷ KELLER (K), APERIA (T), GEORGE (M): “Strategic brand management”, edition Pearson education, 2nd edition, England, 2012, p.65-66.

²⁸ Ibid, p .65-66.

²⁹ ROWLEY (J), EDMUNDSON (D): “Brand Presence in Digital Space”, Department of Information and Communication, Manchester Metropolitan University, Manchester, UK, 2013, p63.

evolving and novel nature of digital channels necessitates ongoing innovation from businesses, advertising, and media agencies in how they present and represent their brand, as well as how they manage brand communication and the overall brand experience. The brand has evolved to become a critical competitive advantage in the marketplace. The market space where consumers engage with digital brands is characterized by a wealth of information, dynamic change, and intense competition.

In today's world of abundant choice, brands have become increasingly important to customers, as they reduce search costs and help customers make informed decisions. Especially for product categories where it is challenging to assess product or service quality online, branding can signal reliability, consistency, and high quality. In fast-changing marketplaces where customers frequently purchase new products or services, the continuity and reliability of established brands become even more crucial. Additionally, studies indicate that experienced customers tend to revisit familiar websites rather than randomly browse the web.

Building a digital presence for the brand can yield numerous benefits, including increasing visibility. This can enhance the brand's legitimacy and demonstrate that there is a real company. With a digital presence, products or services can be sold across multiple channels and capture valuable customer data, which can inform customer service and product development efforts, establishing a digital presence can be a cost-effective option. Finally, building a digital presence can also improve the brand's search engine optimization (SEO), making it easier for customers to find the brand through online searches.³⁰

³⁰ ROWLEY (J), EDMUNDSON (D): Op.cit, p.63.

Section 02: Focus on the brand image

Creating a brand meaning involves building a brand image and what the brand is characterized by and should stand for in the minds of customers. Through this section, we are going to introduce the brand image its definitions, and related concepts.

1 Brand image definition:

“A brand image is based on all individually and subjectively perceived and decoded signals issued by that brand. In particular, it reflects the brand's ability to fulfill the consumers' or other stakeholders' needs”³¹

“Brand image is the set of beliefs held about a particular brand by the consumer”³²

“Brand image can be defined as perceptions about a brand as reflected by the brand associations held in consumers' memory”³³

These definitions of brand image illustrate the significance of how customers view and experience the brand, its intangible characteristics, and how branding plays a part in creating positive customer perceptions while building a strong brand image.

2 Brand image types:

The image refers to how this audience decodes all the signs coming from the products, services, and communications issued by the brand. According to Georges Lewi and Caroline Rogliano, the image can be divided into the intended image, objective image, and perceived image:

2.1 The intended image :

Is what the company wants to convey to its different target audiences through various communication techniques such as advertising, direct marketing, promotion, relationship marketing, sponsorship, etc. This is what is known as the brand identity. It refers to the desired positioning of the company, such as the desire to have a high-end image.³⁴

³¹ BURMANN(C), RILEY(N), HALASZVICH (T) SCHADE (M): *“Identity-based brand management: fundamentals-strategy-implementation-controlling”*, edition Springer Gabler,Germany,2017,p56

³² KIRTI (D) : *Brand management principles and practices*, Education oxford university, England ,2012, p 53

³³ KELLER(K), APERIA(T), GEORGSON(M): Op.cit ,p58

³⁴ LEWI (G), ROGLIANO (C): *Moment opratique du branding*, edition Village Mondial, translated by us, Paris, p.222-224-226.

2.2 The objective image :

Here is the corrected version: the authentic image of a brand encompasses its strengths and weaknesses, as perceived and experienced by the company. The brand's products, along with their tangible attributes, play a crucial role, as does the marketing strategy. This includes defining the product offerings, target customers, pricing, and timing. Additionally, effective communication plays a vital role in conveying the brand's identity, while the brand's style is expressed through its points of sale (including architectural concepts of stores and showrooms), sales methods, and overall aesthetic. All these aspects significantly influence the brand identity.³⁵

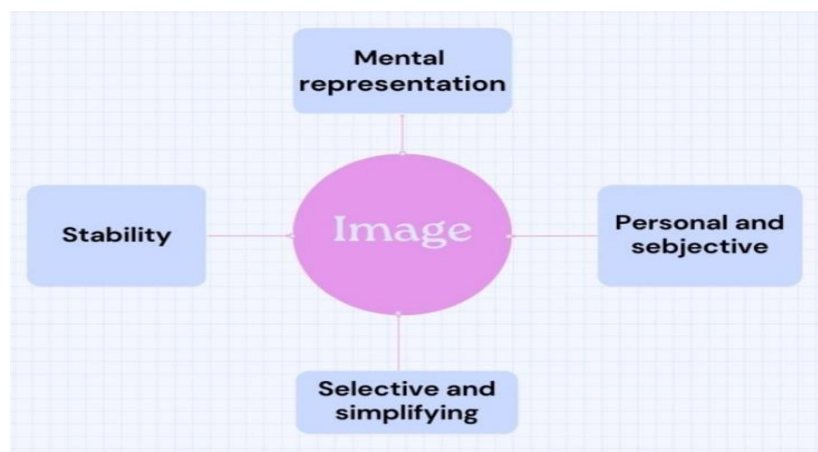
2.3 The perceived image :

The image that the target audience has after receiving the communication techniques used by the company. It is how the message is perceived, analyzed, and understood by the target audience (brand image). In other words, it is the result of the communication action.³⁶

3 The dimensions of a brand image:

Brand dimensions play a critical role in shaping the overall image of a brand. These are the four dimensions of a brand image:

Figure 1- 4 Brand image dimensions.



Source : LENDREVIE, (Jacques) et LEVY, (Julien) : *Mercator 2013 : Théories et nouvelles pratiques du marketing*, translated by us, edition Dunod,, 10th edition, 2013, p.822.

³⁵ LEWI (G), ROGLIANO (C) :Op.cit, p.222-224-226

³⁶ Ibid,p222-224-226

3.1 Mental representation :

The brand image is composed of numerous associations, whether spontaneous or not, that result when the brand name is mentioned.³⁷

3.2 Stability :

The brand image is the result of the public's attitudes and knowledge at a given moment, and since attitudes are stable, an image has inertia as a consequence. The inertia of the image is therefore an asset if the image is good, as it provides a lasting advantage due to its stability. However, it becomes a disadvantage if the image is bad, as it will take time and a lot of effort to correct it, as bad reputations are more persistent than good ones.³⁸

3.3 Selective and simplifying :

The brand image is, in a way, a summary that the public makes of the brand to simplify its perception. The spontaneous image is often easy to collect and interpret, while the latent image remains more difficult to obtain and analyze.³⁹

3.4 Personal and subjective :

The brand image remains different from one person to another; it is constructed from the common traits perceived by the public in the brand. Companies cannot limit themselves to measuring an average image for the entire market; they must identify the images perceived by the multiple segments of the market.⁴⁰

4 The Sources of Brand Image:

To evoke the attributes related to a brand, consumers refer to sources to make good judgments about the brand. These sources include:⁴¹

- The product itself: this includes everything that makes up the product such as its features, appearance, reliability, and especially its price.
- Customer experience: when a customer uses the product, they will have their own opinion about the product the quality of service after-sales as well as the brand image.

³⁷ LENDREVIE, (J) et LEVY, (J) : Mercator 2013 : Théories et nouvelles pratiques du marketing, translated by us, edition Dunod, 10th edition, 2013, p.822-823.

³⁸ Ibid, p, p.822-823

³⁹ Ibid, p, p.822-823

⁴⁰ Ibid, p, p.822-823

⁴¹ Ibid,p823

- Brand communication: this refers to how the product is communicated in all its forms, such as advertising, promotions, events, website, and social media.
- Reviews on consumer sites or Word-of-mouth communication about the brand.

With so many sources and messages, it can be challenging to ensure that communication is consistent to prevent any fragmentation of the brand's image

5 Concepts related to the brand image:

Despite the various definitions developed by different authors regarding brand image, this concept remains unclear to some. In fact, by itself, it is other concepts such as brand attachment, and brand personality that we will try to define its principles. In addition, there are two other concepts "brand equity" and "brand identity," which we will explain in the following section.

5.1 Reputation:

“Is defined by the responses of the types of questions stakeholders ask about a company to form their perception of the organization”⁴²

5.2 Brand attachment:

“How loyal a customer feels towards a brand. A strong form of attachment, adherence, refers to the consumer’s resistance to change and the ability of a brand to withstand bad news, in the extreme, attachment can become an addiction.”⁴³

5.3 Brand identity:

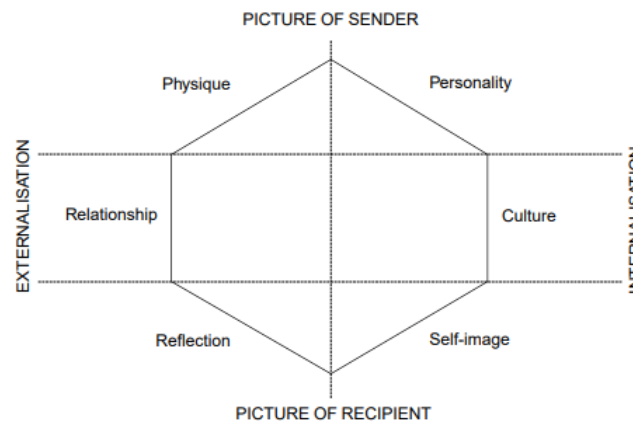
“A unique set of brand associations that the brand strategist aspires to create or maintain. These associations represent what the brand stands for and imply a promise to customers from the organization members”⁴⁴

Brand identity defines the essence of a brand, detailing its foundations, through an archeological approach examining the brand's history, products, and communications. Brand identity is not the same as the brand image; it covers all qualities that the company aspires to convey, while brand image relates to how consumers understand these qualities.

⁴² HANNINGTON(T): *How to measure and manage your corporate reputation*, edition Gower, 2004, p 8

⁴³ KELLER(K), APERIA(T), GEORGE(M): Op.cit ,p384

⁴⁴ AAKER(D) : Op.cit, p68

Figure 1- 5: Brand identity prism.

Source: KAPFERER (J): *New strategic brand management*, edition Kogan, 4th edition, Great Britain, 2008, p183.

The brand identity prism is based on all the quantitative and qualitative research elements of the brand. The six-faceted prism enables a comprehensive analysis of the brand identity.

- **Physique:** the element that immediately comes to mind when the brand is mentioned in a survey is the salient objective features, also it's both the brand's backbone and its tangible added value.⁴⁵
- **Personality:** Brand personality corresponds to the character traits associated with a brand. Brand characters, whether real or symbolic, allow brands to be endowed with personality traits.⁴⁶
- **Culture:** The set of values inspiring the brand is known as its source of aspirational force and it refers to the basic principles that guide the brand in its outward signs (products and communication).⁴⁷
- **Relationship:** refers to the various exchanges and transactions that a brand has with its audience.⁴⁸

⁴⁵ KAPFERER (J): Op.cit, p.184-185-186

⁴⁶ Ibid,p184-186

⁴⁷ Ibid,p184-186

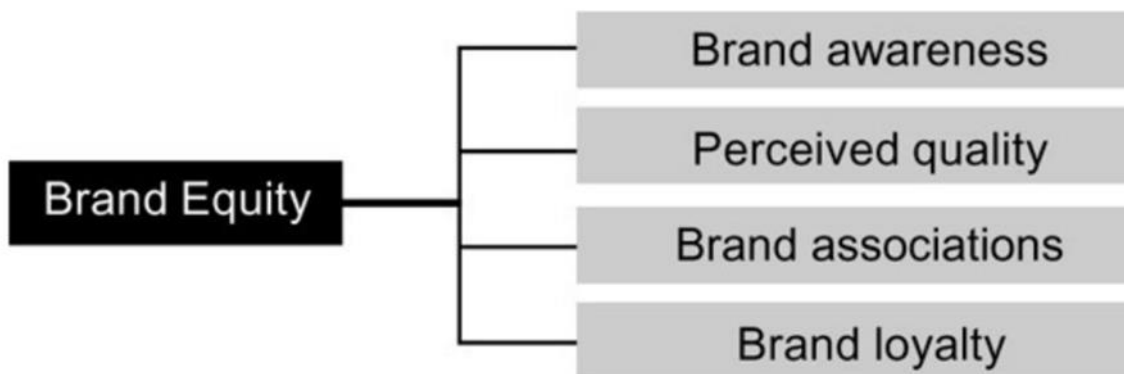
⁴⁸ Ibid,p184-186

- **Reflection:** represents the external image that the brand gives of its target, it refers to the users to whom the brand seems to be addressed.⁴⁹
- **Self-image:** coincides with the image that consumers or buyers have of themselves.⁵⁰

5.4 Brand equity:

“Brand equity is the added value endowed to products and services with consumers. It may be reflected in the way consumers think, feel, and act concerning the brand, as well as in the prices, market share, and profitability it commands”⁵¹

Figure 1- 6: The assets of brand equity.



Source: A.AAK ER (D): *Building strong brands*: edition the free press education, New York, 1996, p .9.

Brand equity is a set of assets (and liabilities) linked to a brand’s name and symbol that adds to (or subtracts from) the value provided by a product or service to a firm and/or that firm’s customers. The major asset categories are:

- **Brand awareness:** *“is an often undervalued asset; however, awareness has been shown to affect perceptions and even taste. People like the familiar and are prepared to ascribe all sorts of good attitudes to items that are familiar to them. The Intel Inside campaign has dramatically transferred awareness into perceptions of technological superiority and market acceptance.”⁵²*

⁴⁹ KAPFERER (J): Op.cit, p.184-185-186.

⁵⁰ Ibid, p.184-186.

⁵¹ KOTLER (P), KELLER (K): *“marketing management”*, edition Pearson education, 15th edition, Kendallville, 2016, p.324.

⁵² AAKER (D), JOACHIMESTHALER (E): *brand leadership*, edition the free press, New York, 2000, p 17.

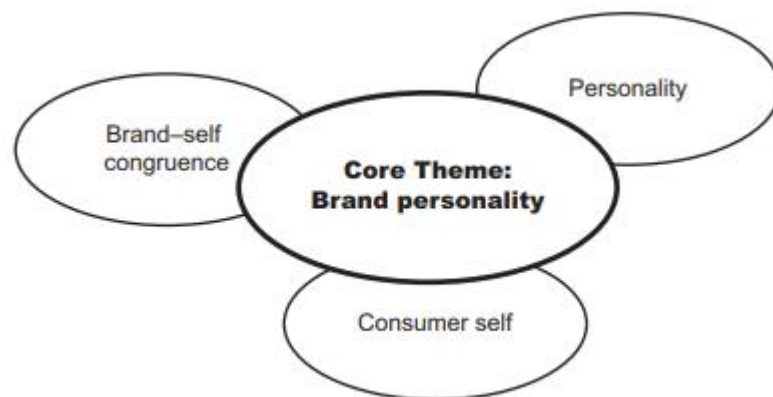
- **Perceived quality:** *This is a special type of association, partly because it influences brand associations in many contexts and partly because it has been empirically shown to affect profitability.*⁵³
- **Brand associations:** *“can be anything that connects the customer to the brand. It can include user imagery, product attributes, use situations, organizational associations, brand personality, and symbols. Much of brand management involves determining what associations to develop and then creating programs that will link the associations to the brand”*⁵⁴
- **Brand loyalty:** *“is at the heart of any brand's value. The concept is to strengthen the size and intensity of each loyalty segment. A brand with a small but intensely loyal customer base can have significant equity”*.⁵⁵

5.5 Brand personality:

*“A brand personality can be defined as the set of human characteristics associated with a given brand. Thus it includes such characteristics as gender, age, and socioeconomic class, as well as such classic human personality traits as warmth, concern, and sentimentality”*⁵⁶

There are three supporting themes of the personality approach cover, respectively:

Figure 1- 7: The core theme of the personality approach: brand personality.



Source: HEDING (T), KNUDTZEN(C), And BEJERRE (M): *Brand Management: Research, theory and practice*, edition Routledge, New York, 2009, p.129.

⁵³ AAKER (D), JOACHIMESTHALER (E): Op.cit, p17

⁵⁴ Ibid,p17

⁵⁵ Ibid,p17

⁵⁶ AAKER (D): Op.cit, p 141.

- **Personality:** Theory from psychology provides a framework for endowing brands with a relevant personality.⁵⁷
- **Consumer self:** How consumers use brands to construct self and the different layers of self that the brand manager must be aware of.⁵⁸
- **Brand self-congruence:** Describes how the congruity between the consumer's self and the brand determines how strong the brand personality can grow.⁵⁹

6 Functions and Roles of Brand Image:

A strong brand image can create a competitive advantage and enhance customer engagement. In this title, we explore the various functions of the brand image and how businesses can harness its power to achieve their marketing objectives:

- Brand image plays an important role in pioneering the advantage of the product, brand extension, and brand alliance. Pioneer products in a category that has a strong brand image will benefit because the pioneer product usually overshadows follower products.
- Brand image also allows the company to develop a brand of products from one market to another market segment through brand extension.
- It is a source of added-value products. In this context, many marketers recognize that brand image does not just encapsulate the consumer experience towards the product, but also can change the experience.
- It is a repository of value for the company. The brand name is a corporate storage of values as the investment result from advertising costs and the increase of accumulated product quality. The company can use the stored values as 'capital' to convert strategic marketing ideas into a long-term competitive advantage.
- A brand name with a strong image can also work in creating power in the distribution channel. This means that the brand does not only play an important role horizontally, in facing their competitors, but also vertically, in the acquisition of distribution channels, to have more control and bargaining power on the requirements made distributor.

⁵⁷ HEDING (T), KNUDTZEN(C), BEJERRE (M): Brand Management: Research, theory and practice, edition Routledge, New York, 2009, p128.

⁵⁸Ibid, p128.

⁵⁹ Ibid, p128.

7 Steps to build Brand Image

7.1 Constructing the Brand Identity :

A company cannot have complete control over its brand image, it can regulate its brand identity along with other elements of a brand strategy. Thus, it is crucial to comprehend the fundamental values that the brand represents and communicate them efficiently to the market and other audiences. This enables the company to build constructive associations that eventually shape the perceptions forming the brand image.

By transmitting clear messages about the brand's principles and objectives, it is possible to create favorable external perceptions (brand image) that are in harmony with the desired internal identity (brand identity).⁶⁰

7.2 Creating positive customer experiences :

The brand image is mostly shaped by customers' firsthand experiences with the brand, it is critical to create a positive impression at every customer interaction point.⁶¹

7.3 Positioning the brand :

Positioning refers to the method of providing value to the intended consumer in a distinctive and individualized manner.⁶²

7.4 Investing in effective communications :

Creating the desired brand identity and attempting to shape the consumer's actual image is pointless without effective communication. To influence the brand image, it is crucial to creatively advertise the brand's values and principles, which can create robust, distinct, and relevant associations in the minds of consumers.⁶³

8 Brand image measurement:

A strong brand image can improve customer loyalty, increase sales, and ultimately contribute to the success and growth of a company. However, measuring brand image can be a complex process.

There are multiple ways methods and tools to measure brand perception and how consumers feel about the brand image, the most common tools are:

⁶⁰ <https://www.thebrandingjournal.com/2021/03/brand-image/> (01/04/2023, at 00h22).

⁶¹ Ibid.

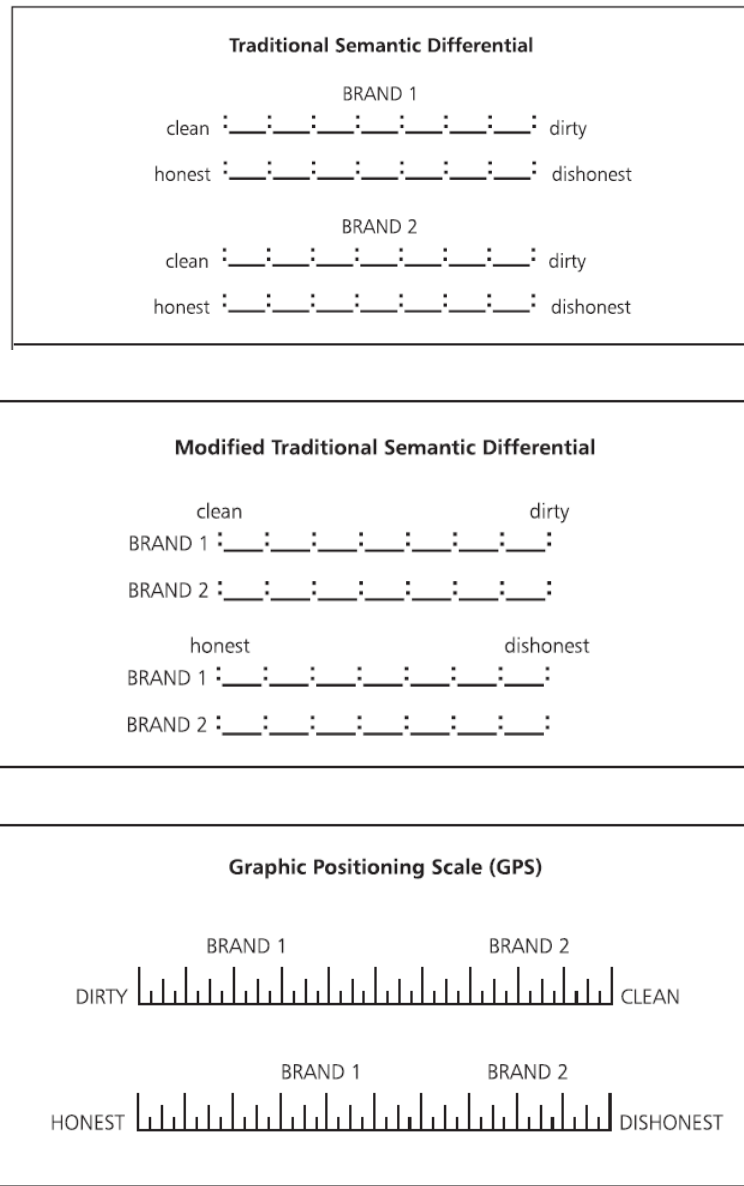
⁶² Ibid.

⁶³ Ibid.

8.1 Attitude Scale :

The Attitude Scale measures a subject's attitude towards a brand through a set of statements that can be measured using the Likert or semantic differential scale. The semantic differential scale has three types: Traditional, Modified Traditional, and Graphic Positioning scale. There is a debate on this.⁶⁴

Figure 1- 8: Types of an attitude scale.



Source: CIAN (L): “How to measure brand image”, a reasoned review, N° 2, Virginia, August 2011, p.166-168.

⁶⁴ CIAN (L): “How to measure brand image”, a reasoned review, N° 2, Virginia, August 2011, p.166-168.

8.2 Survey :

*“Companies undertake surveys to assess people’s knowledge, beliefs, preferences, and satisfaction and to measure these magnitudes in the general population”*⁶⁵

An online survey to measure your brand's performance in terms of its image is a great way to gain useful insights quickly. However, it's essential to ask the right questions. Begin by gathering demographic information so that you can analyze how perceptions of your brand differ by age, gender, and location. Then focus on determining what aspects consumers associate with your brand. Keep in mind that this survey is another opportunity for consumers to engage with your brand, and it will affect their overall perception of it.⁶⁶

8.3 Brand audit :

To understand consumers' perceptions and awareness of brands, marketers should perform a brand audit to analyze the structure of consumer knowledge. *“A brand audit is a comprehensive examination of a brand in terms of its sources of brand equity”*⁶⁷

A brand audit is a process that focuses on assessing a brand's health from a consumer perspective. It involves identifying and evaluating the sources of brand equity and suggesting ways to improve and capitalize on them. To conduct a brand audit, it is necessary to understand both the company's and the consumer's perspectives on the brand. The purpose of a brand audit is to set a strategic direction for the brand, identify growth opportunities, and address potential challenges. Regular brand audits are essential to keep a brand responsive how to analyze data from these scales.

8.4 Social media monitoring :

There are numerous definitions of "social media monitoring" due to the diverse range of purposes it serves. These purposes can vary from simply monitoring social media conversations to conducting intricate analyses of social media marketing efforts.

*“Social media monitoring is defined as the process of tracking, measuring, and evaluating an organization's social media marketing initiatives.”*⁶⁸

⁶⁵ KOTLER (P), KELLER (K): *“Marketing management”*, edition Pearson education, 15th edition, England 2016, p.128.

⁶⁶ <https://www.askatest.com/blog/guides/brand-image-survey-questions> (seen 29/03/2023 at 22:18).

⁶⁷ KELLER (K), APERIA (T), GEOGSON (M): Op.cit, p392.

⁶⁸ BARKER (M), BARKER (D), BORMANN (N), NEHER (K): *“Social media marketing a strategic approach, south western”*, 2013, p 280.

8.5 Brand-tracking studies :

*“Use the brand audit as input to collect quantitative data from consumers over time, providing consistent, baseline information about how brands and marketing programs are performing. Tracking studies help us understand where, how much, and in what ways brand value is being created to facilitate day-to-day decision making”*⁶⁹

8.6 Qualitative interpretive research :

This approach is known as "thick-descriptive" because it involves in-depth and detailed discussions. It involves analyzing non-numeric data, such as words, to interpret scientific data. The purpose of qualitative inquiry is to understand the meaning behind human actions by describing the fundamental features of social objects or human experiences. There are multiple ways to collect qualitative data. Qualitative research includes various tools of studying society that focus on textual analyses like content, conversation, discourse, and narrative analyses, which are the Focus group, which is a gathering of 6 to 10 people, to discuss various topics. The goal is to uncover consumers' real reasons they say and do certain things.

Another approach is the case study, which is used to answer questions related to "how" or "why." It is particularly useful when there is limited control over the real-life context. In addition, there is ethnography, participant observation, and interviews.⁷⁰

8.7 Customer feedback :

Customer engagement is a growing research stream within customer management research. Acknowledged as a form of customer engagement, customer feedback can be of positive or negative valence or it can also be valence-free taking the form of suggestions and comments. We contended that five types of customer feedback can be identified: Positive compliments, negative complaints, valence-free comments, concerns (when the customer outlines an issue that is not a complaint, but has the potential to become a problem if not addressed), and, counsel (suggestions and constructive critical reviews).⁷¹

⁶⁹ KOTLER (P), KELLER (K): Op.cit, p.338.

⁷⁰ JACKSON(R), CAMARA (S), DRUMMOND (D): *“Qualitative Research”* Reports in Communication, No 1, 2007, p.25-26.

⁷¹ NASR (P), BURTON (J), GRUBER (T): *“Exploring the impact of customer feedback on the well-being of service entities”* A TSR perspective, 25 No, August 2014, p.3.

8.8 Competitive analysis :

A competitive analysis is an investigation of market competition. It examines by what means market organizations, mainly firms, try to improve their performance and achieve their objectives by shaping their strategies to take advantage of all of the potentially exploitable forces, assets, and mechanisms at work in their business environment; to find and secure long-term economic success and leading position for their business activities and products.⁷²

⁷² SANTAGIUSTINA (C): “*Competitive Analysis Vademecum*”, January 2014, p.20.

Conclusion:

In conclusion, the concept of the brand is multi-faceted and encompasses several components. We explored various types of brands such as product brands, corporate brands, personal brands, etc. Furthermore, we identified that the key functions of a brand are to establish recognition for products or services and to create an emotional connection with consumers. Building a successful brand involves defining your target audience and developing messaging that resonates with them while also setting them apart from competitors.

We also delved into the importance of creating a strong visual identity through design elements like logos and packaging. Brand image plays an essential role in attracting customers' attention toward the products or services; it shapes how people perceive the company's values.

Lastly, measuring the effectiveness of a firm's branding initiatives can be done via metrics such as customer surveys and interviews. It is crucial to determine what aspects have the most impact, when considering areas where improvements need making alongside using appropriate methods for maintaining consistency across all channels! Creating positive perceptions among existing & prospective audiences, which eventually leads ameliorated brand image.

It is with this perspective that companies strive to create a strong and positive image of other competitors and carefully monitor the evolution of their brand image to gain further advantages.

CHAPTER 2 : SOCIAL MEDIA

Introduction

In today's digital age, social media has become one of the most powerful tools for businesses to establish their brand image and reputation. With millions of active users across various platforms, social media offers businesses a unique opportunity to engage with their customers, build relationships, and promote their brand in a way that was not possible before.

By leveraging social media, businesses can create a strong and consistent brand image that resonates with their target audience. Whether it's through engaging content, creative visuals, or interactive campaigns, social media allows businesses to showcase their values, mission, and unique selling proposition in a way that sets them apart from the competition.

At the same time, social media also enables businesses to monitor and manage their brand image by providing real-time feedback and insights from their customers. By listening to their audience and responding to their feedback, businesses can build trust and loyalty, and ultimately strengthen their brand image.

In short, social media has become an essential component of any effective branding strategy.

Section 01: Basics of social media marketing

We will talk in this section about the history of social media, its definition, and what is a social media marketing.

1 History of social media:

To understand why social media is widely used and constantly changing, it's crucial to examine its evolution over time. Here is a timeline of how internet technologies have embraced communication and collaboration, starting from the early days of bulletin board systems and leading up to some of the latest trends:

1.1 From “one to one” to “one to few”:

From 1978 to 1989, the "Computerized Bulletin Board System" was the first form of social media, allowing members of a community to post messages and democratize content. It enabled people to move beyond “one-on-one” conversations and engage in “one-to-few” discussions, saving time and allowing for collaboration. With increasing functionality, virtual communities could engage in conversations, access documents, and use message boards. This marked the beginning of electronic conversations.⁷³

1.2 The adoption of 1.0 -The Internet Comes Alive:

Between 1990 and 1994, Internet access was mostly limited to government, military, and academic organizations. However, in 1993-1995, internet service providers started offering services to the general public, allowing individuals to participate in forums and create basic websites. While these early forms of social media were simple, they paved the way for scalable solutions. Though they eventually lost popularity, they introduced millions of users to interactive experiences, including email.⁷⁴

1.3 The Conversation Takes a Breath-The Dot-com Bubble:

Between 1995 and 1999, there was a boom in web technologies, e-commerce, and online ad serving, which led to a burst in the internet bubble. Venture capital was mainly applied to commerce and advertising-supported business models, resulting in less emphasis on the evolution of social media. However, a few standout applications began to shape the future of social media, such as ICQ, the first mainstream application of micro-formatted content, and Six

⁷³ SCOTT (P), JACKA (M): “*Auditing social media: a governance and risk guide*”, edition John Wiley & Sons Inc., New Jersey, 2011, p6-7.

⁷⁴ Ibid, p7.

Degrees.com, which allowed users to establish a profile, connect with friends and family, and build a virtual community. Additionally, blogging began to gain traction during this time, with the ability to add comments and engage in conversations. These developments guided the next generation of social media organizations, emphasizing the importance of allowing members to become publishers of content and form relationships.⁷⁵

1.4 The Conversation Grows One to Many:

Social media site development and content creation grew significantly, with the emergence of user-generated content and the recognition that people were creating content and engaging in conversations without organizational participation. Friendster, launched in 2003, was the first social media platform that appeared to solve most of the issues faced by its predecessors. This was also the year that LinkedIn, a platform for professional colleagues to connect and collaborate in groups, was launched. Additionally, WordPress was launched, which allowed individuals without programming knowledge to start a blog in minutes. In 2003, social bookmarking was introduced with the launch of del.icio.us, while Myspace, which gave users more control over how their content was displayed and consumed, was launched in August. Flickr, a photo-sharing site that grew to include billions of pages of photos, videos, and community content, was launched in 2004.

In 2004, social media platforms continued to expand and in April of that year, Facebook was established. Within two years, Facebook's user base had grown to 12 million and has since increased to over 500 million active users, as reported by the company. By 2010, Facebook had become a dominant force in the social media landscape, with more than 30 million users engaging on the platform each month.⁷⁶

1.5 User Adoption 2.0-The Conversation Comes Alive:

There was a significant increase in the adoption of social media platforms in this period, resulting in a remarkable change in how users connect, converse, and build relationships. Major advances in social media tools and technologies that facilitated adoption characterized this period. YouTube, launched in 2005, allowed the average internet user to share videos with a simple user interface, solving issues related to broadband internet access and online storage. Twitter, launched in 2006, enabled micro-format content publishing, allowing individuals to follow others and provide status updates in short bursts. Facebook's availability to the public,

⁷⁵ SCOTT (P), JACKA (M):Op.cit, p.8-9.

⁷⁶ Ibid, p.9-14.

combined with Twitter's launch and the ability to send text messages from mobile devices, led to a shift from long-form content to shorter, bite-sized content.⁷⁷

1.6 The Launch of the Stratosphere:

The trend away from traditional blogs and static web pages continued to increase through 2010, with the term "blogosphere" fading and the term "stratosphere" emerging. Although there is still interest in blogs and sharing opinions, content creation is shifting from personal opinions to real-time updates on current events. The widespread use of smartphones with GPS capabilities accelerated this shift.⁷⁸

2 Social media definition:

Several authors have explored the new concept of social networks and have provided various definitions that help us understand this phenomenon. Consequently, we now have multiple definitions of social networks, which may share similarities, but are based on different perspectives from various authors:

Boyd defined social media: *"I use the term social media to refer to the sites and services that emerged during the early 2000s, including social network sites, video-sharing sites, blogging and microblogging platforms, and related tools that allow participants to create and share their content"*.⁷⁹

Hunsinger and Senft see that social media means *"networked information services designed to support in-depth social interaction, community formation, collaborative opportunities, and collaborative work"*.⁸⁰

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"*⁸¹

⁷⁷ SCOTT (P), JACKA (M):Op.cit, p.14-15.

⁷⁸ Ibid, p.15-16.

⁷⁹ FUCHS (C): *"social media a critical introduction"*, edition sage, 2nd edition, London, 2017, p.38.

⁸⁰ Ibid, p.38.

⁸¹ GATTIKER (U): *"Social Media Audit"*, Chandos Publishing, 1st edition, London, 2014, p.14.

When we consider all three definitions together, we can define social media as a digital environment that emerged during the early 2000s, consisting of various platforms and tools that allow individuals to create, share, and exchange information and content with others along their social connections.

This environment facilitates in-depth social interaction, community formation, and collaborative work, supporting the creation of distributed discussions or communities that can span across different individuals and networks.

3 The different forms of social media:

There are primarily social media forms, which are:

3.1 Online communities and forums:

Consumers, sponsored or companies can create online communities forums to facilitate communication among members who share similar interests or affiliations. Such online platforms provide companies with valuable information and insights that are hard to obtain through other channels. Successful online communities are those that foster individual and group activities, which help build strong bonds among community members. These groups can serve as customers' primary sources of product information after warranties expire. Companies can use these platforms to collect and convey information, and the flow of information is two-way, allowing companies to gain a better understanding of customer needs and preferences.⁸²

3.2 Blogs:

Blogs have emerged as a powerful platform for word-of-mouth communication, with millions of blogs available online. While some blogs are personal and meant for close friends and family, others are designed to reach a wider audience and influence them. The primary advantage of blogs is that they bring together people with similar interests. In response, corporations have also started creating their blogs and closely monitoring the blogs of others. However, some customers also use blogs and videos as a means of seeking revenge against a company's bad service or defective products. Such retaliations by customers have gained legendary status in some cases.⁸³

⁸² KOTLER (P), KELLER (K): "*Marketing management*", edition Pearson England, 15th, 2016, p.643.

⁸³ Ibid, p.643.

3.3 Wiki:

A wiki is a type of website where people with access can easily modify, add, or remove web pages and their contents. It looks very similar to regular websites that have static information, but unlike them, wikis can be edited. Usually, groups of people who aim to collaborate and share knowledge on one or more topics create wikis. This sets them apart from blogs, which are generally authored by individuals. The knowledge construction process on a wiki is ongoing and contributors collaborate to create a constantly changing web space that reflects the community's understanding at any given time. Wikis are, therefore, always-unfinished works in progress. The most well-known example of a wiki is Wikipedia, which allows anyone to create and edit articles on any topic. It is important to note that not all wikis are Wikipedia.⁸⁴

3.4 Social networks:

Social networks have become a crucial factor in both business-to-consumer and business-to-business marketing. Some of the most prominent social networks include Facebook, LinkedIn, and Twitter. Each of these platforms offers different benefits to firms. For instance, Twitter serves as an early warning system that enables rapid response, while Facebook allows for deeper engagement with consumers. However, marketers are still figuring out the best ways to leverage social networks and reach their vast, well-defined audiences. Since social networks are primarily noncommercial and users join to connect with others, grabbing attention and persuading them can be challenging. Furthermore, since users generate their content, advertisements may end up alongside inappropriate or offensive material. Apart from advertising, companies can also join social groups and participate actively, just like any individual. Having a Facebook page has now become a virtual prerequisite for many businesses.⁸⁵

⁸⁴ POOR (M): “*Studying and researching with social media*”, edition Sage education, London, 2014, p.60-61.

⁸⁵ KOTLER (P), KELLER (K): Op.cit, p.644.

4 Social media platforms:

4.1 Facebook:

Mark Zuckerberg, Eduardo Severin, Dustin Moskovitz, and Chris Hughes, who were then Harvard students and founded Facebook in 2004, Facebook became a public company on 01 February 2012.

Facebook is the biggest social network globally and offers a free and user-friendly platform for people to connect with friends, family, organizations, and others. Users can easily share photos, videos, status updates, and web content. To join Facebook, users can visit facebook.com or download the smartphone app, and sign up using an email address or mobile phone number along with personal information such as name and date of birth. Personal profiles can be customized with profile pictures, cover photos, and contact information to help users search and connect with others they know. It's important to note that users must be at least 13 years old to create an account on Facebook.⁸⁶

4.2 Snapchat:

It is a mobile messaging application used to share photos, videos, text, and drawings. It is best known for how it self-destructs content once it has been seen by the intended audience.⁸⁷

4.3 Instagram:

Instagram, a highly popular social media platform, allows users to share photos and videos. With over 150 million active users, it has become a craze across all age groups. This platform is especially useful for businesses that rely on visual media such as fashion, food, design, and travel. By sharing images or videos of their products, businesses can promote themselves and even hold contests to generate publicity. Linking an Instagram account to a business website is possible, and businesses can mention it in their posts on other social media sites. Utilizing Instagram can help generate web traffic for the website and increase interest.⁸⁸

4.4 TikTok:

TikTok appears to be a platform for watching interesting, usually amusing short videos and expressing creativity. TikTok is aimed at people who desire to entertain others by

⁸⁶ WESTERMAN (L), NGUYEN (T): “*Social media basics a guide on using digital channels to achieve change on NCDS*” Geneva, 2018, p.5.

⁸⁷ Ibid, p.20.

⁸⁸ KENNEDY (G): “*Social Media: Master Social Media Marketing - Facebook, Twitter, YouTube & Instagram*”, edition Paperback, 2016, p.15.

expressing themselves creatively. TikTok, according to Yang and Zilberg (2020), is a platform for creative expression.⁸⁹

4.5 Twitter:

Twitter is a social media platform that has around 300 million registered users, but only half of them are active. Despite this, Twitter still attracts a significant number of Internet users, accounting for about 20% of all Internet users. However, it receives fewer visits than other social media platforms such as Facebook and YouTube, as its members tend to visit less frequently. One of the reasons behind Twitter's appeal is its efficiency, thanks to its 140-character posts, keyword, and hashtag-driven searches, and clean scrolling activity feed, which can deliver a wealth of information in a matter of seconds.

Twitter is a hybrid platform that combines microblogging and social networking. It is a great tool for aggregating special-interest news, spotting trends, and finding, following, and connecting with like-minded individuals. Twitter is less reciprocal than other social networks, such as Facebook or LinkedIn, as it encourages thousands, if not millions, of users to follow the most influential voices in the Twitter community, rather than communicating one-to-one with friends and connections.⁹⁰

4.6 LinkedIn:

LinkedIn is a website that primarily serves as a professional networking platform, allowing users to search for jobs, find potential recruits, and connect with colleagues and clients. In addition to facilitating these activities, LinkedIn also offers organizations a means of establishing and expanding their online presence and support network.⁹¹

LinkedIn boasts a membership of more than 175 million people globally. For businesses that focus on B2B interactions, it should be a priority when it comes to corporate social media strategies. However, even if a company is in the B2C sector, the platform can still play a valuable role in building the personal brand of its employees and in connecting them with potential vendors, resources, and partners that can help in managing a successful social media program.⁹²

⁸⁹ AUBREY (M), DAVE (M): *"TikTok as a Platform for Marketing Campaigns: The effect of Brand Awareness and Brand Recall on the Purchase Intentions of Millennials"*, 2022, p.344.

⁹⁰ SCOTT (P), JACKA (M): Op.cit, p.42, 43.

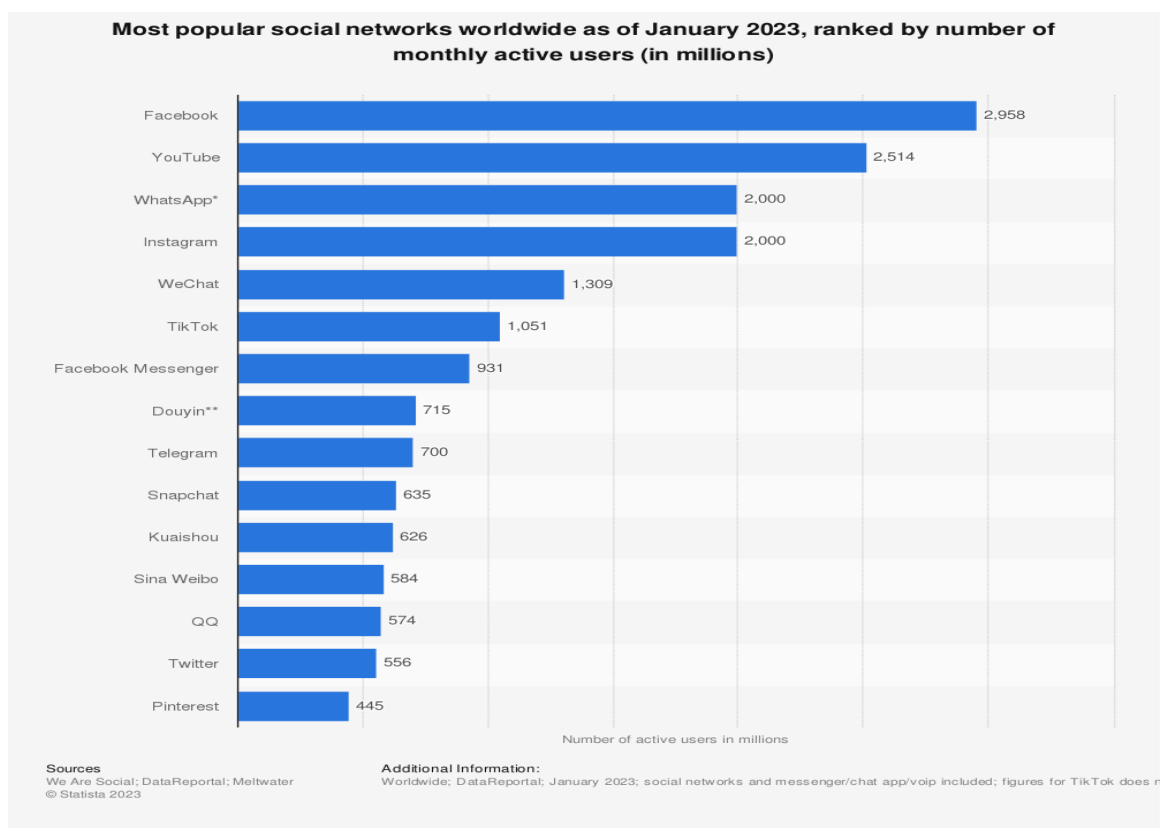
⁹¹ WESTERMAN (L), NGUYEN (T) :Op.cit, p18.

⁹² SCOTT (P), JACKA (M): Op.cit, p.48, 49.

4.7 YouTube:

YouTube is an immensely popular video-sharing platform that attracts a significant amount of traffic, making it a valuable addition to any social media marketing strategy. While not strictly a social media site, businesses can leverage its many features to enhance their online presence and generate interest in their products or services. As a free and open platform, YouTube allows users to publish videos related to their business or interests. It also offers paid advertising options, which enable advertisers to highlight their content on other user-uploaded videos for greater visibility and reach. However, verifying the accuracy of uploaded information can be compromised given insufficient oversight mechanisms within the platform.⁹³

Figure 2- 1 : Most popular social media networks worldwide in 2023 ranked by number of monthly active users.



Source : <https://fr.statista.com/> (seen 29/05/2023/ at 01:16)

⁹³ KENNEDY (G): Op.cit, p.16.

5 Social media marketing definition:

“Social media marketing is the use of social media to facilitate exchanges between consumers and organizations. It's valuable to marketers because it provides inexpensive access to consumers and a variety of ways to interact and engage consumers at different points in the purchase cycle”.⁹⁴

6 Social media marketing objectives:

As social media marketing has picked up pace in recent years, organizations can now achieve a wider range of objectives through it. These objectives are illustrated in Figure 02 and encompass various marketing activities such as promotion, branding, customer service, relationship management, retailing, commerce, and marketing research.⁹⁵

Figure 2- 2: social media marketing objectives.



Source: TUTEN (T), SOLOMON (M): “*Social media marketing*”, edition sage, 2nd edition, London, 2015, p.37.

6.1 Promotion and Branding:

Using social media marketing for promotional purposes aims to help consumers progress through the purchase process. Marketers focus on different stages of this cycle, such as boosting brand recognition, improving brand perception and reputation, establishing strong brand value, stimulating interest, and encouraging action. Marketers to affect consumer attitudes and guide

⁹⁴ TUTEN (T), SOLOMON (M): “*Social media marketing*”, edition sage, 2nd edition, London, 2015, p.37.

⁹⁵ Ibid, p.24.

them toward their desired actions using targeted promotional messages throughout various social platforms can utilize social media.⁹⁶

Increase awareness: Through social media marketing, brands can enhance their awareness by being actively present in virtual environments where prospective customers spend most of their time and incorporating social media into their overall marketing strategy.

Influence desire: Social media promotions have the power to create a desire in consumers similar to that of traditional advertising, catalogs, and featured events. By using these techniques, businesses can influence customers' perceptions and persuade them towards recognizing their want products or services.

Encouraging experimentation: social media has the potential to aid in promoting testing and maintaining customer loyalty programs.

Facilitate purchase: social media platforms can function as both a distribution channel and location for various sales promotion incentives such as group offers and deals. Numerous customers follow or “like” brands on social networks to become eligible for exclusive discounts.

Brand loyalty: Social media platforms provide interactive opportunities for customers to engage with the brand, which can potentially increase their devotion and lead to enhanced cement brand loyalty.⁹⁷

6.2 Customer Relationship Management:

Social CRM uses customer feedback to improve offerings and strengthen brand-customer relationships. Brands benefit from using social media properly, as satisfied customers share recommendations with their networks, leading to earned media.

However, Interactions with customers can have negative consequences on social media when things go wrong. Customers share their bad experiences with others online.⁹⁸

6.3 Marketing Research:

Marketing research is now presented with new and thrilling opportunities through social media. These platforms can be utilized for gaining insights during the creative process's discovery stage or when seeking ideas to develop new products, providing fresh tools that allow

⁹⁶ TUTEN (T), SOLOMON (M): Op.cit, p.24.

⁹⁷ Ibid, p.24.

⁹⁸ Ibid, p.24.

companies to hear customers discussing their interests, lives, needs, and desires. This practice of monitoring customer conversations on social media is referred to as "social listening."⁹⁹

6.4 Retailing and E-Commerce:

The final significant utilization of social media marketing is in the realm of retail and e-commerce. We have previously discussed methods for brands to motivate potential customers to try out products or make a purchase through social media promotions. As an average consumer, you have probably relied on online reviews and ratings before making any purchasing decisions. However, now social storefronts are available where groups of friends can shop together in real-time even if they are not physically together. This allows brands to use social media as a platform for selling their merchandise while simultaneously providing space for consumers' product reviews and ratings, as well as facilitating applications that assist with group shopping among friends online - all within the domain known as "social commerce".¹⁰⁰

Section 02: Social media strategy

Social media has become an integral part of our daily lives and it is now one of the most important platforms for businesses to connect with their target audience. To stand out in this digital age, having a well-crafted social media strategy is crucial. A successful social media strategy not only helps in building brand awareness but also drives traffic to a business's website and increases revenue generation. Today, businesses rely heavily on different social media channels such as Facebook, Instagram, Twitter, LinkedIn, and more to reach their target audience effectively. In this section, we will go deeper into the world of social media strategies from creating meaningful content to ...

1 Steps in building successful social media strategies:

Developing a solid social media strategy requires careful planning and consideration. To create an effective strategy that aligns with the company's goals, these steps are the key:

1.1 Situation Analysis:

The analysis of the current situation highlights the existing predicament or favorable circumstances that the organization is faced with. An important aspect of this process involves

⁹⁹ TUTEN (T), SOLOMON (M): Op.cit, p.24.

¹⁰⁰ Ibid, p.24.

conducting a social media audit, which goes beyond basic information that marketers need to know and delves into comprehending how the brand has performed on social media platforms. The evaluation encompasses several factors such as consistency of profiles about brand image, frequency and types of activity, level of responsiveness, and engagement displayed in past activities among other performance indicators.

Moreover, assessing the SWOT analysis of a brand will bring to light significant factors related to the company's internal and external circumstances that may affect its options, abilities, and resources. The acronym stands for strengths, weaknesses, opportunities, and threats, which warrant consideration when strategizing. Strengths and weaknesses are controllable elements inherent within an organization that can affect its operational efficiency - referred to as the internal environment. On the other hand, there are uncontrollable outside factors consisting of opportunities or potential gains alongside threats or challenges faced by an entity - referred to as external surroundings; these conditions require appropriate planning in response from management since they cannot be controlled directly like those in the internally-controlled environment mentioned earlier.¹⁰¹

1.2 Considering the company's long-term goals when setting social media marketing goals and set a budget:

Understanding the company's long-term objectives is a crucial stage. This will help to establish social media marketing goals that directly contribute to the overall success of the business. Whether the focus is on brand awareness, lead generation, customer engagement, or sales conversion, ensure that social media goals are in line with the broader organizational goals.¹⁰²

The planner elaborates on what is expected of the social media campaign and what financial and human resources are available to achieve those objectives at this level of the process. An aim is a specific statement about a planned social media engagement that describes what that action seeks to achieve. The objective's substance will vary depending on the situation and the challenge at hand. For example, the campaign could be developed to supplement the organization's previous marketing communication initiatives. Assume the brand is a co-sponsor of a concert series. This series is an event marketing strategy that is integrated into the overall

¹⁰¹ TUTEN (T), SOLOMON (M): *"Social media marketing"*, edition sage, 3rd edition, London, 2018 p166.

¹⁰² GUPTA (R), MADAN (S): *"Digital Marketing the Science and Magic of Digital Marketing Can Help You Become a Successful Marketing Professional"*, edition BPB online, London, 2023, p.198.

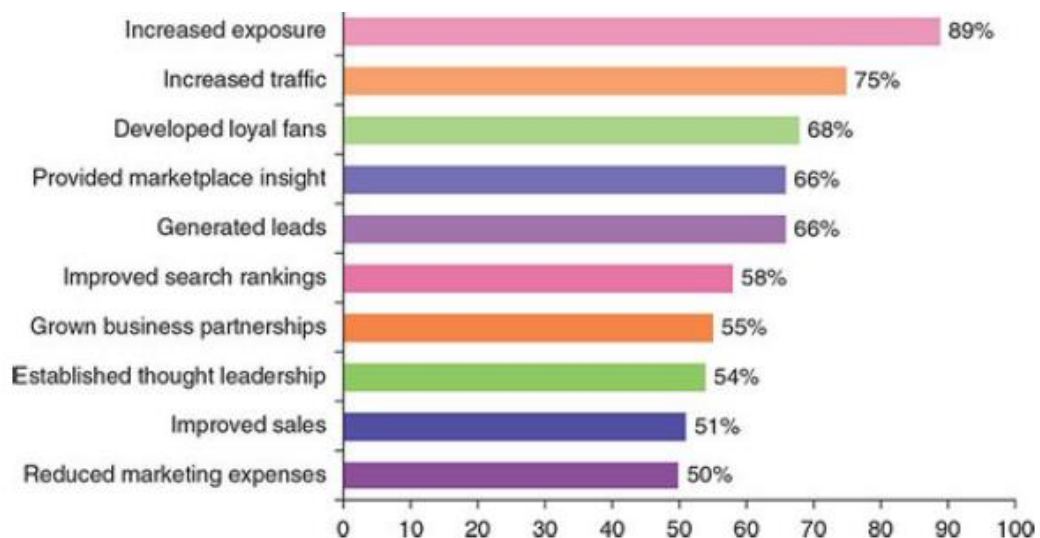
marketing communications strategy. However, the organization recognizes that using social media to promote the event can generate pre- and post-event interest.¹⁰³

1.3 Basics objectives:

Here are some important and basics objectives:¹⁰⁴

- Boost brand awareness.
- Improve the reputation of a brand or product.
- Enhance website traffic.
- Strengthen or supplement public relations efforts.
- Increase your search engine rankings.
- Improve the perceived quality of client service.
- Make sales leads.
- Reduce the costs of client acquisition and support.
- Increase company sales/revenue.

Figure 2- 3: the best social media objectives pursued by marketers.



Source: TUTEN (T), SOLOMON (M): *“Social media marketing”*, edition sage, 3rd edition, London, 2018 p.170.

1.4 Objectives characteristics’ :

At this stage of planning, it is critical to describe the objectives in a way that will assist the planner in making future choices during the planning process and finally measure the extent

¹⁰³ TUTEN (T), SOLOMON (M): Op.cit, p.169.

¹⁰⁴ Ibid, p.169.

to which the target was achieved at various stages throughout the campaign. A well-stated, executable objective should include the following characteristics:¹⁰⁵

- Provide specifics (what, who, when, and where).
- Be measurable.
- Specify the desired change (in comparison to a baseline).
- Include a schedule.
- Maintain consistency and be realistic (in light of other company activities and resources).

1.5 Learning everything about the target market:

It is critical for efficient social media marketing to create a social media profile of the target audience. This profile comprises the target audience's social activities and styles in addition to the demographic, geo-demographics, psychographic, and product-usage aspects indicated in the brand's marketing plan. It takes into account their level of social media activity, the channels they utilize, the communities in which they participate, and their conduct inside social communities. These profiles are called "personas".

Strategic planners must comprehend the basic target audience as well as the significant segments inside that core target. They must identify the social communities in which the audience participates, as well as their social media usage patterns and interactions with other companies. Insights from consumer profiles developed for the brand's overall marketing and communication plans might be useful in understanding the profile of the target market.

Planners should also understand how and when their clients connect in online social communities, as well as the gadgets they use to do so. This understanding aids in the development of a consumer profile and enables the mapping of a typical day for social media users as well as the gathering of data on their internet activities.¹⁰⁶

Conduct market research to gather insights into the audience's demographics, interests, online behaviors, and preferences. This knowledge will enable to creation of content and messaging that resonates with the target market, increasing the likelihood of engagement and conversion.

¹⁰⁵ TUTEN (T), SOLOMON (M): Op.cit, p.169-170.

¹⁰⁶Ibid, p.172-173.

The most effective way is to engage in market research utilizing methods such as online surveys, customer interviews, or the establishment of a focus group.¹⁰⁷

1.6 Developing familiarity with competitors' products and services:

Analyzing the competitors' social media presence can provide valuable insights. Study their content, engagement strategies, and overall brand positioning. Identify what sets the business apart and brainstorm ways to differentiate the company on social media. This understanding will help to develop a unique value proposition and create content that stands out in the competitive landscape. Knowing the competitors is a good step to knowing where to position and to do a benchmark.¹⁰⁸

A competitive social media study should address the following questions:

- Which social media channels and vehicles are rivals using?
- What are their strategies for presenting themselves through those channels and vehicles? Include a profile analysis, company information offered, tone, and activity.
- Who are their supporters and followers? What are the reactions of fans and followers to the brand's social activity?¹⁰⁹

1.7 Performing a social media audit:

Conducting a thorough audit of current social media accounts is a critical step in optimizing the social media strategy and tracking results. This audit entails assessing the accounts' current performance, including indicators such as follower count, engagement rates, and content efficacy. Brands may identify strengths and weaknesses, discover chances for progress, and decide which platforms are producing the best results by going deeper into these areas.

- **Follower Count:** Examine the growth of followers across various platforms over a specified time period. Examine the rate of follower acquisition, look for any notable changes or trends, and compare growth across platforms. This research reveals information about the brand's reach and potential audience.
- **Rates of Engagement:** Assess the level of engagement generated by social media posts, such as likes, comments, shares, and click-through rates. Examine the levels of

¹⁰⁷ GUPTA (R), MADAN (S): Op.cit, p.198

¹⁰⁸ Ibid, p.198.

¹⁰⁹TUTEN (T), SOLOMON (M): Op.cit, p.167.

interaction for various sorts of material, such as photographs, videos, articles, or polls. Identify engagement patterns or trends and compare performance across platforms. This analysis determines the effectiveness of content in catching the attention of the audience and driving interaction.

- **Content Effectiveness:** Assess the effectiveness of individual postings and campaigns. Examine the reach, impressions, and engagement metrics of various pieces of content. It determines which forms of material are most appealing to the audience, such as educational articles, engaging films, or interactive polls. Analyze the efficacy of calls to action and conversions made via social media outlets.
- **Platform Evaluation:** Evaluating the performance of each social media platform in use. Comparing platform follower growth, engagement rates, and content efficacy. It determines which platforms produce the best outcomes in terms of audience engagement, brand visibility, and conversion rates. This study aids in the allocation of resources and the concentration of efforts on platforms that produce the best returns¹¹⁰

Conducting a comparative analysis of the competitor's social media accounts. Examine their fan bases, engagement rates, and content initiatives. Determine where competitors outperform and where the brand has a competitive advantage. This study aids in the identification of prospective possibilities and areas for improvement in the social media strategy.¹¹¹

Table 2- 1: Social media audit

Social media platform	Questions
Facebook	<p>How many Likes do we have?</p> <p>How often do we post?</p> <p>What is our push/pull mix?</p> <p>What types of media do we use?</p> <p>Does our Facebook link to our website?</p> <p>Do we have an updated cover and profile?</p>

¹¹⁰ TUTEN (T), SOLOMON (M): Op.cit, p.167-168.

¹¹¹ GUPTA (R), MADAN (S): Op.cit, p.198.

Instagram	<p>How many followers do we have? What is our media mix for posts?</p> <p>What kind of hashtags do we use?</p> <p>Does our profile link to our website? What is our social media voice?</p>
Google+	<p>How many followers do we have?</p> <p>What is our media mix for posts?</p> <p>What is our social media voice?</p> <p>Have we claimed their Google business listing?</p> <p>Does our profile link to our website?</p>
Snapchat	<p>What type of content do we post?</p> <p>Do we drive consumers to our website based on our content?</p> <p>What is our push/pull mix?</p> <p>Do we interact with users?</p> <p>Do we post stories often?</p>
YouTube	<p>Do we use YouTube?</p> <p>What types of video content do we post?</p> <p>Are these videos shared on our other social channels?</p> <p>How many subscribers do we have?</p> <p>What are the comments on our videos saying?</p>

Source: TUTEN (T), SOLOMON (M): “Social media marketing”, edition sage, 3rd edition, London, 2018

1.8 Selecting Social Media Channels and Vehicles:

Organizations must choose the right social media channels and vehicles to efficiently reach their target audience. The social media mix is the set of vehicles that will be employed to achieve its objectives. These vehicles are divided into four categories: social community relationship building, social publishing, social entertainment, and social commerce.

The organization must analyze its target demographic and its social media tendencies to develop the optimum social media mix. For example, if college students are the target demographic, the campaign may include social networking, social publishing, and social games. Facebook and YouTube could be the specific media vehicles used. A corporate blog may be used for social posting.

Furthermore, through the social entertainment zone, marketers can capitalize on the growing popularity of games, music, and movies. It is critical to determine how the campaign will generate earned media (organic exposure through user involvement), as well as how paid and owned media (advertising and content created by the company) will function in tandem.

Organizations can develop a comprehensive social media mix that corresponds with their objectives and effectively engages their target audience by carefully selecting the social media channels and vehicles within each zone.¹¹²

1.9 Creating user accounts and enhance existing ones:

Based on the research and audit, establish or optimize the social media accounts. The platforms will be selected to align with the target audience and business objectives. Ensure that your profiles are complete, consistent, and visually appealing. Customize the account settings, including privacy options and notification preferences, to suit the needs.¹¹³

1.10 Finding inspiration:

To find inspiration it is a must to explore industry leaders and successful brands for the social media strategy then study their content strategies, engagement tactics, and creative approaches. While it's important to maintain a unique brand voice, analyzing successful examples can spark ideas and help to identify trends that resonate with the target audience.¹¹⁴

¹¹² TUTEN (T), SOLOMON (M):Op.cit, p .173-174.

¹¹³ GUPTA (R), MADAN (S): Op.cit, p.198.

¹¹⁴ Ibid, p.198.

1.11 Setting up a content schedule for social media accounts:

To effectively manage social media activities, it is crucial to develop a content calendar that serves as a guide. This calendar should outline the topics, themes, and formats for posts, providing a clear roadmap for social media content. Consider planning the frequency of posts, taking into account optimal times for maximum engagement. Organizing the content in advance, can maintain consistency in the posting schedule, ensure a diverse mix of content types, and effectively manage the social media presence. The content calendar serves as a valuable tool to stay organized and strategic in social media efforts.¹¹⁵

Figure 2- 4: Content calendar for one year.

	Q1			Q2			Q3			Q4		
On-Going, Seasonal, and Campaign-Driven SM Activity Across Calendar	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Listen/Monitor/ Respond												
Maintain Brand Presence												
Increase Brand Awareness – Paid												
Encourage Customer Reviews												
Seasonal Category Elements	New Year, New Year – Resolutions	Valentine’s Day	S.Party’s Day	Easter	Mother’s Day; Wedding Season	Graduation			Back to School	Halloween	Prepare for Holiday Parties	Christmas
Campaign Project – “Like a Pro”												
Campaign Project – “Sparkle”												
Support IMC												
Provide customer care upon alert												
Comments												

Source: TUTEN (T), SOLOMON (M): “Social media marketing”, edition sage, 3rd edition, London, 2018, p.222.

1.12 Producing enticing material:

To create a strong social media presence, it is important to develop compelling and shareable content that resonates with the target audience. Utilize a diverse range of formats, including text, images, videos, infographics, and other engaging content types. The key is to produce content that educates, entertains, inspires, or solves problems for an audience, catering to their specific needs and interests. Additionally, tailor messaging to suit the unique

¹¹⁵ GUPTA (R), MADAN (S): Op.cit, p.198.

characteristics of each social media platform, ensuring that it aligns with the preferences and behaviors of users on that platform. Lastly, optimize the content for maximum visibility and engagement by employing appropriate hashtags, captions, descriptions, and visually appealing elements.¹¹⁶

Figure 2- 5: mapping content type to target audience interests and needs.



Source: TUTEN (T), SOLOMON (M): “*Social media marketing*”, edition sage, 3rd edition, London, 2018 p.212.

1.13 Monitoring results and adjusting the social media approach:

It is essential to utilize the analytics tools provided by each platform. These tools enable the company to measure important metrics such as reach, engagement, click-through rates, and conversions. By assessing the effectiveness of content, posting frequency, and engagement strategies, firms can gain valuable insights into what is working and what needs improvement. Based on these insights, it is crucial to make the necessary adjustments to optimize social media strategy and continually improve the results over time.¹¹⁷

¹¹⁶ GUPTA (R), MADAN (S): Op.cit, p.198.

¹¹⁷Ibid, p198.

Conclusion:

Social media has become an essential aspect of our daily lives, and it is no surprise that the business world is taking advantage of this pervasive platform. In conclusion, in the chapter on social media, we have explored two vital sections: The basics of Social Media Marketing and Social Media Strategy.

We learned how companies could utilize various social platforms effectively to market their products or services through a cost-effective method by building brand awareness among their target audience. Moreover, we examined different approaches for creating effective content plans aimed at maximizing influence while activating conversions with suitable metrics.

Therefore, it is clear that mastering the use of social media tools requires careful planning, research, experimentation, evaluation, and consistent efforts toward building an online presence.

**CHAPTER 3: Case study about the impact
of brand's social media presence on the
brand image TIP TOP.**

Introduction

After reviewing the corresponding theoretical aspects of the research topic, we conducted a field study during the internship at SARL TAMMY, TIP TOP Company. To develop this chapter further, we divided it into three sections.

The first section is devoted to a detailed presentation of the company, discussing its overall functions and specifically focusing on digital marketing.

The second section will address the chosen research methodology implemented to investigate the research question.

The third section, which is the most important, will present our study analysis and results, along with concrete recommendations based on our findings.

Section 01: Tammy group and TIP TOP Company presentation

In this section, we will present Tammy Company, its history, the company activities and the departments.

1 Tammy presentation:

The Djadi & Fils Group acquired the cheese making Tammy, which is specialized in the production of processed cheese in portions and bars under the brand TIP TOP, in 2011. Tammy was originally established as a private family-owned business, with a limited liability legal status, under the following organization chart. (Appendix n°3- 1).

2 TIP TOP company presentation:

"Tip Top" is an Algerian commercial brand of processed cheese, manufactured by Tammy Company. Created in 1997, it was among the first brands of processed cheese manufactured on an industrial scale in Algeria. A group of partners established the company in 1996. Its initial activity was the pre-packaged aged cheeses, which were introduced starting from 1999.

3 History:

Tammy Cheese Factory is a limited liability company (LLC) that was established in 1997, and was acquired by the D&F Group in 2011. It is a leader in the production of hard cheese. The D&F Group comprises multiple companies involved in several strategic business areas, including processed cheese production, with a company named CLS and their flagship products "Number 1" and "Tiptop."

By the end of the 1990s, with the opening of the Algerian market, CLS became the leader in processed cheese production with various product lines including cheese portions, cheese bars, and cheese squares.

In 1999, CLS entered into a partnership with the world's leading processed cheese producer, BEL, which allowed them to acquire a unique experience and become increasingly efficient in this area of business. CLS changed its name to Tammy. Through this acquisition, Tammy gained even more experience and increased its production capacity, which can now reach up to 10,000 tons per year of processed cheese in all varieties.

The production unit is located in Cheraga, on the road to the dunes, with an area of over 6000m².

In 2001 Tip Top witnessed a significant increase in social capital up to 100,000,000 DA. This growth trajectory continued as in 2005, the company's social capital increased to 223,200,000 DA. By the end of 2011, the DJADI brothers' group acquired the company, marking a significant milestone in its journey. In 2013, the company further expanded its operations as its production capacity increased to 450 Tons/month. These achievements reflect the company's commitment to growth and development over the years.

Tammy Cheese Factory has focused its activity exclusively on processed cheese production. However, with technological advancements and fierce competition, they wanted to keep up with the pace and create new products and product lines. The grammar is correct in this passage.

4 Company profile:

Company Name: SARL TAMMY

Established on: 24/03/1996 by 03 associates with a Social Capital of 100,000 DA

Address: Routes des dunes Cheraga, ALGER

Area: 5,000 sqm

Main Activity: Cheese Production

Number of Workers: Between 270-300 workers

Organizational Chart: Version n°3 of 15/02/2021

Production Capacity: 5,000 Tons/year

Brands on the market:

- TIP TOP Processed Cheese in portions and bar
- MILKY COW Cheese Preparations in bar
- CHEESE BLADY Cheese Preparations in portions
- LE CREMEUX Cheese Preparations in portions
- TAMMY and Mia Mia Hard and Semi-Hard Cheeses

5 Missions and Objectives:

Tip Top is a company with a long-standing reputation for providing quality products and services to its customers. To maintain this reputation, the company has a set of well-defined missions and objectives that guide its operations:

5.1 Missions :

- **Producing high-quality cheeses:** The primary mission of TIP TOP Company is to produce high-quality cheeses that meet the standards of taste and quality that consumers expect.
- **Using sustainable practices:** it prioritizes sustainable practices in its operations, such as using locally sourced ingredients, reducing waste, and minimizing their environmental impact.
- **Promoting artisanal cheese making:** the company focuses on preserving traditional cheese-making techniques and promoting artisanal cheeses.
- **Providing education and awareness:** TIP TOP may also see it as its mission to educate consumers about different types of cheeses, how they are made, and their health benefits.
- **Supporting local communities:** the firm prioritizes supporting local communities, such as by sourcing ingredients from local farmers or donating a portion of their profits to community organizations.

5.2 Objective :

- **Increasing production and sales:** One of the primary objectives is to increase production and sales of their cheeses. This involves expanding the distribution channels, introducing new products, or improving marketing efforts.
- **Improving quality:** TIP TOP have objectives related to improving the quality of their cheeses. Which means investing in new equipment, refining their production processes, or using higher-quality ingredients.
- **Enhancing sustainability:** such as reducing waste, using renewable energy sources, or sourcing ingredients from local and organic suppliers.
- **Promoting innovation:** such as developing new cheese varieties, experimenting with new flavors and ingredients, or using new production techniques.

- Providing excellent customer service: and means responding promptly to customer inquiries, offering personalized recommendations, and ensuring the timely delivery of products.

6 Company activities:

The company began operations in the late 1990s, with its primary activity being the distribution and commercialization of dairy products across the country. However, as the economic field opened up in the 2000s, the company went a step further by focusing on the production of dairy products, since demand for its products increased and supply could not keep up.

These are the main activities:

- Importation and distribution of dairy products, particularly hard cheese.
- Local cheese production, which uses milk and butter to manufacture processed cheese.
- Product processing and packaging for the production of additional items aimed at consumers and professionals.

7 Product range:

This are the main products produced by Tiptop , see (Appendix n°3-14):

Table 3- 1: Product range

Product range		
Melted Cheese	Cheese-based preparation	Hard Cheese
<ul style="list-style-type: none"> • Triangular melted cheese • Rectangular melted cheese, • Melted cheese in a bar. 	<ul style="list-style-type: none"> • Triangular melted cheese preparation • Rectangular melted cheese preparation • Melted cheese in a bar preparation. 	<ul style="list-style-type: none"> • EDAM • GOUDA

Source: established by ourselves.

8 Company departments:

There are several departments, each with their specific functions. Here are TAMMY's departments and their functions:

8.1 Production Department:

The production department is responsible for the actual cheese production process. They oversee the various stages of cheese production, including milk processing, curdling, cutting, shaping, salting, and aging.

Key Functions:

Coordinating milk collection and processing.

Monitoring cheese production processes to ensure quality and consistency.

Ensuring compliance with hygiene and safety standards.

8.2 Quality Assurance Department:

The quality assurance department focuses on ensuring that the cheese produced meets the company's quality standards and regulatory requirements.

Key Functions:

Conducting quality checks and inspections throughout the cheese-making process.

Testing cheese samples for taste, texture, aroma, and safety.

Implementing quality control measures to maintain consistent product quality.

8.3 Sales Department:

The sales department is responsible for promoting and selling the company's cheeses to customers and expanding market reach.

Key Functions:

Managing relationships with distributors, retailers, and food service clients.

Handling customer inquiries, orders, and negotiations.

8.4 Marketing department:

The marketing department plays an important role in helping a cheese maker company effectively promote and sell its products, and ensure that the brand is properly positioned in the marketplace:

- **Brand Management:** Developing and managing the company's brand identity, including creating a brand strategy, logo, and messaging that accurately reflects the company's values, vision, and mission.
- **Market Research:** Conducting market research to identify trends, consumer preferences, and competition. The research can be used to improve existing products, develop new ones, and identify new market opportunities.
- **Product Development:** Working closely with the production team to develop and launch new products that meet the needs and preferences of target customers. The marketing team can also help refine existing products to better align with market demand.
- **Advertising and Promotion:** Developing and implementing advertising campaigns and promotional activities to build brand awareness, drive sales, and encourage customer loyalty. This includes activities such as social media marketing
- **Sales and Distribution:** Collaborating with the sales team to develop sales strategies and distribution channels to effectively get products to market.
- **Customer Service:** Ensuring customer satisfaction by providing exceptional customer service and addressing customer needs and concerns.
- **Data Analysis:** Collecting and analyzing data to understand customer behavior, sales trends, and the effectiveness of marketing campaigns. This information can be used to make informed decisions about future marketing activities and product development.

9 Digital Manager:

9.1 Brand Community management objectives :

- Be present on social media networks.
- Attract as many internet users as possible.
- Facilitate transactions between customers and the company.
- Make social media a reliable means of communication.
- Increase brand awareness and image.
- Get closer to the consumer.
- Present products and new offers.

9.2 The duties of the Digital Manager include:

- Defining the overall objectives for the year as well as the objectives for each campaign.
- Allocating the marketing budget and actions for each department of the company.
- Defining the human resources required and monitoring their skill development.
- Ensuring mastery of data and their use in marketing and sales.
- Organizing and leading market research.
- Guiding and advising on the proper use of social media.
- Considering all posts and comments on social media.
- Creating content and managing the pages of the company's various brands.

Section 02: Methodology and research design

The objective of this research is to examine the impact of social media presence on the image of a brand. By utilizing social media marketing, this study aims to gain better insight into the significance of Tip Top's social media presence on its brand image. We will dedicate this part of the chapter to our investigation, which allowed us to make a judgment on our research and especially to give some logic to our work. All scientific research work is guided by an appropriate method to achieve results. To explain this method, we will follow the following plan:

- The research method.
- Sample.
- Duration of the interview.
- Data collection.
- Analysis and data processing.

1 The research method:

To gain a comprehensive understanding of this impact, a combination of research methods will be employed.

Firstly, social media monitoring will be conducted on two key platforms, namely Facebook and Instagram.

Additionally a competitive analysis will be carried out to evaluate TIP TOP's social media performance in comparison to its competitors.

Qualitative research aims to gain an understanding of various aspects of social life, and its methods primarily involve generating and analyzing textual or verbal data instead of numerical data.¹¹⁸

*“Interviews are widely used as a data collection tool in qualitative research. They are typically used as a research strategy to gather information about participants’ experiences, views, and beliefs concerning a specific research question or phenomenon of interest”*¹¹⁹

There are three main types of interviews:

- **Standardized interviews:**

An interview schedule with direct questions is used in structured interviews. There is no opportunity for deviating from the intended.¹²⁰

- **Semi-standardized interviews:**

They may follow a timetable for the interview and ask about predetermined subjects, they employ open-ended questions to allow for unexpected responses and problems to arise.¹²¹

- **Unstandardized interviews:**

They are without a specific order and have open-ended questions.¹²²

The research question that we want to answer is best answered by a qualitative approach. The choice of using a qualitative study with semi-structured interviews examining the impact of social media presence on brand image is justified because it allows for in-depth exploration, and contextual understanding, and captures participant insights. This method provides flexibility and adaptability in data collection and is suitable for studies with a small sample size. Overall, it provides a comprehensive understanding of how social media presence affects brand image, see (Appendix 3-2) and (Appendix 3-3)

¹¹⁸ PATTON (M), COCHRAN (M): *“Qualitative research methodology”*, 2002, p.2.

¹¹⁹ COUGHLAN (M): International Journal of Therapy and Rehabilitation *“Interviewing in qualitative research”*, June 2009, N° 6.p. 309-310.

¹²⁰ Ibid, p.310.

¹²¹ Ibid, p.310.

¹²² Ibid, p.310.

2 Sample:

Our sample is purposive, which means participants are chosen based on their potential to provide valuable data for the research. This selection process aims to establish a credible sample that encompasses the primary groups of interest.

The interviews will be conducted via Zoom or in person, depending on the availability and preference of the participants, which are three employees working on communication, marketing & sales operations note that the total number of employees in the marketing department is three and twenty TIP TOP cheese consumers and Tip Top Brand's followers on Facebook and Instagram, aged between 18 years old and 43, see (Appendix3-4)

3 The duration of the interview:

Our investigation took place over a period of fifteen day, two days were spent developing our interview guide, and the other days were used to collect information that we later analyzed them.

4 Ethical Considerations:

All participants will be informed about the purpose and nature of the study, and their informed consent will be obtained before the interviews. Confidentiality and anonymity will be ensured by assigning pseudonyms to participants and not disclosing any identifying information in the report.

5 The choice of the data analysis software "MaxQda" serves qualitative research:

We sought assistance from experienced researchers in qualitative data analysis who advised us, based on our objectives, to opt for paid software such as MaxQda, which offer numerous analysis and visualization features. However, our final choice was MaxQda for two reasons:¹²³, see (Appendix 3-6)

- The intuitive interface is easy to master, even for novice researchers. We were able to learn how to use the software quickly with the help of tutorials available on the developer's website, and our supervisor.
- The acquisition cost is relatively low compared to other professional software, with a dedicated version available for doctoral students and 24/7 online support.

¹²³ DJEDI (S): « Vers une compréhension de la relation enfant-marque dans un contexte de consommation alimentaire : Une approche par la Grounded Theory » 2019,p.167.

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

Central question: How would social media marketing improve the brand image?

Hypothesis:

H1: Perceived social media activities have a positive effect on the brand image.

H2: Social media presence affects the dimensions (identity, personality...) of the brand image.

Following the presentation of our research methodology, we will move forward with the social media monitoring, analysis of the interviews and processing of the results.

6 Analysis and data processing:**6.1 TIP TOP's Social media analysis:**

To undertake social media accounts analysis, we used Facebook Insight and Fan Page Karma websites¹²⁴, both tools allow for an in-depth examination of social media accounts, providing valuable insights into engagement, reach, and overall performance.

TIP TOP's Facebook account:

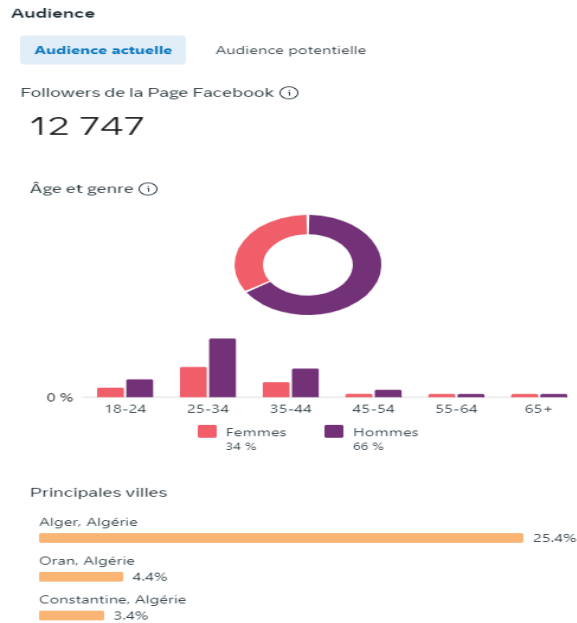
The TIP TOP Facebook account is an online community that has been engaging its audience since it was established on September 30, 2011. It has gained an impressive following of 12,000 followers. TIP TOP is active on social media platforms by sharing various types of content.

To see the status of this presence we will expose some figures regarding its audience, engagement, and investment for the period from January until May.

- **Audience and target:**

¹²⁴ <https://www.fanpagekarma.com/>

Figure 3- 1: Audience and Target of Facebook TIP TOP

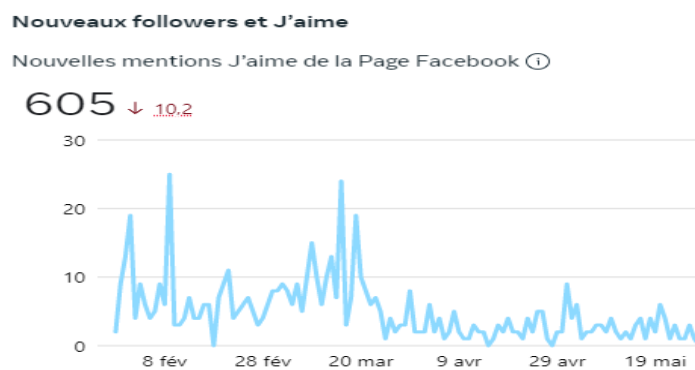


Source: internal document.

Based on these figures, Tip Top is targeting the 25 to 34 age group male with 66%, and females 34% by creating engaging and informative content about cheese-making, highlighting cheese varieties or recipes that appeal to them, and leveraging trends.

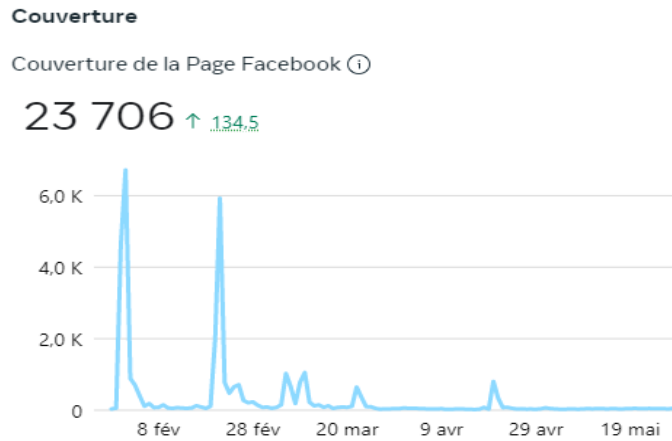
- **Engagement:**

Figure 3- 2: New followers in Facebook



Source: internal document.

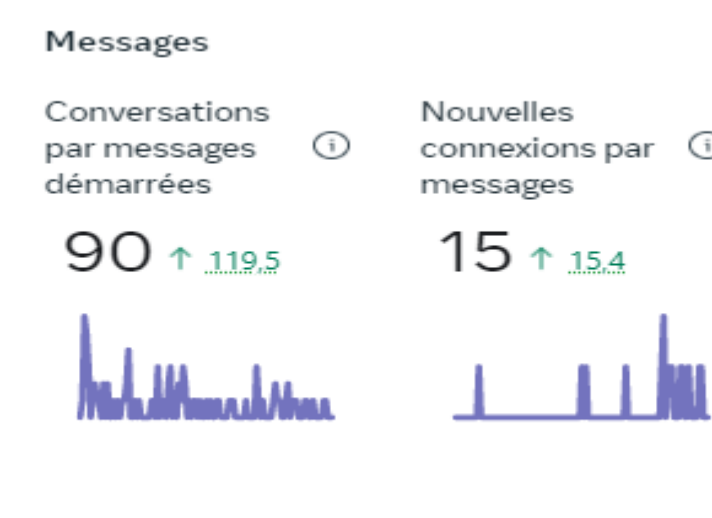
Figure 3- 3: Coverage on Facebook



Source: internal document.

The first figure clearly shows a decline in new followers on the TIP TOP Facebook page towards the end of May. This decline corresponds with a period when no content was published on Facebook. Initially, there was some fluctuation in new follower numbers, but eventually, it dropped to zero during May because no content was being published.

Figure 3- 4: Conversations and Connections Explored Through Message Interactions.

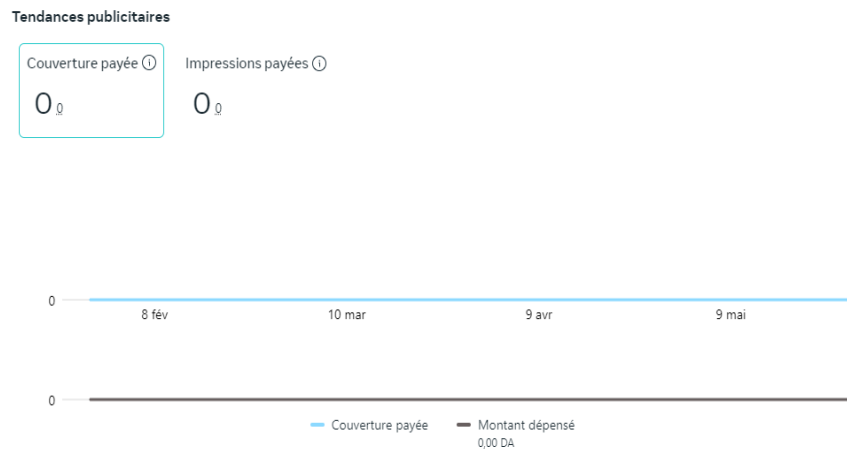


Source: internal document.

We see that the increase in message chat suggests that more users are reaching out to the Facebook page via private messages. This could indicate a growing interest in the page's content or products, which is a positive sign.

- **Boosting and Facebook page investment:**

Figure 3- 5: Zero Paid Coverage and Impressions.



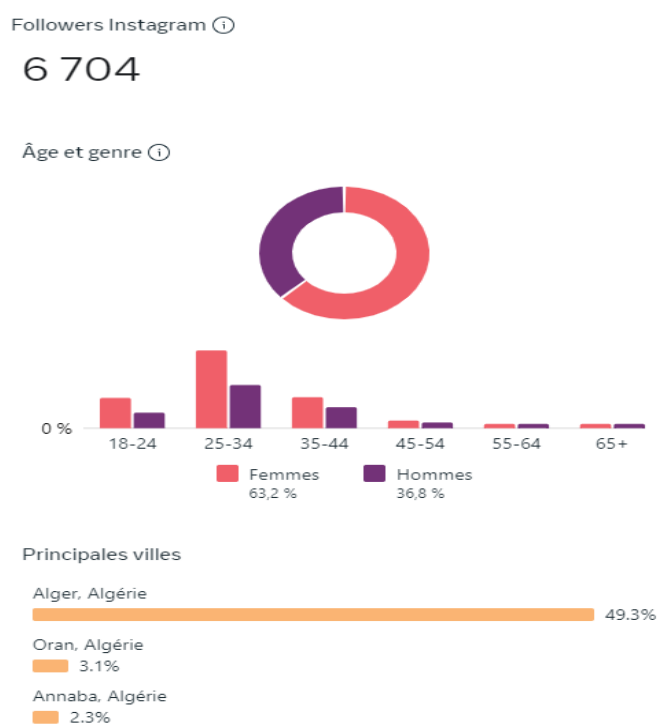
Source: internal document.

This figure shows that TIP TOP does not boost its Facebook page and relies only upon organic reach and engagement. This approach allows for authentic engagement and cost savings but may result in limited reach especially since the Facebook algorithm will work in reverse, meaning that the content will not be shown.

6.2 TIP TOP’s Instagram account :

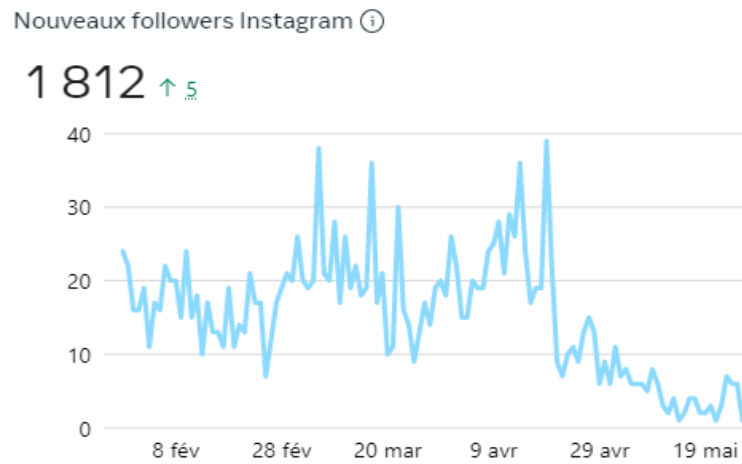
The Instagram page established on September 29, 2020, has currently 6,704 followers. On this Instagram page, Tip Top posts the same content as on its Facebook page. This means that the brand does not adapt content to different platforms, which can be considered as a loss of opportunity in engaging with the community.

- **Audience and target:**

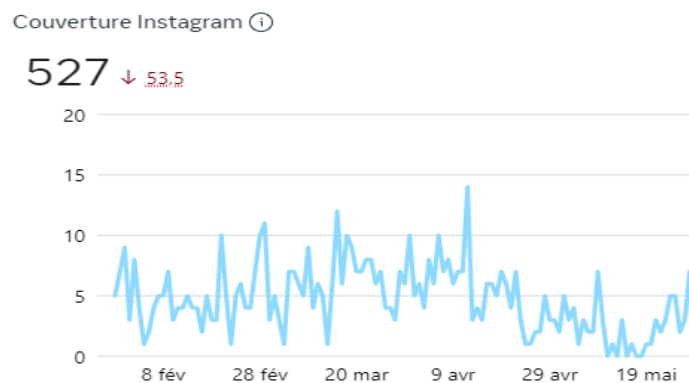
Figure 3- 6: Audience and Target on Instagram.

Source: internal document.

We notice that the target on Instagram is almost the same as on Facebook. These figures confirm that the core audience of Tip Top is composed of the 25-34 age category and mostly females.

Figure 3- 7: New followers on Instagram.

Source: internal document.

Figure 3- 8: Coverage in Instagram.

Source: internal document

When content publishing decreases, it can lead to a decline in new followers. This happens because new users are less likely to come across the page or account and discover its content. With fewer updates or posts being shared, there may be decreased interest in following or engaging with the page. In TIP TOP's case, they have not posted any content on their page since November 2022, which has led to a lack of interaction from followers. To improve coverage on Instagram, they must develop a consistent posting schedule that differs from Facebook in order to maintain visibility and engagement.

7 Competitive analysis:

Among the 56 brands of cheese production in Algeria, we selected the three first ones according to the Open food facts classification¹²⁵, their profiles are in Appendices 07, 08, 09, 10 in the period of one month from 01/05/2023 to 31/05/2023 knowing that they have the same target:

7.1 Competitive analysis of Facebook pages:

Table 3- 2: Comparative Analysis of Tiptop's Facebook Page against its Top Three Competitors.

Competitors	Content types	Posting frequency	Followers number	Follower Engagement
Tiptop	Images such as congratulatory pictures, tasting events and Videos tasting event and recipes. Live Streaming.	0	12000	0
Kiri Algeria	Images such as congratulatory images, products images, health Information, creative ideas. Videos recipes, games. Live Streaming. GIF	1	131000	16
La vache qui rit Algeria	Images such as congratulatory images, products images. Videos recipes and games. Live Streaming. -GIF		153000	236
Tartino Algeria	Images such as congratulatory images, products images, health information Videos recipes. Live Streaming. Reels GIF	11	309000	7144

Source: elaborating by ourselves.

Based on the available information, Tiptop did not post during the specified period. Tiptop has the lowest available information, with no posting frequency or follower engagement. However, in terms of followers and follower engagement, Tartino Algeria appears to have the

¹²⁵ <https://dz.openfoodfacts.org/atassnifate/> (Seen 03/06/2023 at 23:56).

highest number of followers and the highest level of engagement, followed by La vache qui rit Algeria and Kiri Algeria. Tiptop sets itself apart from Kiri, La vache qui rit, and Tartino in terms of content type. While the other brands utilize reels and GIFs in addition to their image and video content, Tiptop focuses primarily on sharing tasting events in video form. By highlighting the customer experience during these events.

7.2 Competitive analyses Instagram pages:

Table 3- 3: Comparative Analysis of Tiptop’s Instagram Page against its Top Three Competitors.

Competitors	Content Type	Posting frequency	Followers number	Follower engagement
Tiptop	Images such as congratulatory pictures, tasting events and Videos tasting event and recipes. Live Streaming	0	6809	0
Kiri Algeria	Images such as congratulatory images, products images, health Information, creative ideas. Videos recipes, games. Live Streaming. GIF Story	1	219000	27
La vache qui rit Algerai	Images such as congratulatory images, products images. Videos recipes and games. Live Streaming. GIF Story	2	236000	88

Tartino ALgeria	Images such as congratulatory images, products images, health information Videos recipes. Live Streaming. Reels GIF Story	11	5483	468
--------------------	--	----	------	-----

Source: elaborated by ourselves.

According to this information, the first thing noticeable is that the four brands share the same content and posts of Facebook in the Instagram.

Tiptop has the lowest posting frequency as they do not post during the month period. In terms of followers, La vache qui rit Algeria has the highest number, followed by Kiri Algeria, Tartino Algeria, and Tiptop. However, considering follower engagement, Tartino Algeria has a significantly higher engagement score compared to the other brands. Tiptop does not use the Instagram Stories and Real feature. See (Appendix 3-8), (Appendix n°3-9), (Appendix n°3-10), (Appendix n°3-11).

8 Individual interview analyze:

First, we did the transcribing process, which is done manually by listening to the audio recorded and typing out the spoken words, then the coding step, which allows organizing textual data into meaningful codes. After coding the 20 interviews into seven categories, steps are (Appendix n°3-5), (Appendix n° 3-6), (Appendix n °3-7), we will see the analyses and results:

8.1 Attractive awareness of the brand:

This category refers to the factors that attract individuals to a brand and how they become aware of it.

- **Social media usage:**

People use social media for different purposes, such as staying up to date and finding information or for fun. Having a presence on social media platforms is a necessity for the

brand to reach a wider audience and be visible to potential customers who are actively engaged with social media.

- **Brand awareness reason:**

"I first became aware of the TIP TOP cheese brand through social media. I came across their Facebook and Instagram pages while browsing through my feeds." (Soumia.33/housewife)

"We can say it is through POS animation" (Farida.32/Doctor)

"I discovered it accidentally I was searching for Berber cheese and I didn't find it so the buyer recommends it to me" (Hachemi.24/student)

The most frequent reasons causing the brand awareness was Point of Sale (POS) animations, which implies that offline promotional activities also contribute to brand visibility, in addition to recommendation, which highlight the importance of word-of-mouth, and personal recommendations. However, it was mentioned that the presence on the social media was among the most important reasons, to contributed potential customers awareness.

- **Attraction causes:**

"As I said before the fact they are on social media. And yes I like them to make their content interesting by posting every day and adding some new ideas" (Zinou.43/Businessman)

"Yes, because they care about my opinion sometimes when I write comments." (Djidji.23/Student).

The brand's active presence on social media, along with interesting and new content, makes the brand attractive to them. This statement suggests that consistent engagement and innovative content creation on social media platforms can positively influence brand attraction.

8.2 Type of content and Style:

"Because sometimes they post funny content and sometimes, they post interesting information to know more about the specifics of the product." (Moncef.32/Supply chain manager).

This category is a combination of entertaining content and informative content. The participants mentioned these two types of content the most which they would like to see.

- **Informative Content:**

"Only informative in terms of sharing their market experiences (talking and interacting with customers at supermarkets), but there is a significant lack of communication in terms of product qualities, uses, and so on." (Radja.25/Marketing assistant).

"Informative content that presents what the cheese is composed of most interesting and engaging." (Hadil.18/High school student).

This indicates that they have a desire for content that is educational and provides in-depth knowledge about the cheese's ingredients or manufacturing process.

- **Entertaining Content:**

"The entertaining one like games and gift..." (Izla.22/Future marketer).

"Maybe just the taste operation videos, recipes and yes I want them to do a lot of changes like boosting both Facebook and Instagram pages, I want them to share posts every day" (Amira.27/Finance assistant).

The content of the Taste experience or the real tasting videos, Games, and gifts could potentially engage and entertain the audience, especially with frequent posting on both Facebook and Instagram to enhance the brand's online presence allowing creating a more dynamic and interactive relationship with the brand.

The most engaging content for them is a balance between funny or entertaining content and informative content that educates them about the product's composition and is useful, in more depth informative content about the cheese through entertainment.

Participants named many brands as the top three the most repeated ones are Bimo Coca-Cola, Danone, Hmoud Boulam, we took a look at the type of content that is predominantly on their pages, and it turns out that they are posting the same type of content the

In addition, the promotional activities sound the most engaging and interesting for the audience target.

- **Communication style on social media :**

"Their communication style is a mix of everything to be honest I feel that they are OUT" (Khadidja.29/Housewife)

Based on the provided verbatim statement, "communication style on social media" can be interpreted as a mix of different styles. That the brand posts a variety of content without a consistent theme or direction, which means there, is a lack of an editorial line.

"The communication styles used by this brand on social media are the promotional style (promotion of products, special offers... And interactive (launch of competitions, tombola.)" (Farida.32/Doctor)

Tip Top's communication style on social media lacks a consistent editorial line. While it incorporates promotional and interactive elements, the lack of a clear direction or thematic coherence may affect the brand's overall impression and engagement with the audience.

8.3 Consumer Behavior and Motivation:

Consumer motivation plays an important role in driving consumer behavior, either for following brands, trust them or be loyal to them.

- **Reasons to follow food brands**

"I often check their pages for recipes and new products." (Soumia.33/Housewife).

"I like how they share some traditional recipes that we can do using tiptop cheese, this way they touch the Algerian consumer knowing that he's aware of traditional food" (Yassin.27/Microbiologist).

Consumers follow food brands on social media primarily to access recipes and discover new products. This practical motivation suggests that consumers are looking for culinary inspiration and want to stay on top of the brand's offerings. They value brands that share traditional recipes that resonate with the Algerian consumer, which means the importance of culture in driving the decision to follow food brands on social media.

- **Less Food brands more cosmetics and fashion brands:**

"Yes, I do follow brands on social media, like information and news brands like BBC, and yes I follow some food brands such as Amour ben amour, Sim, and Fanta" (Zinou.42/Businessman).

"On Instagram, I follow brands in the hygiene and beauty category, or else clothing brands and only a few food brands such as Danone and Bimo..." (Farida.32/Doctor).

“Yes, I follow some brands, I follow a lot of brands fashion brands, education brands, and some food brands” (Djidji.23/Student).

We cannot neglect that more than five participants mentioned that they do not have interest in food brand and they like to follow fashion and cosmetics brands on social media.

They justify that their content is light on the eye and more attractive than food brands, and We understood from their movements and physical expressions that the content of the fashion shows their need more because they see the use of the product directly and the feeling of this reaches them in an easy and expressive way.

- **Relation between social media presence and trust.**

“Their active presence on social media has influenced my trust in the brand. It makes me believe that they are more reliable and committed”. (Hadil.18/High school).

“I feel like when a brand has a presence on social media is not afraid of negative comments and reactions so my trust in the brand becomes stronger” (Djidji.23/Student).

“In general, my trust in a brand is more influenced by personal experiences, word-of-mouth recommendations, and objective factors like product quality. But when it comes to their social media yes, it influenced my trust” (Youcef.40/Engineer).

There is a perceived relationship between a brand's social media presence and trust. Participants mentioned that the active presence of a brand on social media influences their trust, as it gives them the impression that the brand is reliable and committed, in the other hand when brands address both positive and negative feedback are seen as more trustworthy, as they are transparent and open to dialogue.

However, we can clearly see that trust in a brand is also influenced by other factors such as personal experiences and objective product quality.

- **Relation between social media presence and loyalty**

“Loyalty for me depends on how the brands act for the next years for example if they did higher the price for no reason I'll not stay loyal.” (TipTop Consumer.25/Teacher).

“Yes, and I'm loyal to TIP TOP 100% even if I'm not satisfied with their social media pages” (Amira.27/Finance assistant).

It seems like while social media presence can contribute to customer loyalty, it is not the only factor, other dimensions like organoleptic characteristics, quality, price, availability and customer experiences are more impactful on people's loyalty than Brand presence on social media.

- **Social media impact on perception**

"The brand's social media presence didn't significantly influence me as I didn't perceive it as a strong presence." (Amel.23/Graduated)

The majority of participants focused on the strength of social media presence, considering that Tiptop has no shared content in the past month. Social media effect on the perception can vary depending on the effectiveness of the brand's presence.

8.3 Brand engagement on social media and interaction:

This category focuses on the relationship between consumers and brands through various forms of engagement.

- **Engagement and quality of content**

"I might recommend it purely based on its quality as a good cheese, not because of their social media presence." (Hadil.18/High school student).

"Yes I like, and share food brand's posts sometimes with my family to let them know when something interesting is on the market" (Farida.32/Doctor).

The participants mentioned that they would recommend a brand based on the quality of its product (cheese) rather than its social media presence. As we mentioned before this indicates that there is other dimensions involved like the quality of the product itself holds more important, rather than the brand's online presence.

- **Interaction reasons**

"Yes, because I trust brand which has a presence on social media when they engage with customers..." (Amel.23/Graduated).

"I always interact with like and comment and I do not share. I like to support brands and give my opinion" (Nihad.29/Medicine student).

Liking and sharing food brand posts with family to inform them about interesting products. This means that informative content shared by brands on social media can lead to positive consumer engagement and potentially drive word-of-mouth recommendations as we see previously in Type of content and Style category and this is approved that there is a link between them.

8.4 Emotions bonding for the brand

- **Emotions and social media:**

Includes the emotional bond formed between consumers and brands through their interactions on social media platforms.

“I feel happy sometimes and the other times proud I feel like they are doing their best.” (Khadija.29/Housewife).

“I don't engage too much as I said so I don't have any feelings (zero emotions)” (Hachemi.24/Student).

Some participants feel happy and proud when engaging with a brand on social media. They believe that the brand is doing its best, which evokes positive emotions within them.

However, there is some participants mentioned that they are not engaging too much and therefore not having any emotions towards the brand. In this case, limited engagement leads to a lack of emotional attachment.

- **Tradition trades (traditional trades associated with the brand)**

“I appreciate the traditional side it brings to their publications compared to the styles of dishes they exhibit” (farida.32/Doctor).

“I think Traditionalism and confidence suits Tiptop” (mohamed.41/HR director).

As it seems consumers, align Tiptop personality with traditionalism. And they appreciate the traditional content as we mentioned before it was the main reason to follow food brands.

8.5 Brand image and social media

The category of brand image and social media examines the interactions on social media platforms on its overall image or perception among consumers.

“It’s a new brand company but they did a good job by presenting their image clearly.... I think yes because they give a lot of attention to their followers” (Tiptop consumer.25/Teacher).

“Yes, it gets enhanced because it means that they valorized their clients” (Izla.22/Future marketer).

“Yes, I had a positive experience they reply to comments quickly” (Mouna.26/PhD student).

Participants expressed the image of the brand as the reputation and everything that is said about the brand, they appreciate how they value their clients. This implies that when brands actively engage with their followers on social media, responding to their comments quickly, and showing appreciation for their support, it enhances the brand's image. This can create a positive perception of the brand as being customer-centric and attentive to their audience's needs. However, they denounced the type of content and the failure to organize the page for continuous publication, and expressed opinions about changing it, because it would negatively affect the brand. As they mentioned that, the high-quality product deserves to have its image preserved on social media.

9 Summarize the results:

- Brands must have a presence on social media to reach a wider audience.
- POS animations, offline promotional activities, and social media presence are key to brand awareness.
- Active presence and innovative content create brand attraction.
- The most engaging content for the audience target is a balance of funny and informative content that educates them about the product's composition.
- Tip Top lacks a consistent editorial line on social media.
- Consumers follow food brands on social media to access recipes and discover new products, valuing traditional recipes that resonate with culture.
- Fashion and cosmetics brands are more attractive than food brands.
- Trust in a brand is influenced by a brand's presence on social media, as well as other factors such as personal experiences and product quality.
- Brand presence on social media is not the only factor influencing customer loyalty.
- Social media presence affects perception of a brand.

- The quality of the product is more important than the brand's online presence for some consumers.
- Informative content shared by brands on social media can lead to positive consumer engagement and word-of-mouth recommendations.
- Limited engagement leads to a lack of emotional attachment to a brand, which can be beneficial.
- Brands should actively engage with their followers on social media to create a positive perception of them as customer-centric and attentive to their audience's needs.

10 Employees interview analyzes:

The interviews realized with the company employees were transcribed in full and then analyzed using thematic analysis, which reflects the different parts of the Interview guide in (Appendix n° 02°).

Table 3- 4: Analysis of interviews of marketing department employees.

Questions	Answers
<p>Section I: Warm-up and general questions (5 minutes)</p> <ul style="list-style-type: none"> • How are you dealing with intense competition in your domain? <p>Section II: Brand knowledge “TIP TOP” (10 minutes)</p> <ul style="list-style-type: none"> • What are the marketing objectives for the Brand TIP TOP (Explore: brand awareness, brand superiority, brand credibility...etc.) • What are your objectives in terms of brand image development? (Explore: which dimension is the most important for you?) <p>Section III: Brand social media strategy</p> <ul style="list-style-type: none"> •The brand “TIP TOP” is present on social media; could you please tell me more about your social media strategy and objectives? 	<ul style="list-style-type: none"> • The company's differentiation is through its young and innovative approach, investment in research and development, and commitment to producing high-quality raw cheese • The company's objectives are to target a large consumer base, enhance brand awareness, emphasize quality, and establish TIP TOP as a reputable and superior brand known for exceptional taste in the cheese market. • The company prioritizes a positive reputation and a comprehensive approach to enhance the overall perception of the brand, recognizing the importance of various dimensions of brand image. • They focus on the target group and creating content for Facebook, and engaging in conversations with followers to create a

<p>And have you set specific goals for each platform (FB, Instagram)?</p> <p>•In what ways has the company's social media presence affected its brand image?</p> <p>•How do you track brand image online?</p> <p>• How does the company use social media to engage with customers and build relationships?</p> <p>• How do employees perceive the company's social media presence?</p> <p>•How do employees believe social media can be used to enhance the company's brand image?</p>	<p>strong relation with them. However, a concrete strategy is not yet established for Instagram and this is obvious from month ago and from one year in Instagram.</p> <ul style="list-style-type: none"> • All of them agree that social media affected the company’s brand image in a positive way they have a good relationship with their followers they are interacting with their posts and recommend the product. • The company uses Facebook Insights to track and analyze the brand image for Facebook and Instagram platforms, without using paid tools. • The company uses social media to interact with consumers by responding to their messages, responding to comments, and encouraging them to try new products. • TIP TOP employees preserve the company’s social media presence positively however most of them noted that the page’s content is insufficient and not clear. • The role of employees as brand defenders on social media cannot be overlooked, as their positive interactions, comments and reflection of the true image of the brand can significantly affect the brand image, strengthen customer relationships, and gain their trust.
--	--

Source: Elaborated by ourselves.

11 Recommendation and suggestions:

Following a study synthesis, we will develop several reflections in order to implement these findings, which can add value to the company's social media strategy and so to gain a positive brand image:

- Tiptop should increase its social media presence by posting frequently.
- Changing the type of content based on the audience's preferences and style, and trying to create a harmonious combination of funny and educational content "Jacking content."
- Innovative content with creative touches is essential for catching the eye and making the content attractive and interesting.
- TIP TOP must consider sponsored posts on social media, Facebook advertisements, Instagram, reach particular and well-defined targeted clients.
- Focusing on the objectives, tone and guide, the selection topics that interest the audience is important and this is mean the editorial line.
- Creating an E-word of mouth through social media because many customers trust suggestions.
- Using the tasting event to develop content to show the consumers' experiences.
- The company should emphasize the recipes' content and strive to introduce them in high-quality form.
- Tiptop should use social media to promote their new product.
- They must use the Facebook and Instagram algorithms to reach a huge number of people.
- To develop an emotional bond with customers, making them more engaged with the content.
- To be present on other social media platform like Tik Tok can be a great opportunity for the company.
- A social media strategic plan is important.

Conclusion

To conclude through this chapter, and after introducing the company and its pillars, we clarified the method of work used and we tried to apply the results of theoretical research in the field. We started by social media monitoring in both Facebook and Instagram, then conducting two types of interviews with individuals and with marketing employees. In addition to a competitors analysis on social media by analyzing the results obtained from each process, finally we concluded by proposing the necessary recommendations and suggestions.

General Conclusion

General Conclusion

The fact that millions of people use social networking sites seven days a week and 24 hours a day is sufficient motivation for businesses to adopt these platforms since they provide limitless opportunity to achieve goals at the lowest possible cost. Social networking platforms save businesses a lot of time and money, but presence alone is not enough; it must be accompanied by additional conditions to appear in the best image.

TipTop must keep up with the digital era, which is also the age of artificial intelligence. Many people who follow food companies have positive thoughts about it. As these platforms have evolved into search engines, it has become vital to include social media into its marketing plan. It gives the company a greater visibility, direct contact with customers, proximity to them and to ensure its reputation and brand image.

In this sense, in order to provide an answer to our main problem: **“How would social media marketing improve the brand image?”**

We interned at Tammy to demonstrate our study about social media usage in their marketing plan, then we conducted a qualitative study by interviewing the department marketing employees and twenty individual, in addition to a social media monitoring for the company’s platforms and a competitors analyzes.

The completion of this study enabled us to acquire important information The opinion of consumers in exchange for communication on social networks, their impact, particularly on the brand image.

According to the study, social networks provide huge opportunities because they are used as levers to establish, strengthen, and improve the company's brand image among the consumers who are there. This is accomplished by assuring the strong presence on this platforms, as well as the consistency of the messages that will be delivered between them. In addition, to create high quality content that caters to the needs of the target audience by focusing on their motivations and preferences.

Paying attention to what is stated on social media because it has been found that the majority of internet users have more influence on messages posted by their relatives than those sent by companies.

General Conclusion

That is why we should not underestimate the power of customers in conveying brand messaging. The task for the company is to turn them into brand ambassadors and, as a result, their best protectors. In this situation, incorporating influencers to transmit good sentiments about the company will be extremely beneficial.

As a result of our findings, we were able to prove the importance of social media presence and its impact on a company's brand image.

- Based on the evidence results we have gathered, it is clear that the presence and continuous dissemination of content leads to increased visibility and access, and thus the interaction and attracting the attention of followers. It also build emotional relationships, and gain consumer trust, but we must not ignore that the quality of content turns can affect the consumer perception negatively and be a cause of non-interaction and breaking consumer trust. Which leads us to **confirm** our first hypothesis which states that “Perceived social media activities have a positive effect on brand image”.
- The findings led us to the fact that maintaining an active presence and publishing good content is one of the factors that leads to brand awareness and sharing among consumers, as it allows highlighting its personality and humanizing it. Social media provide an opportunity to demonstrate the extent of brand responsibility and commitment by dealing with and paying attention to its followers. In light of this we can **confirm** our second hypothesis “Social media presence affects the dimensions of brand image”.

Finally, we would like to note that our study has limitations:

- Given the company's absence from the other social networks, the study concentrated mostly on Facebook.
- The number of people who have subscribed to the pages is not particularly large.
- In Algeria, there is a lack of knowledge about social networks.

In conclusion, we should say that our research work remains the first experience. This work allowed us to deepen our already theoretical knowledge acquired and discovered difficulties related to scientific research. We also aspire to complete this study in the future at the company because of the praise and positive response it received from them.

Bibliography

Bibliography:

Books:

A.AAKER (D): "Building strong brands": edition, the free press education, New York, 1996.
AAKER (D), JOACHIMESTHALER (E): "Brand leadership", edition the free press, New York, 2000.

AUBREY (M), DAVE (M): "TikTok as a Platform for Marketing Campaigns: The effect of Brand Awareness and Brand Recall on the Purchase Intentions of Millennials", 2022.

BARKER (M), BARKER (D), BORMANN (N), NEHER (K): "Social media marketing a strategic approach", southwestern, 2013.

BURMANN(C), RILEY (N), HALASZVICH (T) SCHADE (M): "Identity-based brand management: fundamentals-strategy-implementation-controlling", edition Springer Gabler, Germany, 2017.

FUCHS (C): "social media a critical introduction", edition sage, 2nd edition, London, 2017.

GATTIKER (U), "Social Media Audit", Chandos Publishing, 1st edition, London, 2014.

GUPTA (R), MADAN (S): "Digital Marketing the Science and Magic of Digital Marketing Can Help You Become a Successful Marketing Professional", edition BPB online, London, 2023.

HANNINGTON (T): "How to measure and manage your corporate reputation", edition Gower, 1st edition, 2012.

HEDING (T), KNUDTZEN(C), and BEJERRE (M): "Brand Management: Research, theory and practice", edition Routledge, New York, 2009.

KAPFERER (J): "New strategic brand management", edition Kogan, 4th edition, Great Britain, 2008.

KELLER (K), APERIA (T), GEORGSON (M): "Strategic brand management", edition Pearson Education, 2nd edition, England, 2012.

KELLER (K): "Strategic brand management: Building, Measuring, and Managing Brand Equity", edition Pearson Education, 4th edition, England, 2013.

KIRTI (D): Brand management principles and practices, Education Oxford University, England, 2012. LEWI (G), ROGLIANO (C), “Mémenton pratique du branding”, edition Village Mondale, translated by us, Paris.

KOTLER (P), KELLER (K): “Marketing management”, edition Pearson England, 15th edition, 2016.

KOTLER (P), KELLER (K): “Marketing management”, edition Pearson Education, 14th edition, New Jersey, 2012.

KOTLER (P), KOTLER (M): “Market your way to growth”, edition Wiley, New Jersey, 2013.

LENDREVIE, (J), LEVY, (J): “Mercator”: Théories et nouvelles pratiques du marketing, translated by us, edition Dunned, 10th edition, 2013.

POOR (M): “Studying and researching with social media”, edition Sage education, London, 2014.

SANTAGIUSTINA(C): “Competitive Analysis Vademecum”, January 2014.

SCOTT (P), JACKA (M): “Auditing social media: a governance and risk guide”, edition John Wiley & Sons Inc., New Jersey, 2011.

TOLLINGTON (T): “Brand assets”, edition John Wiley & son’s ltd, New York, 2002.

TUTEN (T), SOLOMON (M): “social media marketing”, edition sage, 2nd edition, London, 2015.

TUTEN (T), SOLOMON (M): “Social media marketing”, edition sage, 3rd edition, London, 2018.

WESTERMAN (L), NGUYEN (T): “Social media basics a guide on using digital channels to achieve change on NCDS” Geneva, 2018.

Articles:

CIAN (L): “How to measure brand image”, a reasoned review, N° 2, Virginia, August 2011.

COUGHLAN (M): International Journal of Therapy and Rehabilitation “Interviewing in qualitative research”, June 2009, Vol16, N° 6.

DJEDI (S) : “Vers une compréhension de la relation enfant-marque dans un contexte de consommation alimentaire : Une approche par la Grounded Theory “, option Marketing, EHEC algiers, 2019.

JACKSON(R), CAMARA (S), DRUMMOND (D): “Qualitative Research” Reports in Communication, No 1, 2007.

NASR (P), BURTON (J), GRUBER (T): “Exploring the impact of customer feedback on the well-being of service entities” A TSR perspective, 25 No, August 2014.

PATTON (M), COCHRAN (M): “Qualitative research methodology”, 2002.

ROWLEY (J), EDMUNDSON (D): “Brand Presence in Digital Space”, Department of Information and Communication, Manchester Metropolitan University, Manchester, UK, 2013.

Webography:

<https://fr.statista.com>

<https://www.askattest.com/blog/guides/brand-image-survey-questions>

<https://dz.openfoodfacts.org/atassnifate/>

<https://www.thebrandingjournal.com/2021/03/brand-image/>

<https://www.fanpagekarma.com/>

Appendices

List of appendices:

Appendix n°3-1: Organizational chart of Tammy.

Appendix n°3-2: Individual Interview Guide.

Appendix n°3-3: In-depth Interview Guide.

Appendix n°3-4: List of interviewees profiles.

Appendix n°3-5 : Verbatims.

Appendix n°3-6 : MaxQDA software.

Appendix n°3-7 : Codes.

Appendix n°3-8 : Tiptop's Facebook and Instagram pages.

Appendix n°3-9: Kiri's Facebook and Instagram pages.

Appendix n°3-10 : La vache qui rit's Facebook and Instagram pages.

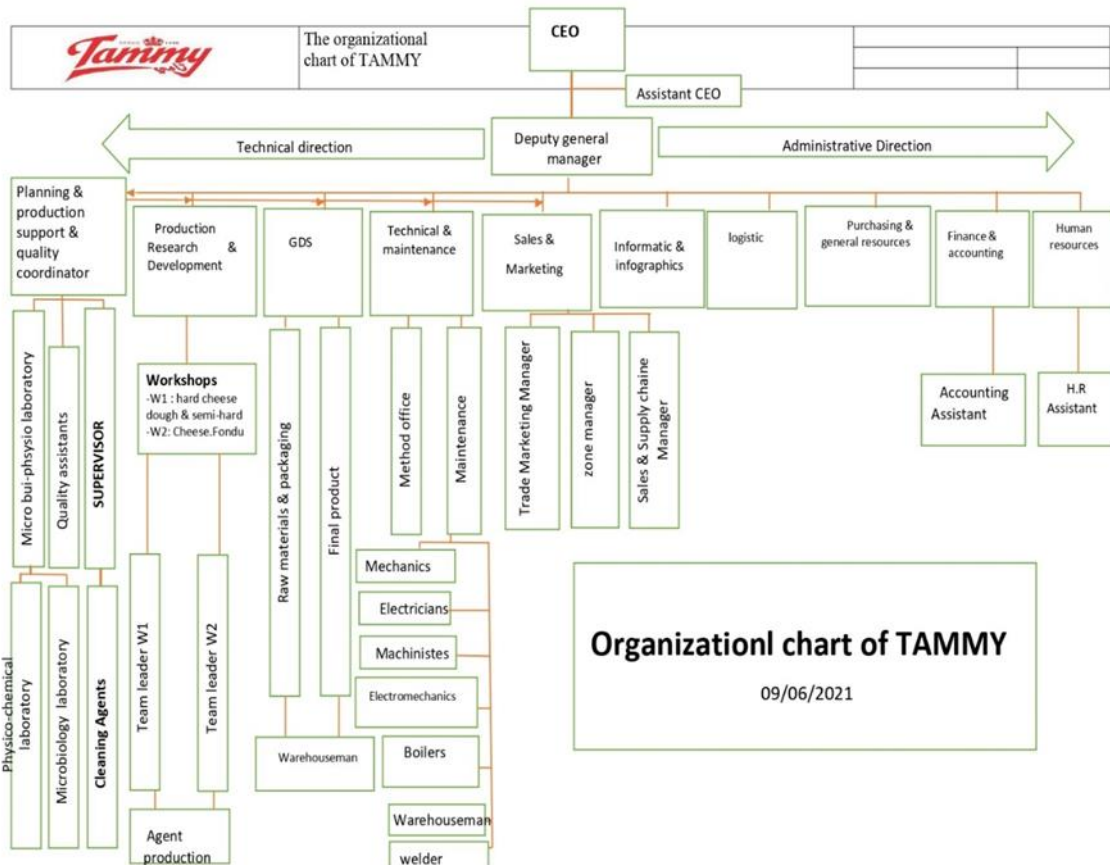
Appendix n°3-11: Tartino's Facebook and Instagram pages.

Appendix n°3-12 : Tammy's Logo.

Appendix n°3-13: Tiptop's Logo.

Appendix n°3-14: Tiptop's products.

Appendix n° 3-1: Organizational chart of Tammy.



Organizationl chart of TAMMY
09/06/2021

Appendix n° 3-2: Individual Interview Guide

Estimated time: 30 minutes

Target: TIP TOP cheese consumers’ and Tip Top Brand’s followers on Facebook and Instagram.

Good Morning,

First, let me introduce my research topic and myself. My name is Fatima Abdelouahad, I am a master’s student at the Higher School of Business Studies (EHEC Ex-INC). The purpose of the current study is to investigate the impact of social media presence on the brand image of TAMMY Company. Specifically, my overall objective is to interview TIP TOP cheese consumers’ and Tip Top Brand’s followers on Facebook and Instagram. The study will explore

the perceptions, attitudes, and behaviors of participants toward Tip Top's social media activities and how they affect their perception of the brand. By examining this relationship, the study aims to provide valuable insights into the effectiveness of social media strategies in shaping brand image and consumer engagement.

Ethical Considerations:

All participants will be informed about the purpose and nature of the study, and their informed consent will be obtained before the interviews. Confidentiality and anonymity will be ensured by assigning pseudonyms to participants and not disclosing any identifying information in the report.

Section 1: Warm-up and General Questions

- Can you briefly introduce yourself and share your experience as a TIP TOP cheese consumer and a follower of the Tip Top Brand on Facebook and Instagram?
- How did you first become aware of TIP TOP cheese? Was it through social media, recommendations, or some other means?
- What attracts you to TIP TOP cheese as a brand? Are there any specific qualities, values, or characteristics that stand out to you?
- How often do you engage with TIP TOP cheese on social media platforms like Facebook and Instagram? What type of content do you find most interesting or engaging?

Section 2: General Perceptions and Engagement

- In your opinion, how has TIP TOP cheese's social media presence impacted your overall perception of the brand? Has it influenced your trust, loyalty, or willingness to purchase their products?
- What emotions or feelings do you associate with TIP TOP cheese when interacting with the brand on social media? Does it evoke a sense of excitement, trust, or curiosity?
- Have you ever engaged with TIP TOP cheese's social media posts by liking, commenting, or sharing? If so, what motivated you to do so? If not why?
- How do you perceive TIP TOP Cheese's communication style on social media? Is it relatable, informative, entertaining, or something else? Please elaborate.

- **Section 3: Consumer Behavior and Influence**

- Has TIP TOP cheese's social media presence influenced your purchasing decisions? Have you discovered new products or flavors through their social media platforms that you later tried?
- Do you feel that TIP TOP cheese's social media content aligns with your preferences and lifestyle? Does it cater to your specific needs as a cheese consumer?
- How likely are you to recommend TIP TOP cheese to others based on your experience with their social media presence? Why or why not?
- Has TIP TOP cheese's social media presence ever influenced your perception of other cheese brands or made you more aware of competitors? How so?

Section 4: Reflection and Suggestions:

- Reflecting on your overall experience as a TIP TOP cheese consumer and follower, what did you like the most in their social media? Is there anything you would like to see them do differently?
- Are there any specific improvements or changes you would suggest to TIP TOP Cheese regarding their social media strategy and engagement with their followers?
- In your opinion, how important is social media presence for TIP TOP cheese as a brand? Do you think it plays a significant role in shaping their overall brand image? Why or why not?

Ending

Thank you very much for your time and availability. I appreciate your participation and the valuable information you shared with me.

Appendix n° 3-3: IN-DEPTH INTERVIEW GUIDE

IN-DEPTH INTERVIEW GUIDE

Estimated time: 30 minutes

Target: Employees working on communication, marketing & sales operations

Good Morning,

First, let me introduce myself and my research topic. My name is Fatima Abdelouahad, I am a master's student at the Higher School of Business Studies (EHEC Ex-INC). The purpose of the current study is to investigate the impact of social media presence on the brand image of TAMMY company. Specifically, my overall objective is to interview employees of the company (Marketing department) to understand their perceptions of how the company's social media presence affects their brand image. The final results and insights, after analysis and interpretation will be shared with the marketing team as a part of the final thesis report.

Ethical Considerations:

All participants will be informed about the purpose and nature of the study, and their informed consent will be obtained before the interviews. Confidentiality and anonymity will be ensured by assigning pseudonyms to participants and not disclosing any identifying information in the report.

Section I: Warm-up and general questions (5 minutes)

- Participant profiles breaking the ice: ask about their career and position.
- What is your role within the company? Do you have a clear vision of the company's objectives and goals?
- What makes your company and brand different from others in the same product category?
- How are you dealing with intense competition in your domain?

Section II: Brand knowledge "TIP TOP" (10 minutes)

- What is the history of the brand TIP TOP
- What are the marketing objectives for the Brand TIP TOP (Explore: brand awareness, brand superiority, brand credibility...etc.)
- What are your objectives in terms of brand image development? (Explore: which dimension is the most important for you?)

Section III: Brand social media strategy

- The brand "TIP TOP" is present on social media, could you please tell me more about your social media strategy:
 - What are the objectives?
 - On which platforms the brand is present?

- Have you set specific goals for each platform (FB, Instagram)?
- Since when the brand is present on social media?

- In what ways has the company's social media presence affected its brand image?
- How do you track brand image online? What are the tools you generally use?
- How does the company use social media to engage with customers and build relationships?
- How do employees perceive the company's social media presence?
- How do employees believe social media can be used to enhance the company's brand image?

Ending Thank you very much for your time and availability. I appreciate your participation and the valuable information you shared with me. Do you have?

Appendix n° 3-4: List of interviewees profiles.

	Interviewees	Age	Statue
01	Amel	23	Graduated
02	Amira	27	Finance assistant
03	Chifaa	24	Student
04	Djidji	23	Student
05	Farida	32	Doctor
06	Hachemi	24	Student
07	Hadil	18	High school student
08	Izla	22	Future marketer
09	Khadidja	29	Housewife
10	Mohamed	41	HR director
11	Moncef	32	Supply chain manager
12	Mouna	26	PhD student
13	Nihad	29	Medicine student
14	Radja	25	Marketing assistant
15	Ramzi	29	Jobless
16	Soumia	33	Housewife
17	Tiptop consumer	25	Teacher
18	Yassin	27	Microbiologist in a Pharmacy
19	Youcef	40	Engineer
20	Zinou	43	Businessman

Department employees	Position
Mr El Metnnani Ahmed	Deputy
Mr Mestar Yahia	Marketing manager
Mr Lefgom Adlane	Community manager

Appendix n° 3-5: Verbatims

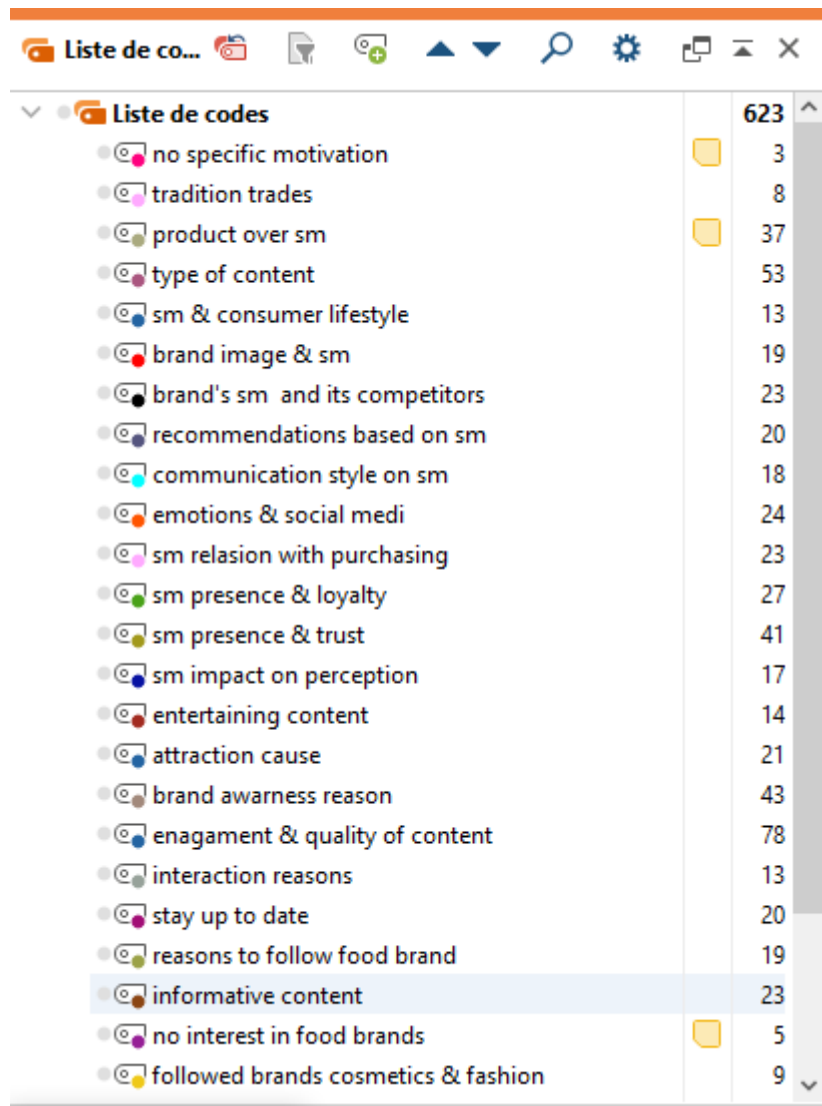
Groupe de doc...	Nom de document	Code	Début	Fin	Poids	Prévisualisation
	IN INTERVIEW 10 hadil	sm presence &...	28	28	0	their active presence on social media has influenced my trust
	IN INTERVIEW 10 hadil	sm presence &...	28	28	0	It makes me believe that they are more reliable and committed.
	IN INTERVIEW 10 hadil	sm presence &...	36	36	0	- I would say trust.
	IN INTERVIEW 10 hadil	sm presence &...	40	40	0	they reply and show interest to customers
	INTERVIEW 12 nihad	sm presence &...	29	29	0	-yes it influenced my trust, just with their presence on social
	INTERVIEW 12 nihad	sm presence &...	37	37	0	--I'll say trust, sincerity, competence and sophistication
	INTERVIEW 12 nihad	sm presence &...	57	57	0	help it to engage with its customers.
	INTERVIEW 04 Ramzi	sm presence &...	28	28	0	Yes maybe because being present on social media means can anyone
	INTERVIEW 04 Ramzi	sm presence &...	36	36	0	I think it's trustworthy.
	INTERVIEW 04 Ramzi	sm presence &...	56	56	0	how the consumer sees the brand so it's effect the trust in the
	INTERVIEW 18 farida	sm presence &...	28	28	0	-Yes, it influenced my trust in two ways the first one when they
	INTERVIEW 18 farida	sm presence &...	56	56	0	Yes of course, the brand presence plays a significant role on t

Appendix n° 3-6: MaxQDA software.

C:\Users\USER\Documents\MAXQDA2022\Mémoire_Marketing des RS.mx22 - MAXQDA Plus 2022 (Release 22.2.1)

The screenshot shows the MaxQDA software interface. On the left, there is a 'Liste des documents' (List of documents) pane showing a list of interview documents with their respective page counts. Below it is a 'Liste de codes' (List of codes) pane showing various codes like 'sm presence & trust', 'entertaining content', and 'informative content'. The main area is titled 'Navigateur de documents: IN INTERVIEW 10 hadil (56 Paragraphes)'. It displays a list of paragraphs with their corresponding codes. For example, paragraph 22 is 'informative content' and paragraph 23 is 'entertaining content & informative content'. The right side of the interface shows the text of the selected paragraph: 'I find promotional deals, entertaining content, and informative content that presents what the cheese is composed of most interesting and engaging.'

Appendix n° 3-7: Codes



The screenshot shows a software window titled "Liste de co..." with a toolbar containing icons for home, print, share, navigation, search, settings, and window management. The main content area displays a hierarchical list of codes under the heading "Liste de codes". Each code is preceded by a small circular icon with a colored dot. To the right of each code is a numerical count. The total count for the entire list is 623. The code "informative content" is highlighted in blue.

Code	Count
Liste de codes	623
no specific motivation	3
tradition trades	8
product over sm	37
type of content	53
sm & consumer lifestyle	13
brand image & sm	19
brand's sm and its competitors	23
recommendations based on sm	20
communication style on sm	18
emotions & social medi	24
sm relation with purchasing	23
sm presence & loyalty	27
sm presence & trust	41
sm impact on perception	17
entertaining content	14
attraction cause	21
brand awarness reason	43
enagement & quality of content	78
interaction reasons	13
stay up to date	20
reasons to follow food brand	19
informative content	23
no interest in food brands	5
followed brands cosmetics & fashion	9

Appendix n°3-8: Tiptop's Facebook and Instagram pages.

← Q Rechercher



TipTop

12 K J'aime • 12 K followers

Tip Top est une marque commerciale Algérienne de fromage fondu, fabriqué par la société Tammy.
Créer

Voir la boutique Message


Aime déjà ...

Publications À propos Vidéos Plus ▾

Détails

Page · Entreprise locale

← tiptop.algeria 🔔 ⋮




55 Publications 6 847 Followers 21 Suivi(e)s

Tip Top Algérie
Le meilleur fromage pour vous 🧀👍

le_coin_de_chiraz, mesfilmsavie90 et 3 autres personnes suivent

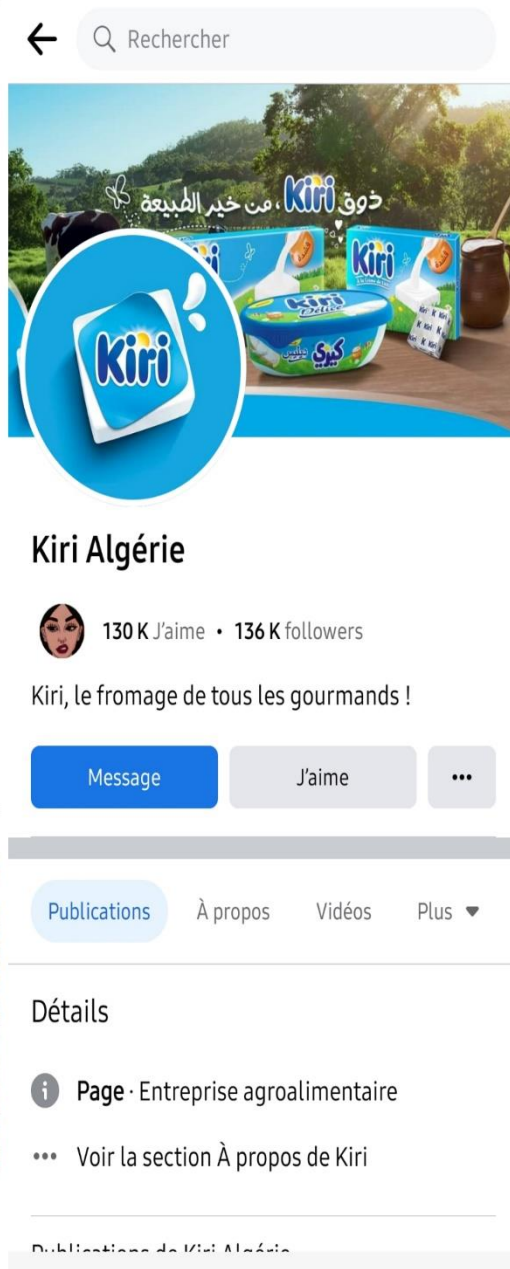
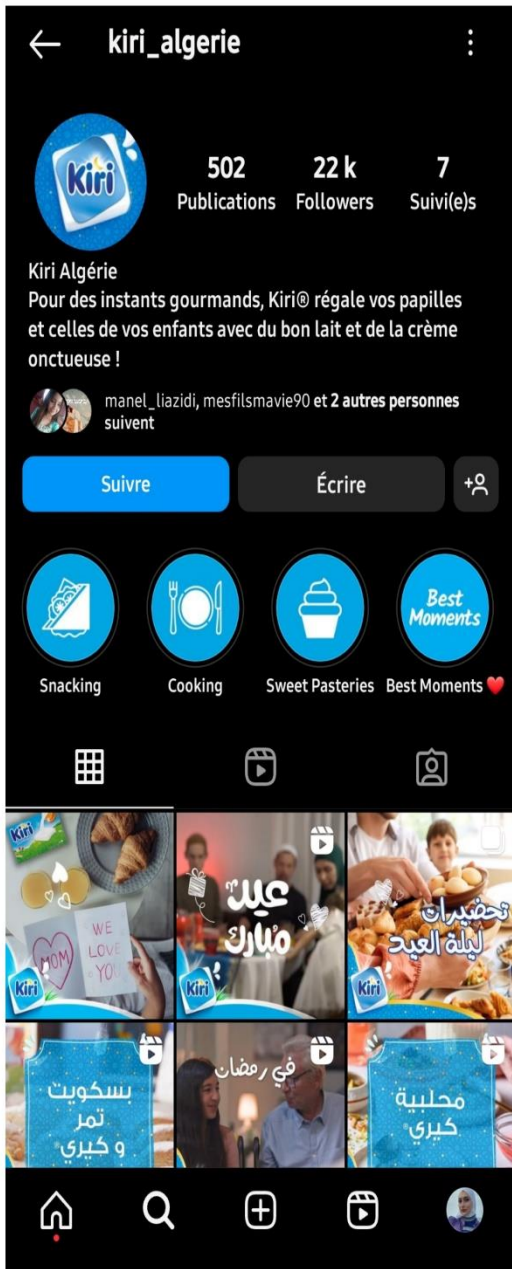
Suivi(e) ▾ Écrire +👤

🎬 Animations ...

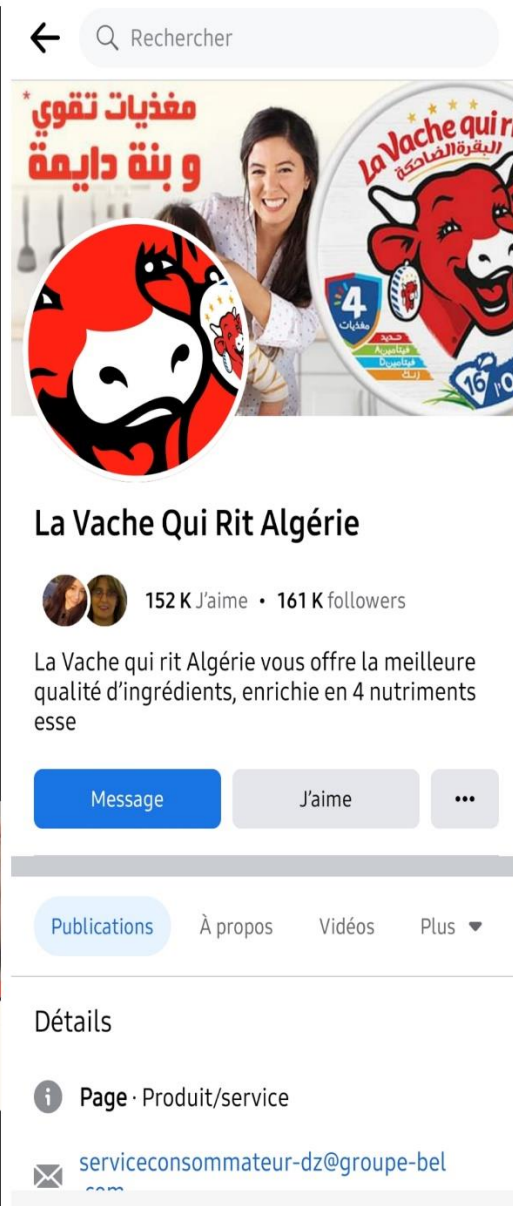
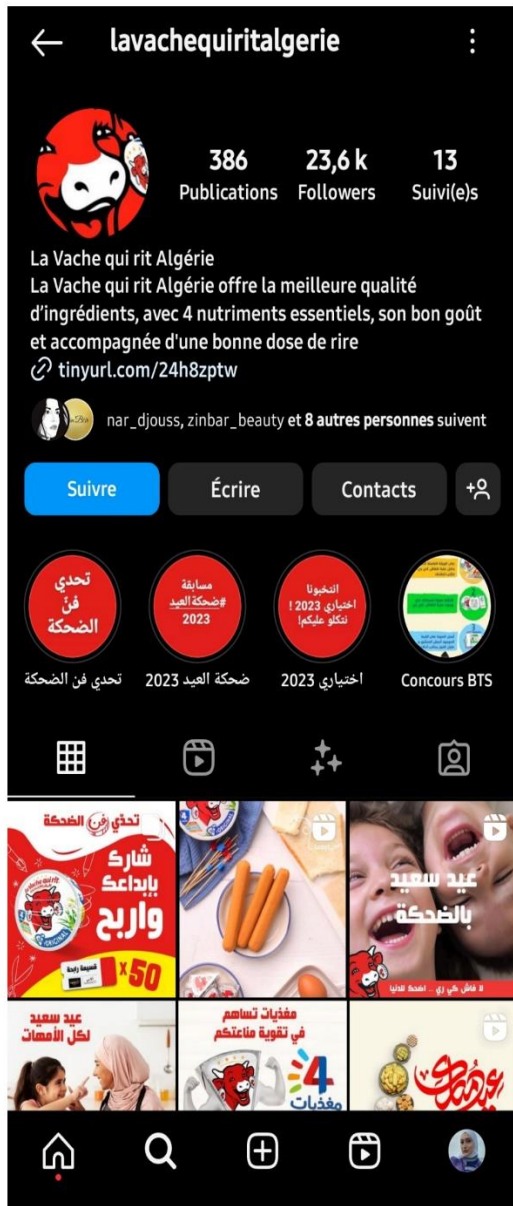


🏠 🔍 + 📺 👤

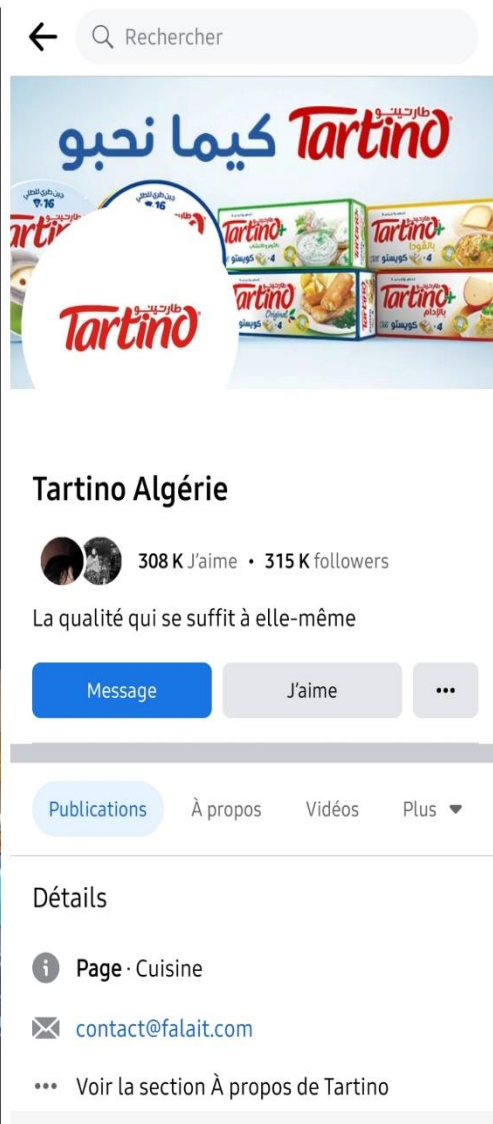
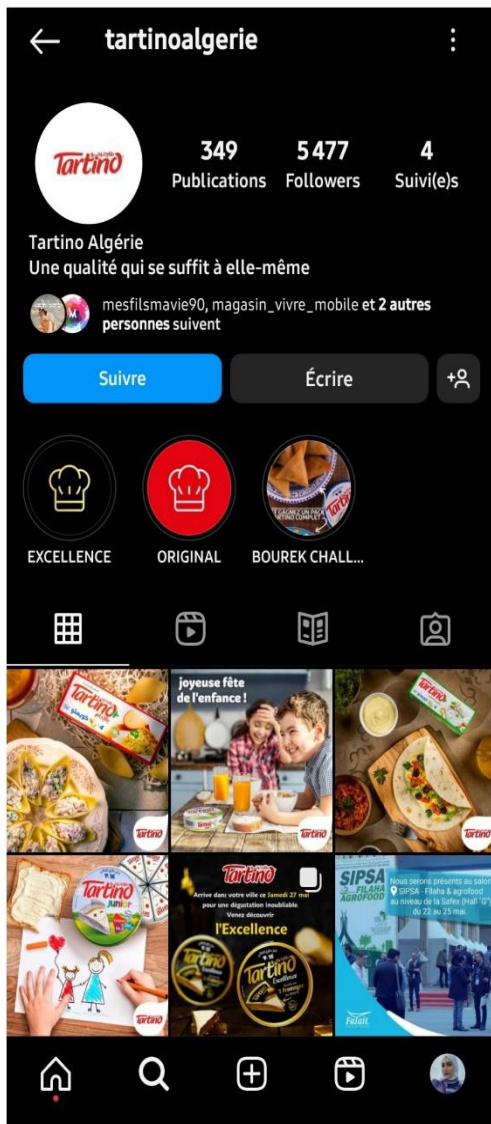
Appendix n° 3-9: Kiri's Facebook and Instagram pages



Appendix n° 3-10: La vache qui rit's Facebook and Instagram pages.



Appendix n° 3-11: Tartino's Facebook and Instagram pages.



Appendix n° 3-12: Tammy logo.



Appendix n° 3-13: TipTop logo.



Appendix n° 3-14: Tiptop's products



Table of content

DEDICATION

ACKNOWLEDGMENTS

ABSTRACT:

LIST OF TABLES :

LIST OF FIGURES :

SUMMARY:

GENERAL INTRODUCTION1

CHAPTER 1: BRAND IMAGE AND ITS CONSTRUCTS.....5

SECTION 01: BASICS OF BRAND7

1 Brand history:7

2 Brand definition:7

3 Components constituting the brand of a company:8

3.1 Name :8

3.2 Logo :.....8

3.3 Slogan :.....9

3.4 Color code :9

3.5 Jingle :9

4 Types of the Brand:.....10

4.1 Corporate brand :10

4.2 Product brand :10

4.3 Service brand :10

4.4 Personal brand :10

4.5 Retailers and Distributors brand :10

4.6 Place brand :11

5 Brand functions:.....11

5.1 Customer :11

5.2 Companies :12

6 Branding challenges:.....12

6.1	Pressure to compete on price:.....	13
6.2	Proliferation of competitors :.....	13
6.3	Fragmenting markets & media :.....	13
6.4	Complex brand strategies & relationships :.....	14
6.5	Bias toward changing strategies :.....	14
6.6	Bias against innovation :	14
6.7	Pressure to invest elsewhere:.....	14
6.8	Short-term pressures :.....	15
7	Steps to Create a Brand:.....	15
7.1	Brand Salience:.....	16
7.2	Brand Performance:	16
7.3	Brand Imagery:.....	16
7.4	Brand Jugements :	17
7.5	Brand Resonance :.....	17
8	Brand Presence in Digital Space:.....	17
SECTION 02: FOCUS ON THE BRAND IMAGE.....		19
1	Brand image definition:	19
2	Brand image types:	19
2.1	The intended image :	19
2.2	The objective image :	20
2.3	The perceived image :.....	20
3	The dimensions of a brand image:.....	20
3.1	Mental representation :	21
3.2	Stability :	21
3.3	Selective and simplifying :	21
3.4	Personal and subjective :	21
4	The Sources of Brand Image:	21
5	Concepts related to the brand image:.....	22
5.1	Reputation:	22
5.2	Brand attachment:.....	22
5.3	Brand identity:	22
5.4	Brand equity:	24
5.5	Brand personality:	25
6	Functions and Roles of Brand Image:.....	26

7	Steps to build Brand Image.....	27
7.1	Constructing the Brand Identity :	27
7.2	Creating positive customer experiences :	27
7.3	Positioning the brand :	27
7.4	Investing in effective communications :	27
8	Brand image measurement:	27
8.1	Attitude Scale :	28
8.2	Survey :	29
8.3	Brand audit :	29
8.4	Social media monitoring :	29
8.5	Brand-tracking studies :	30
8.6	Qualitative interpretive research :	30
8.7	Customer feedback :	30
8.8	Competitive analysis :	31

CHAPTER 2 : SOCIAL MEDIA33

SECTION 01: BASICS OF SOCIAL MEDIA MARKETING.35

1	History of social media:	35
1.1	From “one to one” to “one to few” :	35
1.2	The adoption of 1.0 -The Internet Comes Alive:	35
1.3	The Conversation Takes a Breath-The Dot-com Bubble:	35
1.4	The Conversation Grows One to Many:	36
1.5	User Adoption 2.0-The Conversation Comes Alive:	36
1.6	The Launch of the Stratosphere:	37
2	Social media definition:	37
3	The different forms of social media:	38
3.1	Online communities and forums:	38
3.2	Blogs:	38
3.3	Wiki:	39
3.4	Social networks:	39
4	Social media platforms:	40
4.1	Facebook:	40
4.2	Snapchat:	40
4.3	Instagram:	40

4.4	TikTok:	40
4.5	Twitter:	41
4.6	LinkedIn:	41
4.7	YouTube:	42
5	What is social media marketing?	43
6	Social media marketing objectives:	43
6.1	Promotion and Branding:	43
6.2	Customer Relationship Management:	44
6.3	Marketing Research:	44
6.4	Retailing and E-Commerce:	45
SECTION 02: SOCIAL MEDIA STRATEGY		45
1	Steps in building successful social media strategies	45
1.1	Situation Analysis:	45
1.2	Considering the company's long-term goals when setting social media marketing goals and set a budget:	46
1.3	Basics objectives:	47
1.4	Objectives characteristics' :	47
1.5	Learning everything about the target market:	48
1.6	Developing familiarity with competitors' products and services:	49
1.7	Performing a social media audit:	49
1.8	Selecting Social Media Channels and Vehicles:	52
1.9	Creating user accounts and enhance existing ones:	52
1.10	Finding inspiration:	52
1.11	Setting up a content schedule for social media accounts:	53
1.12	Producing enticing material:	53
1.13	Monitoring results and adjusting the social media approach:	54
CHAPTER 3: CASE STUDY ABOUT THE IMPACT OF BRAND'S SOCIAL MEDIA PRESENCE ON THE BRAND IMAGE TIP TOP.		56
SECTION 01: TAMMY GROUP AND TIP TOP COMPANY PRESENTATION.....		58
1	Tammy presentation:	58
2	TIP TOP company presentation:	58
3	History:	58
4	Company profile:	59

5	Missions and Objectives:	60
5.1	Missions :.....	60
5.2	Objective :	60
6	Company activities:	61
7	Product range:	61
8	Company departments:	62
8.1	Production Department:.....	62
8.2	Quality Assurance Department:	62
8.3	Sales Department:.....	62
8.4	Marketing department:	63
9	Digital Manager:	63
9.1	Brand Community management objectives :	63
9.2	The duties of the Digital Manager include:.....	64
SECTION 02: METHODOLOGY AND RESEARCH DESIGN		64
1	The research method:.....	64
2	Sample:	66
3	The duration of the interview:	66
4	Ethical Considerations:	66
5	The choice of the data analysis software "MaxQda" serves qualitative research:.....	66
5.1	reminder of the central question and research hypotheses related to the study:..	67
6	Analysis and data processing:.....	67
6.1	TIP TOP's Social media analysis:.....	67
6.2	TIP TOP's Instagram account:	70
7	Competitive analysis:.....	73
7.1	Competitive analysis of Facebook pages:	73
7.2	Competitive analyses Instagram pages:.....	74
8	Individual interview analyze:.....	75
8.1	Attractive awareness of the brand:	75
8.2	Type of content and Style:.....	76
8.3	Brand engagement on social media and interaction:	80
8.4	Emotions bonding for the brand	81
8.5	Brand image and social media.....	81
9	Summarize the results:.....	82
10	Employees interview analyzes:.....	83

11	Recommendation and suggestions:	86
	GENERAL CONCLUSION	87
	BIBLIOGRAPHY	
	APPENDICES	
	TABLE OF CONTENT	