UNIVERSITÀ POLITECNICA DELLE MARCHE
FACOLTÀ DI ECONOMIA "GIORGIO FUÀ"

Corso di Laurea Magistrale o Specialistica in International Economics And Commerce

POSSIBLE CONNECTIONS BETWEEN BRAND REPUTATION AND
PERSONAL BRANDING

Relatore: Chiar.mo   Tesi di Laurea di:AJAYI MORENIKEJI

Prof. Marinelli Luca   MODUPEOLA

ANNO ACCADEMICO 2018- 2019

ABSTRACT

Lo studio ha lo scopo di far luce sull'evoluzione del mondo digitale, il che ha portato sia le imprese(marketers) che i consumatori a dover affrontare un cambiamento radicale del paradigma di marketing. In particolare il diffondersi del digital marketing e come quest'ultimo può essere considerato uno strumento potente di marketing che se va utilizato e sfruttato nel modo appropriato può far crescere tutto quello che riguarda ogni aspetto un'attività online. Nel corso degli anni il marketing ha subito una vera e propria evoluzione. Si è passato da un marketing orientato al prodotto ossia marketing 1.0 ad un marketing con al centro il consumatore, marketing 4.0.

Quando si parla del marketing 4.0, si parla soprattutto di convergenze tra tecnologie e realtà, e del modo in cui queste hanno influenzato profondamente la disciplina in tutto il mondo.

Di conseguenza stanno emergendo nuove tendenze come l'economia della condivisione, la new economy, l'integrazione omnichannel, l'utilizzo dell'intelligenza artificiale, il social CRM e molte altre realtà.

Al centro di questo studio è la brand reputation ossia la percezione degli altri di un brand online. Prima di arrivare alla brand reputation, si inizierà con……. lLo studio definirà im primo luogo le nuove tendenze dovute all'evoluzione del marketing ossia il passare dal marketing tradizione al marketing digitale.

In secondo luogo, si passa a parlare dei cosiddetti tipi di marketing che ci sono nella sfera del digital con una specifica attenzione sul social media marketing studiando le varie piattaforme social più importanti, le loro statistiche, gli strumenti e algoritmi.

Nel secondo capitolo, si affronta il tema del personal branding e la sua importanza nel mondo digital. Il Personal Branding può essere visto come la capacità di ognuno di noi di fare marketing di se stesso. È un modo per cercare di distinguersi in base ai valori e delle caratteristiche su cui un brand decide di puntare. Vista l'importanza dei social in questo mondo ormai digitale, l'utilizzo ne è fondamentale per poter comunicare I proprio valori e proposte ai consumatori.

Il terzo capitolo tratta della reputazione online con esempi reali sia negativi che positivi. Con questo termine si intende dire tutto ciò che la gente dice e pensa di un brand, I suoi prodotti e servizi online, ne comporta quindi il controllo ove sia possibile e il monitoraggio.

Nella parte finale si vedrà come il personal branding e la online reputation siano correlate.

Al fine di questo studio, è stata condotta un'intervista a 4 soggetti diversi. L'obiettivo è quello di dar supporto a quanto spiegato al livello teorico prendendo in considerazioni realtà diverse per vedere se e quanto cambia in base ai settori diversi o se si tratta di una realtà unica.

SUMMARY

INTRODUCTION

The study aims to shed light on the evolution of the digital world, which has led both businesses (marketers) and consumers to face a radical change in the marketing paradigm and in particular the spread of digital marketing and how this The latter can be considered a powerful marketing tool that can be exploited in the appropriate way and can make everything related to every aspect offered online grow. Over the years, marketing has undergone a real evolution. We went from product-oriented marketing, that is, marketing 1.0 and marketing that focuses on the relationship with the consumer, marketing 4.0.

When we talk about marketing 4.0, we are talking above all about convergences between technologies and reality, and the way in which they have profoundly influenced the discipline all over the world.

Consequently, new trends are emerging such as the sharing economy, the new economy, omnichannel integration, the use of artificial intelligence, social CRM and many other realities.

At the heart of this study is a brand's reputation also known as the perception of others of an online brand. Before arriving at the reputation of the brand, the study will first define the new trends that have been created with the evolution of marketing or the transition from traditional marketing to digital marketing.

Secondly, we go on to talk about the so-called types of marketing that exist in the digital sphere with specific attention on social media marketing by studying the various most important social platforms, their statistics, tools and algorithms.

In the second chapter, we deal with the topic of personal branding and its importance in the digital world. Personal Branding can be seen as the ability of each of us to market ourselves. It is a way to try to stand out based on the values and characteristics on which a brand decides to focus. Given the importance of social networks in this digital world, use is essential to be able to communicate your values and proposals to consumers.

The third chapter deals with online reputation with real negative and positive examples. By this term we mean everything that people say and think about a brand, its products and online services, therefore it involves checking where possible and monitoring.

In the final section, we will see how personal branding and online reputation are related.

For the purpose of this study, an interview was conducted with 4 different subjects. The goal is to support what is explained at the theoretical level by taking into consideration different realities to see if and how much changes according to different sectors or there is a unique reality.

CHAPTER 1

DIGITAL MARKETING TRENDS – THE INTRODUCTION

Marketing is a term which embraces all activities, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Today, marketing can be seen as a term which deals with the continuous change in the market, in its dynamics and customers tastes. As a matter of fact, the AMA's[1] definitions of marketing and marketing research are reviewed and re approved or modified every three-years by a panel of five scholars who are active researchers.

Marketing first started to develop at the beginning of the 20th century, in the period post-war when in the United states for the first time there was a mass production of goods, i.e standardized goods were being offered in the market.[Maurizio M, Jacopo P, Giuseppe S, pg.1511, 2017].

Indeed, marketing, its trends and values have changed over the years to come to this digital era in which the society finds itself today. Marketing today would be incomplete without marketing efforts that use an electronic device or the internet. Technological evolution and it's use by the public are changing not only the way we access information but also the way we communicate with each other on a global scale, it is no longer a domain of the early adopters with certain technological and informatic knowledge and skills, but is affordable and useable by everyone.

"When talking about digital marketing, light needs to be shed on marketing 4.0 which is a marketing approach that combines online and offline interaction between companies and customers. In the digital economy, digital interaction alone is not enough"[2][Phillip K, H. K, I.S,2017,pg.43].

Today, no marketing strategy is complete if it does not integrate digital strategy to its exisiting strategy. Understanding digital means thinking on the far side of any one tool or channel, and towards an exchange of value. Digital is not just a set of

---

1   American Marketing Asssociation

2   Phillip Kotler, hermawan kartajaya, iwan setiawan, Marketing 4.0: moving from traditional to digital, 2017.

marketing channels – it's a different way of seeing and thinking about how people occupy with media, each other and the world around them. Digital makes it possible for the segmentation of an audience into specific targets to be able to send them targeted and customized messages that can be measured.[3].

As a matter of fact, in an increasingly online world, offline touch represents a strong differentiation. The digital world or means of digital communication is changing at a very fast pace.

While it is necessary for brands to be more flexible and adaptive due to rapid trends, it is also necessary to retain their authentic characters are more important than ever also given the fact that in a technological increasingly transparent world, authenticity is the most valuable asset.

The traditional power structure that we are used to is experiencing drastic changes, changes that are principally caused by technological advancements and the internet. As a result, new trends are emerging from this such as: omnichannel[4] integration, content marketing, social media marketing, and many other things.[5]

 These power shifts can be examined from different point of views:

-   From vertical to horizontal: Many practices have changed while others have evolved since globalization and technological improvements. Today, the hierarchical marketing system has changed due to different change drivers such as globalization which has acted as a leveling ground. In other words, the competitiveness of companies (bigger companies having an advantage over smaller companies), the flow of innovation (innovation coming from within), the concept of competition (demographic and size barriers), the concept of customer trust and journey has all changed. Instead, a company can be more competitive not based on its size, past

---

3   Rob Stokes And The Minds Of Quirk, eMarketing: The essential guide to marketing in a digital world, fifth edition, 2008.

4   The practice of integrating multiple channelsto create a seamless and consistent customer experience

5   Phillip Kotler, hermawan kartajaya, iwan setiawan, Marketing 4.0: moving from traditional to digital, 2017.

advantages or demographic position but only its capacity to connect with customers and partners for co-creation and with competitors for competition, this is given by the fact that there is no more exclusivity, given by the control of power just by a certain group of people. If in the past, customers were greatly influenced by the information that the marketers and companies passed on to them, they were passive and easily manipulated by ads and brands, now people inform themselves about products through different means(f-factor -friends, families, Facebook fans, Twitter followers) rather than in marketing communications and no longer what the company wants them to believe[Phillip K, H. K, I.S,2017,pg.21]. What is important now is not the message that the marketer thinks is being passed on to the customers but what the customers think of a certain brand. Here not only the repurchase action speaks volume but also the spontaneous brand advocacy which happens when a customer, without being prompted or asked, actively recommends a particular brand.

-    From individuals to social groups- In today's society, two factors are the most important when a purchase is to be made: individual preference and social conformity[Phillip K, H. K, I.S,2017,pg.21]. People are influenced by other people's opinion. As a result, purchases are made to conform to society's standards. In this case what is important is what the society thinks of a certain product or service, from a marketing communications point of view, customers have passed from being passive to being very active and are having their own opinion. At this point and level of social conformity, what should be on the marketer's mind is the perception of his products by the society. Marketers with this tendency find themselves faced by 2 problems: First, as a marketer, how to capture and retain customer's attention. "According to scientists, the age of smartphones has left humans with such a short attention span even a goldfish can hold a thought for longer. It has been studied that the average human attention span has fallen from 12 seconds to 8 seconds, lower than that of a Goldfish"[6]. Given this information and knowing that customers daily are bombarded with many adverts and information, only brands that have that WOW effect and surprising effect will be able to get their attention.

Secondly, in order for marketers to make sure positive things are being said about a brand, there is the need to create brand conversations in customer communities despite not having much control over the outcome, there should be loyal advocates

---

6   Phillip Kotler, hermawan kartajaya, iwan setiawan, Marketing 4.0: moving from traditional to digital, 2017.

who sway the decision in the brand's favor to be able to convince customers. Not only, but also have an interesting customer care.

-From exclusive to inclusive[7] – "Exclusivity today has become a thing of the past, just looking at the fact that the economic influence is no longer mainly affected by the political influence of the Western world, Europe and the united states no longer hold all the economic power but, there is an inclusion of Asia and some African countries[Phillip K, H. K, I.S,2017,pg.17]. Products and services once considered available just for a certain group of people are now available to mass markets all over the world. Thanks to internet and globalization, the walls between industries are disappearing, they have the opportunity to compete or merge. Entrepreneurs from emerging countries are able to build businesses similar to those of their peers in other parts of the world incorporating it to the local context. Observing from a micro level, inclusiveness is taking place between humans not only online but offline. In the online world, thanks to social media, people are able to build relationships, interact with each other, do collaborations and carryout business transactions despite the barriers like geographical difference, distance and time difference. One of the usefulness of social media is that it gives people a sense of belonging, enabled also by the phenomenon of crowd sourcing[8]. Crowdsourcing[9] is an example of the way digital tools have changed certain ways of thinking.

- In the offline world, the phenomenon of immigration is very present these days whereby people migrate to another country or city to stay either for a short period or a long period. Cities are becoming more tolerating and embrace more each day the diversity that exists. Equal treatments and benefits for all including the minorities, equal job opportunities between different genders and women empowerment. [Pavel S,2019 pg.225]

At this point, it is crucial to know if it makes any sense to distinguish between digital marketing and traditional marketing, or if it is possible to separate the online world

---

7   Phillip Kotler, hermawan kartajaya, iwan setiawan, Marketing 4.0: moving from traditional to digital, 2017.

8 Crowdsourcing is a distributed problem-solving and production model that relies on an active community to find solutions to problems. In the past, people had to gather physically to create crowds.

9 Rob Stokes and The minds of Quirk, The essential guide to marketing in a digital world, 2008.

from the offline world in terms of strategy definition. Some people may agree that there are differences between the digital marketing and the traditional marketing. Such as the following reasons:

In the traditional marketing Communication is unidirectional which means that a business can communicate about its products or services with a wide variety of people group of people. While in digital marketing Communication is bidirectional, thus the customer also can ask queries and or make suggestions about the business products and services.

- In the traditional marketing, the means of communication is generally through phone calls, letters, and Emails, while with digital marketing the means of communication is mostly through social media websites, chat, and Email.

- The traditional marketing is aimed for a certain and a specific audience from generating campaign ideas up to selling a product or a service. While in the digital era the content is available for general public.

- The traditional marketing can be considered a conventional way of marketing; best for reaching local audience while digital marketing is best for reaching global audience or a wider audience.

- With the traditional marketing it is difficult to measure the effectiveness of a campaign while through analytics in global marketing it is easier to measure the effectiveness of a campaign.

Having given these reasons, it is important to note that Digital marketing is not meant to replace traditional marketing. "Instead, the two should coexist with interchanging roles across the customer path"[10]. Digital marketing rises in importance the moment in which given the early stage of interaction between companies and customers, traditional marketing plays a major role in building awareness and interest but as the interaction progresses and customers demand closer relationships with companies. The most essential function of digital marketing is to drive action and advocacy. While digital marketing is more accountable than traditional marketing, it concentrates on driving results, traditional marketing's focus is on initiating customer

---

10   Phillip Kotler, hermawan kartajaya, iwan setiawan, Marketing 4.0: moving from traditional to digital, 2017.

interaction. As a matter of fact, digital marketing strategies builds on and adapts the principles of traditional marketing, using the opportunities and challenges offered by the digital medium. A good digital marketing strategy should be constantly iterating and evolving.[11]

 The fact is that the generalized and diffused use of digital technology such as the internet, software, mobiles and other instruments that allow for people to be in contact with each other in any moment, and in any part of the world promises to minimize everything that preceded them, it has become so diffused that they can be considered 'invasive' within the society, making it become part of our daily lives and the reality. The definition, aim and objectives of marketing remain the same, what has changed is the marketing processes and the digital aspect because technological progress and the evolution of marketing are closely interwoven and related. Every marketing action and strategy can give birth to implications online and offline and the interaction between these two elements are numerous, the two things go hand in hand. That is why an effective marketing should be a single marketing that should make a good use of digital channels, tools, marketing knowledge and skills, in an integrative manner. At the same time digital and traditional marketing are meant to co-exist in marketing 4.0 with the ultimate goal of winning customer advocacy[Philip K., Hermawan K., Iwan S, 2017,pg.49].

1.1 Evolution – Moving From Traditional To Digital

Before the advent of the Internet, different aspects of marketing were carried out in a very old-fashioned way. Advertising was carried by expensive tools such as printing, television and radio, which not all companies could afford if they wanted to reach the whole public. Communication had a one-way structure which was characterized by commercial messages, focused on the product and its characteristics, which indiscriminately affected different targets, consumer had an absolutely passive role, they were subjected to communication without having the opportunity to interact with the company or express his opinion on the services advertised.

11Rob Stokes and The minds of Quirk, The essential guide to marketing in a digital world, 2008.

"The impact of connectivity on online and offline marketing is mixed. Both ways of marketing work hand in hand and will co-exist. There will always be the offline means of marketing and the online means of marketing will not subvert one another"[12][Pavel Savchenko, 2017, pg.305]

Marketing has undergone a lot of changes over the years moving from being production-driven (1.0) to product-driven (2.0) customer -centric (3.0) and ultimately, human-centric marketing (4.0).

Marketing 1.0[13] –product orientation era, in this phase, the objectives of businesses were manufacturing and producing as much as possible for a cheap price for an economic advantage. The only element of competitive advantage was the variable price.

In this historic moment, the major problems for any industry were basically 2:make the production system effective and an attention to the price which had not to be neither too high nor too low [14][Maurizio M, Jacopo P, Giuseppe S,2017,pg.1526].

Marketing 2.0 – here business focused on improving products. The most important thing during phase was the product's quality, this was considered more important than the aspect of production efficiencies, which had been more important previously.

Marketing 3.0 – in this phase companies decided to up their game and make decisions on a more strategic level. "With knowledge of their customers, marketers were helping to decide what products should be produced based on the customers' needs, as well as what distribution channels to use and the pricing strategy".[15] Companies aimed and concentrated on competitive strategies in order to increase their sales with respect to that of their competitors.

Marketing 4.0- this is a marketing approach that combines online and offline interaction between companies and customers, it shows the difference between the

---

12 Pavel Savchenko, Marketing 4,0: U-turn from traditional to digital, 2019.

13 Phillip Kotler, hermawan kartajaya, iwan setiawan, Marketing 4.0: moving from traditional to digital, 2017.

14 Maurizio Masini, Jacopo Pasquini, Giuseppe Segreto, Marketing e Comunicazione, Strategie, Strumenti, casi pratici, 2017.

15Pavel Savchenko, Marketing 4,0: U-Turn From Traditional To Digital, 2019.

offline and online world in an age of digital technology and advance and how companies nowadays decide to move and adopt digital strategies[Pavel S. 2019, pg.666]. Marketing 4.0 can be seen also as a natural outgrowth of marketing 3.0, in this more recent era, businesses are now focusing on having long-term relationships with their customers instead of trying the old way aiming to get a one-time sale, this is mainly because the cost of acquiring a new customer is more expensive than keeping a current customer happy and following him up. This brings us to the era in which we are today, an incorporated two- way communication between businesses and customers. Businesses can remain in contact with their customers every day and at every hour and vice-versa

With the advent of the Internet the situation suddenly changes, thanks to search engines the user takes a leading role, since he has the ability to search directly what he needs.

Thanks to forums and social networks, content creation, information exchange, reviews of brands and products have been made possible.

Companies change the way they communicate, at the center of marketing is now customers and their needs. Thanks to the web even small companies have the opportunity to promote themselves: costs are falling, new opportunities are emerging, new strategies are refined and Web Marketing is born, that is all those activities that allow to increase and improve the presence Online.

As we said communication becomes bidirectional, the user finally has the opportunity to make his voice heard and for the company it becomes essential to "listen" to the web and create a relationship of engagement and dialogue with the public to satisfy the better his needs.

To be successful, it is not enough to promote quality products or services: now you need to build relationships, establish a relationship of trust with potential customers.

According to Kotler, in recent years the use of social media has allowed the birth of a shared culture globally, a real community made up of people who exchange opinions, thoughts and values.

Marketing 4.0 is a marketing approach that combines online and offline interaction between customers and companies, it helps marketers move to into a digital economy

that has defined key marketing concepts. Digital marketing and traditional marketing must co-exist in marketing 4.0 with the ultimate goal of customer advocate.[Pavel S., 2019, pg. 776].

<u>Moving from Traditional to Digital Marketing</u>

Traditionally, in marketing, after one of the planning phases is the segmentation[16] which is usually followed by the targeting phase which is the act of selecting one or more segments that fits with the brand and in turn are interested to go after.[17] Both processes are useful for a company especially in defining its strategy because they allow for an efficient resource allocation, lessen time wastage and sharper positioning. Differently from what takes place today, these two processes show a vertical relationship between a brand and its customers, where the producers were at the top and at the bottom were the consumers, there was little to no contribution of the customers during these phases and the customers were often targeted by these companies with a lot of irrelevant and messages. Today, communities have replaced segments, communities which are formed by customers who are socially connected with one another, with the same interests and similar ideas[Philip K., Hermawan K., Iwan S., 2017, pg.33]. There is also a horizontal relationship between brands and customers, relationship in which at the top are now the customers and their needs and no longer products.

1.1.1 Drivers of Change connected to the digital revolution

The introduction and diffused use of internet, and technological devices such as the smartphone, internet of things/web 3.0 (which is a network of entities connected to each other via any form of sensor, allowing these entities to be identified and managed), artificial intelligence on a global level have changed the realities of consumers and their relationships with products and brands[GianLuca G., Federica P., 2019].

---

16   A practice of dividing the market into homogenous groups based on their geographic, demographic, psychographic, and behavioral profiles

17   Phillip Kotler, hermawan kartajaya, iwan setiawan, Marketing 4.0: moving from traditional to digital, 2017.

The drivers of change can be divided in:

1) Technological drivers and

2) Socio-Cultural drivers

1. Technological drivers

 To be able to understand the explosive growth of internet and the origin of the digital revolution, we need to look back to the beginning of communication technology which started with the birth of telegraphs.[18] The telegraph was developed in the 1830s and 1840s by Samuel Morse (1791-1872), an idea originally of Joseph Henry (1797 – 1878), the telegraph revolutionized long-distance communication. It worked by sending electrical signs over a wire laid between stations. In 1842 Morse gave a demonstration of a working telegraph between two conference rooms in Washington. The congress provided 30.000 dollars to construct an experimental telegraph line running from the capital to Baltimore. This experiment was a huge success. This network grew so much that in 1850 in the united states there were almost 20.000 kilometers of telegraphic lines, 2 years later these lines had doubled in the whole globe. This new network's function was to get across news as soon and as far as possible instead of getting it across in weeks or months as was the norm in the past. It kept people who were distant in contact with each other. The telegraph remained the only fastest means of communication up until 1877.

Coming to the origin of the digital revolution, the internet – a global telematic network through which hosts can exchange information irrespective of the technological platform used (hardware, operative system and software)- which is not to be confused with the www. The first is a physical infrastructure, consisting of a network of computers connected amongst themselves, while the second is one of the services offered by the internet, consisting in the posting of contents be it images, texts, sounds etc., on the network.[19]

---

18 Gian Luca Gregori, Federica Pascucci, Il Digital Marketing Come Un Fattore Competitive-Verso Un Approcio Intergrato "Strumenti "E "Strategia", 2019.

19 Gian Luca Gregori, Federica Pascucci, Il Digital Marketing Come Un Fattore Competitive-Verso Un Approcio Intergrato "Strumenti "E "Strategia", 2019.

Nevertheless, one of the greatest innovations during the digital revolution was the passage to Web 2.0. Web 2.0 was a better version of web 1.0 which consisted mainly of textual documents with some images and very few sounds and videos organized in static html[20] pages. Web 2.0 saw to a change in operation, consenting not only computer experts but also individuals without computer knowledge to be able to create and publish contents on the web. According to Barassi and Trere, the interactive features of web 2.0 technologies offer possibilities for individual engagement and empowerment as never seen before. Examples of applications created were social networks, etc., the element they have in common is the fact that they all allow spaces for sharing contents, collaborating and people's participation. Web 2.0 is characterized by the following elements:

- Ease in content creation -while in web 1.0 contents were created mainly by computer specialists and programmers due to its complicated aspect, Web 2.0, due to it's simple and less complex features allow for a wider number of users to create and share content.

-Tagging – consists in assigning a keyword to an object to be able to describe It and enables an easy research for it.

-Ease in interaction between users and the site allowing them to surf the web on their own and between users.

-An easier medium to share and receive information and multimedia contents and use it in different virtual places and platforms.

Today, not only is the number of internet users on the rise, but also are frequent users of the network and in the time spent online are very productive.[21] This goes to show that the penetration of digital channels on the market is growing rapidly. Today, customers all over the world are well informed thanks to the capacity they have to access, explore and use information in any given moment at any time, better connected because of the capacity they have to communicate instantly with other

---

20 HyperText MarkUp Language

21 Gian Luca Gregori, Federica Pascucci, Il Digital Marketing Come Un Fattore Competitive-Verso Un Approcio Intergrato "Strumenti "E "Strategia", 2019.

people with time difference at different geographical locations, they are more communicative because they are able to post and share their ideas and opinions. And lastly, more determined because not only can they personalize their information but also send across messages and obtain whatever they want on request unlike then past.

Below is a chart[22] showing the world-wide distribution of internet users according to different regions

Internet Users Distribution in the World
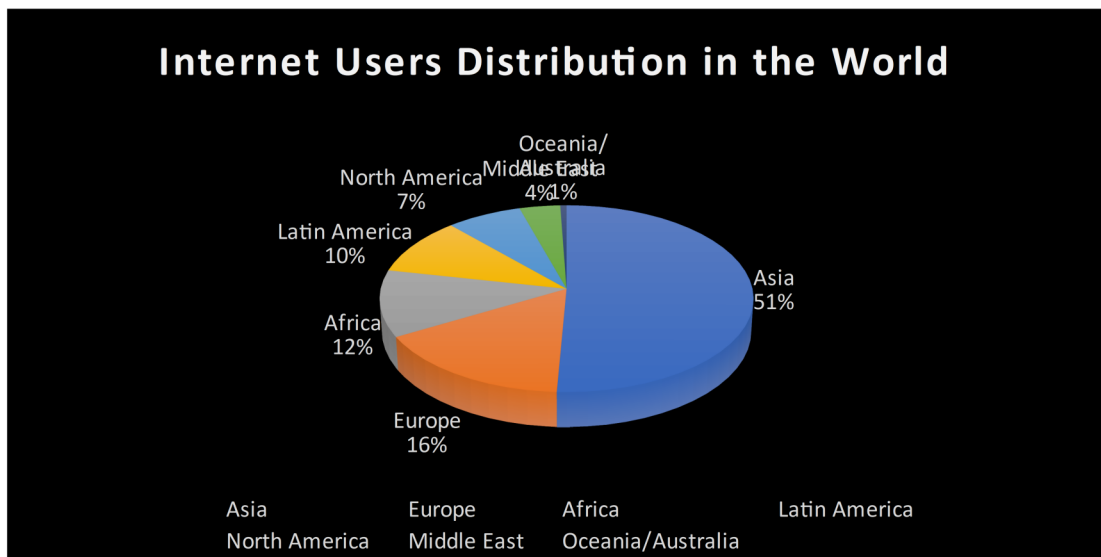
Source: Internet world stats, June 30, 2019.

In march 2011, these statistics were different, Asia led with 44% of internet users followed by Europe with 22,7%, North America with 13,0%, Latin America 10,3%, Africa 5,7%, Middle East 3,3% and Australia with 1,0 %. There has been an overall increase in the use by Asia, Africa and middle east while there has been a decrease in the use of internet in Europe, Australia, North America and Latin America.

This buttresses the point earlier stated on the shifting of the economic powers. At the center of attention now are Asiatic and African emerging economies.

22 Internet World Stats, 2019.

The adoption of technology has affected also the consumers behavior in the following ways:

-The abundance of information online allows for customers to come together to form communities with the same interests in certain things and similar ideas, align with people all over the world with the same interests and opinions.

-Interconnectivity- thanks to digital technology, consumers can now communicate in a fast and easy way through means such as e-mail, instant messaging, mobile messaging, social media platforms such as Facebook, Instagram, Myspace, LinkedIn, Snapchat etc. Problems like time difference between continents, geographical difference, are no longer considered a problem, consumers can interact with other people like them with the same school of thoughts.

-Thanks to this new digital era, consumers through certain programs and software are able to exclude unwanted commercial ad, differentiate and filter out useful information from less useful information to them.

-Technology is paving the camp of information and allows for users to create content, post it, and have access to other information in very short amount of time. As a result, customers are more in charge and conscious of their purchase decisions and making up their own conclusions on brands without being influenced by marketers.

-Consumers have become very interactive and can now express themselves freely online by giving their opinion on different issues based on their experience for no cost through mediums such as voting platforms, feedback forms, message board and so on.

- Traditional mass production and sales are rapidly disappearing, consumers are being referred to as pre-consumers simply because they are being involved in the production process, shifting the power equilibrium from the producers to the consumers. There is a high level of interaction between these 2 parties: the consumers are frequently involved in the production process and giving inputs on their needs and in the personalizing process.

- Consumers have become very demanding, wanting their needs to be satisfied immediately and in a very short amount of time. Barriers such as time, distance, geographic location are no more a big deal, at any given point in time and place, every demand is to be satisfied in a very rapid time by the producers to be in order to be considered efficient.

Producers, who are now aware of the fact that they now deal with consumers who are more informed and consumers who gather their information online and from little communities online where people give, share and discuss opinions and reviews, poses as a huge challenge for them because they constantly have to adapt to the new challenges and up to the task by keeping up on the changes and evolution of both the consumers tastes, needs and technology. For this reason, producers and marketers have to adjust their approach towards the consumers in order to be able to build and establish a connection with them by coming up with a good digital marketing strategy.

Moving on to a special category of online users called influencers which are what some people might refer to as opinion leaders of the internet, they are able to control, through, podcasts, YouTube channels, forums and social media platforms, the potentials of the internet by enhancing and endorsing products and brads that they like. Influencers are very important for marketers not only because they have the virtual ear with which they listen to the mass online but because they have the power to influence people's thoughts and opinions on certain issues or products. One important thing to take note of is that these influencers have already won the hearts and minds of consumers online in different parts of the world. Including them in a positive way is the same thing as using a lot of people put together to form a squad to pass on the same message online. It is a powerful word of mouth way of passing across a message or promoting a brand online.

According to Doubleclick in 2006, in his "influencing the influencers: how online advertising and media impact word of mouth", an influencer is a person that agrees strongly on 3 or more of the following statements:

-they consider themselves experts in a certain field.

-they are often asked for their advice before purchases are done in fields in which they are experts in.

-they have a wide social circle and often ae in contact with people with the same interest.

-has a constant online presence in different social media platforms, via , emails, group discussions, and are parts of online communities etc.

It isn't hard to identify or spot an influencer within a certain market or field, there are also applications and software that help in identifying influencers in certain fields by giving enough information on them like fields of interest, where their fans are based, sexual orientation of their fans, language, demographic location etc. An example is Ninjanalytics.

2. Socio-cultural drivers

When you first think of digital marketing, what comes in mind is the amount of technology which could be quite scary given its complex nature, but this isn't the case as we will see because digital marketing isn't exactly about technology but also and mainly about people. As stated earlier on, traditional marketing and digital marketing are not 2 separate things but are similar in the sense that technology in this context is about offering marketers new and interesting platforms that allow them to come in contact with the public in different ways. Digital marketing doesn't require a study of the technology and its never-ending evolving manner but it is about understanding people, the way people use this technology and how the marketer can make good use of this to be able to deal with the customers. The technological revolution has an important relevance for companies based on the consequences on the consumer-behavior.

According to Kotler, connection is probably the biggest evolution that has taken place in marketing, it can be considered probably the most important game changer in the history of marketing. This has questioned theories and models that marketers sustained in the past on clients, products, brand management etc. Connection has reduced the costs of interaction between firms, employees, channel partners and other subjects. A significant change thanks to the digital revolution is a huge customer

empowerment, an increase in the power of the customer, which is also caused by the reduction in the information asymmetry that in the past characterized the relationship between producers and clients, this process also sees a collaboration between external parties and even involve customer participation.

-Consumers have at their disposition a higher aggregation possibilities because for a single consumer, it is easy and costs almost nothing to get in contact with other consumers, form groups and participate in social media forums irrespective of their geographic location. Virtual communities of consumers are an aggregation of consumer-clients that interact with each other online to manage their interests and at the same time have fun and inform themselves. Through these groups, consumers acquire a greater weight on their relationships with the firms because they do not act individually anymore but collectively as a unique person.

-Customers now have a higher access to information about firms, their products, process and a higher variety to choose from, opportunities that were costly to have in the past. The evolution of the consumer behavior derives from the evolution and change in the ways through which consumers buy, evaluate and use information gathered on firms and their products. The huge amount of information at the clients disposition by the web at a low cost makes it possible for clients to compare products of different firms, brands and sellers and make a more accurate assumption on these with respect to the past. An example is the reviews and ratings of clients on the price comparation sites. As a consequence, the power and position of firms are lesser and weakened, they have constant access to information in any given place thanks to mobile technology, it gives to the consumers the feeling of being in control of their own purchase process, other than the power to buy anything in any given moment without having to go personally to the shops.

-Consumers possess some characteristics that distinguish them from the previous type of consumer thanks to the digital revolution. Some of these characteristics are:

1. The new consumer is impatient- the internet and its easy access has brought about a change in the consumer behavior by making them more demanding and desiring. The new consumer who is used to having quick access to the internet and getting all the information needed in rapid times wants everything ready and immediately.

2. The consumer is distrustful- the modern consumer is always distrustful towards messages that come from firms while they tend to trust messages that come from other consumers. User-generated contents such as reviews on products online have a higher wight with respected to firm-generated contents such as advertisement on televisions.

3. The new consumer has an active role in the production process and thereby in the value creation process for the firm. The new client wants to be involved in the activities and decisions making of the firm that concerns production and marketing of goods and services. Processes that involve co-creation of contents, messages and products, a process whereby the consumer passes from being passive to being creative and communicative about his needs and interests. Another phenomenon is crowd-sourcing which is a method of collaboration by which forms ask for contributions from the web, delegating the assignment to a group of people to develop a project which could be the design of a logo, name or characteristics of a new product.

4. The consumer is constantly connected to the web- consumers have access to the web, this can take place in any lace and at any time. The new consumer is multi-tasking because they have the capacity to do more than one activity at the same time. Given this opportunity that consumers have to access the internet at any time, the possibility of interaction between firms and consumers become multiplied.

1.1.2 The New Customer Path

Aware, Appeal, Ask, Act, and Advocate

A customer path is simply a group of stages or touch points that a customer touches or passes through to reach an end goal. Here the goal at the end of the journey could be a purchase or post-purchase services or anything advantageous that might be considered a goal. Customers now having an increased mobility and connectivity to the internet have limited time to consider and evaluate brands, as their attention span drops (lower than that of a goldfish), customers experience difficulty in focusing due to too much exposure to products and ads by different brands from both offline and

online channels. Nowadays, peer-to-peer conversation among customers is the most hard-hitting form of media. Given this lack of trust, companies might no longer have direct access to customers. As customers trust their peers even more, the best source of influence is the army of customers turned advocates[Phillip K, H. K, I.S,2017,pg.51]. They, being faced with all of these options makes them turn to sources they trust such as family, friends and communities both offline and offline for their opinion and reviews. Based on this, the customers can either make the purchase or not and eventually end up being advocated for a particular brand.

A company's attention should shift from increasing the amount of sales to converting them into loyal advocates. This, because nowadays, customers engage more in peer-to-peer conversation which make them have more trust towards word-of-mouth rather than what messages the marketer tries to send across. Companies strategies should also involve differentiation and stand out from the crowd by intensifying communication skills and connecting more with the customers because just one bad experience or good experience with the brand is what can convert the customer to a negative advocate or a positive advocate. Also, incorporating different channels both offline and online channels together to achieve the same goal.

<u>Moving from 4 As to 5As</u>

The new customer path is similar to the AIDA[23] model which stages are: attention, interest, desire, and action. Derek Rucker of the Kellogg School of Management offers a modification of AIDA that he calls the four A's: aware, attitude, act, and act again. In this new customer path frame, the interest and desire stages are simplified into attitude and act again. [Pavel S., 2019, pg. 814]

The four A's framework is a simplified model used to describe the straightforward funnel-like process that customers go through when examining different brands in. Customers and potential customers as well are exposed to a brand through word of mouth, advertising, social media, past experience & every other medium that lets the customer know about the existence of a brand(aware), then they move from the stage

---

23 AIDA was coined by an advertising and sales pioneer, E. St. Elmo Lewis, and was first adopted in the fields of advertising and sales. It serves as a simple checklist or a reminder for advertising executives when they design advertisements and for sales executives when they approach prospects

of being aware of the product to the stage of wanting to know more about the product, the brands in this stage focus on amplifying the short-term memories created during the first stage, they can either like or dislike the brand(attitude), then they decide on whether to purchase it or not based on all the information they have collected(act), and then decide whether the brand is worth a repeat purchase (act again).[24]

This 4-As framework has the need to be updated, as a matter of fact, today, we have the 5A's model. In this 5A's model of the New customer path, the external factors affecting the purchase decision in the modern world is considered. Here the outside factors make mention to the social media communities, influencers, friends & family, online reviews, loyal customers advocating the product & many more. It is a new customer path defined to accommodate changes shaped by connectivity.

The model also takes into consideration the needs of the customers, it concentrates on their post-purchase customer behavior and relationship with customers after purchase.

In the pre-connectivity era, customer's attitude were different with respect to how they are now. There have been different changes thanks to the fact that they are always connected to the internet. For instance, customer's tastes and behavior were influenced by his or her own tastes and preferences while now, their behavior is mainly influenced by the society. The society's preference and the online community. A customer's loyalty was related to retention and repurchase while now a customer's loyalty is defined by his willingness to advocate and talk to his friends or family about the brands product.

In the era of connectivity, loyalty was often defined as customer retention and re-purchase, loyalty is defined as a willingness to defend a brand.[Pavel S., 2019, pg.869].

Based on these changes, the 4A framework should be re-valuated and given a new dimension for the connectivity era. The new framework is called the five A's: Aware, Appeal, Ask, Act, and Advocate.

---

24 Pavel Savchenko, Marketing 4,0: U-turn from traditional to digital, 2019.

I know   I like   I'm convinced   I'm buying
i recommend

Differently from the 4A's framework, from aware to advocate, the path might expand or narrow in terms of the number of customers going through each stage. The five A's framework is a flexible tool that is applicable to all industries.

In the awareness stage, potential customers are get to know about a brand through word of mouth, advertising, social media, past experience & every other medium that lets the customer know about the existence of a brand.

The brands in this stage should focus on creating a short-term memory that will help the customers to recall or recognize the brand if they do come across one. This is the 'I know' stage.

The next stage is the Appeal stage, also known as the 'I like' stage. Here, the potential customers move from the stage of knowing about a product to the stage of wanting to know more about the product.

The brands in this stage should focus on amplifying the short-term memories created during the first stage. They also concentrate on making the brand more appealing by making it interesting or creating a "WOW" factor that will help the brand to provoke and drive curiosity.

Ask- the 'I am convinced' stage is where after getting to know more about the product the customer at this stage will seek out to gather more information and opinions about the product. The customer might seek advice, reviews and thoughts from friends, family, colleagues or anybody who might have an idea or has used the product. They might also check both online reviews, social channels, forums & any other platforms for more info on the product or service and offline mediums. They might also directly get across to the brand through offline or online mediums seeking

more information on the product or service. All the information gathered in this stage will be used to take the final decision.

Act-After the customer has cleared his curiosity and is convinced thanks to the amount of information gathered will decide to go ahead and make the purchase. The brand's objective is to make sure that the process will not end with a purchase and will try to establish a relationship with the customers by creating a positive & memorable experience for the customer.[25]

Advocacy- This is the 'I recommend' stage which is the most crucial stage for the brand because based on the customer's experience, he/she will decide to be either a positive or negative advocate for the brand. This will result in Retention, Repurchase, and lastly Advocacy for the brand. The customers in this stage will turn into brand advocates and recommend the brand in all possible scenarios.

In this stage, the brands will continue to hold the strong relationship with the clients with a positive thought. They will try to retain the quality of their service or product and focus on providing a better experience on every purchase.

This framework works through the use and application of touch-points[26], it provides insights into a company's relationship with customers in comparison with its competitors. The information gathered from all the stages about the customers can help a company either discover an authentic differentiation or a hidden customer experience problem.

The five A's framework is a flexible tool that is applicable to all industries. When used to describe customer behavior, it draws a picture that is closer to the actual customer path[Philip K., Hermawan K., Iwan S., 2017, pg.57].

There are also factors that influence customers becoming advocates of a brand. A customer's decisions across the five A's are usually influenced by a combination 3 elements: their own influence, others' influence, and outer influence, which can be

---

25 Pavel Savchenko, Marketing 4,0: U-turn from traditional to digital, 2019.

26 A touchpoint is a message or way a brand reaches out to their target market providing engagement as it allows the brand to be seen by the prospective customer in a favorable way

called the O Zone (O3), a helpful tool that can help marketers make the best use their marketing efforts. The outer influence comes from external sources such as friends, family, online communities and other mediums online such as reviews online and group chat. Amongst these influential factors, the most influential are youth, women, and netizens. Companies have little control over these factors so the only effective way to be able to penetrate into these elements is to facilitate discussion with the help of loyal customers or by using influencers. [27]

The own influence as the word applies comes from within oneself. It is a of different factors such as a customer's past experience with other brands, personal evaluation of he brands and personal preference.

The other influence comes from factors such as advertising.

1.1.3 The Customer Journey

The buying process originally of a consumer could be compared to a funnel in which consists of a first phase whereby the consumer has in mind some products of brands to choose from, these options reduce as he passes though each stage of the funnel, these phases are: familiarity, consideration, to arrive at the choice of a brand whose products gets purchased. After this purchase phase, the firm may get or earn the loyalty of the client which manifests through the purchase pf the same product. A peculiar characteristic of this funnel is the fact that in the different phases, from awareness to loyalty, the brands considered do not change or if they change, they reduce each time the client moves from one phase to another to arrive at the purchase phase[[Philip K, Hermawan K, Iwan S, 2017, pg.53]. This funnel process isn't suitable for the new customer. Below is the new customer journey which consists of 3 main steps which are:

1)   Pre-purchase- this consists of all the operations and experiences of the consumer prior to the real purchase such as identifying the need, the search for information and the assessment of other alternatives. The consumer starts searching

---

27 Phillip Kotler, hermawan kartajaya, iwan setiawan, Marketing 4.0: moving from traditional to digital, 2017.

for information on different platforms such as touch points, social media and search engines on a number of chosen brands and from past experiences of the. During this process the number of brands chosen increases up until the stage of choosing the brand whose products fits his needs. An important thing to note is how during this process, the importance of the touch-points reduces while the importance of communication between peers such as reviews, online research increase.

2)   Purchase- this is the second phase which consists of all the buying activities. From the choice of brand to the order and the payment. Here, the touch points of the firm related to the sales channel and payment methods such as interaction inside the shop or the sales point, have a strategic value.[28]

3)   Post-purchase-This phase consists of all the interactions between the firm and the consumer after the buying has taken place which could be the request for assistance, a complaint or the use of that particular product. This phase needs to be managed properly to gain the trust of the client. This trust can be either passive whereby the consumer makes another purchase or active whereby the consumer acts as an advocate of the product.

The traditional funnel has changed due to digital, today's new funnel and customer path is about knowing, engaging and taking an audience on a personal journey[Ashley S., 2018, pg.152][29].

1.1.4 A.I

A.I[30] is simply an umbrella term for making machines "smarter" and giving them human-like capabilities. For instance, Alexa, Siri, are tools that have been trained to

---

28 Phillip Kotler, hermawan kartajaya, iwan setiawan, Marketing 4.0: moving from traditional to digital, 2017.

29 Ashley Schweigert, The evolution of Marketing and Communication, 2018.

30 Artificial Intelligence

hear the human language, understand what it's saying, process it, and generate the best response to any question it is being asked.

It has its roots in the first attempts to model human cognitive abilities and transfer them to a machine and the definition of this term calls to the possibility to automate human cognitive faculties: the perceptions, the capacity to understand and think. The expansion of A.I in businesses is seen in the growing number of applications that goes from natural language processing to image recognition, internet analysis, or the ability to translate. Today AI is centered on the capacity to analyze data and find solutions making sure that the machine learns from the experience, this is also known as machine learning.

Some of the advantages of applying A.I to businesses are that

-         It saves time and money because machines are much more efficient than humans. They do not have all the necessities we have and are capable of working 24 hours in a day

-         Create relevant information- With A.I it is possible to process a lot of data in a very short time to generate forecast and make useful future predictions based on historical data.

-          Reduces the possibilities of errors, this doesn't mean it is a 100% accurate but it is less likely to make mistakes than humans. This is mainly because it makes decisions based on accurate data and is void of emotions and prejudices.

-         It improves the customer experience-Due to the amount of data and information it is able to memorize, it is helpful in helping a business owner have a detailed information about each customer in order to be able to make tailored solutions for each of them.

 Artificial intelligence is not a new area of technological development, what is new are 3 factors which according to Mckinsey Global Institute are the drivers of AI today:

-the increase in available computing power

-the possibility to use sophisticated algorithm

- the accessibility of and to a large amount of data

These 3 technological innovation trends make it possible to transform radically the organization of the human activities and therefore the economy and its management.

The term digital transformation today, means the possibility to revolutionize the way of doing business, through sophisticated platforms that search for maximizing both the efficiency and effectiveness in the process of creating value. Artificial intelligence, applied to the marketing world, changes the way of understanding, deciding and assessing the way of doing business. AI is the software that guides robots and other objects, including self-driving cars that automates actions before they are performed by humans.

 AI Impacts the daily lives of customers and marketers from Netflix recommending a show to watch and Google Maps directing you around traffic to Amazon predicting what you'll buy next and G mail finishing your sentences. AI is makes lives better by making things more convenient and personalized, the same things is happening in marketing and sales.

Another reality is using A.I in e-commerce, order automation, in online stores. Thanks to A.I customers can schedule the purchase on a regular basis, allowing them to save time. Due to its memory capacity, it allows for store owners to know and learn the shopping habits of their customers and eventually make customized personal products.

It also helps reduce costs as it a good indicator that tells the stores the amount of stock they have for each product, when to restock and how much to restock.

1.1.5 Evolution of the retail world- Omnichannel and Digitalization

The advance of the Internet, online channels(e-commerce) and new technologies over the last years has transformed the retailing panorama. More channels are coming up, making consumers change their habits and shopping behavior. On one hand, new forms of intermediaries are born in the online channel, examples are Amazon and Zalando that act as real commercial intermediaries operating only online. On the other hand, the same traditional retailers modified their strategies to remain

competitive in the changing scenario and to acquire a new role in the distributive system. As this was a real challenge for retailers, they tried to respond by creating multichannel which consumers could choose from. The difficulty in this new way of operating was managing all channels. Considering the evolution of consumer behavior towards omnichannel logics, a growing number of customers use multiple channels during their shopping journey. These kinds of shoppers are known as 'omnishoppers', and they demand a seamless experience across channels. For example, an 'omnishopper'' might research the characteristics of a product using a mobile app, compare in order for the use of more channels can create value for the firm and also for the consumer, it is important that the firm guarantees a coherent experience with all the various channels, allowing the consumer to pass from one to another without feeling the differences. The objective of omnichannel strategies is to offer clients a seamless shopping experience that is a coherent and uninterrupted experience throughout all the channels.[31]

 The perfect integration between digital and physical brings about 2 opposite but yet similar concepts together. The physical interaction is about all the activities that take place within the shop. Its advantages are-

-the possibility to feel with the hands the products

-the possibility to have assistance from an expert from the shop.

-the possibility to live the purchase process as an experience.

Together with the physical, is the digital world which allows people to add to their purchase experience thanks to the following properties-

-rich and immediate availability of information

-time saving

-price transparency and the opportunity to compare prices

-sharing of your experience on social media.

---

31 rob stokes and the minds of quirk, eMarketing: The essential guide to marketing in a digital world, fifth edition,2008.

The omnichannel concept is sensed and seen as an evolution of multichannel retailing, while multichannel retailing means a division between the physical and online store, in the omnichannel environment, customers move freely among channels (online, mobile devices, and physical store), all within a single transaction process. The difference between omnichannel and a multichannel is the integration of all the points of contact. The major characteristic of omnichannel retailing is that the strategy is concentrated or focused on the customers and their shopping experience, with a view to offering the shopper a holistic experience. Another important change is that the different channels are blurring together as the natural boundaries that once separated them begin to disappear while shops will be destined to be not only a point of sale but a point where sharing, entertaining relating to people, wowing the clients and rewarding them will be possible, offering them a unique experience. This experience is based on 2 important dimensions:

-the physical elements of a sales point (physical and architectural structure) and the technology in the store. Physical stores can take advantage of the new digital technology (in-store technology) to offer the consumers a unique experience. The technology can contribute to transferring brand vales in the selling point in an effective way and facilitate the client's purchase process.

-The social aspect of the purchase experience in the selling point, that is making sure that the purchase experience will be one to be shared with family and friends and on social media.[32]

 The virtual reality consists in the simulation of an environment or of a real situation making sure that the client perceives an experience in person on a sensorial level. Between the real world and the virtual world, there are other types of realities that distinguish themselves for a gradual amount of stimulus generated by the computer. They are, augmented reality, which integrates digital elements in the real world, mixed reality and augmented virtuality which consists of integrating contents and objects of the reality within a virtual world of the user. This is an intermediate zone between real and virtual in which none of these 2 prevails. Out of all these realities,

---

32rob stokes and the minds of quirk, eMarketing: The essential guide to marketing in a digital world, fifth edition,2008.

experts consider the augmented reality the most relevant technological trend for retailers in the future.

There is the need for Marketers to change their approach towards sales and communication channels to be able benefit from the opportunities that this new reality provides. Marketers need to guide customers through every step of the physical and online channels. They also need to be accessible wherever and whenever customers determine to make a purchase across their path.

1.1.6 The Rise of Omnichannel Marketing

Omnichannel is a concept that was first introduced to the marketing world in 2010. The term was used to describe a shopping experience that extends beyond multi-channel retailing. An idealistic omnichannel shopping experience would be available to customers on all platforms, from traditional to the digital world of text message, emails, and online shopping. To give clarity on this situation, let us make an example in which a customer learns about a product through an advert on TV. Then decides to go on google to search more information about this product. He later decides to look for websites with the same products and eventually buys the product on a site which costs the least with respect to the other site.

The former scenario is called "showrooming" and the latter "webrooming."[33] The former scenario is called "showrooming" and the latter "webrooming." [Philip K., Hermawan K., Iwan S., 2017, pg.108]. While Webrooming makes references to a shopping activity that starts with online browsing and then leads to buying in-store, Showrooming refers to a shopping activity that begins with in-store browsing and then leads to an online purchase. This type of shopping allows customers to find inexpensive prices and better deals with exclusive-to-online promotions. This type of shopping allows customers to touch, feel and test products before purchasing Both are common purchase scenarios in the digital era. Customers have become increasingly mobile and constantly move from one channel to another, from online to offline and

---

33   Phillip Kotler, hermawan kartajaya, iwan setiawan, Marketing 4.0: moving from traditional to
     digital, 2017.

vice versa and expect a seamless and consistent experience without a noticeable disconnect. Customers have higher commitment when they have options and when they are enabled to purchase an item at the exact moment they want it[Philip K., Hermawan K., Iwan S., 2017, pg.109]. Unfortunately, traditional marketing channels are not always designed in a way to allow a smooth cross-channel transition. In fact, they are often separated, having their own fixed goals and strategies. This creates a huge missed opportunity. In fact, marketer's sales and communication channels should adapt to the new reality to take advantage of.

Attention is to be made in order not to confuse Omnichannel and Multichannel Marketing, the major way to differentiate these two terms is the approach. The idea behind omnichannel marketing is to make a seamless integrated experience for customers so that each point of access (website, store, telephone) supplies the same level of integrity and functionality. Therefore, omnichannel[34] is a variety of options that are consistent with one another. If a customer wants to finish a sales transaction in a store that they started online, there will be no hassels.

Multichannel also aims to provide customers with consistency but it does so in a different manner. Each multichannel approach has different functions whereas each approach does the same thing in omnichannel marketing. Different parts of multichannel marketing, though all working towards a common target, have different functions.

Benefits of omnichannel Marketing: -Increases brand recognition.

-Increases engagement by reaching customers in real time on any device, in any location.

-Encourages interactivity with direct and personalized customer communications.

-Combine marketing data and create streamlined business reports

-Improvement of customer's experience by reducing how often they need to enter information.

---

34 Phillip Kotler, hermawan kartajaya, iwan setiawan, Marketing 4.0: moving from traditional to digital, 2017.

-Provision of clear and consistent information across key marketing channels.

-Accessing insight into the full 360-degree customer journey.

-Fosters interactivity with direct and personalized customer communications

-Combines marketing data and create streamlined business reports.

1.1.7 Mobile Commerce

Mobile commerce also known as m-commerce, according to Investopedia, is the use of wireless handheld devices such as cellular phones and tablets to conduct commercial transactions online. It is now emerging, from big brands to startups. In fact, almost everyone around the globe is embracing it, which is simply because it allows potential customers to search for products, compare prices, and make payments effortlessly. Mobile commerce covers a lot of ways in which users can buy things through their mobile devices – whether it's shopping from the browser on the mobile phone, paying with airtime for apps and games, or using the phone's built-in technology at the point of sale.[35]

Digital marketing is continually changing, and mobile marketing has an important role in that strategy. The move towards mobile devices is a tendency that will continue to go on, and businesses need to make sure that they have a cohesive mobile marketing plan to relate with those digital consumers. Mobile commerce can be seen as the now or in economy because customers have become increasingly mobile and connected, having options and opinions, they are able to choose brands that provide the convenience of access and transaction. They require that companies deliver instant solutions to their needs without the hassles. The speed of delivery is most times as important as the products and services themselves. Mobile phones are arguably responsible for this. No other channels beat mobile phones when it comes to closeness to customers[Philip K., Hermawan K., Iwan S., 2017, pg.110]. However, no other channels are as personal and convenient as mobile phones. As more and more

---

[35]rob stokes and the minds of quirk, eMarketing: The essential guide to marketing in a digital world, fifth edition,2008.

customers make purchases on mobile phone, it is imperative for marketers to put mobile devices at the center of their omnichannel strategy.

Benefits of Mobile Commerce-

1) Seamless communication: Because it offers a wider reach than the internet, mobile commerce allows for easy, cheap, and fast immediate communication

2) Improved sales process: Mobile phones have provided customers with a lot of options making them decide how and when to interact.

3) Automation: Mobile Commerce has also helped by making marketing activities quick and successful by improving operational efficacy by automating points of customer contact, sales, distribution, and service.

Not only is it beneficial but its importance is also increasing, not only due to the fact that people spend more time on their mobiles but also because Mobile Marketing reaches a broader market[Rob S.,2008, pg.486]. Smartphones and tablets are becoming the most used tools for communication and other purposes across the globe. They are easily portable and sometimes cheaper than fixed computers. Manufacturers are also responding to consumer's demand and developing faster, more powerful and less expensive mobile devices. These improvements mean that marketers have the chance to put their marketing messages into the hands of their consumers, and mobile permits marketers and advertisers to reach a much wider audience by doing so. [36]

1.2 Digital Marketing Tactics

As we know by now, Digital Marketing is currently the most effective marketing tool that businesses use to reach their targeted audience. Earlier, it used to cost a lot of money to promote the product using traditional marketing mediums such as posters,

---

36 Rob Stokes and the minds of quirk, e-Marketing: The essential guide to marketing in a digital world, fifth edition,2008.

hand-outs etc. Today with digital marketing, a brand can reach more people with very little, it takes a good plan, strategy and the right medium, that is the power of digital marketing.

Digital marketing is a powerful tool in two fundamental ways: First, the audience can be segmented into elements like location, to be able to personalize each message sent to each customer.[37]

Second, every data obtained in the digital world is almost always measurable – "every minute and every click by a customer can be accounted for. In digital you can see exactly how various campaigns are performing, which channels bring the most benefit, and where your efforts are best focused" [Rob S., 2008, pg.5].

 Other benefits of digital marketing are:

-ease in the creation of awareness and engagement[38] both before and after the sale.

-It helps in the conversion of new buyers into loyal clients who are willing to be advocates of the brand.

-It shortens the buyer's journey by presenting the right offers at the right time.

Thirdly, In the digital economy, customers are now facilitated and empowered to evaluate and even scrutinize any company's brand-positioning promise. With this clarity and transparency, brands can no longer make false, unverifiable promises because almost every information is available on social media. Companies can say anything about themselves, "but unless there is essentially a community-driven consensus the positioning amounts to nothing more than corporate posturing". [Philip K., Hermawan K., Iwan S.,2017,pg.45]

The primary goal of every marketer through internet marketing is the acquisition of customers and brand awareness[39]. These tactics that will be explained below are all

---

37 Rob Stokes and the minds of quirk, e-Marketing: The essential guide to marketing in a digital world, fifth edition,2008.

38 Involvement, emotional attachment of the consumer to a brand that arises from specific experiences that it experienced during the interaction with the brand itself and with other consumers.

part of promotion techniques, techniques that are useful for gaining new clients, and awarding the loyal clients. Below is a list of online digital marketing tactics:

<u>Web Marketing</u>

Website- This is probably the most essential of all the marketing strategy as it is considered the hub of your digital marketing strategy. It is critical that a website makes the best first impression. Having a website is very important especially for brands because it is a gateway to all information needed by the consumers. A Website is a virtual part of the online world and for it to be effective, it has to act as a conversion engine for the traffic directed to it. Websites are, in many ways, at the core of successful digital marketing strategies. Today, the internet has made the search for any brand/product/service very easy, they are able to get all the information in a click. A website also marks as an initial introduction for the brand to its visitor, a place where they can find enough information about a brand. Websites also acts as a huge content sharing platform, instead of asking information about a brand one can easily go on the web, visit the brand's website and read reviews from on the people online. This information, in turn, helps the brand to build a sense of trust with its user, this trust can also lead to purchase and an eventual conversion of the customer to an advocate. A web page is usually structured into the following categories: Home, About, Product/services, gallery/portfolio and contact page.

The objectives of web marketing are[40]:

to increase brand visibility

to generate new leads-contacts

to sell online

---

39 Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0: moving from traditional to digital, 2017.

40 Confartigianato imprese, digital innovation hub- Web Marketing

Website analytics[41] tools- These are tools important to keep an eye on the data about events that actually take place on a website from clicks to conversions and beyond[42]. Packages offered by website analytics can be used to measure most, if not all, digital marketing campaigns. For example, generating high traffic volumes by using different digital marketing tactics such as SEO, PPC[43] and email marketing can prove sometimes to be a pointless and expensive exercise if visitors abbandon your site without achieving one (or more) of your website's goal[Rob S., 2008, pg. 508].

Web Analytics

Measurement	Tools and Data Sources	Functions and notes
Bounce Rate	Webtrends, Google Analytics, Omniture	Shows the extent to which your landing page attracts visitors into your site
Unique Visits	Webtrends, Google Analytics, Omniture	Compare with membership (registered visitors) levels
Time Spent, Pages viewed	Webtrends, Google Analytics, Omniture	Indicates the degree of engagement when used in combination with other measures of activity

---

41 Web analytics is the discipline of tracking, analyzing and drawing insight from online data can also go a step further to helping a marketer understand the audience's intent

42 Rob Stokes And The Minds Of Quirk, E-marketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

43 Pay-Per-Click

Referral URL	Webtrends, Google Analytics, Omniture	Gives indication of which social channels are sending visitors to your site

Source[44]:Dave Evans, Jake Mc Kee, Social Media Marketing, The Next Generation Of Business Engagement, 2010.

-Kissmetrics[45] offers A website is essentially a gateway for the brand to its visitors analytics tools that help you increase conversions across your entire website. This tool helps track every customer activity through the funnel and gives a report of it.

- Google Analytics- is the gold standard for most websites these days. Google has advanced and improved analytics that shed light on some information on a website including who and where the visitors are from, what they visit on your web site etc.

- Adobe Analytics- provides an enterprise-level analytics solution for companies who want to gather deep analytics on their website data and performance. This tool enables a response in real time to customers questions and curiosity.

-Woopra- is an analytics platform that's tailored-made for e-commerce businesses. Looking to help face the problem of cart abandonment, Woopra analyzes each step of a site's checkout process to determine where visitors are abbandoning and which traffic source is the most valuable in terms of checkout success.

The advantages of web marketing are:

stay ahead of time

opportunity to discover new markets

good relationship between results and investments

accurate analysis of results to boost the different strategies.[46]

44Dave Evans, Jake Mc Kee, Social Media Marketing, The Next Generation Of Business Engagement, 2010.
45   Sprout social

SEO- which stands for Search Engine Optimization, is a process of applying different techniques in the purpose of optimizing a website and making it more user and search engine friendly[e-marketing institute,2018,pg.117].

There are 2 main ways to appear on Google:- Start a SEA/PPC payed ad campaign or through a SEO strategy[47]. Different actions such as content and image optimization, link building etc. are included in this process. It is the process, through which brands can increase their websites visibility, visitors and creating awareness on the search engines. The results achieved are commonly referred to as completely organic/unpaid. It is strongly influenced by the quality, frequency and value of content. Not only will search engines favor your site, but others will choose to link into your content, creating a valuable referrer for your brand. This is done by analyzing user's behaviour on search engines. SEO can be divided into two distinct camps: white hat SEO and black hat SEO. Black hat SEO refers to trying to game the search engines.[48]

SEO also aims at some certain keywords belonging to a specific industry in search engines, exact specific keywords and search engines preferred by the consumers. Almost everyone in every part of the world on the internet makes use of search engines to look for anything they want, as a matter of fact google is arguably the most used search engine in the world because it gives the user a result that is relevant and related to the research carried out.

As a result, it rewards relevance. The main factors for assessing relevance are:

The bounce rate.

The time you stay and the pages you visit.

The number of visits.

---

46 Confartigianato imprese, Web Marketing.

47 Confartigianato imprese, digital innovation hub- Comparire su Google.

48 Rob Stokes And The Minds Of Quirk, E-marketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

SEO involves creating useful, updated, and user-friendly content that search engines index and are useful for when people enter a search term that is relevant to a certain product or service. SEO can be divided into two main strategies: On-page optimization which can be achieved by changing the HTML code, content and structure of a website while the off-page optimization is associated with activities aimed at building links to the website and activities such as social media and digital PR.

"SEO is an extremely effective way of generating new business to a site. It is a continuous process and a way of thinking about how search engines see your website, and how users use search engines to find your website".[Rob S.,2008,pg.233].

Search engine optimization can be subdivided in five main areas:

• A search engine friendly website structure

• A well-researched list of key phrases

• Content optimized to target those key phrases

• Link popularity

• User insights

However, Search engines faces technical issues that prevent the search engine spider from gaining access to content and also challenges from a competitive marketing environment where everyone wants to rank highly.

To ensure that search engines can access a certain content, all technical barriers must be gotten rid of in order to be able to achieve the best results. The key is to make sure that there are direct HTML links[49]to each page you want the search engines to index. The most important pages should be accessible directly from the home page of a website. As a matter of fact, from a technical point of view, a friendly Seo site:

Should be fast in loading.

49(Hypertext Markup Language is the standard markup language for documents designed to be displayed in a web browser)

Should be built on a solid hosting.

Should use the most up-to-date programming languages.

Should be safe and responsive.

Lastly, a good SEO strategy should not be static but vary over time. There should be a continuous monitoring and analysis.

Search engines update their algorithms regularly which is an attempt to improve search engine results which can lead to the loss of ranking of certain websites. In such cases, good contingency plan should be put in place in order to recover any loss in ranking positions.[50]

Google is arguably the most used search engine in the world because it returns to the user who uses it a result that is relevant to the search carried out. As a result, it rewards relevance. Google rewards "open" sites. An open site: It is linked from other sites. it's not enough to just consider the amount of incoming links, but also where they come from (authority).

Other important factor to be taken into consideration are: search engine indexing[51] and placement or positioning[52] criteria which are not published, and change over time

There are different tools used for the SEO process:

-Moz[53]- Moz is a tool which provides a semi-passive way to keep track of how a firm is doing based on keyword rankings and they want to know what to do to improve their ranking, it also provides regular articles, guides and blog posts covering all things SEO. As well as sharing insights from their own SEO efforts, there are also

---

50 Rob Stokes And The Minds Of Quirk, E-marketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

51Indexing: Aims to ensure that all pages on a website are contained in the search engine database, that is, they are "searchable" by users

52 Positioning: Aims to improve the position of a particular website on search results pages (taking into account the various keywords searched).

53 Sprout social

vibrant forums where you can learn from others[Rob S., 2008, pg.258]. It offers two key products to customers: Moz Pro and Moz Local. The Moz Pro product helps with tracking rankings, monitoring link building efforts and informing content marketing campaigns which are the classic SEO activities.

-SEMrush

SEMrush is another tool which has a lot of built-in digital marketing tools that help both paid search experts and organic search experts track and improve their search rankings. One most frequent and important use of SEMrush is to track and monitor competitors by conducting a full competitive analysis. SEMrush enables you to make keyword research, backlink tests, site audits etc. Below is a list of some of the major benefits of SEMrush:

-Know where your keywords are ranking on Google search result pages.

-Get traffic metrics for your website and those of your competitors in one place.

-The best backlink quality testing tool online.

-Get keywords that will actually help you rank better on search engines.

 -Screaming Frog

Screaming Frog is a spider tool that can rapidly crawl websites, lists of websites or specific web pages to give you a detailed analysis on their execution.

SEM (Search Engine Marketing)[54]

Search Marketing includes- SEO: Earning traffic through organic or unpaid listings SEM: Buying traffic through paid search listings

"Search engine marketing is the process of search engine optimization (organic reach) and to the paid advertising (paid reach)."[55] Both of these types of marketing have the

---

54 SEM is the set of Internet Marketing activities, which are carried out in order to channel within its website as many users as possible interested in the content offered, while browsing on search engines

55Rob Stokes And The Minds Of Quirk, E-marketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

objectives of helping with the positioning of a website and reaching the right target for a certain brand. The use of the organic reach requires much more time in optimizing and positioning, paid reach instead requires no such time to be invested, but it does require a budget in order to afford paid campaign. For bigger brands, organic positioning might be easier given their early presence online while On the other hand, paid reach enables anyone to get positioned, without much effort. In addition, paid advertising ensures you get the top position in the search result, while there is no such guarantee with organic reach.[56]

Social media affects mostly organic reach, as the latest updates of the search engine algorithm have included social networks in the search results. Search engines take into consideration the popularity of a link or a website on social networks as one of the factors that influences ranking. "The more popular the website is on social media, the more significance will it hold in the search engines results"[e-marketing,2018,pg.117].

The primary difference between these two tools(SEO-SEM) is that SEM incorporates paid online promotional models, like Pay-per-click[57] while search advertising is a method of putting up online advertising using search engine channels like Google, Yahoo, Bing and other content publishing websites in the search engine network. It is much like the SEO and uses some techniques similar to those used in the SEO. A strategy used for directing traffic to a site by paying a publisher each time your ad is clicked. A well-known and most used type of PPC is Google AdWords. According to the activity or keywords that one wants to respond to, the pay-per-click can be extremely efficient to generate in a very fast way to get search traffic, unfortunately, the growing nature of this method calls for competitive keywords.

Search advertising mainly works with 'Keywords as the words and expressions are used as a part of the ad. Search engine marketing involves display advertising, text-based advertising and re marketing[58]. Text-based ads are quite simple being that they contain mostly texts. Search engine portals keep a record on the most popular and exact keywords users search on the portal. When a person looks for placement ideas

---

56 E-Marketing Institute, Social Media Marketing: Social Media Marketing Fundamentals, 2018.

57Pay-per-click, also known as search advertising, is a way to advertise your business or product directly on search engine results pages, where the advertiser pays only for each click on their advert.

and keyword groups, the search engines help them select the most popular keywords for highest brand exposure. Usually, before making any purchase decision, users tend to compare the product/service on a search engine to have a better deal. This makes search engine a precious tool for brands as the search engines offer tailor-made target group based on the searches users have made in the past.

Search advertising offers some benefits such as its economic aspects because payment is made only for traffic, also it allows to track your advertising spend down to a keyword level, so you can have an idea of what works on a lower scale.

Lastly, it allows for a concrete targeting of potential customers as it allows for your products to appear to people who search for your products.

"PPC advertising revolutionized the online advertising industry, and today, search advertising generates 95% of Google's revenue (Peterson,2013)".[Rob S.,2008,pg.264].

Online Marketing[59]- also known as internet marketing which includes a wide range of marketing tools and elements with respect to traditional marketing. When talking of online marketing we can also talk of online advertising which includes display adverts found on websites, adverts on search engine results pages, adverts placed in emails and on social networking platforms, and various ways in which advertisers use the Internet. Online advertising can be found not only on computers but on any device that has access to the web. Online marketing has the objectives of increasing sales, and improving brand awareness.[60]

---

58 Remarketing is a process use to turn window shoppers into actual customers of the products by using targeted marketing strategies. It is used to convert those who didn't convert into customers at the first visit by using activities such as direct marketing, email marketing, targeted advertisements, and telemarketing are used to carry out remarketing strategies.

59 Online marketing is a set of tools and methodologies used for promoting products and services through the internet

60 Rob Stokes And The Minds Of Quirk, Emarketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008

Online marketing can be a very effective acquisition tool for new customers, but on the other hand, intrusive advertising can attract attention for all the wrong reasons. Effective online advertising should be relevant, useful and should speak to customers' needs and presents solutions to them, attracting attention without being overly intrusive. Online advertising follows the behavior of users on the web, this is due to the fact that these ads are to be placed where potential customers will see them.

Objectives of online marketing

-Building brand awareness

- Growth in potential target

- Reduced expenses

 -Elegant communications

 -Better control

  -Improved customer service

- Competitive advantage

Under online marketing, there are Programmatic Advertising and Display Advertising.

Programmatic advertising refers to the application of software to automate the acquisition of media from both online and offline channels. In other words, ads are purchased and displayed automatically based on data. Two of the largest benefits of using programmatic media buying solutions is you can reduce the time you spend finding the best networks to advertise. Secondly, you gain access to the plethora of data that most of these companies have access to.[61]

- ChoiceStream- is able to process a lot of audience data and distinguish which of it is actually useful knowledge for brands. ChoiceStream then targets the audience that it knows the ad will be based on the information it gets, boosting the relevance of your ads to your targets.

---

61 Sproutsocial

- Rocket Fuel- Rocket Fuel is a tool with a feature called "Moment Scoring" which distinguishes it from the competition. Moment Scoring assesses anonymous user data to calculate how likely someone is to respond to your advertisement and then uses that information to decide when and where to serve your ads. Rocket Fuel offers both a self-service platform and managed services.[62]

  Display Advertising -these are adverts that we see after we have visited or shopped on certain sites. These are re targeting ads[63] used to recall the attention of those who have shown a level of interest in a certain product. Display advertising supports other types of advertising and marketing channels such as search advertising, it is also a good instrument to reach a wide range of audience through campaigns while promoting new products at a very low cost.

- AdRoll[64]

  AdRoll is a self-service platform with one of the most well-known names in the retargeting space, which has a high number of advertisers. Its platform grants access to over 500 ad exchanges, which includes most of the major social media networks.

- ReTargeter

  ReTargeter has access to a lot of consumer behavioral data which it uses and offers a self-service platform at the same time it grants other parts the opportunity to pass all of its campaigns onto an account team to help them manage their retargeting activities. ReTargeter also offers a number of different payment models for display advertising such as Cost per Thousand Impressions, Cost Per Click, Cost per Acquisition, Cost per Engagement[65].

---

62 Sprout social

63 Retargeting is incredibly efficient for getting customers back to your site to make a purchase or become a lead

64 Sprout social

65 Rob Stokes And The Minds Of Quirk, E-marketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008

Mobile Marketing –

Mobile marketing as according to the MMA[66] is "a set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any mobile device or network"[Mobile Marketing Association, 2013]. It is the most recent form of marketing through mobile, given the rate of mobile users and their dependability on their mobile phones, this has created and opened multiple channels for brands and companies to connect with their target audience. It takes place over the mobile phone and the technique includes SMS campaigns, in-app purchases, click to download ads, click to call ads and push notifications. For example: iOS platform doesn't support flash and media-rich banners as there is less scope of animation on mobile phones. Mobile Marketing is used to create awareness, drive direct action and build relationships, it can also play a key role in offline events because the mobile phone is portable and is almost always connected to the net, which means that people can engage with a brand directly on location. Mobile engagement extends far beyond just the mobile phone, or just SMS[67] marketing.

 Mobile users have a hierarchy of needs, which are satisfied to various degrees by the capabilities of their mobile devices:

---

66 Mobile marketing association
67 Short Message Service
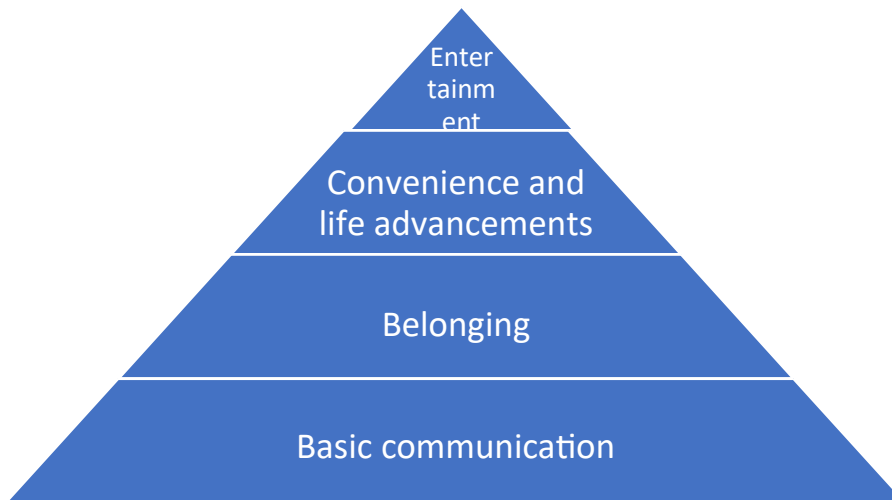
The mobile hierarchy of needs devised by the Quirk Think team[68].

At the bottom there is basic communication, people use mobile devices to communicate with one another through voice messages, text or web access. Belonging faces the need to belong to a certain group and to form communities using mobile social networks and other devices. Mobile devices are great for allowing conveniences such as having to shop online without leaving a house, research, mobile banking etc. There are also advanced functions or use of mobile devices such as education or different courses.

Social Media Marketing – Unlike traditional mass media, Social Media Marketing refers to the promotion process that people or companies put in place through social media platforms. It is the most commonly used tool on the digital platform and it consists in the process of promoting a brand image and contents using social networking media channels to build brand value, draw traffic and generate leads to a business.

68Rob Stokes And The Minds Of Quirk, E-marketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008

Social media offers the ability to communicate to everyone at any given time in any location. For this reason, content us not only generated by brands but also by customers, It is also a powerful tool for turning satisfied customers into advocates for a brand. Social Media Marketing uses this two-way communication to interact with customers or potential customers, establishing a relationship of trust and long-lasting dialogue where discussions and customer service take place and the customer feels most comfortable. Social media marketing has at its center the needs and preferences of customers. With social media marketing the relationship between businesses and customers have changed in the sense that customers now hold the power.[69]

Today, in all parts of the world, almost all the brands have an active presence on at least one of the social media platforms: Facebook, Twitter, YouTube, Instagram, Snapchat, LinkedIn, and so on.

Furthermore, it is useful for making contents go viral, an element which is good for reinforcing a brand and its image rapidly. An advantage that Social media has is that it helps increase Brand awareness, engagement, increase traffic, generates leads, develops fan following, improves search results, which leads in increasing sales results. Social updates also help in increasing business partnership and it is also useful because of its cost effectiveness.[70]

Moving on to another aspect of the social realm, it is important not to mix social CRM[71] and social media marketing, although the differences between the two techniques are blurring. "Social-media marketing involves delivering brand messages and content through social media while social CRM involves resolving customer issues". A good social CRM[72] practice, however, can turn into a good marketing campaign when customers are impressed with the results. Social media marketing is

---

69 Dave Evans, Jake Mc Kee, Social Media Marketing, The Next Generation Of Business Engagement, 2010.

70 Rob Stokes And The Minds Of Quirk, E-marketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

71 Customer Relationship Management

72 Social CRM is a major shift from traditional CRM. Whereas traditional CRM is typically company-driven, social CRM is customer-driven

also more dynamic as a result of social media fragmentation.[Philip K., Hermawan K., Iwan S.,2017,pg.122]

There are two types of social media marketing: organic social and non organic also known as paid social. The Organic social is when users take advantage of the free elements of social media, such as post sharing on Facebook or two-way conversations with users on Twitter.

In this case, businesses can build their social community and then direct them to websites for further engagement.

"Paid social includes sponsored, or paid, advertising content delivered on social networks in the form of images, videos, and carousel ads. Depending on the platform, ads can be targeted to users based on geographic location, buying habits, or personal interests".[73]

Unlike organic, paid social directly puts your content in front of users who will most likely show interest difference between the two primarily has to do with budget. Social media marketing is complementary with email marketing, content marketing and SEM. These points which make them complementary will be explained below.

Email Marketing- Businesses use email marketing as a method for communicating with their target audiences. Email is usually sent with the objective of promoting content, occasions and discounts, and additionally to direct individuals towards the business' site. Every email sent or received is a part of email marketing, emails are usually sent to promote business/service, request business, send advertisements, and request to participate. This is possible by creating customized mails for each user and building trust over a period of time, offering deals and discounts and creating brand awareness. It is low-cost, highly targeted, customizable on a mass scale and completely measurable – all of which make it one of the most powerful digital marketing tactics. Email marketing is a good tool used for acquiring new customers and to keep the old ones. It also provides marketers a platform to experiment with content, visuals, creatives and multimedia assets that to at very lower costs compared to print or television. A successful email marketing is based on two very basic

---

73Rob Stokes And The Minds Of Quirk, Emarketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

customer needs: privacy and permission. The very thing to do when using email to communicate with a customer is gaining their permission. Data mining and segmenting customer databases allows email marketing to be tailored and personalized. Advantages of email marketing are the following:

• They are cost effective given the low cost per contact

• They are highly targeted

• They also allow for customization on a mass scale

• They ate completely measurable

The approach used in social media marketing for gaining information on customers by using online promotions hosted by an online application. This works by announcing a promotion online the winners will be rewarded. To be able to participate they have to leave information such as their email address. This way they have access to your mail address and can send you emails of ongoing promotions or sales.

Content Marketing[74]- Content marketing is an umbrella term, one which focuses on matching content (information or entertainment) to your customer needs at whichever stage they are in the buying cycle or customer journey[Rob S., 2008, pg.68]. According to The Content Marketing Institute, Content marketing is a marketing technique used for creating and distributing relevant and valuable content to attract, acquire, and engage a clearly defined and targetet audience with the aim of driving customer. Content marketing and social media marketing are two types of marketing that are similar and are closely linked as they complement each other.

It is a type of online marketing that is focused on developing content for a website and that content is later used for promoting a website, regardless of the type of promotion. There are different types of content, such as written content, images, audio or video, etc. [e-marketing,2008,pg.142].

Unlike traditional means of advertising such as the television, where the advertiser pass on messages to a capture audience's attention, the focus is on engaging content,

74DAVE EVANS, JAKE MC KEE, Social Media Marketing, The Next Generation of Business Engagement, 2010.

which makes their objective that of attracting an audience instead of seeing themselves as advertisers who buy an audience. With this, the intermediaries or middlemen have been cut out. Consumers and brands can now connect directly without the help of any intermediaries through a variety of different platforms available.

Content is needed to nurture leads. It is what leads people to a website from an email campaign. And it can also be used in your advertising campaigns to warm-up cold traffic, it is the ultimate form of engagement.[75]

'In digital marketing and communication, content are decisive in order to see results both on an organic level and on payed adverts'.[76]

Content marketing and social media marketing go hand-in-hand because after you create the content as a part of content marketing, you will need a medium to promote that content. Social media channels are a good means of conveying a message and getting across to people.

Content ideation and the creation involves identifying unique themes that are both relevant to the customers and connected to the brands. The content vary and come in different formats such as written texts or graphic formats.[77]

There are various types of content which are: social media posts, videos, pictures, and so on. However, the most important part of content creation is website content. Specifically, Content creation has no start and end dates. It is a continuous process that requires consistency. An easy way to outsource content creation is by giving them to professionals such as journalists, scriptwriters, animators, and so on.

'Content marketing strongly relies on social media for promotion, but social media marketing also counts on content marketing for providing content that is to be shared regularly in order to keep a social account active. Since being active and sharing quality content is an essential part of social media marketing, using content developed

75Pavel Savchenko, Marketing 4,0: U-Turn From Traditional To Digital, 2019.
76 Guido Di Fraia, Social Media Marketing,2015.
77Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0: Moving From Traditional To Digital, 2017.

as a part of content marketing strategy is important for having content to publish on your social media accounts'.[78]

Under content marketing we'll look at content creation and content curation.

- *content creation* - To make sure that your contents stand out online, there are different ways to do so. Some tools available for this reason are:

Landscape, Canva, Visual.ly.

Landscape [79]

Landscape is a powerful image resizing tool used by social media marketers for producing multiple images for the aim of fostering engagement and authentic conversations.

Canva[80]

Canva is a free, web-based design tool you can use to create unique images to share on your, social networks and beyond. It is also useful for presentations and offers different templates or ideas for different functions.

Visual.ly

This is a site that works with payment and it helps to put together those who need content with those that can create it for them.

   - *content curation*

Content curation is a process that allows you to collect, organize, enrich and share through specialized platforms. Curation makes content more useful to others. Content curation tools have the following benefits:

Boost credibility with readers and build brand awareness.

Establish thought leadership and strengthen influencer connections.

---

78 E-Marketing Institute, Social Media Marketing: Social Media Marketing Fundamentals, 2018.

79 Sprout social

80 Sprout social

57

Get to sources ranging from mainstream media to niche publications.

Feedly[81]- With Feedly you choose all of the different, publications and topics that you're interested in; meanwhile, the platform aggregates all of the recent content from those sites into a feed you can monitor.

Scoop.it

Scoop.it is a tool for easily finding and sharing unique, relevant content to your social networks.

Kapost

Kapost is a platform that takes into account each phase of the content marketing cycle. One of its functions is the ability to assign different pieces of content different buyer personas, which shows which stages of the content marketing cycle your prospects are most likely to convert on.

Content curation is divided in the following phases:

-the search for contents in the different network environments

-the selection of the most suitable ones for the editorial purposes.

-the structuring of these by topics, format, and person to which it is referred[82].

PR Online- According to the British Chartered Institute of Public Relations, 2007, online PR[83] is the communication via web using new technologies related with the interest holders. Public relations have an increasing and significant weight and they remain a decisive component of success in the digital marketing world for many reasons. The objective is to establish a long-lasting relation with the client, manage and nurture this relation, set a positive brand image in the eye of the clients, not only in the eyes of the clients but that they talk about the products of a brand to their friends and those around them in a positive way. Furthermore, In the online world,

---

81 Sprout Social

82 Guido Di Fraia, Social Media Marketing,2015.

83 Public Relations

where first impressions matter a lot and judgments get passed on, not about words said or actions of people but according to other people's reaction and influence, where information travels around the network in the blink of an eye, and online conversations grow simultaneously in different places, where social influencers can make and unmake the reputation of a brand with a single post on a platform or blog, it is important to take care of everything that is being let out. Online public relation and the monitoring of a reputation go hand in hand and are comparable to spreading seeds on a fertile land, create suitable conditions for the crops to grow well and then hope for a fruitful harvest.

There are 2 characteristics and functions of online PR, they are:

-uplifting the profile of a business and of its products and services thereby contributing positively to the online community

-managing the reputation by monitoring, considering, replying and influencing conversations online about everything that concerns a certain brand.

This topic will be addressed more in the last part of the thesis.

Affiliate Marketing-this is a process whereby a site belonging to a brand, attracts a client compensating the third party(an affiliate) for the promotion of its products and for having directed traffic to the website. 'Online affiliate marketing is widely used to promote e-Commerce websites, with the referrers being rewarded for every visitor, subscriber or customer provided through their efforts. It is a useful tactic for brand building and acquisition'.[84]

Affiliate marketing is most commonly used for e-Commerce website and is strongly related to online marketing. In affiliate Marketing, there are 4 main subjects:

-the brand that wants their products and services to be promoted and publicized on the internet.

-the affiliates-who are the backbone of virtual sales.

---

84 Rob Stokes And The Minds Of Quirk, Emarketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

-a network of affiliates that provides technical solutions that make the tracking of online activities of the clients possible and to recognize the reward to the affiliate once the client has completed the transaction as the key to affiliate marketing is being able to track the whole process from potential customers being sent to a website through to a completed action.

-the consumers- represents the end of all marketing activities online.

One of the main purposes of affiliate marketing is being able to track the whole process from potential customers being sent to a website through to a completed action, so that the merchant is able to award the correct affiliate with the correct commission.[85]

There are different advantages of using affiliate marketing, these advantages can be divided in material and immaterial. Material benefits are tangible and measurable while immaterial benefits are harder to quantify.

Material benefits

- Risk reduction – this is probably the most important advantage for the brand/seller, because, the brand only pays for sales that went through, the possibility of not having a return is greatly reduced. It's pay-for-performance marketing. This feature distinguishes it from other forms of digital marketing in which the risks and costs are almost entirely on the seller.

- Access Channel- Affiliate marketing grants the seller access to a very wide variety of digital media through a centralized unique campaign.

- Accountability-the fact that from the first impression to the final action are all traceable means that the seller can be rest assured about the effectiveness if his campaign. In either case in which the seller uses his tracking system or a network of affiliates, both systems can demonstrate its share of the work, which leads to a better and higher quality, a better communication and better results.

Immaterial Benefits

---

85 E-Marketing Institute, Social Media Marketing: Social Media Marketing Fundamentals, 2018.

- Free Branding -Not all clients that visits the affiliate's site ends up on the seller's site, but this is still in advantage of the seller because these clients thought they didn't end up on the seller's site are still exposed to the seller's advertising, this way, the seller increases exposure to his brand. The beauty in affiliate marketing is given in the fact that the exposure to a certain brand is free because the seller pays only and exclusively only when the actions/transactions are concluded.

- Healthy Competition –Affiliates operate through many channels, in some cases, their activity can clash or overlap with those of another channel which brings about a healthy competition. Because affiliates are paid only on concluded transactions, they are very concentrated on driving clients to the seller's site and to make sure that sales are concluded so to be able to maximize conversions.

- Standardized content- Contrary to the usual, boring, generated messaged sent to clients, on different occasions, affiliate marketing provides collateral standardized marketing techniques for thousands of partners simultaneously. Every time they will lean on a particular affiliate network to provide the delivery of the message on the seller's or firm's identity in the best way possible. It can also give advises on some activities such as creative contents, price list etc.

1.3 Social Media Landscape

The occurrence of social networking websites has changed the way people interact and communicate, the way they exchange ideas and search for information. In the world where most part of the population uses some kind of social networking websites, the importance of these websites in everyday life cannot be neglected.[86]

As a result hereby, communication which was carried out in a traditional manner such as television, newspaper etc, started to shift to modern mediums such as social media. Therefore, social media has become a new platform for marketers to communicate and get in touch with the customers.

---

86 E-Marketing Institute, Social Media Marketing: Social Media Marketing Fundamentals, 2018.

Social media is an umbrella term that groups the software and services on the web that allow the users to enter the network and to exchange, discuss, communicate and participate in any form of social interaction. This interaction can contain the exchange of words, texts, sound documents, images, videos and other media, the creation of new content, recommendations for existing contents and its sharing, the reviews, evaluation of products, services and brands, discussion of today's topic, interests and passions, dong a certain hobby, in reality, practically anything that can be distributed and shared is acceptable.

One of the biggest misunderstandings about social media is that it is a new phenomenon. Social interaction online has existed for many years. The very first connection services known as BBS[87] and online community such as CompuServe and Prodigy allowed people to post messages so that other members could read them and respond to them.

What changed the most in the recent years was the amount of technological penetration of social media, their daily adoption by the public, the creation of the contents by users and the mere interaction between peers. As explained before, online discussions were limited only to the early adopters, those that were experts in technology. Today, anyone can become part of the web and the online world thanks to competent networks and technology.

Social media can be seen and observed from different point of views:

-<u>Social media as a resource for existing and potential clients:</u> social media being used as a resource for all clients is by far the most popular used by businesses of all sizes. The idea behind it is that social media is used as essentially a two-way street where information about the company and products can be passed to the followers. In turn, they interact with the content and eventually start to turn to the company's profile and page when they are looking for information.

By sharing useful content, users will interact with it more and begin to see your company as a reliable and trust worthy source of information. This often translates into increased brand awareness and sales.

---

87 Board Bulletin Services

The disadvantage of this approach, however, is that it can be time consuming to constantly develop new content.

Social media as a selling channel- There is a new phenomenon known as social commerce which entails all the activities related to the exchange which takes place through the social media and that concerns all the phases of customer journey from the perception of a need to the post purchase phase. Social commerce isn't limited only to the exchange or purchase online but also activities offline that include consumers before, during and after the transaction. Social commerce has 3 principal components which are' social media, interactions between the consumers and the commercial activities. The use of social media as a sales channel is limited in its diffusion amongst the firms but on the other hand is a growing phenomenon. Facebook was the first social media to adjust its functions to become a sales channel.

Now only 41% of brands use the function dedicated to shopping on Instagram and 17% use that of FB [88](we are social 2019). Thanks to the spread of mobiles, the social world and the tendency to buy form a smartphone has become part of the daily life of consumers. From a marketing point of view, the introduction of this function, firms can get enough information about their consumers. Thanks to the ads associated to the products for sale, the marketers can know how the consumers interact with the shopping contents of the firm such as the frequency with which people view he products tagged in a post. This doesn't hide the fact that challenges such as creating social content that consumers find useful exist.

Social media as a marketing research channel – Firms can easily obtain all the information they need by asking customers to answer questionnaires or by using banners on third party sites such as YouTube thanks to the fact that consumers have an active presence online.

One of the research that a firm can carry out through social media is applying within these contests, techniques of ethnographic researches to observe the behavior of consumers and analyze their conversations online. For this reason the word neologismo has been coined out, which is a new method of qualitative research that

---

88 We are social

uses information that are made public on the web to be able to understand the needs and factors that influence the decisions of the consumers useful for the firm.

With respect to the traditional Ethnography, the new type thanks to the evolution of information technology is simpler, faster and the it slow cost. Ethnography allows to analyze and put together a wide amount of data related to consumers and their preferences.

This part will be about the history and statistics of the following famous social media sites: Facebook, Instagram, YouTube, LinkedIn and Twitter.

Facebook

It was created in February 2004 by Mark Zuckerberg, together with his college roommates at the Harvard University (Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes). "Its name comes from the colloquial name given to the book that students get at the start of a new academic year in some universities in the U.S."[89]

'Facebook is considered to be the most popular social network at the moment. Hence it is important In marketing, Facebook is also the network with the largest amount of potential customers'[90][e-institute, 2018,pg.17]

Its headquarters in California with 39,651 employees as of September 4, 2019. its mission is to give people the power to build community and bring the world closer together.[91]

Facebook is now the biggest online social site in the whole world, now crossing the mark of having 1.000 million users worldwide. It is the most diffused social network with 2,40 billion active users, also the third most visited site after Google and YouTube.

---

89 Internet Marketing in 5 Minutes

90 E-Marketing Institute, Social Media Marketing: Social Media Marketing Fundamentals, 2018.
91   Wikipedia

Back in 2003, Facebook was called Facemash and it attracted 450 visitors and 22,000 photo views in its first four hours online, it was not a success because of Legal problems, after this Facebook was created in 2004.

Facebook was a website initially created and used by Harvard students, and later was distended to other colleges. It continued its expansion by giving access to high school students in 2005. By 2006 Facebook was accessible to anyone 13 years or older with an email address. January 2008, Facebook was listed as the most used social networking service.

In 2010 Facebook announced it had reached 500 million users, in November 2010, Facebook's value reached the $40 billion mark, surpassing eBay and becoming the third largest U.S. Web company, by 2012, it had reach 1 billion users. During the same year Facebook held its initial public offering, valuing the company at $104 billion. As of March 2018, Facebook is valued at over $538 billion and has 2.2 billion monthly active users. In that same year, Facebook decided to register a new domain name called facebook.com, worth $200.000.

In March 2011, Facebook decided to remove 20,000 profiles every single day for various infractions like spam, inappropriate or wrong content and underage use. Below are some interesting facts on Facebook:

1. There are more than 1 billion people on Facebook and more than 500,000 accesses to Facebook every day

2. 5 new Facebook profiles are created every second.

3. On average, users spend 20 minutes per visit.

4. 510,000 comments are posted every minute. This means potential engagement and viral power.

5. 42% of marketers say Facebook is critical or important to their business.

7. 53% of shoppers who click through from a Facebook Page make a purchase.

8. Consumers who follow a link to a retail site from Facebook spend an average of $100. That means Facebook traffic is valuable for businesses, don't you think?

9. 51% of fans are more likely to purchase from brands they "like" on Facebook, so you better make sure many people like your business on Facebook.

10.In 2013, a Facebook fan (like) is worth an average of $175, varying from brand to brand.

11.68% of marketers confirm the fact that Facebook ads are effective in reaching a wider fan base and the acquisition of customers.

12. The ROI[92] of social media ensures that your business will still exist in 5 years. If that's what you want, you just need to create a Facebook page for your business

Source: Zephoria digital marketing, internet marketing in 5 mins

Facebook Statistics

Total Number of Monthly Active Users (all last updated as at 9/4/2019: 2.41 billion).[93]

Total Number of Mobile Active Users: 2.2 billion.

Total Number of Desktop Active Users: 1.47 billion

Total number of Mobile Daily Active Users: 1.59 billion.

Facebook Stories Daily Viewers: 500 million.[94]

 Facebook Demographics

Facebook users are 43% female and 57% male.

Of all the people on the internet, 83% of Women & 75% of Men use Facebook.

Average Facebook user has 155 "friends".

62% of online Seniors aged 65+ are on Facebook and 72% are between age 50-64.

---

92 Return on investment

93 Hootsuite
94 Zephoria digital marketing, internet marketing in 5 mins

Most of Facebook users are from Canada and The largest population on Facebook is from India with over 270 million users followed by 190 million from the US.

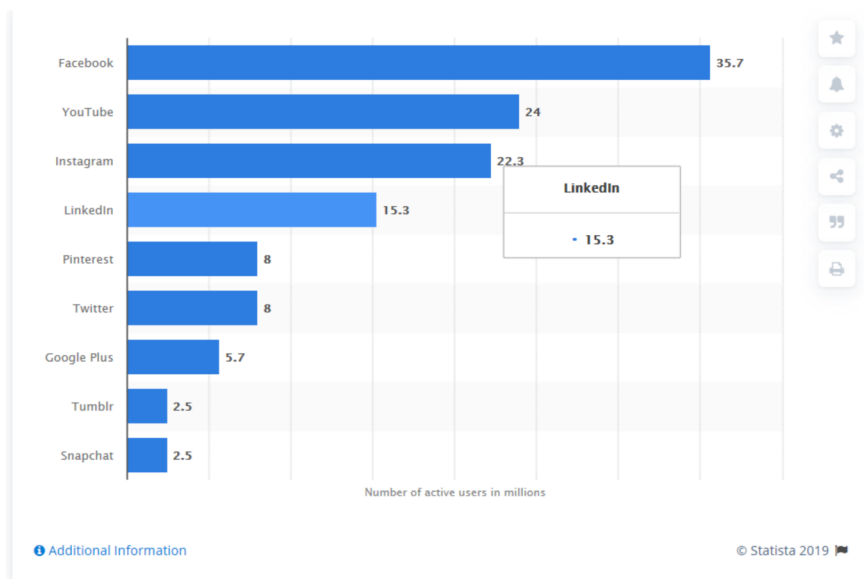Brazil and Indonesia both have around 120 million users.

Monthly Active Users from Asia are 1 billion.

Europe has 385 million Facebook users.

96% of Facebook users accessed via mobile devices.[95]

<u>Leading social media networks in Italy as of January 2019, ranked by number of active users</u>

<u>Image[96]</u>:

Source: Statista

---

95 We are social
96   Statista

This statistic provides information on the most popular networks in Italy as of January 2019, ranked by number of active accounts. Facebook ranked first with about 35.7 million active users, followed by YouTube with about 24 million users.

Instagram

Instagram is the most popular photo sharing, video sharing social networking website in the world, it was founded on the 6th of October 2010 by Kevin Systrom and Mike Krieger(co-founders), it was officially released for iPhone then a version for Android devices was released a year and half later, in April 2012, followed by a feature-limited website interface in November 2012. After its launch in 2010, Instagram grew rapidly with one million users registered users in two months. This number grew to 10 million in a year, and 1 billion as of May 2019.

It was bought by Facebook for $1 billion in 2012. Later in 2013, Instagram grew by 13% while Facebook had a growth rate of just 3%. Instagram is 6th most popular social network worldwide.[97]

Instagram Statistics[98]

Total Number of Monthly Active Instagram Users (all updated until the 9/6/2019): 1 billion +.

Total Number of Daily Active Instagram Users: 500 million +.

Instagram Stories Daily Active Users: 500 million +

Number of Photos Shared to Date: 50 billion +

Number of Businesses on Instagram: 25 million +

Number of Instagram Likes per day: 4.2 billion +

Number of Photos & Videos uploaded per day: 100 million+

Instagram Demographics

---

[97] wikipedia

[98] statista

52% of Instagram users are Females and 42% are male.

110 million Instagram users are from the US.

Instagram is used by 43% of American women and 31% of men.

37% of US adults use Instagram and the United States has the most number of Instagram users.

Six in ten online adults have Instagram accounts.

32% of all Internet users are on Instagram.

31% of internet users between the ages of 18 and 24 use Instagram and 32% of internet users between the ages of 25 and 34 use Instagram.

72% of teens use Instagram.

130 million Instagram accounts tap on a shopping post to learn more about products every month.

63% of Americans use Instagram daily.

[Source: Omnicore]

Instagram for Business[99]

An estimated 71% of US businesses are on Instagram in 2018.

Instagram Now Has More Than 2 Million Monthly Advertisers and 25 Million Business Profiles.

200 million+ Instagrammers visit at least one business profile daily.

There are 500,000 active influencers on Instagram.

69% of US marketers plan to spend most of their influencer budget on Instagram.

1/3 of the most viewed stories are from businesses.

---

99   omnicore

78% of Influencers Prefer Instagram for Brand Collaboration.

55.4% of Influencers use Instagram Stories for Sponsored campaigns.

The potential reach of advertising on Instagram is 802 million.

Source: omnicore, statista

LinkedIn[100]

LinkedIn, one of the oldest mainstream social platforms, is a social networking site for business professionals founded on May 5, 2003 by Jeff Weiner. LinkedIn is older than YouTube, Facebook and Twitter, with a mission statement which aims at connecting the world's professionals to make them more productive and successful. This platform is available in over 200 countries, it concentrates on business connections and industry contacts for employers and professionals, giving firms the chance to present themselves through online pages and for users to find jobs announcements.

Members can use LinkedIn to search for people, companies, to connect with past business associates and colleagues as well as to build new relationships with others on the platform. Differently from other social networks, LinkedIn alerts users when their profile is being visited. LinkedIn is seen as an effective tool for online recruiting.

Early 2006, LinkedIn had more than 5 million members (5,098,823), It was also the first year that LinkedIn recorded a profit. LinkedIn decided to add some social aspects to its function by adding the "People you may know" functionality, allowing for recommendations which make it easier to connect to other people.

In 2008, LinkedIn start to extend from its US base to other internationally to countries such as the United Kingdom, it opened up both French and Spanish versions of the platform to its 33,077,647 members at the start of 2008.

In 2010, LinkedIn had grown rapidly to having about 85,411,764 members at the start of the year, it went on to inauguarate more offices around the world to take it to ten

---

100 omnicore

international sites with about 1,000 employees in the team.

In 2014, LinkedIn had extended with more than 5,400 full-time employees and offices in 27 cities around the world. Graduates remain the category of users with the most profiles. LinkedIn today has become the most used platform when it comes to business marketing for especially professionals.

LinkedIn Statistics

Total Number of LinkedIn Users: 630 million.[101]

Total Number of Monthly Active LinkedIn Users: 303 million.

Total Number of LinkedIn Users from the US: 177 million.

Percentage of LinkedIn Monthly Active Users: 48.1%

Number of New LinkedIn New Members per Second: 2

LinkedIn Demographics[102]

More than 70% of LinkedIn users are from Outside the US.[103]

90 million LinkedIn users are senior level influencers and 63 million are in decision-making positions.

40 million students and recent college graduates on LinkedIn.

There are 57% of male users and 43% female users on LinkedIn.

After US, India, Brazil, Great Britain and Canada have the highest number of LinkedIn users.

25% of Millenials (18-24 years old) use LinkedIn.

---

101 Hootsuite

102 omnicore

103 omnicore

There are 87 million Millennials on LinkedIn with 11 million in decision-making positions.

28% of All Internet male users use LinkedIn, whereas 27% of All Internet Female users use LinkedIn.

49% of LinkedIn users earn more than $75,000 in a year.

51% of US College Graduates use LinkedIn.

190 million workers in the US have LinkedIn profiles.

11% of adults aged 18+ can be reached with adverts on LinkedIn.

[Source: Omnicore]

YouTube

Was founded in February 2005 by Chad Hurley, Steve Chen, and Jawed Karim, when they worked for PayPal, it is arguable the biggest online video platform worldwide featuring a wide variety of user-generated and corporate media content that include music videos, TV clips, as well as other video contents such as video, short original videos, gaming videos, instructional and educational videos, DIY, as well as videos. Most part of YouTube content is free to view, though it may sometimes have regional restrictions for reasons such as of copyright. On Valentine's Day, in 2005, Hurley registered the trademark, logo and domain of YouTube.

In November 2005, YouTube received funding from Sequoia Capital and in December, it became a corporation.

Come summer of 2006, YouTube had become one of the fastest growing sites on the Web, hosting more than 65,000 new video uploads. In October of 2006, Google bought YouTube and on that same day it moved into a former GAP office in San Bruno, California.

The increased use of smartphones and other mobile device has helped increase the activity of YouTube videos. YouTube is also the most popular mobile apps in both Google Play and the Apple App Store worldwide.

Today, YouTube has grown to become the largest online video destination in the world and the third most visited Website overall. The site surpasses two billion views a day. The platform has the largest video-sharing community in the world and includes users, advertisers and over 10,000 partners. YouTube is an informative and at the same time entertaining platform.

YouTube Statistics (last updated on 9/4/2019)

Number of Monthly Active Users on YouTube: 2 billion.

Number of Daily Active users on YouTube: 30 million.

YouTube TV Paying Subscribers: 300,000.

Number of Videos Shared to Date: 5+ billion

Number of Users Creating Content Shared to Date: 50 million. updated:6/24/18

Number of Videos Watched Per Day:5 billion.

Number of YouTube views on mobiles per day: 1 billion.

Number of Videos uploaded per minute: 500 hours

YouTube Demographics[104]

73% of US adults use YouTube.

62% of YouTube users are Males.

78% of US men adults use YouTube.

68% of US women adults use YouTube.

80% of YouTube users are from outside the U.S.

62% of businesses use YouTube.

9% of small businesses are on YouTube.

---

104 omnicore

35+ and 55+ age groups are the fastest growing YouTube demographics.51% of YouTube users say they visit the site daily.

70% of YouTube watch time comes from mobile devices.

YouTube services are available in 91 countries in 80 languages.

Males are primarily watching soccer or strategy games.

Females are primarily watching beauty videos.[105]

95% of global internet population watches YouTube.

There 50 million creators on YouTube.

Twitter

Twitter, founded in March 2006, was originally an idea that Twitter co-founder Jack Dorsey had in 2006. He had initially thought of twitter as an SMS-based communications platform in which friends could keep up on what each other were doing based on their status updates, much.[106]

During a brainstorming, Dorsey proposed this SMS-based platform to Odeo's co-founder Evan Williams. Jack went ahead to develop the project on Evan and his co-founder Biz Stone approval. On March 21,2006 at 9.50 pm, Jack sent the first message on Twitter which read, "just setting up my twttr."

In the beginning of its invention, Twitter was referred to as twttr, which Software developer Noah Glass came up with the name is also credited for coming up with the name Twitter.

Twitter initially had imposed a character limit on tweets is that Twitter which was originally designed as an SMS-based platform. In its early days, 140 characters was the limit that mobile carriers imposed with SMS protocol standard, so Twitter was simply creatively constrained.

---

105 TechJury
106 wikipedia

In 2017, however, Twitter decided to increase this limit to 280 characters since the 140-character limit was no longer relevant in the smartphone age over minor protestations.

Twitter Statistics (last updated on 9/5/2019)[107]

Total Number of Monthly Active Twitter Users:330 million.

Total Number of Tweets per Day:.500 million

Percentage of Twitter users on Mobile (Last updated 6/24/18): 80%

Number of Twitter Daily Active Users:139 million

Twitter Demographics

34% of Twitter users are made up of females whilst 66% are made up of males.

22% of US adults have a twitter account and use it.

There are 262 million International Twitter users I.e users outside of the United States which makes up 79% of all Twitter accounts.

68 million people monthly active use Twitter on a monthly basis in the US.

About 42% of Twitter users are use it daily.

The total number of Twitter users in the United Kingdom is 14.1 million.

The number of twitter users amount to 56% of Twitter users in a year.

80% of Twitter users are millennials.[108]

The top three countries by user count outside the U.S. are Japan with 36.7 million users, Saudi Arabia with 9.9 million, and Turkey with 8.6 million.

38% of Americans aged between the ages of 18 to 29 years use Twitter.

---

107 omnicore
108 Omnicore

80% of Twitter users accessing the platform on a mobile device, and 93% of video views are on mobile.[109]

The use of social media in marketing is beneficial to many businesses, it brings global fame to the name of a brand. Millions of people can access sites where people come to communicate online and express their views.

It also helps to bring you and your brand closer to many people at a relatively low cost without much effort. Having to reach lots of people physically is much more expensive and time consuming with respect to an online approach.

It gives feedbacks on the type of clients a business has, using social media is good to give information on the viewers, who they are, where they are, what they might like, ages, religious orientation and their needs. This gives you a better chance of altering a campaign to gain improves results.

It enables you establish an efficient communication channel between you and your client. Having clients all over the world across different time zones and responding constantly in a rapid time is made easy and possible thanks to social networks.

It also makes you more accessible because you are online and, in a way, present 24 hours a day and 7 days a week. Even on days when you don't work, your online presence makes it possible for clients to reach you at any day in time. This strengthens the bond between a business and its customers and inspires loyalty for a brand. This type of presence cannot be guaranteed with a physical office as this has an opening and a closing hour.[110]

Social media is a communication and information transformer. Almost every business has an online presence, the features that it offers should be used and taken advantage of to increase a brand's awareness, increase traffic and therefore increase sales.[111]

---

109 omnicore

110 Ashley Schweigert, The Evolution Of Marketing And Communication, 2018.

111 Dave Evans, Jake Mc Kee, Social Media Marketing, The Next Generation Of Business Engagement, 2010.

1.4 Social Media Marketing Strategies

The overall essence of social media has led to new discipline within marketing, a discipline called social media marketing. The idea is to take advantage of the benefits that the various social media networking platforms offer to achieve some of the marketing goals, such as promotion, establishing relationship with the customers, increase of sales, etc.[e-marketing institute,2018, pg.11]

The purpose of social media marketing is to present or promote a business through social media instruments and strategies while using this medium to communicate a message to the potential consumers.

Social media offers many advantages such as low cost, high conversion rate, improvements of customer insights etc, to business owners, marketers or digital strategists, as it allows them to understand their customers and to gain the attention of more people or potential customers. Social media marketing is a very strong instrument that both small-medium and large businesses can take advantage of to reach prospects and customers and satisfy their needs. There are different social media platforms through which a business can interact with its customers and also potential customers like Facebook, Twitter, Instagram, LinkedIn and Pinterest. Social media has had an important role in this shift. In the past, customers were used to listening to content broadcasted by traditional media, including advertising without even doing further researches. They simply had no choice or were rather passive. Today, customers have an abundance of user-generated content that they find more credible and, significantly, more appealing than that from traditional media. What makes social media content appealing is that it is voluntary and accessed on demand, which means customers choose to consume the content whenever and wherever they want.[112]

The social media world is wide and very extensive, it is a very strategic platform that reaches millions of people across cultures, ages, religion, sexes, which makes it a perfect fit to reach and target the right audience.

112Dave Evans, Jake Mc Kee, Social Media Marketing, The Next Generation Of Business Engagement, 2010.

At this point, it is important to clear the difference between social media marketing and digital marketing. Digital marketing uses internet as the main medium of promotion which can be easily accessed by computers, smartphones and laptops. Internet marketing techniques such as Search Engine Marketing, emails etc are an essential part of digital marketing. However, it also includes non-internet channels such as SMS and MMS[113], callbacks, e.t.c. All of these mediums are part of digital marketing. Digital marketing is a form of marketing which is considered to target just a small and concentrated group of people.

While on the other hand, social media marketing is considered a branch of digital marketing that works best at promoting on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, YouTube etc. Social media relies mainly on the interaction of users, sharing of information, and forming of homogenous communities.

There are three main categories of media channels which is collectively known as converged media. They are: owned, paid, and earned media. A brand's owned media which consist of the channels or mediums that the brand owns and which are fully under its control. Owned media are free and a brand can use its owned media channels and distribute content anytime it wants. Examples of owned media are: corporate publications, corporate events, websites, blogs, company-managed online communities, email newsletters, social media accounts, mobile phone notifications, and mobile applications etc. Here, the brand has a limited reach as it can reach across only to its own clients.

A brand's paid media are the channels that the brand pays to distribute its content via traditional advertising and digital media. They are usually used to reach new prospective customers and to drive them towards a brand's owned media. Paid media include display banners, affiliate networks of publishers, search engine listings, paid social media placements, and mobile advertising media. Usually, earned media uses both owned and payed media to generate free coverage.[114]

---

113 Multimedia messaging services

114 Philip Kotler, Hermawan Kartajaya, Iwan Setiawan, Marketing 4.0: Moving From Traditional To Digital, 2017.

What is really important for any business is to start with deciding who the target audience is that have a plan and consider the businesses goal, because for how broad this sector is without a plan or a strategy it'll be like wandering about a forest without a map. Not only is setting a plan important, so also is knowing who the target is and identifying what means to be used to reach the chosen target.

There are 2 important things to remember when setting up a social media network- Using keywords in your profile name and an eye-catching profile picture. The profile picture is the first thing people see when they come across your profile which can be a logo or the company name.

Companies use social media as a means of marketing strategy to be able to achieve their goals. The principal goal for any business be it a founded and established business or a start-up is to make profit and survive in the ever-changing market. These goals are listed below:

1) Raising and Increasing brand awareness.

2)Attract customers, both actual customers and potential customers.[115]

3)Build ongoing relationships with customers online and keeping up with them-Social media marketing helps a business understand his/her audience. Part of what makes social channels like Twitter and Instagram effective marketing tools is the businesses interaction with its customer base. A business can gain insight on customer's update, daily life and behavior by reading their tweets and status updates and answering questions such as: What products are they buying and why?

-What hobbies they have?

-What kinds of posts do they share?

What websites they visit?

4) Increasing website traffic thereby getting more attention to a businesses' posts and to eventually to the page.

---

115 Confartigianato Imprese, Digital Innovation Hub- Social Media Marketing.

5)Creating a brand identity and positive brand reputation.

6)Improving communication and interaction with key audiences.

7)Gain higher visibility of one's personal brand and that of the business.

8)Build and cultivate personal and professional networks within the same sector.

9)Develop and grow relationships with customers and influencers.

10)Engage in real-time two-way interaction with people, including answering queries,

publish and distribute original content that demonstrates a company's expertise, share curated links to relevant information that adds value to the lives of the customers.

11)Generation of new leads and boost sales for business.

13) Social media helps identify and understand who and what the competition is about.

After identifying what the objectives are the next step is to identify what platform(s) would be ideal and suitable for such objectives.

Most times there are misunderstandings about the term "social media". Most people tend to link social networking websites such as Facebook and Twitter to the term "social media" but there is more to social media. Social media refers to any website or platform that allows for interaction between users all over the world where they can exchange information, give feedback and participate in the creation of content. [116]

Having cleared this, the most important social media websites will be examined though there are some things to take into consideration before using any social platform. There is a high level of accessibility to social platforms especially Facebook for those who use it for an everyday use, it is also a place where people go to chill out and chat with friends so a light and friendly tone is to be kept, this requires a professional approach.

116E-Marketing Institute, Social Media Marketing: Social Media Marketing Fundamentals, 2018.

Another thing to take into consideration is investment in advertising on different social media platforms. Although opening a company page on social media is free, it is almost impossible to achieve the best of results without investing in terms of hidden costs(time, advertising campaign and human resources). To reach a wider range of people, more budget has to be allocated to advertising on these platforms.

A crucial factor before choosing what platform to use is identifying the customers, who they are, where they are, their needs and how your product can be useful to them. Based on this analysis, a company can know what approach to use when addressing its customers. A strategy might be choosing a social network that enables the uploading of video content as a central part of marketing if the company is focused on creating videos. On the other hand, a business might benefit from blogging or sharing images, so this should be the focus of its social media marketing.

What influences the strategy to be chosen are:

• The type of business

• The resources accessible for the realization of the strategy

• The approach to the customers.

Based on the 3 points previously stated and according to the most frequently used social media website, the following websites will be explained.

1)Using Facebook for social media marketing

Facebook is one of the most popular social networks, for this reason, it is important in social media marketing. Facebook, having over one billion registered users, it is also the network with highest number of potential customers. Facebook, which started out as a social networking site mainly for personal use, it was mainly used for people to share their thoughts, views and opinions. Facebook marketing is very effective in building a presence on social media. However, due to its casual and friendly

environment, requires an active social media marketing strategy. A non-professional approach is to be considered given the fact that it is mainly designed for user-individuals who use it on a daily basis and not for users-companies.

Apart from it being ideal for increasing chances of capturing the attention of the target audience, it is also very low cost and easy to monitor.

The first thing to be done is to create a Facebook Business Fan Page. In this process, attention is to be paid to the layout, the content is to be curated as the visual component is a key aspect of the Facebook experience.

For promotion on Facebook, companies can create pages and groups. In order to do so, a personal profile must first be created.

It is crucial to understand the a between Facebook page and a Facebook group. Pages are for public figures where they can create an online presence by adding cover photo, profile photo, information about the company, website, etc which can be managed by different administrators. Being a page for public figures, anyone that searches the page can see the content published. It is the most popular tool after the profile. Facebook rightly obliges you to create one if you have any form of work or professional activity. A page, if well managed, is an effective communication tool. In many cases they actually help to sell products and services. All this thanks to the visibility of the contents published to the participants.

Facebook groups instead are communities of people united by a topic, people who share the same interest. They can create any type of content unlike what happens in the Pages, where users' messages are relegated to a small space on the computer version or to the almost invisibility in the mobile version.

In summary, in groups the communication is multi-directional and shared, while in the pages it is one-way and decided by the administrator. Of course there are features that can be controlled and defined by administrators. Groups aren't a jungle without control. instead are created for users who share the same interests. A group has an admin, who can make others become admins as well. Groups can either be open in which anyone can see the contents posted in the group by its members or closed in which the only people that can see its contents are its members.

Regardless of the means chosen for promotion on Facebook, a Facebook account should first be created. To create a Facebook account, information such as real name, date of birth, a valid email address and a password must be provided. On reception of a verification email, the link sent can be used to activate the account.[117]

Steps to Creating a Facebook page

First, to create a Page, you need a profile. Your personal Facebook profile information won't appear on your Facebook Page unless you choose to share it. Your profile and Page are considered two separate entities on Facebook.

-In the top right corner of the page, the option "Create Page" from the drop-down menu can be used or by using the link below: https://www.facebook.com/pages/create/.

-Next is to choose the sector based on the objective or what is to be promoted.

To be able to make the page complete, it is necessary to provide certain information. The various sections that Facebook offers are useful in giving an idea of your page.

About –adding a description of what the business is about, Profile Picture – Upload an image which will be used as the profile picture, Add to Favorites –You should consider adding the page to your favorites so that the page is easily accessible from the News Feed. And the Reach More People segment in which Facebook suggest paid advertising in order to better promote the page.

It is important to know that none these steps are mandatory, so they can be skipped or edited directly from your page. But it is fundamental to know that these sections are important because they give an idea about the business.

Creating a Facebook group

Creating a Facebook group is easy and can be done by anyone by using the option available in the News Feed. Click on the button "Create Group" to create the group.

The possible solutions when creating the group are different. You can choose to keep it public, therefore accessible to all, or closed, with access only upon request, if not

---

117 E-Marketing Institute, Social Media Marketing: Social Media Marketing Fundamentals, 2018.

secret. In the latter case, only you will be able to add new members and will not be identifiable in any way with a search

Below are the steps to follow in order to create a group

• Add group name.

• Add members from your friend list.

• Choose the group privacy.[118]

After these sectors have been filled, proceed on to clicking on the "Create" button to finish the process. After the group is created, the group can be personalized using additional options.

One of the major benefits that a group offers is the possibility to focus on a particular group of users who have the same interests and focus on the topic of interest. Facebook group allows direct contact with your customers and with those who could become one. Under your control, they can exchange their experiences, talk about the advantages and possible disadvantages of the products and / or services you have sold them or want to buy. It is a managed and controlled word of mouth that can bring enormous benefits to your work.

You can become the reference for people who have decided to be part of your community, amplifying the authority that you can demonstrate with the content you want to provide. Facebook group allows direct contact with your customers and with those who could become one. Under your control, they can exchange their experiences, talk about the advantages and possible disadvantages of the products and or services you have sold them or want to buy. It is a managed and controlled word of mouth that can bring enormous benefits to your work.

You can become the reference for people who have decided to be part of your community, amplifying the authority that you can demonstrate with the content you want to provide.

---

118 E-Marketing Institute, Social Media Marketing: Social Media Marketing Fundamentals, 2018.

2. Using Instagram for social media marketing [119]

Instagram, a free online photo-sharing application and at the same time a social network platform which was established in 2010 and acquired by Facebook in 2012, gives businesses a way to market their products and services to the world, has become one of the most powerful tools for marketing and businesses. In order to stay relevant on Instagram, it is important to invest money and time wise on useful and creative content in order to keep the followers engaged. Constant updating of the profile is requires to keep followers engaged.

First, a strategy needs to be planned by defining the objectives, knowing, studying the target and establishing your own style[120]. After this has been set, an Instagram account is to be created, in creating the account, they type of profile is to be chosen, it is important to choose the business profile so you can benefit from its features.

Next is to enter your account details, starting with the username. It is important to choose a unique username in order to be easily found and not mixed up with other types of accounts.

The next stage is to choose the right profile picture, your profile picture being the first thing people see, it has to be consistent with your branding and visual markers. Ideas for a profile picture might be using your logo another familiar image. Instagram profile images are mechanically planted into a circle, so leave room approximately around the corners of your image.

When filling your Instagram bio, you need to aim at being direct, concise and go straight to the point on who you are and why people should follow you because Instagram bios have a 150-character maximum. Here, you don't need to make use of hashtags since Instagram bios aren't searchable.

---

119 Social Media Examiner.

120 Confartigianato Imprese, Digital Innovation Hub, Instagram Marketing.

Your bio is the single place where you can attribute a clink URL and drive traffic to an outer site.

After the profile has been created and before posting, it is important to review privacy settings, you can change your name, password, privacy settings of your Instagram story, privacy on comments and tags. Tags are used to give visibility.

3. Using Pinterest for Social Media Marketing

Pinterest is an image-centered platform which is useful for sales-driving adverts or social media purposes and is also one of the fastest growing social media marketing trends.

Pinterest works in a way to allow businesses to showcase their product while also developing brand personality with attractive, unique pin boards. One thing to have at the back of the mind when implementing your Pinterest strategy is that its audience is primarily female and young.

4.Using Twitter for Social Media Market

Twitter is another social media platform, it is less popular than Facebook, but it still has over 270 million active users. What distinguishes twitter from the others is the micro-blogging form upon which the website is founded on. Sending shortened content, called 'tweets' is how the content is shared on this social network.

Twitter is the social media marketing tool that lets you air your news across the internet, it is good for publicity and talking about specials, discounts, and news with

fun tweets. A good strategy is to retweet when a customer tweets something positive about you, be as constant as you can as possible and answer frequently asked questions. It is a social media marketing tool revolves around dialog and communication. Twitter is all about interaction using tweets and retweets to nurture and build your following. [121]

First, an account needs to be created, information boxes such as name, email and password should be filled then click on "Sign up for Twitter" button. To be able to complete the process, the verification link normally sent via mail has to be clicked. After the account has been created, a profile image and a header photo should be added, this will be good for easier identification.

All important information should be added in the 'bio' section, note that this is just 140 characters long so make sure to add only necessary keywords. Users can also customize the background theme and font colors, in order to match the profile and header photo.

There are alternative choices that can help you both be found on Twitter and detect new content and people that share the same interests. Here are some of the most communal ways to do so:

Hashtags

Hashtags first started with twitter, which after it grew and was adopted by other social networks. Using Hashtags on twitter can be very useful because they can be compared to boxes that allow people to discover a content that is related to a certain topic because with thousands of images published every minute on all social platforms, it can be hard to stand out among the crowd.

Have in mind that to have great results, it is important to do the following:

• Do not use too many hashtags in a single tweet if not they are considered as spam.

• A hashtag must be related to the tweet, if two unrelated hashtags are used together in the same sentence, it might be considered as spam.

---

121 E-marketing Institute, Social Media Marketing Fundamentals, 2018.

Follow and get followed

It would be nice to get followed back once we start following a certain account, which is not to be considered a superficial thing[122]. When you start following someone, the fact that the person starts following you as a consequence is not automatic. When you follow someone, the user is given a notice, but that user does not needfully have to follow you. However, following other users is an excellent way to link up, and get the disclosure on this social network. You should aim increase the amount of followers, as this in turn will increase the base of potential customers. Only those who follow you will be able to see your tweets, as you modify them, whereas people you follow will not see your tweets, thus you have no way of making them become your customers.

It is also good for advertising and talking about specials, discounts, and news with fun, brand-building tweets. A good strategy is to retweet when a customer tweets something positive about you, be as constant as you can as possible and answer frequently asked questions. Twitter is all about interaction using tweets and retweets to nurture and build your following.

Retweet

Retweeting a tweet that you come across and like is a good move because not only does it show your appreciation for such tweet, but it is also a good way to connect and interact with other people and showing gratitude.

5.Using LinkedIn for Social Media Marketing

LinkedIn is a professional social media marketing sites. It is a social network which is particularly popular among business professionals, so it is a good platform for B2B marketing. LinkedIn has groups in them which can be considered a great way for entering into a professional dialog with people in similar industries and provides a

122 E-marketing Institute, Social Media Marketing Fundamentals, 2018.

place to share content with like-minded individuals. Marketing on LinkedIn helps occupy a community of professionals to cause actions that are important to a business.

With LinkedIn you can create professional profiles or resumes, which are a good opportunity for both companies and individuals looking for job opportunities. This platform is good for generating leads, drive website traffic and build brand awareness with LinkedIn ads.

Get started on LinkedIn by providing first and last name, email address, and a password. A verification will be sent via mail necessary for completing the setting up of the LinkedIn profile. After your profile is created, it can be customized by adding the following:

• Profile photo-add a profile picture which should be clear and professional

• Description-add a compelling summary

• URL of your website

Once you have your profile fixed, you can start acting by sharing status news, by adding comments and liking the status news published by your links, searching the network by looking for jobs, people, groups, companies, etc. You should also modify your current and past work experiences, add your passion and interests.

Tips for LinkedIn:

- Make sure to fill all sections giving enough information about you and avoid using common words when describing your skills.

-import all your contacts into LinkedIn form Gmail, outlook, yahoomail etc

-Encourage customers or clients to give your business a recommendation on your LinkedIn profile because it is useful to remember that with LinkedIn works with Recommendations which makes your business appear more credible and reliable for clients and new customers.

-Important is also the Questions section of LinkedIn, giving answers frequently helps you get established as a thought leader and helps you earn trust and credibility amongst clients.

-LinkedIn allows to create professional profiles or resumes, It's great for posting jobs vacancies and general employee networking which are a good opportunity for both companies and individuals looking for job.[123]

6.Using YouTube for Social Media Marketing.

YouTube is a very interesting and useful platform for promotional activities. Through them people get redirected by any website that has a backlink to it. Videos can be promotional, instructional, made in the form of a blog, where you would on a regular basis create videos on a different topic. Video format can be applied to all sorts of business[124][e-marketing institute,2018,pg.32]. The potential of video marketing strategy is not to be underestimated. According to statistics from 'we are social'- social platforms: active users accounts, January 2019', YouTube is the one of the most used platforms on the web. -it comes in second place after Facebook. Most people prefer to watch videos rather than having to read long articles on different topics.

YouTube is the number one platform for creating and sharing video content, and it is a powerful social media marketing tool, it offers the immediate usefulness of posting content and sharing it from that point both within YouTube and by embedding that video content elsewhere. YouTube also provides the inbuilt advantages of sharing and revealing in its own social contexts: YouTube offers branded business channels, for example, something you can use to organize and share sequences of related content[125]. What most people and businesses do is to try to create video content

123 Social media examiner

124 E-marketing Institute, Social Media Marketing Fundamentals, 2018.
125 Dave Evans, Jake Mc Kee, Social Media Marketing, The Next Generation Of Business
    Engagement, 2010.

hoping that the video will "go viral," but in reality, those chances are pretty slim. Instead, the focus should be on creating useful, instructive "how-to" videos. It is important to never downplay the power of crating useful video contents as how-to-videos because they have the potential of making it to the video search results of google. First move is to create an account, choose wisely your account name, what appears in the URL section, and the image you want to use as the official avatar.

-Optimize the cover of your channel to present brands, you can use this space to declare your payoff and offers.

-Make sure to have interesting contents, when titling your videos make sure to use interesting and eye-catching titles and when editing make sure to use applications to increase sound and visual qualities.

-Use what are called tags, they are keywords relating to your video content, good keywords are useful for attracting visitors to your page, descriptions and titles.

-assigning the right category to your videos is essential so people can easily find you, this is particularly important because YouTube uses this to filter through many videos produced daily.

-create backlinks to your videos, post them to social media networking sites which will help to increase the optimization of your online business strategy.

7. Using Blogs for Social media marketing

The use of blogs are an easy means for people to communicate in a semi-professional way when it comes to the quality of content produced. Quality content is the key to a good writing and hence good blogging. Blogging started in the late 1990s and has become a paramount way of self-publishing. Blogging is a form of social media marketing which uses to create and publish content, while establishing relationship with the readers. can be about anything – from personal experiences to political documentaries and so on. "They can be written by one person or by a group or company. are mostly text based, but can comprise solely of images, videos, audio or a combination of any of these".[e-marketing institute, 2018, pg. 379].

The idea behind it is to publish content which is useful, practical and engaging.

Today, creating a blog is quite easy, which also significantly increased the number of available on the internet. There are many blogger content management services which can guide you through writing a blog in a short time such as blogger and Wordpress. There are different publishing tools available for anyone to make and publish a blog, unlike in the past, where one had to be acquainted with complicated technologies enabling publishing.

The installing of plug-ins[126], which permits users to leave comments and rate blog articles, increases the social view of blogging, and it differentiates from still websites. Not only do bloggers produce content, but they are making an effort to build a relationship with the readers by making them share opinion and thoughts on what they have read. Visitors can interact with each other, which can additionally contribute the popularity and virality, it allows an opportunity to increase engagement on your website and to build influence and respect for your business.

It is also important to know your audience, your target, who you are writing for, because simply identifying this can make a big difference for the success of the blog. There are also social media integration in blog space which gives many options as to where to share the content of your blog. Social media platforms are part of this space therefore, having social media accounts and is said to be an important part of search engine optimization and online marketing as a whole as it allows search engines to associate a website to the identity built built through social media.

Blogging is a good way to provide information about your brand or yourself online[e-marketing institute, 2018, pg.36]. You have the power to decide what is being let out about you and what you want people to know.

It is also important to create quality and useful. This simply because people will willingly share content they find useful and fun. There are different types based on different criteria such as topic. The focus of each blog is always a single topic, specialized in a particular area such as fashion fitness, food, travel etc. The topic helps you concentrate on your target audience, instead of publishing unselected articles about misrelated topics. This helps with increasing authority in a certain area,

---

126 Sometimes known as add-ons are softwaremodules that add tot he functionality of an application

but it also makes you focus on your target group only, which is better thing to do if you want to create a allegiant base of followers.

There are also online which combine different topics in one, an example is a fashion blog that talks about beauty (skincare, hair and makeup). This type of blogging is good for reaching a wider audience with respect to that concentrate on one topic. Below are different blogging platforms which can be used to create a blog easily:

• WordPress (www.wordpress.com)

• Tumblr (www.tumblr.com)

• Blogger (www.blogger.com)

Below we will explain 2 main types of which are company and personal.

A Company or professional blog is an online publication of short-form articles used to communicate news or insights to a business' customers and audiences. They are very common types of advertising in internet marketing, as firms use this area to provide helpful content to their prospective customers, to present their services, and to finally convince visitors to become customers. The content of the firm's blog has to be closely affiliated to the kind of business the company runs. It is not just a cost-effective way of proposing your products, but also a useful medium for educating your audience to make them more abreast decisions in regard to it.[127]

"It's about creating a trusted resource that people can rely on to deliver factual, relevant. Having a company blog is also a good way for a company to increase website positioning through organic reach (SEO)"[e-marketing institute, 2018,pg.37].

Personal are that specialize in one topic or area of specialization and contain contents published by individuals. It is about sharing personal stories with readers who could be family, friends. Personal blogs are beneficial in helping to establish relationships with readers, which allows them to be considered. Blogging activity accompanied with social media activities such as SEO activities increases the influence of a blogger within his/her community. Blogging and SEO activities are closely related because search engines value regular, fresh content, and blogging can create just that.

---

127 E-marketing Institute, Social Media Marketing Fundamentals, 2018.

"Basing your blog on the keyword strategy created during the SEO process can also ensure that your website ranks for those key phrases, by their social nature, can also increase the incoming links to your website".[128][Rob S., 2008, pg.382].

The use of a blog platform which if designed to be search engine-friendly is crucial to aid the SEO power of blogging.

Tips for blogging

-Choose a suitable design that represents the topic you want to focus on your blog. This applies to both individual and/or company, having the right design for your blog is key to a great performance. Good design is important not only because it is decisive in leaving an impression in the mind of your readers or first time visitors and also can it help convince the users to explore all parts of your blog and less abandoning.

In addition, the importance in choosing the blog design should reflect in the fact that it should be mobile-friendly, as the major part of the population do most things such as reading novels, shopping, researches etc on their mobile phones, this should help them to browse your blog easily. Search engines also tend to rank better the websites and, which are optimized for mobile devices.

-another tip is to remain consistent in order to be able to establish a connection with all readers, in order to engage them, to encourage them to share your content and to become your customers. Consistency also on publishing contents, in terms of language used and also the style used, the tone of voice to be used when addressing your readers, as this helps you build authority and respect.

Publishing regularly is useful not only in terms of organization but also because it allow users to easily follow you. A lack of consistent publishing can lead to a loss of followers.

---

128 Rob Stokes And The Minds Of Quirk, Emarketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

-Establish a connection with your readers by writing personal articles and inviting them to partecipate by asking questions or leaving comments, which will encourage your readers to speak their mind.

After and also during the implementation phase, it is important to monitor the performance of the strategy implemented to be able to know what to change or what to improve. It is also important to remember that it is a gradual process so you should not expect to get several thousand of likes and followers instantly.

There are different instruments useful for monitoring that can help compare the number of people you have reached in a given span, to compare engagement in terms of likes or follows, comments, and so on.

Thorough analysis will help improve and change your social media marketing, as you will be able to see the weaknesses of your approach. This way you can get to know the weaknesses and strengths of the strategy you have implemented.

Lastly, analyzing results will help you compare the initial investment with the results you have achieved, which will help show the effectiveness of the investments made and different strategies. Not everything that works for others will work for you, analyzing results obtained will help orientate future strategic plans and help optimize investments.

"Other than blogging, there is micro blogging, which is a form of blogging that allows a user to publish short text updates, usually limited to 140 characters, that can be viewed by anyone or limited to just a specific community. The most popular micro blogging service is Twitter which was launched in July 2006".[129]

1.5 Social Media Tools

Marketing a business online is easier than one might expect, and importantly is cheaper. By using organic and non-organic web marketing tools especially social media tools, increase of traffic to a certain website or platform is guaranteed.

---

129 Rob Stokes And The Minds Of Quirk, Emarketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

Social media management tools permit marketers to publish the same content on different social media platforms at the same time.

FACEBOOK:

Facebook is the most used social media platform in the world and is the third most visited site online behind Google and YouTube. It offers different opportunities to businesses to target audiences using tools like Facebook Analytics that allows the tracking of the performance of each advert placed and individuals not only for fun but for lucrative purposes. This has acted as a levelling field for both small and big companies with bigger budgets. "Facebook, aware of the importance of an attentive analysis for a correct settings of an activity and for the fine-tuning of of its strategies, gives the administrators of the page a panel of analysis"[130][Guido di F.,2015, pg.3312].

 Below are some tools Facebook offers marketers:

1.Facebook Group- As explained earlier, Facebook groups help bring together people from around the world who share the same ideas, have similar and share their thoughts to form opinions on a certain brand or product a homogenous group. Here, people in the groups discuss about their opinions and past experiences. Brands can drive conversations involving their own interests in these groups. The higher the number of member In a certain group, the more likely the group gets promoted to others.

Below are some advantages of using Facebook group:

-You can send a message to all (or part of the group) members with a very quick selection. You can't do that with fan pages. This is to be used carefully in order not to have the message end up as part of spam messages.

-The groups have a usually higher engagement than fan pages: people comment and open endless discussions and controversy on the most heartfelt topics, with the result that the various comments are reproduced on the news feed of the friends of these

---

130 Guido Di Fraia, Social Media Marketing, 2015.

users. Virtuous dynamics are triggered that lead to a continuous increase in the visibility of the Group's posts, new subscribers, further comments and discussions etc.

-There is less competition in groups: fan pages are opened every day on any theme, to a lesser extent Facebook Groups. There is more space, more opportunities to tick it off and become a reference in a certain area.

-Groups have an internal search engine that allows you to find any discussion, link or video you've posted in the past. Unlike a fan page, therefore, they become real search engines specific and specialized in a single topic.

-You can "organize" fan pages more effectively: you can upload files and organize them as you see fit in the Files section, as well as list the Events you have created and collect all the photos posted in the appropriate section.

-You can observe in detail who the subscribers are and contact them one by one by clicking in the Members section. Which is absolutely not possible in the Fan pages.

-Unlike fan pages, where this feature has been disabled for some time, you can conduct surveys.

-Filters to handle membership requests based on the applicant's residence, gender, age, with the ability to bulk accept group membership requests.

-Administering a Facebook group is made easier with the ability to block users more quickly and delete unwanted posts and comments of the user with a single click.

"Anyone can create a group on Facebook using the option available in the News Feed. Click on the button "Create Group" next to the section with groups in the menu on the left side of your Facebook News Feed"[131]

2. Facebook Ads[132]-This composes a huge part of Facebook's marketing and they work in both B2C and B2B. Facebook Ads is a paid tool made available by Facebook that allows to show ads about products or services to people through categories such as age, interest, geographical location or specific events fall within our target

---

131 E- marketing Institute, Social Media Marketing Fundamentals, 2018.

132 Adverts

audience and other interests based on the activity of the user. These ads can be used to collect leads, drive website traffic, generate sales, and increase brand recognition. Reasons why Facebook Ads are useful are because Facebook constantly adds more features and improving user experience for both advertisers and normal Facebook users, Facebook ad campaigns are highly customizable so therefore, it is possible to construct the perfect ad experience using Facebook ads. It can be found on the right side of the profile page.

Through Facebook Ads we can promote:

A Facebook Page (and its posts & events)

A website

An application

Facebook ads which include videos, offers, leads, and carousel allow a business of any size to promote its products and services to local and global audiences. These ads can be used to collect leads, drive website traffic, generate sales, and increase brand recognition. There are different ways to pay for Facebook Ads, the most used is Pay-Per-Click method.

How to run a Facebook from scratch:

To be able to do this you will need to have page administration rights or have been named advertisers.

Click Create Ads in the top right corner of your personal profile.

You will then open a screen where you will have to choose the goal of your campaign. Here, you can choose Traffic and move on to creating your ad account.

Fill in the fields and you'll move on to creating the first ad group.

3.Facebook Engagement- Facebook Engagement Ads are similar to standard ads, but include an element that fans can engage with, such as a Like or Share button, a video, an event, or a poll. "These are bought on a CPM basis with a minimum spend threshold. This feature gives information on the action that people take on a Facebook

Page"[133]. Creating engagement means creating strong bonds, which improves loyalty, increases word of mouth and brand authority. Engagement includes shared contents, likes received, comments on our posts, acquiring new fans and followers and the number of views a video has. With Facebook's algorithm EdgeRank, the posts which will be displayed on a fans' News Feeds will be determined. Also, by using paid advertising, a wider number or people can be reached with a certain post.

Facebook engagement is calculated in the following way:

$$\text{Average Post Engagement Rate} = \frac{\frac{\text{Likes + Comments + Shares on a given day}}{\text{\# of wall posts made by page on a given day}}}{\text{Total Fans on a given day}} \times 100$$

It must be clear that the return value is an estimate of how attractive our content is to our readers, to the point where they are enticed to take action.

4.Sponsored stories- This feature is similar to Instagram Ads and is a specific type of advertising. Facebook Sponsored Stories appear in the stories in the upper section of a Facebook page and are in forms of videos or pictures. There are different types of sponsored stories such as:

Page Like: Story created when a friend likes a Page

Check-in: Story created when a friend checks in to a business

Wall Post: Story created when a friend posts to a Page wall

Post Like: Story created when a friend likes a Page post

Post Comment: Story created when a friend comments on a Page post

Post Share: Story created when a friend shares a Page post

Offer Claim: Story created when a friend claims an Offer

Question Vote: Story created when a friend responds to a Question

133Rob Stokes And The Minds Of Quirk, Emarketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

App: Story created when a friend uses a Facebook application

Event attendee: Story created when a friend partecipates in an Event

Domain: Story generated when a friend shares a link from a specific area

5.Promoted posts -these are content that are being paid for to get promoted, they allow you to publicize an existing post that you have made and to have a wider reach and they can be activated only on posts that have been published for not more than three days. A criteria is that A page must have at least 400 Likes before this option becomes accessible.[134] They are most used for Promoting a company contest, sale, or group discount, Promoting a new product and Driving traffic to a business.

Different ways to benefit from promoted posts:

-promote a whole album of high-quality pictures or videos, make use of the possibility to add links to the website in every picture.

-always show at the top the promoted post at least for the entire period of the promotion(3 days)

-control and verify results and eventually suspend or stop the listing at desired time or if it is not bringing forth desired results.

6.Facebook Analytics- is a tool made available Facebook that allows you to understand how people interact with your site and your Facebook page, their demographic characteristics (sex, age, income etc) and psychographic characteristics such as pages followed. It is a platform that gives insights on the entire path of the user who has passed through Facebook channels, having a granular view of them. Insights such as past purchase behavior/habits, online activity, relevant interests, and more

For example, it allows you to view your sales funnel, know the lifetime value of users, see how your promotion strategies interact with each other. All this for free. Facebook analytics is quite different from google analytics allows you to have a very

134Rob Stokes And The Minds Of Quirk, Emarketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

detailed view of the behavior of visitors, with virtually endless possibilities if you also use Google Tag Manager.

While Facebook Analytics is based on the most powerful cookie on the web. This is because Facebook has very detailed information about its users and can therefore give a great hand in delving into the aspects of visitor profiling.

Also, Facebook analytics provides a cross-device tracking which is much more accurate than Google's. Facebook Analytics can group several Pages, Pixels, and Apps together to provide a complete picture of user interactions over time.

To be able to use Facebook Analytics some criteria need to be met such as:

Having a website

Having the Facebook pixel installed on the site

Having Conversion Events configured and working

7.Facebook Video- Facebook Video[135] allows for brands to connect on a more intimate level with customers. Underneath these videos which can be native or live, followers and non can interact by liking, commenting and sharing it. Facebook live video, which is a feature put in place by Facebook to allow its users to make real directs videos using their smartphone. In other words, anyone can film themselves up to 90 minutes in real time, the so-called live stream, showing their friends and followers their daily activities and other events. Facebook live is a very powerful tool, already used by YouTube users or famous people to interact with their fans, and that promises to be a great success.

8. Facebook Insights- This is a free analytic tool which contains data which helps learn about how an audience has responded to a certain type of marketing, it helps with tracking statistics on a Facebook page. Facebook Insights gives information on which posts are getting engagement (likes, comments and shares) and which ones don't attract the attention of your fans, demographics of a particular audience, including gender and location, the provenience of people that like your page, your most popular posts and post-types (images, links, videos, etc.), How many times each

---

135 Social media Examiner

page tab has been viewed "likes" and "like" sources, new "likes" vs. "unlikes" and video statistics. A post data file is available which gives information on the amount of reach and engagement for individual Facebook posts. This feature also renders information on different aspects of a page such as reach, engagement, popularity, visits, and so on.

How to access Facebook Insights: If you want to access Facebook Insights go to your Facebook page and select the 'Insights' option at the top of the page. When you access its tab, you'll see that the insights are divided into eleven sub-tabs. Depending on your goals, you'll find some of the most useful options available than others.

INSTAGRAM

Instagram, after Facebook is one of the platforms that makes business marketing easier and more targeted. This is made possible through its features and analytics tools that help business owners create profiles, attract followers, build engagement, and develop insights into their customer base and, of course, sell their products and services with speed and efficiency. It allows users to upload, share photos and videos and now is possible for brands to market and advertise their products and services to the world.

Instagram continually makes business marketing easier and more targeted through an extensive list of features and analytics tools that help business owners create profiles, attract followers, build engagement, and gain insights into their customer base and, sell their products and services with speed and efficiency. The Instagram content here should be a mix between your personal and business life, this is good for building a strong personal brand.

Among the tools that Instagram offers marketers:

1.Instagram Insights- Instagram Insights is nothing more than a panel dedicated to your account numbers, data, and statistics, so you can learn more about your followers and the people who interact with your profile. It provides information and details on the impressions and reach from an Instagram posts, the number of website clicks you're getting from a profile, the number of visits a profile, statistics such as gender, age group and location of your audience. it is also useful in finding out the

type of relationship your audience has with the content you post. It allows you to understand what the best way is to achieve more meaningful results. This function is available only for some types of account (business o creator).

You can access it from the statistics icon at the top right of the section dedicated to your business profile. If you don't have the icon in question yet, the reason is that you haven't switched from a regular account to an Instagram business account yet.

The panel is divided into 3 tabs:

activity, where you can see a general overview related to your page's statistics;

contents, where you can see statistics of posts published in your feed, stories and promotions;

your audience, where you can see the statistical data of the target that interacts with your profile.

Insights and metrics about an account also include paid activities. Coverage, reach accounts, impressions, and impressions per day reflect both paid and organic activity.

2.Instagram Lead Ads[136]- Leads Ads are advertising tools that allow you to respond to certain Call To Action for example newsletter subscription, e-book download, request a quote etc, automatically taking data that you used when you were subscribe to the social network without being too intrusive. They have many chances of success, as the user will not have to leave the platform to go on a landing page but will be able to do all the operations with a simple tap. These combine with Facebook by appearing on Facebook news feeds. Instagram lead ads have functional differences compared to Facebook. For example, only pre-populated fields such as full name, email address, phone number, and gender are supported by Instagram. Other requests, such as the city, will need to be entered manually by the user. In addition, at the view level, the user will not have to scroll down to respond to the form, but rather scroll through a series of pages.

---

136 advertising

Leads ADS are very useful for making lead generation on Instagram and, if well targeted, offer certainly very interesting results. Instagram ads have become an enticing avenue for brands looking to increase engagement and profit.

3.Instagram Stories- Instagram stories are content lasting up to 15 seconds (photos, videos, or text). Stories appear above the user's Instagram feed and are available for viewing for only 24 hours. They are excellent for driving brand and product awareness.

4.Instagram Video- Instagram Live is a streaming feature that puts your video on top of user's feeds for 24 hours, which means it's the surest way to get noticed within a short period of time. Live videos are great means to construct a relationship of trust with your followers, attract them, build excitement, and deliver information, at the same time a great way to improve your visibility. For example, if you'll be able to generate engagement and viewers, you might end up in the Explore section, which means you'll have the opportunity to make yourself much more visible to those who don't know you yet. For example, if you'll be able to generate engagement and viewers, you might end up in the Explore section, which means you'll have the opportunity to make yourself much more visible to those who don't know you yet, you'll be able to create a sense of need by offering promotions only to those who follow you or who for one reason or the other view your stories.

Another advantage of Instagram live is its flexibility: you can range from Q&A to workshops, from sales-oriented product launches to informational content.

5.Instagram IGTV[137]- or simply Instagram TV, is a new service presented by Instagram in June 2018 that allows you to upload videos between 15 seconds and 10 minutes long, which can be recorded exclusively vertically. Verified accounts, those with a blue check mark, can upload videos up to 60 minutes long. The length of IGTV go from 60 seconds to 1 hour in length directly on the platform. This is a tactic used to compete with their direct competition YouTube.

IGTV can be used in two ways, either by downloading the app available on Android and iOS, or from the Instagram app which will have to be updated. You can use the

---

137 We are social

Instagram app that you already have if you don't want to download the IGTV app. Once you've updated it, the IGTV symbol will appear in the top right, right next to the direct sign. When you open the Instagram app, you'll also see notifications about new videos coming out on IGTV. If the IGTV icon has an orange color, it means that there will be new videos to watch.

If you click on it, the IGTV interface will open with a signal-out-of-the-line effect from the old televisions, you'll need to select a video to start watching content. The content put by the people you follow will be below, divided into four sections:

For you: all IGTV videos you might be interested in

People you follow: all the videos of the people you follow

Popular: IGTV videos that have so many views and comments

Keep watching: to keep watching IGTV videos that leave you hanging.

If you download the IGTV app things won't change, as soon as you open it the first time it will connect to your Instagram account and ask if you want to continue with that account. If you click continue, the interface described above will open.

When you start watching a video on IGTV you can do different actions, you can like the heart, comment on the video or send a direct message to the author of the video by clicking on the airplane.

To post videos on IGTV you will have to create your own channel, which of course will bind with your Instagram account.

Creating an IGTV channel is very simple, you can do it or from the settings, reachable by the gear icon or by clicking on the icon depicting your profile photo.

All you have to do is click on "Create a channel" after clicking Next twice. After this has been done, you can go on to upload a video. To do this, go to your profile, click on the icon with your profile picture, and click on "Upload a video". Once this is done you will open a screen with all the videos resident on your phone, you can also select which video source to use from the menu at the top.

On the selection screen of the IGTV video, you will be reminded that your video has to be shot vertically and must have a duration of between 15 seconds and 10 minutes, of course if you do not have a verified account.

Pinterest[138]

Pinterest can be considered a digital scrapbook which launched in 2010. For brands that want to invest in Social Media Marketing and build their presence and reputation also on Pinterest, social can become a long journey in stages during which to tell their story, their mission, core values, interests, relationships with customers, those with suppliers, demonstrate skills, skills and tell the news. Pinterest[139] has the following advantages:

•   The Pinterest pages can be used also as a landing pages for email campaigns or presentations.

•   Use the Promoted Pins characteristics to get to users based on keywords as well as interests, location, language, device, and gender.

•   The Buyable Pins feature can be used to allow users buy products through the Pinterest app.

•   It can be used to generate awareness because Pinterest allows users to search for content.

•   Posts on Pinterest range from informational to entertainment, both used to promote products and drive brand awareness.

How Pinterest works:

Pinterest is available on both desktop and smartphone. In the first case of the desktop, just connect to the social website, in the second case you only need to download the app for your IOS or Android device, from the App Store or the Play Store.

---

138 Rob Stokes And The Minds Of Quirk, E-marketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

139 Rob Stokes And The Minds Of Quirk, E-marketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

The first step in using Pinterest and taking advantage of all its opportunities is to register. All you only need to enter your email address or log in via Facebook.[140]

By clicking on the little man icon, you can access your profile and edit as many personal information as you want. In addition, you can create your own virtual boards, distinguishing them by topic, in relation to your interests.

The boards you create will give an order to your notes (or pins) and the journey you want to live and tell will depend on your needs and needs.

How to use Pinterest:

By using Pinterest's internal search engine, you can search for anything you want, and the same social will suggest and point out topics or interests related to your needs.

Whenever you encounter interesting content to save, just pin it, that is, click on the red Save button that appears below the image in question and, in this way, you can save it directly to the board of your interest.

Each virtual board also features a name and a cover image, which you will choose for yourself.

But there are other ways you can interact with content on Pinterest. By clicking on the media content of your interest, you will see several symbols:

The symbol of the heart is a classic and well-known social expression of appreciation;

Comments, a function with which you can express your own;

The paper airplane button, which allows you to send the pin privately to your contact;

The three-dot slit symbol, which gives you access to additional modes of interaction, including the ability to download the content and save it directly to your mobile device and to copy the link of the content to share it;

The Visit button, which directs you directly to the website of the user who uploaded the content of your interest;

---

140 Sprout Social

The magnifying glass tool, which is located at the top right of the pin and allows you to have the content in question analyzed by Pinterest, which will return you an archive of similar images

Other social media platforms that are accessible to marketers include:

Reddit- This is a forum-hosting website which gives the possibility to marketers to host "Ask Me Anything" forums where they can answer questions and doubts from users, as well as promote links.

Quora-A platform that optimizes information through a Question and answer format.

YouTube

YouTube is the most used video sharing platform in the world, the channel that allows you to watch videos and listen to music for free, just by having an internet connection.

Founded in February 2005, YouTube is the largest video sharing and viewing platform in the world. YouTube was bought by Google in late 2016 and is responsible for 11 percent of all global video traffic, second only to Netflix. The great success of the platform depends on the extreme simplicity of its structure. Since its launch in 2005, it has become a dominant way people publish video online.

Videos can be uploaded by anyone for any reason such as for fun, passion, disclosure or promotion and share it on social networks like Facebook or upload it to a web page. Many organizations and companies have activated a YouTube channel through which they develop their business and maintain contact with consumers.[141]

With YouTube users have the possibility to have their own channels they can use to develop and execute their marketing strategy.

They also have the possibility to advertise on YouTube video content that streams on channels besides their own.

141Dave Evans, Jake Mc Kee, Social Media Marketing, The Next Generation Of Business Engagement, 2010.

Google Analytics works with YouTube to measure conversions from your ads which means that it is possible to track where people are coming from before they land on your website. YouTube performance can be measured by the following ways:

• Video watch behavior- examining video watch behavior can be done through Creator Studio. It allows you evaluate how your videos are doing. Data found in the "Watch Time" reports can also be useful.

• Evaluating audience engagement-This is the most direct way to find out how your video is performing.

YouTube is also a useful lead generator. The platform offers different tools to capture and collect leads so you know who is watching your content but also who might be interested in your company's products or services.

Those who make and upload video continuously on the platform are commonly called youtubers. Many of these, through the many views of their videos, have become real characters in the various communities of users. The fame of a youtuber is in fact measured through the number of views of the videos of your channel and this parameter is not only an indicator of prestige, but also allows you to earn gains that in some cases can become very interesting. [142]

Many more or less famous people use YouTube as a tool for communicating and sharing content, posting videos in which they tell their daily lives, offer advice on how to achieve success in their field or launch themselves into reflections on the meaning of life. This form of communication has been called Vlog (short for Video Log).

YouTube channels: The YouTube platform is organized into channels through which video content can be published and organized. All YouTube users can activate their channel at any time and post videos.

142Dave Evans, Jake Mc Kee, Social Media Marketing, The Next Generation Of Business Engagement, 2010.

Channels can be set up by adding a cover banner, a logo for your account profile, and playlisting videos. Each channel can invoke other channels linked to it and provide a discussion space where users can interact with the account manager.

You can subscribe to the channels so that you can always be up to date on the publication of new videos.

Editing and sharing tools: In recent years the platform has perfected video editing tools that now allow you to optimize your movies even after uploading and allow you to:

Add information on the source of the video;

insert translations into other languages;

improve the quality of the video;

apply filters and effects;

insert audio tracks from a library of authorized songs;

insert end credits;

annotate the video;

add subtitles;

link to other videos, channels, or websites.

With these tools, designed specifically for those who do not have much practice, you can make great videos even without being an experienced video editor. In addition, several services are available for free for each channel: dashboard, with immediate information about the success and liking of the channel; video management, to upload, edit and organize videos; live streaming, with the ability to stream live; community, to manage user interactions; channel, to check the status and reputation of the channel; analytics, to monitor in detail the progress of the channel; translations

and transcripts, to translate videos with the help of the user community; to directly access the library of authorized songs.[143]

All the videos on YouTube can be shared on the main social networks such as Facebook, Twitter, Blogger, Pinterest, LinkedIn and so on.

LinkedIn

LinkedIn is a unique professional social networking platform launched in 2003, was created with the aim of supporting people in professional development and networking such as job searching. While it serves individual professionals, it also provides opportunities for businesses to create a profile, share content, showcase new products and services, and network with potential prospects.

There are two elements on which it is based: on one hand, the creation of networks connecting companies, professionals, institutions; on the other hand, the enhancement of personal skills and corporate realities. This makes LinkedIn the ideal (virtual) place to establish professional ties and exchange ideas, to start collaborations in the real world. "While you are not as likely to reach potential customers through LinkedIn, if your potential clients are other companies and small businesses, this social network can help you get valuable contacts"[144]

The purpose and way of communicating defines the unique character of LinkedIn. The actions carried out within it are in fact related to the work, so we talk in a more formal way, we share content on specific or technical aspects – links or images less relevant are not completely banned, but it is essential that they are related to your

LinkedIn[145] acts as an effective tool for collaboration, sharing best practices, and targeted marketing endeavors.

143Dave Evans, Jake Mc Kee, Social Media Marketing, The Next Generation Of Business Engagement, 2010.

144 Rob Stokes And The Minds Of Quirk, E-marketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

145 Social media examiner

• Sales Navigator. This gives marketers an edge in lead generation, business development, and brand awareness on the platform.

• LinkedIn Elevate. This platform lets a company manage and measure the impact of their employee advocacy campaigns.

Why use LinkedIn?

Regardless of your career or job, you can find significant help on LinkedIn for:

-increase visibility- Your online presence will be strengthened, and the company website or personal blog will also have a new catchment area to draw on;

-build new relationships- You can take the first step to intercept companies, people and institutions. In other words, you will have a basis to establish collaborations that from virtual can become real;

-have useful news for your business-What's new in your industry and the events shared by your links will keep you up to date and use the most compelling information;

-manage job offers- LinkedIn provides a double service: it allows companies to post job offers, acting as a real recruiter, and supports job-seeking members by offering offers that are most in line with their personal profile.

Twitter

Twitter, a social network born in 2006, owes its name to the English verb to tweet which means "twittering", today it has more than 321 million active users per month. Posts, or tweets, allow only 280 characters. Twitter is a free micro-blogging popular among celebrities, politicians, journalists, marketing and business professionals. Twitter profiles are less personal than Facebook profiles. In fact, profiles on Twitter are for everyone, both individuals and companies[e-marketing institute,2018,pg.23].

Twitter is therefore a great way to keep up to date with reality, sometimes to make fun of you. But it can also be translated into a job, as in the case of social media editors, who take care of the communication of companies through social networks.

They give companies the ability to engage in conversations with users, drive awareness of a product or promotion, and participate in public discussions.

How to sign up for twitter:

1.signing up for Twitter is very easy, just go to www.twitter.com and click on "Subscribe" button.

2.After pressing "Sign up" enter your first name (enter first and last name in the "First name" field), your email or phone number, a password.

3.Once you pass the first step you just have to continue by getting the verification code via SMS (for Twitter security it will send you a hexadecimal code that you will need to enter).

4.After verifying that you are not a robot, but a person, choose your username: write it yourself or use the one suggested by Twitter.

5.Press on "Let's start now!" in the Twitter welcome message and select the themes and categories you're interested in.

6.After choosing your favorite themes, press "No, thank you" on the next page for importing contacts from your inbox and skip the passage of the people you might follow (also suggested by Twitter).

7.Without closing the window go to your inbox and confirm using the link you received via email and update the Twitter page.

Among the tools that Twitter offers marketers:

Tweets-These can be a mixture of entertaining, educational, and promotional, but the key is to post regularly so they appear at the top of follower streams.

-Promoted tweets appear at the top of a user's timeline, or in Twitter mobile apps. People can pay whenever their tweets gets retweeted, replied or added to the favorite list. Promoted accounts are recommended accounts that appear in the "Who to follow" section on a user's timeline. When these accounts recommended are followed, advertisers pay for each account.

Twitter Chats- These are public conversations linked by a unique hashtag, they are good for engaging followers on a more intimate level.

Twitter Hashtags- The use of hashtags are an excellent way to promote and track campaigns and to connect with potential clients. By creating unique hashtags, companies can attract followers by topic or interests, making it easy to get discovered.

User Mentions- This is a helpful tool for prospecting campaigns because it allows marketers to mention and engage with specific Twitter users within a tweet. By mentioning their Twitter handle (which are all proceeded by the @ symbol), these followers will be alerted that they're being called into a conversation.

Twitter Lists-These let marketers create and curate content for special groups of users in an attempt to target them with special and personalized content. This makes it easier for contents to be found and creates more of a direct relationship with followers as well.

Periscope- Periscope is Twitter's live video streaming platform that allows users to broadcast from their phone. Brands can connect with users immediately, which works for Q&A live chats and more. The videos dissappear after an amount of time.

Twitter is a useful platform not to be underestimated because it is in all effects a source of visibility, traffic and engagement, which is impossible to find (organically) on Facebook or other social networks. Without paying, but by investing in time and study, you can get to know Twitter by leveraging the platform for your own purposes.

Twitter engagement is calculated by:

$$\text{Average Tweet Engagement Rate} = \frac{\dfrac{\textbf{Replies + Retweets} \text{ on a given day}}{\textbf{\# of tweets} \text{ made by profile on a given day}}}{\text{Total } \textbf{Followers} \text{ on a given day}} \times 100$$

After completing your subscription, you have a profile to improve and complete your profile in all aspects in order to be able to reach the maximum right away by going to correct any mistakes made and discovering all the features today.

1.6 Understanding Social Media Algorithms

You ever wondered why on social media the posts you see are not in chronological order, but different posts posted at different hours?

Well, this is because social media platforms use algorithms to measure and determine what to let users see. Social media algorithms are automated processes that choose content posted on social networks such as Facebook, Instagram, Twitter etc ascertain their visibility depending on the potential interest, rank, and content based on criteria specific to their platforms. There is no standard measurement for all platforms, and they often are changing, knowing how the algorithms that mark the visibility of content is very important for social media marketing professionals, but especially for businesses and brands that want to make themselves known through social media. For example:

Instagram's algorithm involves three major elements which can be summed up under the name of ENGAGEMENT which simply indicates the degree of engagement or partecipation that a certain content arouses in users:

Interest: This is how interested users are in certain posts based on their past search history and engagement.

Recency: As to posts seen before others, posts published within the last few hours will most likely be seen or seen first with respect to older posts.

Relationship: Videos or posts that Posts that get the most play are those that are engaged with the most.

Posts shared through direct messages are also classified by the following algorithm;

A post with the 30 hashtags limit will make it more noticeable;

Comments have more weight than likes alone;

The content genres shown often are those contents that you interact with the most;

The credibility of a post can be boosted or improved by an established community.

Actively engaging other people's content [through likes and comments] helps guide people and engage further on their profile.

When it comes to Instagram, one of the three principal criteria for its algorithm is timeliness. To find out what time is best to post, you need to consult the Instagram insight section. This section can only be consulted by those who have a business account. For those without a business page, there are other tools both organic and paid which can allow to find out this type of information. One of the less relevant elements on Instagram are how many accounts a user follows.

Hashtags should be used for the main purpose of being found on the explore page of Instagram. This way people who don't follow you can see you getting traffic to your profile.

Facebook's algorithms works by rewarding contents that generate the highest number of conversations. This includes also shared links in messenger, live videos, native video, shared contents which generate additional discussion. Actions such as clickbaits and requests for people to like or comment on a page, contents with fake stories or misleading headlines are frowned upon.

According to a study by Buffer, posting five times a day seems to be the optimal amount, other elements, such as the length of the posts and the day when you post the content that they also have an impact on people's level of engagement with the content themselves.

It is therefore important to create content with the aim of creating discussion among Facebook users[146].

Twitter's algorithms are based on: Recency that is, the most recent posts have a higer chance of appearing on their feeds, User credibility referring to accounts that are considered credible, Native content and Engagement.

Lastly, LinkedIn's algorithms[147] are based on:

Sharing of contents from trust worthy sources- Credible sources.

Posts that are shared widely, getting across to users from outside one's network will make that post more visible to others: Widely shared content.

Posts that are highly shared, commented and has lots of likes: Engagement

Content that contains keywords that are also within a user's profile means that user will see that content: Relevancy

For all these platforms, to be able to obtain success in the posts, contents that create interaction should be created. Contents that are relevant with the necessary keywords, recent and credible contents.

The social media world is wide and has a wider reach differently from the past. It has strategic marketing platforms which if used to its maximum potential can help a build a brand, build traffic, leads and help increase profit. Social media marketing strategy is the best mix between human skills and the tool that the web offers which allows for interaction, communication and obtaining profit. A company's approach to social media activity depends on numerous factors, including the type of your business, as well as the goals set to be achieved. It is important that for any social media platform chosen, not only on the frequency of publishing but also being informed about necessary updates on the applications, interaction and engagement with your public, professionality, originality in content creation, interesting and useful content and reliability are important and necessary factors for a social media marketing strategy to be successful.

Asides from using social media platforms for creating awareness of your brand and building it, another way to do this is through the use of influencers.[148] You could use yourself as an influencer which means putting branding yourself (which will be

146 Rob Stokes And The Minds Of Quirk, E-marketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

147 Social Media Examiner

148 Lucas Gramm, Social Media Marketing: Learn How To Master The Tools Of Your Success, 2020.

discussed in the next chapter) or by taking advantage of word-of-mouth marketing.[149] This can be started by initially identifying strategic individuals within your target market. Through this target, you can spread awareness of your brand because they are called influencers. Influencers for a reason, they have the power to influence the thoughts and opinions of people. Their names or faces does the trick. They, sponsoring your brand is a way to increase both traffic and leads to a certain brand and its website.

149 Rob Stokes And The Minds Of Quirk, E-marketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

CHAPTER 2

PERSONAL BRANDING

''Your brand is the single most important investment you can make in your business''- Steve Forbes.

Differently from the past, today, the Internet and social media in particular can be considered the two things that can easily boost a personal brand, they can either boost a brand or destroy a brand (make or break). Through these instruments, elements such as, transparency, sharing, collaboration, values and networking are elements that automatically come in place when trying to build an image.

Let's start by defining what branding is, branding is a process of creating an uncommon image, a representation of a product aimed at attracting clients and creating a great position on the market. Branding does not only refer to the name and the logo of a business, it also means trust, credibility, reliability and the general impression users get seeing or hearing about your business. It builds a sense of awareness that helps a product become distinctive and thus different from the competition[150]. Besides acquiring clients, branding helps with keeping clients, as people are prone to be loyal to a brand they find reliable and of high quality. Brands are not just considered a product or a service but also as a symbol or a person. A strong symbol can lead to a strong brand identity it easily more recognizable by people.[151]

One of the most effective ways to increase sales is through branding, especially when we find ourselves in an era in which people associate brands with quality and consistency. People feel familiar with certain brands they are used do, and the result of this is loyalty to a certain brand which in turn guarantees customers. A good brand

---

150 Creative Market, The Beginner's Guide to Branding, 2016.

151 Gioia Gottini,"Tutto Fa Branding - Guida Pratica Al Personal Branding", 2015.

should be able to first of all deliver a message in a clear and transparent way, affirm the brand's credibility and position in the marketplace and among the competition, emotionally connect target prospects with a product or service, prompt the buyer to make a purchase and create loyalty in clients.

In the world of online business, your brand is your livelihood. A brand goes way beyond a mere logo, a catch phrase or design that identifies a particular product or service. The goal is to have a brand that is well-known and is easily recognizable building brand equity.[152]

The way in which a brand's identity and meaning is translated and transferred to customers can be demonstrated in a brand image model by Kapferer. It is easy for an individual to define what it wants to be like (brand identity) but the hard part is to pass the same characteristics and promises to consumers (brand image).

A quick definition of brand image and identity, 2 distinct concepts that shouldn't be misunderstood. While a brand's identity is how the brand owner defines his brand, brand image ascertains how the consumer perceives the brand. "The brand identity can be the logo, slogan or tagline, style and tone whereas brand image can considered as the basic impression, belief of the existing and potential customer concerning the brand"[153].

Other brand terms are:

Brand Accountability-the fame of social media has its positive and negative aspects, and any mistakes made by a brand becomes general knowledge. Plans must be made to protect a brand's image and reputation.

Brand's Credibility- confirming what a brand promises to its customers is made much easier with social media. A large number of users go to Facebook and Twitter to read reviews about a certain brand or product.

---

152 Matt Golden, Personal Branding: How To Brand Yourself Online Using Social Media Marketing And The Hidden Potential Of Instagram Influencers, Facebook Advertising, YouTube, Blogging, And More, 2019.
153 Thomas Magnum, Personal Branding: An Authoritative Guide To Personal Branding, 2019.

Brand Flexibility- thanks to the introduction of technology, there has been a lot of evolution and changes in the marketing world. A brand should be able to keep up with the changes, be up to date and adapt to these changes. What matters is changing with time but staying true its values.

Brand Visualization- customers being bombarded with lots of adverts and information and with the internet, humans have a reduced attention span so therefore people turn to images for instant comprehension. The use of visual content will be useful for a wow and lasting effect.

During the relationship between a brand and its customers, there is a transmission of the identity of a supplier's brand to the customer who creates an image of the brand. The transmission is possible through the signal transmitted from the supplier (sender)through its brand identity and other sources of inspiration to the customer (receiver) and the media, which is a sort of influencer in this process.

However, when we talk about branding, there are six main types that come in mind. They are:

-Product Branding: This is the most common type of branding and it is simply a symbol that is used to differentiate a product from others. This is a strategy that most companies especially big companies use to create a strong brand around a variety of segmented products.

-Personal Branding: This type of branding is very common among public figures such as politicians, athletes and celebrities. Personal branding makes it possible for famous people in the limelight to reflect a good image of themselves to the public. Politicians for instance use personal branding to create a good impression and convince people to vote for them during the election.

-Corporate Branding: used for creating and maintaining a good reputation. Corporate branding cuts across an organization's services, products, employees, corporate culture as well as corporate social responsibility. This is an attempt to use corporate brand values to create brand awareness. A great advantage of corporate branding is the significant economies of scale it benefits from. It also makes the adoption of new products easier as customers are familiar with the name of the brand.

-Geographical/territorial Branding: This type of branding has become one of the most used elements in the development of a particular geographical area be it cities, regions and countries to try to brand things that make them different from other areas. It is used for specific services and products that are peculiar to a certain region. Geographical branding is commonly used in the tourism industry.

-Retail Branding: Retail branding is mostly used by big companies to gain the interest of consumers and make product sales do better than the competition. Retail branding however requires a lot of planning and resources.

-Co-Branding: Co-branding is a type of branding that consists of the use of both established brand names from two different companies for the same product. In most co-branding situations, a company licenses a famous brand from another company to use in conjunction with its own. It can also be described as marketing partnership between two or more brands such that the success of one brand rubs off on the other. Co-branding is effective in building business, spreading awareness and breaking into new markets.

Below are some tips on to help build a brand[JASON M., RAY R., I, 2019.]:

-Focus on your strengths: -this is an important factor in personal branding, it is an idea centered not only on your perceptions but on those around you. Knowing and having a clear idea on who you are, what you want and how you want to be seen is vital in shaping your brand.[154]

-Know your limitations: Being honest with oneself y acknowledging one's limitations is wise in order to avoid putting oneself in for other disappointments or failure.

-Knowing your values and highlighting them-Values are a set of principles you live by, they define the code that determine your personality, attitude, actions and reactions. Knowing your values is knowing who you are and what you stand for. Therefore, it is important to define your value which should be used to define the

---

154 Jason Miller, Ray Robins, Influencer Marketing: How To Build Your Successful Personal Brand And Passive Income Idea Through Social Networks Such As Instagram, Facebook, And Youtube For Beginners, 2019.

mission statement. Not only to define them but highlight them. These are your assets which you should capitalize on, these are what will distinguish you from other brands.

-Having an open mind- having an open mindset is important to be able to help you through the obstacles that may come up along the way. Also having an open mindset is useful to be able to help adapt and flow along with the changes that occur to be able to help you not stay too attached to your original idea. It might not always work.

-Always focus on personal growth- while growing a brand it is important to grow also personally. People who follow a certain brand are going to be engaged in the personal growth of the brand owner because your growth inspires them to grow as well. This way the clients feel closer to the brand and its owner but not only, this way the brand grows stronger.

-Make clarity on your goals and define your objectives- when deciding on your personal brand, one of the things that come in mind is what part of you to keep reserved and what part of you you want to show to the audience. On the other hand there is the question of authenticity. The clearer you are on what you want your brand to be about, the easier it will be to decide on what contents to share which will be coherent with the values of the brand. This is not only applicable to personal goals or goals for the brand but also digital goals. Also, not only is it important to make clarity on your objectives for reasons such as authenticity but also because without them, your strategy would have no end goal or win condition. These objectives need to be SMART[155]

Specific-the objective must be clear and detailed

Measurable- the objective must be measurable in order to be able to gauge whether you are attaining the desired outcome.

---

155 Specific, Measureable, Attainable, Realistic, Time-bound

Attainable- the objective must be something that your brand must be able to achieve, based on available resources.

Realistic- the objective must also be based on data and tendency or trends.

Time- bound- the objective must be linked to a specific time frame.[156]

 [Rob S.,2008, pg.28].

-Willingness to learn new things- when developing a brand it is important to be willing to learn new things and put yourself out there. Attending courses, learning and having a general idea of how things work before delegating and assuming dependents.

Shifting our attention to personal branding, this is a term that has become increasingly important. Talking about "Personal Branding" is simply answering questions like: what makes us unique? How do we express our uniqueness? How do we earn such a reputation that others will they know that our uniqueness is of value to them? It is important to know that uniqueness lies in the person, not in the product.[157]

Social media encourages this kind of branding, as people can make their own profiles and pages on social media, usually in the intent of upgrading their work. It is the way people see your company and how they respond. Therefore, personal branding is a process that takes a lot of time, effort and consistency in both quality and promotion.

We could ask ourselves what personal branding is meant for, a well-done personal branding makes the difference between a successful activity and a brand that risks disappearing. It is important to know who truly your clients are and how you can help them.[158]

-search for products and solutions that will be useful to them,

---

156 Rob Stokes And The Minds Of Quirk, Emarketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

157 Rob Stokes And The Minds Of Quirk, E-marketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.
158 William Arruda & Deb Dib, Personal Branding Per Il Manager (Edizione Italiana), Hoepli, 2015.

-have a clear idea on the evolution of your business,

-construct a community of people that are interested in you and your business.

Personal branding means setting up a strategy to identify or to define your strengths, what makes you unique and different compared to your competitors, and to communicate effectively: what you know how to do it, how you do it, what benefits it brings and why others should choose you. It means focusing on your main asset which is yourself.[159]

Personal branding regularly includes the utilization of one's name to different items, it starts with one's own personality and uniqueness to build a lasting relationship with its audience, working towards strengthening and improving the brand. According to Tom Peters, an American marketing guru, an individual's reputation and credibility depends on how effectively he/she can communicate their competence and standout from the others, thus determining the quality of my future work. With internet, a brand is not fully under the control of the owner, and to be able to participate in this process an online presence is required.

Branding aims to differentiate products, services and companies. It is based on the concept of singularity and tries to create in the minds of consumers the idea that nothing similar exists on the market.

Today, it is safe to say that a personal brand does not exist without the ability to create things considered useful and above all to create an influence. A brand does not exist without the ability to aggregate or gather around a community, it is all about self-promotion.[160]

Brands fail for different reasons, or better still the reputation of a brand can be ruined for different reasons. A Brand can be considered failed when its presence in the market leads to at least one of the following: -

---

159Matt Golden, Personal Branding: How To Brand Yourself Online Using Social Media Marketing And The Hidden Potential Of Instagram Influencers, Facebook Advertising, Youtube, Blogging, And More, 2019.

160 William Arruda & Deb Dib, Personal Branding Per Il Manager (Edizione Italiana), Hoepli, 2015.

- The inability of a product to achieve profitability.

- The withdrawal of the product or brand from the market.

- The inability of a product or brand to achieve the expected life cycle as defined.

- The inability of a product or brand to realize the required market share to sustain its presence in the market.

Failures are not necessarily caused by design or marketing. There are many reasons why a brand may fail, which are not established and given reasons. For example, not all bad plans by the brand lead to bad outcomes, some may reach financial success while some good plans may not reach as much potential for what is being expected. Failure of a brand may also be caused by actions from competitors.

However, brands may fail also because of a distorted perception and vision of either the brand, the competition or the market. This may be caused by one of the following so-called seven sins of branding:

-Brand fatigue- This is a scenario whereby there is a lack of inspiration and creativity which leads to the same products from the same brand being left unaltered for a long time. This greatly affects sales.

-Brand amnesia- This situation can be likened to memory for old people. This occurs when a long-standing brand tries to create a new identity forgetting what it is supposed to stand for.

-Brand ego- This has to do with the ego of a brand. When a brand starts to exaggerate and overestimate its own importance and capabilities.

-Brand paranoia- This is probably likely to occur when a brand faces increased competition from other competitiors.

-Brand megalomania- When brands go away from their camp of specialization and try to vent into every and any category.

-Brand deception- this happens when a brand's marketing strategies are built to cover up the reality, this usually doesn't end well for the brand. Today, deceptive marketing

strategies or wrong messages from a brand wouldn't be successful because customers have all the necessary instruments they need to gather information about a brand and its products, so a lie can easily be detected. Such strategies may result in an alteration or reduction in brand equity and also impact the brand image of the business.

-Brand irrelevance or lack of change- The environment in which the brand functions is dynamic and requires it to change its marketing and branding strategies from time to time. What brands can do is try to keep up with the changes and evolve.

A brand's reputation can be good or bad, strong or weak. It solidifies how people feel about that reputation based on whatever information they have about the brand.

Another aspect of a brand is brand recognition, also known as "aided brand recall" is most successful when people can easily recognize a brand without being directly exposed to the company's name, but rather through elements like logos, slogans, packaging or colors as seen in advertising[161]. It is different from brand awareness, which is just the knowledge that a brand exists. The consumer acknowledges the brand name and the product category to which it belongs, but only when prompted. However, when some suggestions or recommendations of a brand which has been heard before by customer are supplied, the consumer could recognize it easier than other brands. A brand's reputation can help it increase both credibility and sales.

Moving on to brand loyalty, customers with a strong brand loyalty can greatly reduce marketing costs. It is way easier and costs less to keep customers than to get new ones. The stronger the brand reputation, the higher the loyalty from the consumers which in turn acts as a barrier for new entries. Because, entering a market in which existing customers are loyal or even satisfied with an established brand, and must be enticed to switch, can require excessive resources.

A reputation can either be positive or negative reputation, through marketing mix factors, (product, price, place and promotion), an individual can successfully build a positive brand reputation. Starting from the product, the quality of a product goes a long way in establishing a good perception in the mind of customers. Customer will be attracted to purchase and to repurchase in the future, if the quality of the brand

---

161 William Arruda & Deb Dib, Personal Branding Per Il Manager (Edizione Italiana), Hoepli, 2015.

they had tried or tasted before was of a good quality. A Customer's perception of brand reputation is based on a solid foundation of its products or service superiority. A quality product is also a long-term guarantee of customers loyalty.[162]

Through promotion, a brand needs to adopt good and useful strategies to try and stimulate customers to try out new products. Obviously, a familiar brand will have no need to go mission impossible to convince customers. With a strong brand attachment by customer, companies can save a lot of money on promotion cost. Familiarity is a reassuring element which makes it easy to keep customers.

Other factors such as price and place also have an impact on a personal brand. A price customers consider reasonable which is neither too pricy nor too cheap is a key to satisfying customers as many associate high prices with high quality goods and services while too low prices are for low quality goods although low and affordable prices may facilitate easy market penetration and the product will be known quicker.

Building a personal brand is not a task neither does it require an hour or considered something that can be done in a day. It's a process that requires a lot of attention, steadfastness, tenacity, and courage because it is about putting yourself out there and letting people get to know who you are and what you stand for. It needs to be worked on every-day and at every hour. There's no one-size fits all solution for making this work but evolving and adjusting your personal and professional life.

At this point it is important to state that there are some major differences between personal branding and branding for a company or product. To start with, there are lots of risks associated with using yourself or your name as the face of your job with respect to other competitors which are present with a largely faceless larger company. As a matter of fact, one of the major reason most people try to avoid using their names or faces for their brands is because if there is a problem with the law, they are responsible personally. The legalities and complications that lead many people to operate under the protection of a Limited Liability Company.

Confidence or lack of it is another big concern with personal branding, a lack of confidence can hinder the growth and possibilities for the brand. However, there are

---

162William Arruda & Deb Dib, Personal Branding Per Il Manager (Edizione Italiana), Hoepli, 2015.

many ways to build self-confidence but what it usually comes down to is improving yourself, constantly and religiously.[163]

One of the main ways to create brand is to create a set of rules that link together the appearance of the company's marketing materials. These rules are known as brand standards. These brand standards have 2 functions:

-Spreading information about your brand and Separating your brand from that of competitors.

A brand's logo, color, font and photographic style are more important for creating brand standards. These will be discussed below.

Knowing how relevant creating a personal brand is, it is important to know how to manage your brand by questioning the brand itself, its components and the entire plan behind it. To do this it is crucial to use your media to your advantage. The term media is broad and covers all means of communication such as the internet, traditional media, website, photos, videos, etc. Although, using the media to control your brand isn't the only way to do so, it is important to take all these means as one, their use has to be interrelated between each other and pass on the same message. Here are some questions that as a brand owner you need to ask yourself:

-Are you easily found on the web? This isn't a lame question because you'd be surprised at how many people can't be found on the web due to different reasons. A reason might be because others use a good SEO technique which makes their name come first in researches while yours pops up on the last page. People usually do with the names they find on the first page. Another reason is that your name is similar to that of another's who does a completely different thing as you.

-Are you consistent on social media? How frequently do you post, comment, and interact with people who follow you on social media?

-what role does the media contribute in your online reputation? Does it have a positive or negative role?

-Are your posts consistent with what your brand stands for?

163William Arruda & Deb Dib, Personal Branding Per Il Manager (Edizione Italiana), Hoepli, 2015.

-Do you have a good brand protection system?

-How clear, informative and useful are your posts on social media?

-A personal brand on social media should have a consistent content strategy. When, where and what to post. Building a content calendar can be useful in this process by organizing your ideas and thoughts. To be able to promote your business online, you need to engage actively on them which on order to do so you need to build a brand reputation.[164]

Your online profiles especially on social media platforms need to always be updated. No one wants stale news. Your audience needs to find the information you post relevant and useful, promoting new articles and posts can help increase the traffic on a certain platform.

While updating your social media platforms making sure all the information available correspond to what your brand stands for, it will be wise to make use of available social media features, some of which has been discussed in the first chapter. These features have been provided to improve the quality of our feed and to better engage the audience. Features like daily stories that lasts 24 hours have a growing potential according to researches, they are being frequently used not only for personal reasons. These daily stories have been integrated on a number of sites including Instagram, Facebook, Snapchat, WhatsApp, and YouTube.

The importance of engaging with your audience can't be stressed enough, engaging with your audience through conducting surveys, questions, discussions, comments, replies, etc can do help when it comes to get to know your audience better branding yourself on social media. This can help you get to know your audience better, what they might like and by so doing build a strong relationship with them.

Another key point is to search for communities and groups that are inherent to your brand and join them.[165]

164William Arruda & Deb Dib, Personal Branding Per Il Manager (Edizione Italiana), Hoepli, 2015.

165Matt Golden, Personal Branding: How To Brand Yourself Online Using Social Media Marketing And The Hidden Potential Of Instagram Influencers, Facebook Advertising, Youtube, Blogging, And More, 2019.

These groups that can either be open or close are relevant because they help increase knowledge, increase creativity and give new ideas, build confidence and be up to date. Having different people and or brands from different parts of the world can help increase and expand your network and get to know people with the same interests.

Identify and Engage with Influencers

Who is an influencer?

"This is a person who has a large social media following. They hold so much power because their entire focus is around developing an audience in a specific niche industry and ainig the trust, attention, affection and appreciation of that audience"[Matt Golden, 2019,pg. 325]. Many people who follow these influencers keep a daily track of what they do, how they live their lives and they try to imitate and sometimes idolize them. There are 2 reasons why an influencer is important:

-influencers can be paid either in cash or with products of your brand to either put up a post or video for your brand and they recommend your brand to their fan base.

-they can also help you by endorsing and promoting you as a person by connecting you with their audience on their different social media platforms.

There are influencers of different sizes, those with 100,000 followers and those with 1.000.000 followers. Some decide to go for micro influencers because they, having not too much followers can easily target a specific audience, and they are easy to approach and negotiate with.

There are also both online influencers with massive fan base globally and offline influencers with local audience. It is advisable to engage with both online and local influencers even though the brand has only an online presence. With the use of online influencers, a brand can benefit from massive recognition.

Another reason influencers are important is that you yourself can become a social media influencer yourself. Becoming an influencer yourself is nothing more than building a good fan base and increasing the number of followers you have. Obviously, posting great content regularly and putting up stories this way you can craft your own standing on your desired platform and succeed in your personal

branding on social media which can help increase engagement which in turn can help get followers. The increasing popularity of social media has made them the most sought-after channel for brand building and promotion of campaigns.[166]

An influencer's primary purpose is to generate massive traffic and buzz online while they make themselves well known while they target a specific part of the audience. They target specific parts of the audience that is close to their interest such as fashion, makeup, travel etc. By targeting a specific audience, they become valuable assets to that brand as they can get a brand's products and services seen by the people who are most likely to buy it.

This is easier and useful for a brand because an influencer who already has his/her fan base who trusts them, makes advertising a certain brand and its products more credible and more appealing.

These influencers are people with a huge fan base. They are active and present on social media networking platforms on a regular basis, and keep their audiences engaged with their useful and interesting content.

Collaborating and connecting with key influencers in your sector can help in your brand-building efforts. Influencers associate you to their followers via content created about your brand. This gives genuineness and control to your personal branding on social media, helping you win the trust of your target audience.

However, it is essential to link up with the right influencers to accomplish your branding goals.[167]

There are different ways to find an influencer, the easiest way is by looking at the number of followers they have, or by hiring an agency to help look for the right type of influencer that will do for your brand or simply by using different applications that give relevant details on influencers.

166Matt Golden, Personal Branding: How To Brand Yourself Online Using Social Media Marketing And The Hidden Potential Of Instagram Influencers, Facebook Advertising, Youtube, Blogging, And More, 2019.

167William Arruda & Deb Dib, Personal Branding Per Il Manager (Edizione Italiana), Hoepli, 2015.

To find influencers online, it is important to start searching on social media platforms and search engines in specific sectors. Start by paying attention to who the key influencers in that industry are, and the interaction and engagement with their audience. Initially, it might be hard to collaborate with top influencers which may be difficult to access and may have high rates which may be difficult for you to afford initially. It is however, possible to work with other influencers with a meaningful impact and engagement with their audience. A good place to look for influencers are twitter's trending tabs, Instagram's discovery page, and important Facebook groups.

On other hand, finding influencers locally involves more or less using the same techniques as finding influencers online but including location specific search parameters. Even if a brand has only an online presence, having access to local influencers is a powerful opportunity for you to begin collaborating with local influencers to maximize an audience. This relationship can lead to true in person friendship which can lead to the boost of a personal growth or fame because being seen around with an influencer make people talk about you.[168]

Given that branding yourself on social media takes a lot of effort, it will be useful to use social media analytics to find out if your personal branding strategy is working because not definitely you will want to make sure that the results of that time and effort are reflective of that. This will help you realize whether or not you are engaging with the right audience. If not, you will want to work on making content that your followers find fascinating and useful to make an important difference.

To be able to brand yourself on social media, you need to start by establishing yourself as a leader. You will also want to take part in leading communication platforms like Twitter, LinkedIn, Facebook, Google+, Snapchat, etc. These channels have to be integrated and contents on each of them have to be consistent and true to the values of your brand.

Using a Personal Branding strategy is key to getting your business known online because of the following reasons:

168Matt Golden, Personal Branding: How To Brand Yourself Online Using Social Media Marketing And The Hidden Potential Of Instagram Influencers, Facebook Advertising, Youtube, Blogging, And More, 2019.

Facilitates the creation of an authoritative web reputation

By doing personal branding, you can optimize your online presence by constantly improving your network reputation. Publishing qualified content on different communication platforms, sharing qualified information and targeted communications is especially useful for empowering the freelancer or the company.[169]

Optimize your location on search engines

Giving a clear and recognizable online image of your professionalism by publishing relevant and distinctive content is an indispensable activity to achieve a positive ranking within the ranking of the Search.

Improve activity by conducting continuous analysis of strengths and weaknesses

To achieve a personal branding plan optimally, you need to perform an analysis of your professional goals and positive characteristics and not your business. A detailed and introspective study of the communication plan used online is not only useful for setting up a winning digital marketing strategy, but is crucial to leave a memorable record in the minds of the users.

2.1 Importance of Personal Branding

BRAND PURPOSE

Today, there are many reasons you should want to develop a personal brand, building a positive reputation can lead to increased word-of-mouth, advertising for you and your services. When your reputation extends and precedes you, it also makes communication with possible clients that much easier, permitting you to spend little time persuading them to hire you, and more time negotiating t heof services and payment.

169Matt Golden, Personal Branding: How To Brand Yourself Online Using Social Media Marketing And The Hidden Potential Of Instagram Influencers, Facebook Advertising, Youtube, Blogging, And More, 2019.

Managing a personal brand can help build a brand equity which can help give your name and products a certain power.

Recognizing and optimizing a personal brand can make people associate specific ideas, movements, aesthetics, cultural attitudes to you. The more you refine your brand, the more targeted your message becomes and the more you find yourself doing what you want to do and working with people you want to work with.

Looking at the benefits in the long run, taking the time to filter out the rough and think through what kind of professional you want to be and how you want others to see you can actually make you a much more skilled, and improved person.

A reputable brand is a strong asset, which benefits from a high level of loyalty and stability in the long run. For those brands with high reputation, the goal must be to strengthen their image, while for those having brands with a low reputation need to focus on fixing image problems.[170]

Having a personal brand, especially a strong one can be beneficial for its owner. Below is a list of benefits of building a personal brand:

1. Economic advantage

When you build a personal brand, the identity of the person behind the brand becomes perceived as the symbol of trust, authority, authenticity, and quality in that industry. The consequence of this is a high paying work opportunity and the chance to set higher prices for your products.

2. Recognition

Building a strong Personal branding helps a person in establishing his/her name as an expert in his/her area of specialty. It helps in acquiring recognition in their area of expertise. It also helps build a lasting impression and a self-reward for the individuality itself. Admiration, respect, and trust will come along with a person's name. This can be seen as a competitive advantage over other brands and can also help to build your network and relationships in your area of business and grow your

---

170 Colin Wright, Personal Branding, 2009.

business in a very short time. People will feel more comfortable when they can guess what a person can do and who they are dealing with.

3. Position

Having a strong brand can help by acting as a tool which opens a lot of closed doors and opportunities. Personal branding helps a person build connection in different fields and their area of specialty, alongside a strong personal brand comes with it a position of power in that sector. Power to be able to make more sales and influence people.

4. Accomplishments

There is no limit to personal branding, It can go beyond the digital world. Personal branding helps in the establishment and development of a person's career. This helps determine what and who you are, what you live for, what makes you special and sets you aside from your competition. Getting your dream job becomes much easier with a strong brand name and reputation which makes access to things easier.[171]

5. A personal brand helps to build a long term mutually beneficial lasting relationship between a brand and its eventual partners.

6. Higher productivity

You become more productive and responsible, there is a little sense of pride and power which comes with when you see the results of your hard work and people start to notice you. These results make you more attracted to your work.[172]

7. Confidence

In the process of building a brand, it helps build confidence which adds to one's personality. Putting yourself out there and using your face makes you want to be the best version of you which in turn makes you confident and when your words and actions are important, you cast off uncertainty about yourself very fast. A well-done

---

171Colin Wright, Personal Branding, 2009.

172Ak Brown, Personal Branding: Do's, Don't's, & Why It's Important!, 2019.

personal branding will stress and showcase the strengths of an individual and can give direction as to where he or she can use those strengths. You tend to become more outspoken and sure of yourself.

8. Builds trust

In the long run a strong brand name instills trust both in brand owners and those working around them. Creating a personal brand also creates purposes that are clear and authentic, which are key in raising and nurturing trust.

9. Authenticity

Building a personal brand helps a person be authentic, which can also help him or her in fulfilling things in life easier. Personal branding aids in the growth of a person from something that he or she believes. Personal branding, coming from a lot of creativity and genuine ideas makes it become not only a brand but more of a person itself and no one else. An authentic personal brand doesn't allow room for the creations of fake identities.[173]

Working on authenticity in turn makes an individual work indirectly on a person's weaknesses. It helps in improving the weaknesses.

10. It stimulates the creation of an expressive image, depending on the qualities and values that are inherent to you.

11. it affects how other see and think of you. It creates a certain image of you in the mind of other and what they are to expect with working or buying from you.

12. it creates your personality which makes it easier for people to set you aside from others and understand who you are.

13. it sets you aside from the competition and makes you unique.

14. With personal brand you can shape your story, it urges you to be attentive and genuine with what you put out online for the while world to see.[174]

173Ak Brown, Personal Branding: Do's, Don't's, & Why It's Important!, 2019.
174 Colin Wright, Personal Branding, 2009.

If one begins to build a personal brand with strong tools and techniques, he/she can maximize the effectiveness of a brand which will create the base of a solid foundation in which people perceive you as reliable and honest brand.

A good brand should and would be able to convince and attract new and existing customers, creating a personal brand allows you concentrate on the individual side which is your reputation, personality and character.

It is important to know and understand that personal branding[175] is a time and resource consuming process. It is the image that comes to the head of people when it comes to a particular person. The development of a personal brand is important for promoting a personal career and developing a personality as a leader. Social media is being used by many as a platform to build their various brands, social media is a place where people learn and educate themselves. The type of content selected for a personal brand is selected based on the parameters of the target market and social media marketing. However, the development of a brand goes beyond the use of social media, also the use of, websites, personal meetings etc.

There are several reasons why personal branding can't be successful, the branding process said earlier isn't an easy one, it takes time, patience, resources and hard work, especially when negative criticism can have a big chop on your reputation.[176]

Personal branding may not work for some reasons such as:

Ignoring your followers on different social networks- the easy access to the internet has made it possible for a brand to be present all the time and in different parts of the world. A big mistake would be to have a non-constant presence online, customers want to feel appreciated and have certain attention.

Not being consistent on the different online platforms can pass the message that neither you nor your brand are serious.

175Jean Noel Kapferer, Strategic Brand Management, 1997.

176 Ak Brown, Personal Branding: Do's, Don't's, & Why It's Important!, 2019.

CHAPTER 3

ONLINE REPUTATION

With the introduction of intangible assets such as knowledge, intellectual properties, copyright, goodwill, reputation, brand names and so on, individuals looking to build a brand name are paying more attention not only to their eventual profit margin but also the way people perceive their brand's name or image both online and offline. For many people, their name and what it represents is its most important asset, it could be an effective source of competitive advantage and of future earnings sources.

By now the idea of what branding is has been instilled in our minds, It can even be said that the purpose of all marketing techniques is to affirm a powerful brand in the mind of its customers. Branding is an important aspect of marketing, which enables brands to establish a name that is recognized and respected. Building a strong and recognizable brand is a complex process that involves different channels and methods, and social media has become the inseparable part of it.[177]

In this age of social media, every promise made by a brand must be kept with facts because the experience of use that customers make of a brand is always congruent and consistent. Social media is a useful tool to create a personal identity, construct your image, and stand out in your industry. The keywords to a successful brand are relevance, exclusivity, creativity, and consistency. The idea is to represent a concept of uniqueness and newness in the mind of clients, and to ensure that when they think of a certain specific need a particular brand will be the first, or rather, the only one that will come to mind.

---

177 David Kaiser, Online Reputation Building (English Edition), 2018,

Moreover, a brand is nothing but a product with a personality for which the same process can be applied to people.

Brands can be made not only through social media, but it is also important to keep in mind that personal branding is inevitable and emerges as soon as an individual interacts with another, it's the daily activities, a mere stroll down the street, the things we say, our gestures, our style and the way we dress. All these elements, put together, leave a certain impression in the people we come across either on a daily basis or occasionally.

'Your brand name is only as good as your reputation'-Richard Branson, Your reputation is a message that people get to read about you before meeting you. The foundation for any good reputation should be built on trust, relationships and communication. A reputation can be built both online and offline. For the offline aspect, this depends on how we carry and position ourselves. Physical structures such as offices, the car you drive, the clothes you wear, how you speak, generous actions such as donations etc. shape our image and how people perceive us.[178] These elements are multifaceted and can be easily controlled. In the online world instead, communication is constant and even when you are not communicating by writing or posting on social media you are indirectly communicating. Differently from the offline world, where we have a physical and geographical presence, the online world is void of these. An online presence makes you as a brand present in all parts of the world and at all times. People have an idea of you based on what the social media portrays you as. You and your brand are either seen as professional, credible and trustworthy or not.

Reputation can be defined as the general perception or believe that others have formed about you, your brand and/or your business. The concept of reputation depends on a user's initial beliefs and its observation of a firm's behavior, apart from the relationship built through physical contact, a reputation can also be built online. Online reputation is built with the help of social media platforms such as LinkedIn,

178David Kaiser, Online Reputation Building (English Edition), 2018.

Facebook, twitter, websites, and so on depending on the audience and the goals to be achieved.[179]

For a business, a good reputation is key. Businesses with good reputation have the ability to recover quickly from hard times and they are seen as providing more value. Reputation is sometimes confused for brand or character. Your brand is how you want other to think about you while your reputation is what people really think about you and your character is who you are.

The role of social media in all of this is very important, it is an inseparable part of branding process, used for transmitting the message and establishing the relationship. Being an active part of a social network gets your name (and your brand) out there, exposing your resume, work, reputation and ideas to a far larger audience than ever before. Your presence and behavior in real life is also as important as groups.

Taking into consideration the importance of social media, and its function in modern society, it is clear that social media corresponds to one of the best places to work on branding. The usage of social media and strategies applied can differ with respect to the type of industry, on the goals, as well as on individual's objectives. All types of brands can achieve from social networks by making the right use of them.[180]

First off, it is important to build a reputable online presence, to be able to do so it is important to do the following:

is a tool that was launched in 2009 but is still very relevant in order to improve the management of the brand's online reputation. The free package allows you to:

Check where their brand, trademark, or products are on over 330 social media and websites. Immediately understand where your brand has been misused and what other sources you should be present on.

179Sarah Pearce, Online Reputation: Your Most Valuable Asset In Digital Age, 2015

180David Kaiser, Online Reputation Building (English Edition), 2018.

- ImageRaider

it is a particularly suitable tool for managing the brand's online reputation that allows you to track misuse of images on the net. One of the most advantageous aspects is the ease of use, as you just need to upload the image you want to monitor in the tool and this will check for the presence of the image on Google, Bing and Yandex. Below is a list of those who can benefit the most from using the tool:

Smartphone users who want to use Google reverse image search from mobile

Digital marketers and SEO professionals who want to check which sites are using their images to earn new credits and links.

Photographers or copyright holders who want to control who used their materials without permission

Users who want to check if their personal photos have been used online

Users who want to trace the original source of an image

A quick and convenient solution to put in the brand's online reputation management toolkit.

-HARO

Stands for help a reporter is a free tool which helps connect journalists with expert sources to get tips and quotes from them.

-Alfred

For brands which have a LinkedIn profile, this tool will automatically connect with LinkedIn profiles based on conditions predefined. It can be used to connect with experts, editors, writers, and audiences in your industry.

- ReviewPush

it is a paid tool that monitors online reviews but there is a free trial which lasts for 30 days.

The tool tracks new brand reviews in different media such as Google, Facebook, Foursquare and many others and alerts you through a system of automatic email notifications, as well as charting according to the different locations of the stores.

ReviewPush also provides some basic analytics to understand which aspects of your products are most positive or negative.

How can social media be used to develop a personal brand? To be able to do so and shape how people see you through the social media, it is important to-

-Define your objective and branding goals- It is important to define your goals are for your personal brand. Different people and different brands pursue different goals. In order not to be lost along the way, it is important to set out the goals you want to achieve and the means to be used to achieve these goals.[181]

- Define Your Area of Expertise

Next step of action is to make clarity on what you want to expertise on. This is an area you have a lot of passion for and what you will be recognized for. Examples of different categories are make-up, travel, fashion and lifestyle, food, model, dj, animals and so on. This type of information is not to be excluded while creating online platforms because they can serve as keywords that will help your brand appear in relevant search results when people look for such information.[182]

For all platforms chosen such as web, blog, newsletter, social media platforms, email, guest post, live videos etc, it is important to be consistent on all and use a consistent look and Feel on all platforms. These may include colors you use, the layout of your posts, the tone used to address your followers etc.

-First and foremost, it is essential to clarify who your target audience is. For many business actions, this is the first step to be taken, find out who your messages and products are designed for. To be able to define well a target, it is best to start be defining what problems you can solve with your activity, the type of people who have this kind of problem and how your solution can help them.

181David Kaiser, Online Reputation Building (English Edition), 2018.

182Suraj K, Create Your Own Online Brand, 2015.

- After the target audience has been identified, to have a more effective result, it is best to narrow down your niche. It is essential to focus on a special category and focalize on it. More like a tailored solution for each person and not an all size fits all solution.

-Stand for something is one of the most important factors in building a brand. Something that people can link you to. Representing something unique to your brand and having a set of values, owning them by structuring your personal brand around it, can also be helpful.

-Creating a personal branding statement or a slogan that represents you is your main value proposition. This is can be a phrase which informs your audience about you, your brand and what you have to offer.[183]

- Creating a brand logo and name which involves both textual and visual content, a logo which imbibes ethics and values you represent. Creating a slogan is more like creating a mantra, asides from the spiritual aspects of a mantra, it also means self-help, the repetition of an encouraging sentence that can help you through hard times. A slogan that works should be short, intense and easy to remember. Make something which stands out and transmits your message visually in the best accomplishable manner. It is important to make possible researches to see if the brand name or logo you have chosen has not yet been used by another brand.

 A logo should never be modified or redrawn, choosing the basic graphic elements will help customers easily remember you, the color chosen also can play a big role in helping customers remember your brand, while the images used should be similar in style.[184]

After all these have been pondered upon, the choice of which online presence to use should be considered. Choices from sites, to social media platforms.[185]

183Sarah Pearce, Online Reputation: Your Most Valuable Asset In Digital Age, 2015

184Jean Noel Kapferer, Strategic Brand Management, 1997.

185David Kaiser, Online Reputation Building (English Edition), 2018.

In the online world, first impressions are everything, feedbacks, ratings and reviews are the best and fastest ways a brand can gather trust and respect of clients. For a brand to be able to stand out in the midst of competition is important. Just one bad review can do a devastating damage to a brand, for this reason it is important to encourage clients or first -time buyers to leave positive feedbacks by:

-Following up with them in person, or via phone or email- Asking and getting to know how their reactions to your brand is important, not only to find out if it is positive but also if it is negative to be able to know how to recover or satisfy them. Convincing them of the contrary might also be the outcome.

-it would also be nice to show the good reviews on your website. As you would put on display all awards and recognitions received, so also should you display all the good reviews left by satisfied clients.[186]

-making writing a review a simple task that can be carried out in just few seconds is important. Because, yes, they are willing to leave a positive review, but once they have to spend a lot of time leaving a review can be discouraging.

It is important that online you create your own realm, establish a constant presence on different social networking sites, post constantly and monitor them.

It isn't enough to have an online presence but also to promote it.

3.1 Examples Of Online Reputation

In this section we will be looking at 3 different case studies, all on both good and bad examples of online reputation.

Barilla, d&g, oprah, chiara ferragni

The Barilla Case

186Suraj K, Create Your Own Online Brand, 2015.

Barilla is an Italian multinational food company, operating in the market of dried pasta, ready-made sauces, baked goods, flour and bread. It was founded in 1877 in Parma as a shop that produced bread and pasta by Pietro Barilla, descendant of a family of bakers.

Its's slogan differs from country to country. While in Italy the slogan "Where there is Barilla there is home"- 'Dove c'è Barilla, c'è casa' was used, in other countries such as the United States of America, Barilla is known as The choice of Italy ("la scelta dell'italia"), while in French a similar one is used which is ″Les pâtes préférées des Italiens''-la pasta preferita degli italiani "It's the favorite pasta of the Italians,". In Russian it is simply translated from the English "Там где есть Барилла там дом": "Where there is Barilla, there is home''. Since 2017, the slogan ''Masters of Pasta'' has been used internationally.

The company expanded in 1908, and the Barillas rented a building (which later became their property) and opened in 1910 the new pasta factory, equipped with a "continuous production" oven.

After the death of Pietro Barilla, the management of the company passed entirely into Richard's hands. It was from then on that Barilla increased the production and distribution of the products, thanks to a technological innovation, which allowed it to quickly transform, during the 1920s and thirties, into the most important company in the sector in Emilia- In 1947 Riccardo Barilla died and the management passed to his sons Pietro and Gianni, exponents of the third generation, who had already joined the family business many years before, respectively as commercial manager and production manager.

It was with the advent of the two Barilla brothers that the Parmesan company experienced a period of great development, and in 1952 the production of bread was suspended to focus solely on that of semolina pasta and egg. In those years Barilla

---

187 Barilla logo

quickly transformed from a regional company to a national one thanks to the quality of the products sold at balanced prices and its innovative capacity, such as the use of cellophane to package the Pasta. In 1955 the new factory was inaugurated in Vittorio Veneto Avenue (later named after Riccardo Barilla) and Barilla increased production to 600 tons per day of product. In the years of the economic boom, Barilla became a leading company in the production and national pasta market. In 1960 it became a company for shares, and in the following years opened new factories.

In 1971, the Barilla brothers, at odds over the strategies, sold the majority package to the American multinational W. R. Grace and Company.

Under the American management Barilla in 1973 acquired control of Voiello (Voiello S.p.A. is an Italian pasta food company) and in 1975 expanded its production to that of baked goods (biscuits, snacks, cakes) under the brand name White Mill.

In 1979 Pietro Barilla decided to buy back the majority of the company's capital from the United States and to invest heavily in its revival. Throughout the 1980s, Barilla experienced rapid growth that allowed it to establish itself as the most important pasta company in Italy.

Barilla began a policy of expansion both nationally and internationally in the early 1990s. In 1991 it acquired the Greek company Misko, in 1992 he took over the Italian company Pavesi (Pavesi S.p.A. is an Italian company that specializes in the production of crackers, breakfast biscuits and snacks, founded in Novara in 1937 by Mario Pavesi based in Novara, it is part of the Barilla group) increasing its position in the domestic market.

In 1993 the management of the company passed to his sons Guido, Luca, Paolo and Emanuela Barilla after the death of Pietro Barilla. This led to the fourth generation of Barilla, and throughout the 1990s the Emilian company continued the process of internationalization that began at the beginning of the decade under The Management of Pietro. And you look at the United States: in 1999 the first manufacturing plant opened in Iowa.

This expansion continues with the acquisition of various foreign companies in the same sector, such as the Turkish Filiz (1994), the Swedish Wasa (1999), the

Mexicans Yemina and Vesta. In 2007, Barilla opened a second production facility in the United States, in Avon.

Starting in December 2013, the company adopted a new development strategy: to open restaurants so that we could have a direct relationship with the with the customer. The first is in New York where two more will be opened later. It will then be the same at the end of 2016, thanks to a franchise agreement with the Al-Futtaim Group, in Dubai and in 2017 of California.

Currently, the key players are Guido Barilla who is the president, Luca Barilla e Paolo Barilla who are the vice presidents and Claudio Colzani who is the CEO.

Case:

It was in 2013 when people on the web and everywhere were shaken by the statement of Guido Barilla's statements on the communication of his brand and the traditional family. Guido Barilla's statements to Radio 24's ''la zanzara program'' were strong. When asked by the hosts "Why not do a commercial with a gay family?" Mr. Barilla replies that he would never do a commercial with a gay family, because in his company the concept of family is sacred and traditional and, while the conductor states that even homosexuals eat pasta, Barilla replied that if they like their product and the communication, they eat it, otherwise they can feel free to buy another one.

Needless to say, this statement sparked a lot of outrage among different public personas and celebrities, including the reaction of Oliviero Toscani, a famous advertising photographer, who declared that he will no longer eat Barilla pasta.

Virally uploaded a fail gallery of which had images of Barilla vs Web teasing the Barilla brand on its Facebook fanpage, including a Scene from Brokeback Mountain that reads "They don't eat carbs"

LORO
non mangiano carboidrati

Social Media Fail Barilla – Brokeback Mountain: Loro non mangiano carboidrati

Source: Search Engine ''Bing''

Althea Amore and Sughi(a company that makes ready-made sauces) took advantage of this situation by creating a Counter Advertising by putting a post on its Facebook fan page in which two boys kiss behind the inscription that imitates in an ironic Barilla's payoff: "Where there is Althea, there is family".

DOVE C'È ALTHEA, **C'È FAMIGLIA.**

Social Media Fail Barilla – Dove c'è Althea c'è famiglia   188

Pasta Garofalo(a pasta making company) instead published a "smart" status which said: "The only families that are not Garofalo are those who do not like good pasta ;)"

---

188 Vanity fair.it

This didn't go viral only on sites and Facebook but twitter as well. On Twitter, there were a lot of hashtags used (#Barilla) uploading images, tweeting jokes, criticism and the inevitable anthem of boycott or support for the company.

And it goes on…

Source: Google

To all these reactions on the web, how did Barilla manage to revive its reputation? Here are ten ways the pasta making company was able to turn its weak points into strength.

1.He admitted his faults and two days later after his interview on the Zanzara program on Radio 24, held a press conference by not only apologizing for hitting the sensibilities of gays, but stresses that he understands "that he has much to learn about the evolution of the family." His claims were 'In the interview I simply wanted to emphasize the centrality of the role of women in the family." He said his intention wasn't to disrespect gays and he has respect for everyone's freedom of expression.

2.A meeting with the LGBT community

About a week after the scandal, the president met with the national leaders of the Italian LGBT associations to apologize for his statement. During the meeting, which took place in the office of the regional councilor of Emilia-Romagna Franco Grillini, historic leader of the Italian LGBT movement, Barilla made "concrete proposals" to rectify the situation.

3. Commitment to promoting diversity

In November 2013, not even two months after the scandal, Barilla announced that they wanted to change their policy in favor of diversity. According to the president of Barilla company, "Diversity, inclusion and equality have long been an integral part of Barilla's culture, values and code of ethics. These are reflected in the policies and benefits offered to all staff, regardless of age, disability, gender, race, religion, or sexual orientation.

4. Set up of the "Diversity & Inclusion Board"

The Diversity &Inclusion Board has been established within the company, made up of independent external experts who help Barilla establish concrete goals and strategies to improve the state of diversity and equality between staff and culture sexual orientation, gender equality, disability rights and multicultural and intergenerational issues. Among those who have agreed to join the Board to date are

David Mixner, a leading world leader in the Lgbt (Lesbian, Gay, Bisexual and Transgender) community, and Alex Zanardi, a Paralympic gold medalist.

5. Anti-discrimination courses

The company has pledged to protect its employees from discrimination by organizing "diversity" trainings in which more than 8000 workers are invited to participate.

6. Benefits extended to transgender families

Barilla has decided to extend health coverage to the families and relatives of transgender employees.

7. Donations to LGBT rights groups

The company, in the United States, decided to donate part of its revenue to the Tyler Clementi Foundation, an anti-bullying organization formed by the families of gay students at Rutgers University who committed suicide. It also supports the mission of a lesbian couple who founded a site to encourage families to eat at the table together.

8. Gay activists work as change consultants

After the controversy, Barilla got help from some gay activists who gave their suggestions to favor the recovery. David Mixner, a respected LGBT activist and writer who worked as a consultant to the company, told The Washington Post that what he witnessed was "the most comprehensive effort to remedy a wrong action I've ever taken part in."

9. Guido Barilla's constant apology (and returning to the family issue)

Guido Barilla did not let what happened run, he made his mistake several times over the last few years, even when his company had taken a different direction. "I am proud to say that at the end of these discussions we have all learned a lot about the definition and meaning of "family," he wrote in a statement, "and in recent years we have worked hard to ensure that that thought is reflected at all levels of our society."- words of Guido Barilla.

10. The international recognition of the Human Right Campaign

Without even asking to be evaluated, Barilla obtained a "perfect score" from the Human Right Campaign, a leading gay rights association that drafts the Corporate Equality Index every year, a ranking based on internal and external corporate policies in this field.

Personal opinion: this situation was handled quite badly because for the first day, in fact, the brand preferred to remain silent on its official social profiles which resulted in a protest that crossed Italian borders and had the fans literally do crazy.

Barilla's official press release which came more than 24 hours after the indicted statements, which to me is a questionable timing, only favored a gigantic amount of insults and outbursts. This might be considered either a wrong management or strategy studied in a fit. The repercussion for Barilla is that today Barilla is no longer a favorite pasta brand and not so many people buy it anymore.

The D&G Case

Source: Instagram

Brief history

Dolce & Gabbana is an Italian high fashion house founded in 1985 by designers Domenico Dolce born on August 13, 1958 in Polizzi Generosa and Stefano Gabbana born on November 14,1962 in Milan. The company is based in Milan.

It has a variety of products such as Clothing, perfumes, accessories, glasses, cosmetics and intimate wears.

The D&G case is quite numerous because they have had a series of controversies and disputes along the years.

In February 2007, the consumer association complained about the posters used for a Spanish and French advertising campaign by Dolce & Gabbana. In this campaign, a man was shown immobilizing a woman on the ground from her wrists, while around them other men watched the scene indifferently. Criticism of the publicity indicated that such an attitude could be representative of rape, and in any case, it was humiliating for women. In Spain, the advertising campaign was banned and to avoid further criticism it was preferred to avoid promoting this campaign in Italy as well.

Accusations of plagiarism

In January 2009, Giorgio Armani accused Dolce & Gabbana of copying a pair of matelassé pants, shown during Milan Fashion Week. The two designers responded to Armani by declaring, "We definitely still have a lot to learn, but certainly not from him."

Tax Evasion

In May 2009, Dolce&Gabbana were accused of tax evasion against the state of approximately 249 million euros taxable, diverted instead to Luxembourg, in a period of time from 2004 to 2006. The subsequent fine would amount to about 800 million euros.

In March 2013, the court of appeal sentenced Dolce and Gabbana to a payment of 343 million euros each for tax evasion.

On 19 June 2013, they were sentenced to one year and eight months in prison for tax evasion and a fine of 500,000 euros.

On 24 October 2014, however, they were acquitted in the supreme court "for not having committed the crime".

Racism

In November 2018, the company released commercials deemed stereotypical and racist towards the Chinese people. An Instagram account, DietPrada, posted an exchange of messages with Gabbana, expressing racist views. The company declares that it is completely unrelated to the facts and that it has been hacked.

The focus will be only on the racism case in china

The above image was the picture used by Dolce and Gabbana for its advertising campaign in China for the launch of the fashion house's biggest event in Shanghai, a 12-million-euro fashion show just for the set-up and packaging of the clothes. An hour of défilé, divided into three parts (DNA, FUTURE and CHINESE NEW YEAR) for 1500 guests, 500 outputs, 400 models. The deal was branded with the hashtag #DGTheGreatShow to indelibly mark the dominance of the stylistic duo in China, a subcontinent that buys their products for more than 30 percent of the turnover.

Three mini videos were made to be shared on social media and on Sina Weibo, a Chinese platform that is made in the shape of Twitter plus Facebook, subjected to censorship by government authorities that places strict controls on posted messages. The protagonist, a model dressed as an appearance in a 1970s kung-fu movie, who tries in vain to eat a gigantic pizza with chopsticks, a huge plate of spaghetti, an
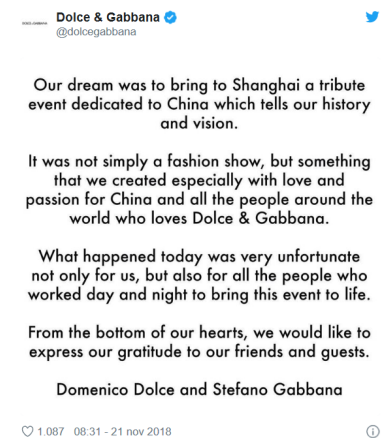
---

190 instagram

oversized Sicilian cannoli (in the latter, a voice outside asks her: "Is it too big for you?".

The first protests started to grow, the discontent of a China that does not find itself in that image that is more paper-affected and stereotyped. The case exploded on Weibo, a Twitter-like Chinese social network, with thousands of outraged comments and shares. The Videos were then removed from Weibo. This provoked the anger of Stefano Gabbana, who in an exchange of private messages with Michaela Phuong Thanh Tranova, rained insults against China and the Chinese, guilty of not understanding that those commercials actually exalt the bridge of sympathy China-D&G, in line with the culture of the stereotype of which it was said. After, the designer and founder of the brand claimed that his account was hacked, he never would have said such things for he loved China and its people.

This was too late as Tranova had already sent the screenshots to Diet_Prada's account which has millions of followers, a sort of summary tribunal on the misdeeds of the fashion world, which immediately posted the list of misdeeds. As a consequence, the Chinese government decided to cancel the event, all the local VIPs said that they will never buy D&G again, an entire people is outraged and outraged so exponentially that they gather drapes of Chinese citizens in front of the brand's boutiques in each city, post photos in which the leaders of the duo are used as a dog bed, given to flames, shredded.

The brand was also boycotted on different e-commerce in the country. A real disaster that of Dolce and Gabbana in China that finally led the Italian fashion house to postpone the event inexorably.

How did D&G decide to act

Dolce & Gabbana ✔
@dolcegabbana

Our dream was to bring to Shanghai a tribute
event dedicated to China which tells our history
and vision.

It was not simply a fashion show, but something
that we created especially with love and
passion for China and all the people around the
world who loves Dolce & Gabbana.

What happened today was very unfortunate
not only for us, but also for all the people who
worked day and night to bring this event to life.

From the bottom of our hearts, we would like to
express our gratitude to our friends and guests.

Domenico Dolce and Stefano Gabbana

♡ 1.087   08:31 - 21 nov 2018

Source : google

D&G decided to act by apologizing, saying that its accounts were hacked and that the messages in question were not authentic: "We are very sorry for the inconvenience caused by these unauthorized posts, comments and direct messages. For China and its people, we only have respect." Stefano Gabbana posted on Instagram a screenshot of the conversation with Tranova with "Not Me" written on it in red, "It's not me."

The economic consequences of this trouble could be very significant.

However, this is not the first time Dolce & Gabbana has found itself at the center of controversy over comments deemed inappropriate, and it's not the first time they've dealt with China. In April 2017, they were accused of racism in their first campaign #DGLovesChina, when they painted Beijing as a retrograde, impoverished city where few beautiful D&G-clad models stood out.

"The incident has been a blow to the company, although it remains unclear just how much it will lose from the boycott or how it will affect the overall health of the brand. The company posted revenue of 1.29 billion euros in the fiscal year ended March 31, 2018, of which 25% came from the Asia-Pacific region, according to Business Insider Italia. The controversy does illuminate the issue of cultural sensitivity in an increasingly global marketplace. China, with its burgeoning economy, accounts for

157

one-third of spending on luxury goods worldwide, according to a study by Bain consultancy" [The Wharton School,2018].

Third Case: **Oprah Winfrey**

Oprah Winfrey(born Orpah Gail Winfrey) born in January 29, 1954 is an American media executive, actress, talk show host, television producer, and philanthropist. She was the richest Afro-American of the 20th century, ranked as the greatest black philanthropist in America, Oprah is best known for her talk show, ''The Oprah Winfrey Show'', which was the highest-rated television program at that time went on for 25 years from 1986 to 2011. By 2007, she was ranked as the most influential woman in the world.

Source: Google

Her Background

Oprah, growing up had a difficult childhood, she was born to Vernita Lee and Vernon Winfrey on an isolated farm in Kosciusko, Mississippi who separated soon after she was born and was left in the care of her maternal grandmother.

158

As a child, Winfrey entertained herself by "playacting" in front of an "audience" of farm animals. She learnt to read at an early age under the strict guidance of her grandmother. Soon, while in Nashville, Tennessee, she began speaking in public in social gatherings.

Starting from age nine, she was repeatedly abused sexually by men in her family, her mother on the other hand worked odd jobs and did not have much time for supervision.

She excelled as a student, participating in different extra curricula activities such as the drama club, debate club, and student council. In an Elks Club speaking contest, she won a full scholarship to Tennessee State University where she became Miss Black Nashville and Miss Tennessee during her freshman year. She was the title of Miss Fire Prevention by WVOL, a local Nashville radio station, and was hired by the station to read afternoon newscasts[191].

The Nashville Columbia Broadcasting System (CBS) affiliate offered her a job, at 19 years old she became Nashville's first African American female co-anchor of the evening news. On the evening show WTVF-TV.

After she graduated, WJZ-TV in Baltimore scheduled her to do the local news updates, -ins, during the show, Good Morning, America, and soon she was moved to the morning talk show Baltimore Is Talking with cohost Richard Sher. After seven years on the show, she was hired alongside her producer, Debora DiMaio after she was seen by the general manager of WLS-TV, American Broadcasting Company's (ABC) Chicago affiliate.

After she moved to Chicago Illinois, in January 1984, she took over anchor on A.M. talk show which at that time had low ratings. What she did was change the topics of the show from traditional women's issues to current and controversial topics. In September 1985 the program was renamed the Oprah Winfrey Show and aired for one hour.

In 1985, Oprah was spotted on television by Quincy Jones in 1933 and thought that she would make a good actress in a movie (the color purple) he was co-producing.

---

191 Eoindia

The popularity of Winfrey's show grew after the success of The Color Purple, and in September 1985 the distributor King World bought the syndication rights[192] to show the program in one hundred thirty-eight cities, a record for first-time syndication.

In 1986, she received a special award from the Chicago Academy for the Arts for unique contributions to the city's artistic community and was named Woman of Achievement by the National Organization of Women. The Oprah Winfrey Show won several awards such as Emmys for Best Talk Show, and Winfrey was honored as Best Talk Show Host.

Her production:

In August 1986, She went on to form her own production company, Harpo, Inc., and produce the topics that she wanted to see produced. She also owned the screen rights to Kaffir Boy, Mark Mathabane's autobiographical (having to do with a story about oneself) book about growing up under apartheid in South Africa, as well as Toni Morrison's novel Beloved.

In September 1996 Winfrey started an on-air reading club, in September 17 announced about her books and urged her fans to buy them. The book (the deep end of the ocean) went on to become a number one best-seller, and another one hundred thousand were printed before February 1997.

She also went on to doing some charitable events and making generous contributions to charitable organizations and institutions such as Morehouse College, the Harold Washington Library, the United Negro College Fund, and Tennessee State University.

Source: Encyclopedia of World Biography

Oprah Winfrey: The Undeniable Queen of Personal Branding?

Oprah today can be considered a queen of Personal branding and a good example of positive online reputation. She is undoubtedly one of the most strongly branded individuals alive. She is constantly building equity in the Oprah brand which has an estimated net worth of $2.5 billion, according to Forbes' 2008 list of the richest

---

192the rights to distribute a television program

people in the world. Oprah's many accomplishments lie in sticking to her core competency: challenging millions of viewers to live the best lives possible by understanding their own potential.

She was able to arch a name for herself by being herself, being real, authentic, being patient because initially she did not fit into the cookie cutter TV host mold, and dedication because she was aware of the fact that authenticity, honesty and genuineness are testament to the fact that staying true to yourself can pay off in spades which takes time. This is one of the most important parts of personal branding, according to Oprah, NEVER TRY TO BE SOMETHING YOUR NOT because true genuineness is utterly transparent.

As a matter of fact, sometime in 2008, Oprah Winfrey and Jerry Springer has a show and they spoke on the issue ''Personal Branding'' in which the slogan was ''less is more''.

https://www.youtube.com/watch?v=NSPkfn-phq0

It talks about creating a powerful brand identity for your music and yourself as an artist which can apply to any type of sector.

Oprah is what she is today thanks to only her talent which she capitalized on but also her perseverance. Not withstanding the difficulties she faced while growing up, she knew how to make a brand of her name. When you type the name ''Oprah Winfrey'' on Instagram, not only does her biography comes up but her collaborations and achievements, just her name is synonymous of wealth, success and a lot of achievements.

Fourth Case: **Chiara Ferragni**

Biography

Chiara Ferragni is a digital entrepreneur, blogger and Italian influencer. She was born on the 7th of May 1987 in Cremona, Italy. She is the most powerful digital entrepreneur in Italy, Chairman and CEO of TBS CREW Srl and CEO of Chiara Ferragni Collection. Her journey towards her personal branding started at a very early age. The name Chiara Ferragni is not just a person but a brand. A business, that today yields 10 million euros a year.

In October 2009 she created her fashion blog "The Blonde Salad" which turned into a magazine and the blog became an editorial project. Many of the content is related to the life of the fashion blogger, but there is also talk of fashion, shopping, travel and more tips. and did campaigns for brands like Tod's, Louis Vuitton, SKII, Dior, and Pantene.

Outside the country, however, everyone seems to like her, Vogue USA defines her as "the voice of a new generation", Harvard, the prestigious American university, dedicated a case study to her blog, the Financial Times has already listed her as one of the big names in the digital luxury market and Forbes put her in the inner circle of the best 30-under-30s.

The fashion blogger has intrigued even Harvard's prestigious Business School, where she became a case study for its entrepreneurial ascent on the empire that is managed to create from his blog "The Blonde Salad".

---

193 instagram

According to an article of Gioia Gottini's blog on Chiara Ferragni which was an interview on her brand and how she started. The advices she gives on personal branding and managing the reputation is as below:

1. Be selective from the beginning: in an interview in which she talked about her beginnings as a fashion blogger, Chiara said that when the first invitations to the fashion shows and the first sponsorship proposals arrived, she said a lot of nos. She stayed true to her preferences, tried no compromises and continued to aim high. Until the very requests he wanted came in. Moral: Even if you're just starting out, don't say yes at all. Choose as if you were already at the top.

2. Put your face on it: Chiara has turned the selfie into a working tool. Sure, for a fashion blogger to be photogenic is crucial, but in reality if you have an online activity people need to see you in your face, to know who you are. Invest in beautiful picture and great content.

3. Always innovate, don't sit back on your successes: Her rise has been very rapid and always in step with the evolution of the web. Since instagram and its Stories, Chiara has adopted them without hesitation. And consider that the step from the photo (edited, chosen from 20 other shots, checked) to a live and improvised video is really great. But that's what her followers wanted and she adjusted.

4. It takes a team to grow: when she started it was just her, Chiara Ferragni's team now has 25 permanent employees. If you want your biz to take a leap, start delegating, and finding allies, to engage smart people who do better than you what they do.

5.Choose your partners well: your partners are a decisive part in making or breaking you.

6. Forget about your haters: they are always there and are proportional to your success. As Beyoncé says, the best revenge is your paycheck.

The secret of Chiara Ferragni's success does not lie exclusively in her beauty, and not even in her ability to create more fashionable outfits. It was a combo of winning and innovative elements, from the idea of opening a fashion blog before the phenomenon

of fashion bloggers broke out and she started to publish photos of outfits before the advent of Instagram. She made fashion something that was in everyone's reach, to turning her provate life into a daily reality show, leaving nothing to chance.

The blog went from being a simple fashion diary to a lifestyle magazine, from there creating her own brand taking advantage of her image.

194

Notwithstanding her fame and beauty, in 2018, she was the topic of conversation not for a positive cause.

There were a lot of controversies and criticsm over the birthday that Chiara Ferragni and her mother-in-law organized for Fedez(her husband). The idea itself was very original, something perhaps never seen before in Italy. Too bad that the surprise and the whole party were ruined by those who felt offended by the attitude of the birthday boy and his guests. While everyone was having fun in the corridors and shelves of the store, a real fuss arose on social networks. There are countless criticisms that these days have been brought against the well-known rapper and his wife. The couple have been accused of wasting food unnecessarily, of having no regard for anyone who cannot afford to buy a single meal and of having no respect for third world hunger. Those directly concerned apologized, admitting that they realized that they had exaggerated a little. Despite the apologies, however, the disapproval continued to arrive and for this the famous influencer was forced to return once again to what happened.

---

194 instagram

But her apology was not enough, she was again accused of the stories that appeared on Instagram during Fedez's birthday party at the supermarket. She was forced to readdress the issue once again, reiterating that she was sorry for the message that has passed. Her statement was "Tell me what else you think I should do after apologizing and keeping my promises. I'm really sorry about this hating, but I was wrong and I take the consequences. Everyone is wrong, apologizes and lessons are learned. Or at least I think so. " Chiara Ferragni.

Source: instagram

This, however, is not the only episode of criticism she received online, sometime in 2018, the last photo posted on Instagram caused a stir and a shower of criticism. In a recent snap posted on Instagram while on vacation in Ibiza alongside Fedez and their son Leo, Chiara Ferragni appears in a very particular and provocative outfit, consisting of a short black top and a glossy black miniskirt, with weave on the hips that leaves very little room for imagination. Such a bold look certainly did not go unnoticed and several followers, it seems, did not like it. She also was fiercely criticized, both for her strictly braless looks, and for the latter garment worn for an evening with friends and her husband in a club in Ibiza. Some of the hateful comments and criticism she received was on the fact that she had on no briefs, but there are those who decided to go further wondering even if and how the future husband would have allowed her to go around with this 'cheeky' look. Some went on to attack her on her maternal skills saying that "a mother should not dress like this".

To these critics, her husband responded, keeping his tone educated and low, saying that, Chiara, however, is an intelligent woman and certainly does not break down for so little.

This time she decided to almost completely ignore the criticism and went on to post photos and stories that portray her relaxing and having fun in the Ibiza club, sitting at the table next to her partner and her closest friends. As for Fedez, the well-known rapper did not blink and defended his partner and future wife with tranquility and education. For the singer, Chiara's eccentric dress has never been a serious problem, on the contrary, on the contrary he has always liked his particular and sometimes daring looks.

These, are just 2 cases of the various criticism she has received during her career. In the first scandal she decided to respond saying she was sorry and would do anything to make up for the mistake while in the second case, her husband responded on her behalf and he was quite serene and educated in doing so.

3.2 Reputation Management

A brand's reputation is part of its intangible assets which is important for the existence and survival of every brand. According to "Charles Fombrun, founder of the reputation institute, reputation is the perceptive representation of an organization's previous behaviors and as an estimate of its future actions." It is also the way an organization is perceived both internally and externally.[195] Many business owners and entrepreneurs are getting more aware of they way in which they are perceived by others and how people feel about them. The more reason why the reputation of a brand should be managed properly because the price to pay for a bad or ruined reputation is high.

Reputation management is the influence and control of a person's business and reputation, in particular it aims on monitoring the reputation of an individual or a business on the internet addressing damaging contents and promoting positive

---

195Tyler Collins, Mechanics Of Online Reputation Management: Repair And Control Your Name Or Brand Reputation Online, 2016.

feedbacks, reviews and contents by customers. Reputation is based on what people know or what they think they know about a brand which implies that a reputation can't exactly be controlled but can be worked on to improve or change people's opinions on a certain brand.

Brand reputation is important in the building and success of a brand, it has been overstated the fact that a good reputation increases customer's trust and confidence in a brand. Connecting this discussion with that being made in the first chapter, a good brand reputation can turn new customers into advocates. If a customer is satisfied with a brand and he trusts it, believe he will spread word to those around for free.

In order to obtain an effective brand reputation management, a brand needs to have planned out different strategies which in turn need to be carried out in all details. The reputation of a brand is the stakeholder's overall of a business overtime which implies that integrity in every business is important. The more integrity a brand has, the more easily it can be funded because it can be trusted and the more it can have collaborators.

There are two main strategies to adopt, the proactive way and the reactive way.

The reactive way is to set up various accounts on different social media platforms to reply to comments, especially negative comments and conversations be it questions that clients ask or different curiosities. It is important to first identify or quantify the gravity of the situation in case of negative posts before proceeding to any type of response.

The proactive way instead, involves programming in advance positive messages, articles, press releases, etc,

It is important to keep in mind that an online presence and in person reputation both matter as much. There are people with good personalities but yet have a low customer base online. It is important to have a good presence both online and offline.

Another point is also to welcome complaints, some times, the reason for which customers leave negative reviews is because they had no floow-up or because they felt ignored. To combat this issue, it is best to include a complaint form on your site

which should be highly visible and easy to use. This should not be underestimated because replying to the customer can make him/her change her mind and therefore become an advocate for your brand.

Having someone to personally handle the progress and image of a brand online should not be overlooked. This person will be in charge of defining customer service benchmarks, values which should be shared amongst all people who collaborate with the brand and values that cannot be violated at any cost.

Many damages to brand reputations online are caused brand owners, businesses and organizations do not handle the information available on them online. As a matter of fact, personal branding is one of the most efficient ways to manage a brand's reputation because it is what ties everything together.

There are several reasons for which a brand might need to turn to management crisis procedures such as bad news coverage, lawsuits and legal documents, mugshots and images, arrest records, scam and ripoff reports, consumer review sites, competitor attacks, trademark and copyright infringements, fraud and scandals, hate sites, cyber squatting, doppelgangers, job changes, name changes, false information, fake profiles, rouge bloggers, ex-employee scandal, e.t.c.

There are several key factors that are useful to an effective brand reputation management:[196]

-A strong public relations program which can help improve how a brand is perceived, manage negative feed backs and increase a brand's presence online.

-Good SEO strategies which can help place your brand name at the top of search engine results whenever clients search for your brand. This is a good technique to be applied so as not to be left out or excluded and give higher visibility to competitors in the same sector. SEO uses strategic keywords which and useful content which drives traffic to a site and increases the chances of increasing sales.

-By creating good content and knowing when and how to market it is good for raising awareness for a brand which in turn helps increase traffic and sales.

196Litmux, Reputation Management, 2014.

-A good website structure also goes a long way in framing a brand's reputation. Making it easy for customers to easily find information on your website is key and can help in reducing site abandonment.

-the use of social media is also helpful for managing a brand's reputation because it makes the brand as a whole accessible and gives a sense of closeness to the customers. Having an account in all useful social media platforms and be active on them.

-transparency and honesty are important in writing fake reviews because customers these days are well informed so sooner or later the lies will come out. This in no way will do any good to your reputation.[197]

-if negative comments are true, don't try to ignore or hide it, participate in the discussion and give your reply honestly, if this case doesn't die out then it is the case to get the help of an expert. If instead the negative comments are false, it is important to dwell on positive content making, promoting it and using SEO strategies to get it out at the top of the SERP[198].

-press release can also be useful by putting out articles on press release sites which are positively seen by google which will help to promote them in search sites.

-creating positive articles and distributing the across various directories and attaining to you and your brand.

-YouTube is the second largest search engine in the world, creating Youtube videos depending on what you specialize in, creates new and positive press

-receiving negative feedbacks is almost inevitable. It also can be discouraging knowing how much senselessness is behind a negative comment and the damage it can do. But, it is important to maintain a certain tone, never let your anger show through you reply. Every reply to every negative feedback should be constructive. Your goals when handling an upset customer should be the following-

-there is a conversion from upset customers to satisfied customers.

197Jean Noel Kapferer, Strategic Brand Management, 1997.
198 Search Engine Page Results

-they remove the negative reviews or comments about you and post positive comments.

-in this process you get to learn something new about your business and avoid getting negative reviews in the future.

Negative comments and reviews are to be addressed as soon as possible because the longer you take to address them the more easily people are convinced about the negative comments and take them as facts.

Silence is never the way to resolve things especially with unsatisfied clients because it shows unconcern about them as clients. Instead, showing empathy is a powerful tool and being interested in their feedback shows that you are interested in what they think and that the main goal is not profit making. [199]

However, before addressing a complaint, it is important to get more information about the complaint so you know the best way to tackle it.

You can counteract negative feedbacks and comment by posting positive contents, are a good platform for these types of issues.

In managing an online presence, it may be useful to have stress management sessions, this in order to help with controlling feelings and temper. There is a lot of power in sending follow up messages or appreciative messages to clients to thank them for patronizing your brand. This way you can have an estimate of how you are appreciated or valued through responses to these kinds of messages.[200]

To be able to have under control the use of your brand name, use websites which are available to know where and in which way your brand name is being used.

Your public image is very important therefore, the correct handling of a situation is important. Never lash out in public or do things that can shadow your brand name.

199Litmux, Reputation Management, 2014.
200Tyler Collins, Mechanics Of Online Reputation Management: Repair And Control Your Name Or Brand Reputation Online, 2016.

Search for your site on search engines to know your standing and how people view your site on the internet. It is important to cure your website and other social media platforms online in every aspect in order for it to be complete and attractive. A good website should not create confusion in the minds of customers. Also, use tools to control and monitor the customer journey, if the abandon your page, the reason why this is, what improvements you can make and what to do differently.

One of the major things in online reputation management and repair is to try google's search suggest or auto suggest feature. In case of negative reviews and posts or images, to get rid of this or at least get it out of the top 10 in the SERP, is to create positive or neutral search suggestions and make them popular enough to make them take over some of those in the top ten positions.

The key to good online reputation management are planning, monitoring of your different social media platforms and good use of search engine optimsation.(BCS, 2019, pg.109)

From an ethical point of view, there are principles around the god management of an online reputation management especially when a crisis arises. [201]They are:

 -Personal Benefit: This is about acknowledging to what extent an action produces beneficial consequences for a brand. To be able to decide if an action is morally right, the good consequences need to be weighed against the bad consequences.

- Social Benefit: the management of a crisis is viewed as morally right or useful if it benefits the society by adding value to them through useful and significant posts and content.

-Principles of harm: it is important when managing a crisis to do so without dragging others in the mud or without ruining their brand.

-Principles of Honest: clarity not only with yourself but also with the customers is key and is highly appreciated. In the attempt to produce content to clear up the air, it is important to remain true to yourself, the brand's values and morals.

201Paul Odame, Gloria Jubi, Reputation Management: Upgrade Your Reputation-Business, Ceo And Employee Corporate Reputation, Integrity And Corporate Culture, Keys To Successful Reputation Management, 2010.

-Principles of lawfulness: it is important while taking out actions to be law conscious. Do not do anything to violate the law, in this process it is important to assume a legal entity as part of the brand's entity and workers to be able to give legal advice.[Tyler C. 2016, pg.745]

Tools for online monitoring:

Thankfully, online listening does not entail hourly searches on favorite search engine to see what conversations are taking place online. There are different instruments to monitor the web, and give the results via email alerts or RSS[202] feeds or a web dashboard. Google has various bespoke search services, and sporadically adds more to the list. With the services below, an RSS feed is accessible for the search (Google Alerts sends weekly or daily emails with updates), so that all updates can be accessible via a feed reader[Rob S., 2008 pg. 54].

• Google Alerts: www.google.com/alerts. When the keyword is used in any context, Google Alerts send an email.

• Google News: news.google.com. Google News has the function of searcheing all news items for mentions of a keyword.[203]

• Google Blog Search: blogsearch.google.com. Google Blog Search searches all blog posts for mentions of a keyword.

• Google Patent Search: www.google.com/patents. Helps with the trackings and monitoring of all filings related to a sector, and searches can be done to see if there are patent filings which might infringe on other patents.

• Google Video Search: www.google.com/videohp. Video search relies on the data that have been added to describe a video, and will return results based on keyword matches[Rob S., 2008 pg. 55].

3.3 Who is a Digital PR?

---

202 Really simple Syndication, they are simple text files with basic updated information
203 Rob Stokes And The Minds Of Quirk, Emarketing: The Essential Guide To Marketing In A Digital World, Fifth Edition,2008.

A digital PR[204] is simply the person who controls the campaigns online and major aspects of and for a brand online. A Digital PR is the one who monitors, manages, seeks to improve a company's online reputation, the notoriety of its brand and the perception that the public and influencers have.

The activities of a Digital PR is needed to grow a brand's visibility on the web, increasing and amplifying the conversations online that concern them. For this purpose, the aim should be to install a relationship between the brand and the most relevant counterparts such as opinion leaders, bloggers and influencers[Guido Di Fraia,2015, pg.1917].

By using software to track conversations on the web in relation to the brand, it creates, increases, and enhances the company's reputation within online communities.

Listens to, moderate, respond and stimulate the social network audience in direct interactions with the company. It prevents, and eventually manages, any crisis situations in communication on social networks.[205]

One of the main activities of a digital PR is to identify industry influencers and establish relationships with them to give visibility to the brand for which they work and to produce content in which have links that conduct to the site of the brand are present. A strong PR program positions you as an expert and professional in your fields in major platforms online such as and lead generating outlets. A digital PR is an important factor to successful brand reputation management, a PR can improve brand perception, manage negative critics and increase a brand's web presence.

In general, however, the activities of a PR needs to adapt to the new ways of interaction and information of circulation that have come about with the diffusion of the web and social media, not only in the sector of defensive and preventive strategies of crisis but also in sight of simple managerial and constructive activities of a brand's reputation[Guido Di F., 2015,pg.2881].

A Digital PR[206] must have the basic SEO skills, know how to design and analyze the effects of a Digital PR campaign in terms of positioning on search engines.

---

204 Public Relation
205Guido Di Fraia, Social Media Marketing,2015.

Participate in industry events, online but also offline, to form relationships with professionals and influencers. It feeds its network of contacts for the projects it follows and works in perspective for future ones. Identify, interact, and curate relationships with potential brand ambassadors.

The added value is that this figure can represent the eyes and ears of a company's marketing office on the digital world. This means that whenever there is a new trend of both content and technology, both fashion and the hashtag of the moment, the Digital PR Consultant must know it, it must monitor it.

Whenever we talk about the company, its brand, its products, the Digital PR needs to know this, and it must help the company's marketing to manage these situations.

Therefore, the Digital PR Consultant represents this added value because it is able, through the help of COMPUTER tools and software, to help marketing monitor and control what is said about the brand when the marketing area is focused on other campaigns.

To summarize all we 5that has been stated earlier on a digital PR, below are the aspects that a Digital PR has to take into account more in its work:

-engagement/activation of contacts in the sector in which you want to operate

-knowledge of all platforms and social

-creating and updating databases of people to engage in industry communication projects

produce interesting content

-monitor and know how to listen to the conversations and web reputation of the brand

-know how to handle any issues and criticisms (crisis management)

-create reports at the end of the digital campaign[207]

206Damian Ryan, Calvin Jones, Marketing Digitale- Trarre Il Massimo Vantaggio Da Email, Siti Web, Dispositive Mobile, Social Media E Pr Online, 2009,2012.

207Lisa Buyer, Social Pr Secrets: How To Optimize, Socialize And Publicize Your Brand, 2018.

One of the important features to have or develop to be good Digital PR is definitely to know how to listen and monitor the network in the first place, the conversations that take place online about the brand or product; collect and organize information, know how to intelligently classify the contacts collected and know how to transform them into a vehicle of communication and active involvement. Then all those human characteristics are appreciated that allow The Digital PR to never forget that behind an email address or Twitter account there are always people, human beings like him, who must be respected and understood, known and respondents, as you would in real life. A handshake or an exchange of glances, however, is still the most effective means of engaging in a relationship and communication, even on the digital planet.

Many define this figure as a surfer between online and offline, who knows how to move from web browsing to real relationships in a flexible and humane way. Knowing a person face to face, influencer or blogger, is much more important than spamming emails or social profiles in an attempt to be published or considered.

Other characteristics of a DIGITAL PR are:

-He/she questions himself with the aim of staying updated

-Listens to the web and is constantly updated

-Participates in events and meetings that the brand organizes with the aim of valorizing the ongoing campaigns and the digital instruments used

-Knows how to insert the brand in things that will benefit the brand

He/she cures the aspect of the social customer care, social CRM is an important business concept which works in a social context and combines the traditional practice of paying attention to customer data. "Social CRM connects the conversations that circulate on the Social Web with the internal decisions and business processes that gave rise to those conversations".[Dave E.,2010,pg.376]

CHAPTER 4

CONCLUSION OF THE INTERVIEWS

The study conducted for this thesis has tried to answer the following questions: "What changes have occurred from the evolution of marketing till date? What are the new sceneries that have formed? If the personalizing of a brand has an influence on the reputation of a brand online? And how can the use of the instruments available impact a brand online?". For this reason, 5 different interviews were conducted through 5 questions that covered the topics discussed. The subjects interviewed were people who are business owners in different sectors.

From the interview, it emerged that marketing has evolved from what it was today especially when being applied to businesses. Today, there are a lot of instruments that brand owners can use to implement their strategies to build a strong brand online and also perform monitoring activities such as google alert, Facebook insights, Facebook ads, sponsored ads etc.

Simone Rachetta, an artistic director, affirmed that traditional marketing hasn't dissapeared or isn't irrelevant in a digital world but is useful in targeting a specific group of people. For example, the use of radio or flyers and banners to advertise a certain product is useful in getting across to a certain niche or a group of people whose attention can be caught through an advertising method considered retro by the

older generation and at the same time innovative or outgrown by the younger generation.

Another point of view was that traditional marketing hasn't dissapperead but has grown to adapt to the new changes that have occurred. Michele explains this as he says that the radio has modified and adjusted both its language and segmentation to be able to appeal to the consumers. In Both cases, its clear that the traditional marketing tends to target the older generation while digital marketing tends to target the younger generation. In my opinion a reason for this might be because the older generation is used to being attracted by certain cliché or graphical, technical and motivational formats which have been used long ago. They remain easily influenced by these types of formats that have accompanied them during their years while the younger generation look for new things and therefore are easily influenced by techniques and instruments of digital marketing.

The response from the interviews have also proven the existence of a relationship between a personal brand and its reputation online. The fact that people know who is behind a brand can allow them trust a brand by patronizing it and eventually being advocates for that brand. As from the interview of Esther, she says that even though people at the moment cannot afford her clothes, just the mere fact that she is who she is and they have seen her how good she is makes them want to book her for their ceremonies.

It is also important to remember that the key to success is the good use of instruments made available by these digital platforms. Less important is being present on all possible digital platform especially if you cannot keep up with them or your target hardly sue them.

A recommendation for future purposes would be that of educating small to medium business brand owners the usefulness of digital marketing tools, its values, how it changes and importance. For what concerns the changes in the algorithm of social media platforms or other platforms, it is important to be updated and to know how they work because for example what worked on Instagram a year ago might not work again today. So therefore, it is important to stay abreast of the continuous changes of these platforms. A clear example is how in the past for Instagram, the use of

influencers worked a lot, but today, storytelling is what works for brands to be able to gain customer's trust. Today, a brand can't operate exclusively offline but has to integrate both offline and online in an omnichannel way to satisfy customers needs and grant them a unique customer experience.

CONCLUSIONS

The study has helped to shed light on the transformation of marketing that has occurred since its beginning to come to what we know it to be as today. The evolution of marketing has changed tremendously because of digital revolution. The new type of marketing which has its bearings in the traditional marketing is centered around the digital world. As earlier has been stated, traditional marketing hasn't completely disappeared but evolved into what it is today.

Social media presence has now become an extension of our offline relational life, almost everyone presents themselves on the web in a more or less conscious way. Furthermore, in recent years, it has become relevant for people to search up a person online for various purposes, either from curiosity or because it is necessary in order to conclude a purchase activity. Having a presence online has now been made easy at an affordable rate which everyone can access. The instruments that these platforms provide can be used to not only create a brand image but also develop it and automatically construct an image for himself.

Coming to the initial question of this study, we can firmly say that personal branding is in fact the vivid representation of our values, our style and our personality: who we are, what we do and how we do it; details that provide a plausible scenario of a brand owner's image in people's minds.

Starting from the definition of personal branding which are those activities with which one consciously structure your brand, just as it happens with brands. It is at the center of all the personal unique value proposal and web reputation being all those activities that create, collect and monitor information and everything that is said online about a product, service to company. Web Reputation and Personal Branding are formed and grow over time depending on the user's use of the web. The reputation on the internet and the monitoring of a brand's reputation changes according to the use made of different social networking sites available and other platforms such as blogs, etc. Personal branding is a vehicle which aids the online reputation, both go hand in hand. Having a strong personal brand automatically leads to a positive online image of a brand and vice versa, a positive image of a brand online can lead to the success of that brand. When we talk about using a personal image to represent a brand online, it is impossible not to talk about the reputation of that brand. Any other activity, including advertising (both traditional and digital) will do little (or nothing) if our communication is confusing and unclear. This is where the importance and essence of activities such as Personal Branding and Web Reputation is born.

Web reputation and Personal Branding today are important in the modern digital society because it's unthinkable today to ignore the dynamics of the web. The consumer no longer has a passive role in the production process but actively participates in this by expressing opinions and generating content. It is therefore important to use all the tools that the web provides to get to the consumer, to create awareness and retention.

Personal Branding, therefore, is a very useful tool and a great ally to improve an online Reputation and to build a solid and positive professional image on the internet. The future of marketing and the success of businesses will be a seamless blend of online and offline experiences across customer path to guarantee customers a great UX[208] and UI[209] during their customer journey.

The importance of a business/brand going digital can't be stressed enough. As a matter of fact, one can say that a business or brand that doesn't have an online presence is almost as if it never existed.

208 User experience

209 User Interface

BIBLIOGRAPGY

AK BROWN, *Personal Branding: Do's, Don't's, & Why It's Important!*, 2019.

ASHLEY SCHWEIGERT, *The evolution of Marketing and Communication*, 2018.

BAD REPMAN, *personal online reputation management & repair guide,* 2017.

BIZMOVE CONSUMER CENTR*E, Online Reputation Management Guide: 280 Expert Tips for Improving Your Personal Reputation Management (English Edition),* 2019.

COLIN WRIGHT, *Personal Branding*, 2009.

CONFARTIGIANATO IMPRESE, *digital innovation hub- Web Marketing.*

CONFARTIGIANATO IMPRESE*, digital innovation hub- Comparire su Google.*

CONFARTIGIANATO IMPRESE, *digital innovation hub- Social Media Marketing.*

CONFARTIGIANATO IMPRESE, *digital innovation hub- Instagram Marketing.*

CONFARTIGIANATO IMPRESE, *digital innovation hub- Social Media Marketing-Facebook Business.*

CREATIVE MARKET*, The Beginner's guide to branding, 2016.*

DAMIAN RYAN, CALVIN JONES, *Marketing digitale- trarre il Massimo vantaggio da email, Siti web, dispositive mobile, social media e PR online,* 2009,2012.

DAVE EVANS, JAKE MC KEE, *Social Media Marketing, The Next Generation of Business Engagement,* 2010.

DAVID KAISER*, Online Reputation Building (English Edition)*

E-MARKETING INSTITUTE, *Social Media Marketing: Social Media Marketing Fundamentals,* 2018.

GIAN LUCA GREGORI, FEDERICA PASCUCCI, *il digital marketing come un fattore competitive-verso un approcio intergrato "strumenti "e "strategia",* 2019.

GIOIA GOTTINI*,"Tutto fa branding - Guida pratica al personal branding",* 2015.

GREGORY, JAMES R. WIECHMANN, JACK, G., *Branding: Across Borders*, 2001.

GUIDO DI FRAIA, *Social Media Marketing,*2015.

HAGUE,P.&JACKSON,P, *The Power of Industrial Brands- an effective route to competitive advantage, McGraw- Hill Book Company London,* 1994.

JANE BROOK*, Personal Branding For Entrepreneurs: Building your personal brand in age of social media: facebook, instagram, twitter and youtube (English Edition),* 2018.

JASON MILLER, RAY ROBINS, Influencer Marketing: *How to build your successful Personal brand and passive income idea through social networks such as Instagram, Facebook, and YouTube for beginners,* 2019.

JEAN NOEL KAPFERER, *Strategic Brand Management*, 1997.

JOSHUA REACH, PERSONAL AND BUSINESS BRANDING: *Go Viral And Make Unlimited Passive Income Building A Loyal Brand Network Through Blogging, SEO, Instagram, Facebook Advertising, Social Media Strategies,* 2019.

LISA BUYER, *SOCIAL PR SECRETS: how to optimize, socialize and publicize your brand*, 2018.

LITMUX, *Reputation Management,* 2014.

LUCA MARINELLI, *MARKETING IN A DIGITAL CONTEXT, social media lab*[2018 – 2019].

LUCAS GRAMM, *Social Media Marketing: learn how to master the tools of your success*, 2020.

LYFE MARKETING*, The Surefire Digital Marketing Strategy To Triple Your Sales.*

MATT GOLDEN*, Personal Branding: How to Brand Yourself Online Using Social Media Marketing and the Hidden Potential of Instagram Influencers, Facebook Advertising, YouTube, Blogging, and More,* 2019.

MAURIZIO MASINI, JACOPO PASQUINI, GIUSEPPE SEGRETO, *Marketing e Comunicazione, Strategie, Strumenti, casi pratici*, 2017.

PAVEL SAVCHENKO, *Marketing 4,0: U-turn from traditional to digital*, 2019.

PAUL ODAME, GLORIA JUBI, *Reputation Management: Upgrade Your Reputation-Business, CEO and Employee Corporate Reputation, Integrity and Corporate Culture, Keys to Successful Reputation Management,* 2010*.*

PHILIP KOTLER, HERMAWAN KARTAJAYA, IWAN SETIAWAN, *Marketing 4.0: moving from traditional to digital,* 2017.

ROB STOKES AND THE MINDS OF QUIRK, *eMarketing: The essential guide to marketing in a digital world*, fifth edition,2008.

SARAH PEARCE*, Online Reputation: Your most valuable asset in digital age*, 2015.

STEPHAN ANDERSON*, Social media marketing 2020: build your brand and become the best influencer using social media marketing. Top personal branding and Digital networking strategies,* 2019.

SURAJ K, *Create your own online brand,* 2015.

THOMAS MAGNUM, *Personal Branding: An authoritative guide to personal branding,* 2019.

TYLER COLLINS, *Mechanics of online reputation management: Repair and control Your name or brand Reputation online*, 2016.

WILLIAM ARRUDA & DEB DIB*, Personal Branding per il manager (Edizione italiana),* HOEPLI, 2015.

SITOGRAPHY

Blog, AGI Factory

Blog, Bulsara Advertising

Blog, Grin

Blog, JustBaked

Blog, Omnicore (https://www.omnicoreagency.com/linkedin-statistics/)

Blog, Quora

Blog- Social Media Examiner, The Guide to Social Media Marketing For Businesses.

Blog, Sprout social: 41 Must-Have Digital Marketing Tools to Help You Grow.

Blog, TalkWalker

Blog, The Blonde Salad.

Blog, The starting idea, Personal Branding.

Blog, We are social

Encyclopedia, World Biography.

Wikipedia

www.eoindia.com

www.techjury.net

www.larepubblica.it

https://5mins.org/the-history-of-facebook-and-real-facts/

www.quora.com

www.jonloomer.com

www.michelangelogiannino.com

www.vanityfair.it

ATTACHMENTS

Interviews

1.cos'è per te il marketing, il tipo di piattaforma che utilizzano, come fanno pubblicità (locandine, spazi pubblicitari o solo online), come secondo loro l'evoluzione della comunicazione(digitale) sta impattando sulla loro attività

2.All'evoluzione di tutti questi strumenti com'è cambiato il comportamento dei consumatori, i pro e i contro secondo loro, spiegare il customer journey e quanto seguono i clienti dalla fase di awareness a quella di diventare advocate.

3.che piattaforma utilizzano, quanto spesso pubblicano, che tipo di contenuti pubblicano, su quale piattaforma sono più presenti e quale piattaforma da più risultato, quali sono le loro strategie di marketing., usano strumenti per tener sotto controllo l'andamento, il successo, l'impressione dei post, le campagne. Fanno dei post sponsorizzati? se si, come lo fanno e quanto investono?

4.in che modo rincorrere il personal branding sta favorendo la loro attività (se ce la metto la faccia funziona di più)?

5.cos'è per loro la reputazione online, quant'è importante per l'azienda e l'attività? Attualmente svolgete attività di monitoraggio della reputazione? Se sanno cosa dice la gente su di loro sul web, se hanno dovuto rincorrere a modi per riparare danni dovuti a cose successo online (caso di Corinaldo)

Soggetti intervistati:

Lucia Tittarelli (designer)

Michele Panzieri (artistic director, dj, radio personality)

Esther Iyire (designer)

Simone Rachetta (artistic director)

1.What is marketing in your opinion, the type of platform used, how they do advertising (posters, advertising space or online only), how the evolution of (digital) communication is impacting on their business.

2.As all these tools evolve, how consumer behavior has changed, the pros and cons in their opinion, explain the customer journey and how much customers are followed up the awareness phase to that of becoming advocate.

3.What platform they use, how often they publish, what kind of content they post, what platform they are most present on and which platform gives the most result, what are their marketing strategies., do you use tools to keep track, success, the impression of posts, campaigns. Do they make sponsored posts? if so, how do they do it and how much do they invest?

4.in what way the use of personal branding is favoring their business (if I use myself or my face for promoting my business, does this work more)?

5.What is online reputation for them, how important is it for the firm and business? Are you currently performing reputation monitoring activities? If they know what

people say about them on the web, if they had to turn to ways to repair damage due to things happened online (corinaldo case)

Subjects interviewed:

Lucia Tittarelli (designer)

Michele Panzieri (artistic director, dj, radio personality)

Esther Iyire (designer)

Simone Rachetta (artistic director)

Answers

Name Surname: Lucia Tittarelli

About: L'azienda si chiama Limyè, deriva dall'Haitiano, che significa Luce. Le ragioni dietro al nome del brand sono 2: il nome mio "Lucia" e la mission del brand che è quella di permettere alle donne di splendere nella loro naturale bellezza. Questo è quello che c'è dietro il nome del brand.

Cosa fa il brand: il brand realizza abbigliamento luxury femminile per occasioni che va dalla normale giornata in ufficio all'evento elegante. Abbiamo cercato di fornire un'ampia scelta alla donna. Un guardaroba che consiste in abiti sia invernali che estivi. All'interno della collezione trovi un capo per ogni stagione, appunto si chiama 4 stagioni: questo per una questione di etica per evitare gli sprechi e l'altro per una questione socio-politico per non escludere nessuna nazionalità dalla collezione, attraverso lo shopping online chiunque può accedervi. Sempre per un discorso etico cerchiamo di accorciare la filiera sia di produzione che di vendita togliendo le figure intermedie all'interno del sistema produttivo e anche la distribuzione per evitare un prezzo che non corrsiponde al valore del prodotto.

1. Nel sistema moda il marketing è l'aspetto più importante, si parte sempre dal marketing per comunicare l'idea. Noi cerchiamo di fare l'attività di marketing da soli utilizzando strumenti che possiamo gestire autonomamente partendo dai social media. Abbiamo visto che in particolare instagram è quello che consente di raggiungere una fetta più ampia, tutto il marketing che facciamo è rivolta maggiormente a portare più traffico sul sito web. Per poi cercare di convertire quel traffico nell'acquisto. Quindi in questa prima fase c'è uno studio del cliente, i suoi atteggiamenti, ecc per poi strutturare delle strategie affinchè capiti sul sito, poi il resto va da sè.

Per delineare il nostro target, siamo partiti dallo studio del costo degli abiti nostro, in base a quello, sceglie chi potrebbe comparare un nostro capo per poi andare a studiare una giornata tipica di questo cliente, che posti frequenta, che mezzo di trasposto utilizza per delienare una buyer persona. Ci siamo focalizzati più sull'uso e costumi(abituduni) del cliente che dell'età del cliente.

Strumento più utilizzato è instagram, in base ad un'analisi fatta sul nostro cliente tipico, instagram è la piattaforma più utilizzata rispetto a Facebook, o snapchat etc. Vestendosi più con gusto tende a fotografare questo perciò viene utlizzato di più.

Instagram sta cambiando tanto e anche velocemente. Tutte le cose che prima portavano traffico sul sito come l'utilizzo degli influencers, oggi, sta perdendo efficaccia. Per esempio, quando prima venivano chiamati degli influencers per prendere degli abiti dagli showroom per poi fare dei post o stories, abbiamo notato che quando facevano questi post, non c'era una differenza o per lo meno non c'era un auemnto del traffico sul sito. Abbiamo dedotto che il motivo è che la gente non si fida più degli influencers soprattutto perchè vengono pagati. Abbiamo verificato questa cosa studiando anche i nostri competitors. Abbaimo visto che anni fa quando loro utilizzavano gli influencers, c'era un'aumento notevole delle loro vendite ma oggi quando gli stessi utilizzano questi influencers non c'è stato un riscontro.

Come tutti, stiamo cercando altre strategie o meccanism che viene premiato da instagarm o che cattura l'attenzione della gente. Siamo arrivati alla conclusione che per ora, funziona lo story telling, la gente è più interssata alla storia che c'è dietro ad ogni capo o alla realizzazione di ogni prodotto piuttosoto che una faccia nota che pubblicizza un capo.

- All'evoluzione di instagram, vediamo una mancanza di fiducia da parte della gente verso I marchi, non si fida più, vuole vedere di più, vuole saperne di più, quindi il fenomeno di utilizzare gli inflencers non va più. Per quanto riguarda I marchi grandi, vengono seguiti dalle agenzie di stampa, quest'ultime seguono altrettanto altri marchi. Tendono a far assomigliare tutti I marchi uguali quindi la gente perde la crdibitiltà e c'è la mancanza di fidelizzazione dei clienti, la mancanza di personalizzare I prodotti per I clienti, percui nasce il bisogno dello storytelling.

In realtà essendo un'azienda piccola, non c'è neccesità di seguire I clienti in ogni fase. Quindi attraverso la piattaforma del social,è possibile fare tutto dal momento in cui ci trovano per magari una foto in cui siamo taggati ad una semplice ricerca sul web, riescono a trovare facilmente tutte le informazioni, presto ci sarà anche la possibilitù di acquistare all'interno del piattaforma(instagram). Per quanto rigurarda la fase dell'advocay, invitiamo I clienti a usare il social per passaparola per esempio taggando noi sulle foto o anche I loro amici.

-     Siamo presenti su Facebook, instram, twitter, youtube, e linkedin. Non pubblichiamo gli stessi contenuti sugli stessi portali, cerchiamo di creare dei contenuiti unici su ogni piattaforma. Instagram viene utilizzato di più, in base al periodo cambiano le strategie. Per esempio, nella fase del lancio di una collezione, aumentiamo la frequenza con cui pubblichiamo, la pubblicazione viene fatta ogni giorno mentre normalmente cerchiamo di fare 3 post a settimana (per le stories vogliamo cominciare a farle di più). Per quanto riguarda il tipo di contenuti, cerchiamo di diversificare più possibile, un tipo di contenuto è editoriale, cioè quando I terzi indossano I nostri capi. Quindi in sto caso mettiamo I post con terzi che indossano I nostri capi e quando escono sugli editoriale. Quindi, I nostri contenuti sono un mix tra una nostra interpretazione dei nostri capi, I vari abbinamenti e ricondivisione dei post di terzi che li indossa.

Abbiamo visto che paradossalmente I post che hanno più successo sono spesso quelli che facciamo nello studio o in cui in prima persona faccio vedere quello che indosso piuttosto che un nostro capo su una rivista.

- Sia per quanto riguarda I post e instagram, utilizziamo instagram per tener sotto controllo l'andamento dei post e google analytics per il sito web per monitorare

quanto tempo un cliente trascorre sul sito, da dove si connette il cleinte e I possibili abbandoni del sito.

Abbaimo fatto dei posti sponsorizzati, in questo caso abbiamo vsito che non ha più successo come una volta. Abbiamo visto che ci deve essere uno studio perfetto del target. È una buona strategia soltanto se c'è uno studio accurato e perfetto del target. Essendo che noi ci rivolgiamo alle grandi città, è difficile dare una localizzazione esatta, è una zona vasta perciò li facciamo poco.

- in realtà si, mettere la faccia mia funziona di più rispetto a degli editroriali sulle riviste. Abbaimo iniziato a realizzare questa cosa attraverso analytics di instagram. Abbaimo guardato le impression sulle varie foto, al livello di impression che visite al sito generati al post, c'è un riscontro maggiore quando indosso io I capi che una modella che indossa I nosri capi. Questo per me richiama al stroytelling, il fatto di essere più credibili e di mettere curiosità alla gente, vedere in che modo lo stilista vive la quotidianità.

- la reputazione online è fondamentale, quando si realizzando editoriali, è importante avere fiducia nel ufficio stampa che realiizza gli editoriali, perchè se ultilizzano personalità non in linea con il senso del brand o con il target del brand, possono generare dei problemi che risultano molto difficile da risolvere. Per esempio, per la prima collezione, l'ufficio stampa che era a cura dell'immagijne del brand aveve utilizzato dei personaggi non consoni al target del brand quando non eravamo d'accordo. Anche se non abbiamo utilizzato queste immagine pubblicate da questi personaggi abbiamo notato un abbandono da parte dei nostri clienti/target del brand perchè non si riconoscevano più nel brand. Queste foto, una volta pubblicate sulle loro pagine con il nostro tag, sono apparse sul feed e da lì le hanno visteo I nstri seguaci.

Facciamo attività di controllo della reputazione online del brand attraverso diverse funzioni per esempio google alert. Ci permette di vedere ogni volta qualcuno nomina il nome del nostro brand. È importante sapere in quale modo viene utilizzato il nome e l'immagine del brand anche perchè nel caso In cui I'immagine del brand viene utilizzato nel modo sbagliato, con il monitoraggio frequente, possiasmo impedire ciò

o riuscire a sfruttare quello che viene detto se sono cose buone o quando intervenire soprattutto quando si tratta di una cosa negativa.

Il discorso fondalmetale è la fiducia. È fondamentale monitorare che la mancanza di fiducia da parte dei clienti non accada, e quall'ora dovesse succedere, saremmo pronti ad intervenire per dare chiarimenti al cliente.

Rimedio – abbiamo deciso di fare un passo indietro cercando il più possibile di trasmettete di nuovo il valore del brand. Anche riprendendo la mission, I valori ecc del brand utilizzando per lo più la parola scritta.

Intervista N.2

Name Surname: Michele Panzieri

About: Musicista, produttore, dj, speaker radiofonico, direttore artistico

Cosa fa: produco dischi, suono, faccio le mie produzioni e parallelamente sono direttore aritsitco e dj al Circolove a pesaro, che è un punto di riferimento della musica elettronica in Italia. Sono anche speaker radiofonico da 28 anni. Ho lavorato in numerose relatà Italiane e attualemnete ho il mio programma "people in da house" su radiolinea numero 1 e su canale digitale terrestre 19 che serve tutto il Centro-Italia.

Il marketing (per riguarda la radio), è sempre abbinato alla promozione della marca, essendo già la radio un mezzo di comunicazione e il più antico. Per me, la radio è un social perchè prima dell'avvento dei social che ci sono oggi(facebook, instagram, ecc)il pubblico già diventava protagonista e interveniva sulla radio sviluppando il loro "esibizionismo" e pensiero. Quindi il marketing nel mio mestiere è un metodo di vendita, è implicito nella radio il marketing nella promozione della marca. Semmai la radio è un veicolo che aiuta gli altri a promuoversi e ad amplificarsi. La radio va vista da sempre come un'amplificatore.

La radio rispetto ad anni fa si è dovuta aggiornare e abbinare alla televisione e ai nuovi mezzi di comunicazione, per esempio sui social. Un'esempio pratico :la radio fino a 15 anni fa era solo radio, oggi invece, I piccoli/grandi gruppi editoriali hanno abbinato al mezzo radiofonico anche quello televisivo e le relative pagine sui social.

La seconda cosa che è cambiata è il linguaggio in radio. La radio essendo un mezzo di comunicazione veloce ha dovuto adeguarsi al linguaggio attuale e soprattutto diffenziarsi e lo faranno sempre di più sui generi musicali proposti come già negli Stati Uniti da tempo. Oggi ad esempio, una radio generalista farebbe molta più fatica rispetto ad un tempo mentre una radio di settore avrebbe molto più appeal essendo specializzata con approfondimenti vari su un singolo genere, musicale o talk. La radio per sopravvivere oggi necessita di forte personalità e contenuti abbinati ad un vivace ed accattivante marketing.

Ad esempio, oggi, I grandi gruppi editoriali(mediaset, mondadori,) danno ai loro ascoltatori un ventaglio di possibilità molteplice avendo più radio e più TV specializzate in generi diversi.

- Negli anni, la radio con l'avvento dei Social e le nuove tecnologie ha sofferto rivolgendosi sempre di più ad un pubblico adulto ma secondo me siccome è una cosa ciclica, sicuramente tornerà ad avere rilevanza e fascino anche per un pubblico più giovane, mantenendo comunque intatta la credibilità che ha sempre avuto e che continuerà ad avere.

Per quanto riguarda il customer journey, il cliente che è interessato a promuovere la sua attività sulla radio viene seguito in una campagna pubblicitaria da professionisti passo dopo passo. Gli viene creato su misura un vestito per lui, lo spot pubblicitario che dura 15/30 secondi viene costruito sulle sue esigenze. Altri metodi di promozione all'interno della radio oltre lo spot sono la brandizzazione e la sponsorizzazione dei programmi o delle fasce orarie.

- La radio è presente sui social ma mai in modo troppo invasivo ed esauriente, semplicemente perché, essendo un mezzo di comunicazione lei stessa, l'interesse della radio è sempre quello che l'ascoltatore l'ascolti e non che la legga troppo sui social. Siamo presente su Youtube, Facebook e Instagram. Sul tipo di contenuto, la radio sui social difficilmente fa approfondimenti proprio perchè l'interesse è quello di portare all'ascolto della radio.

Facciamo dei post sponsorizzati nel caso in cui ci sia un evento in cui la radio è protagonista o per segnalare la presenza di un'ospite in studio particolarmente rilevante.

- Il personal branding sulla radio è sempre legato e subordinato all'immagine dello speaker anche se spesso il personal branding di una radio è sviluppato solo con la promozione del marchio.

- Una radio vive di pubblicità, la pubblicità è sempre transitiva agli ascolti, gli ascolti rilevati scientificamente sono l'appeal definitivo e la leggitimazione della marca. Se non hai il pubblico che ti gradisce, tu non hai ne ascolti ne gente che ti vuole venire per far promuovere la sua attività.

Gli ascolti vengono rilevati dagli organi specifici che analizzano i dati scomponendo I dati in tantissimi parametri in modo da dare alla radio il preciso identikit e il profilo dell'ascoltatore medio e anche la quantità divisa in ascolto giornaliero, settimanale, semestrale diviso per fasce orarie o globale.

Le indagini di ascolto di una radio vengono pubblicati 2 volte all'anno, funziona al modo di un'intervista in cui ti vengono fatte delle domande che riguarda la radio.(che radio ascolti, per quanto tempo l'ascolti, dove l'ascolti e quando l'ascolti).

Intervista N.3

Name Surname: Esther Iyire

About: Il mio brand si chiama Hazel Grace, una linea d'abbigliamento luxury femminile e machile situato in Nigeria. É nato in 2017, abbiamo un sito online e altri negozi fisici in altre città della Nigeria. É una linea per eventi ed occasione speciali.

-Per me il marketing è la capacità di far desiderare un tuo servizio/prodotto ad un potenziale cliente. Per esempio, quando io, come un'imprenditrice riesco a farsi che una persona che rientri nel target senta il bisogno di quello che offro io.

Ci sono diversi tipi di marketing: la passaparola, I social, la radio, le locandine ecc,. Per me, l'evoluzione dei social è stata molto utile. Io, personalmemte ho tante persone che mi conoscono e sanno quello che faccio ma non posso negare che

l'esistenza e l'evoluzione dei social ha aiutato ad aumentare I potenziali clienti. Quelli che mi conoscono possono riferire ad altre persone che non conoscono il mio brand (senza che quest'ultime mi vengano a conoscere di persona), oltre a vedere I miei capi addosso a quelli che li hanno riferito a me, loro possono vedere quel che faccio su internet.

-In generale (tranne per I brand famosi), io credo che come proprietario di un brand, devo essere costantemente nella testa e nel subconsio della gente, anche se penso di aver pubblicizzato tanto durante la settimana, non basta mai. Per esempio, io faccio uso anche di whatsapp, non importa se non ho nuove foto dei miei lavori da caricare o mettere sulle storie ma delle volte succede che metto come storia il mio logo, giusto per richiamare l'attenzione della gente al mio brand e ai miei abiti in modo costante solo per dirgli che io come brand esisto e ci sono ancora.

Nel caso mio, uno svantaggio dei social, se si pensa alle foto pubblicate, è il fatto che per quanto possa essere bella una foto, non potrà mai fare giustizia all'impegno messo per realizzare I capi e ai dietro le quinte che magari potrebbe far capire alla gente il valore di ciò che fai. Delle volte l'impegno messo per realizzare un capo non è vicino al prodotto finito. É come quando si vede una casa bella, tu vedi solo una casa bella ma dietro c'è una base solida, tutto un lavoro dietro che chi non ha partecipato a costriure la casa possa capire. Non credo che tutto il processo possa essere documentato in ogni suo minimo dettaglio per far capire alla gente l'impegno messo. Questo lo dico perchè quando un cliente guarda un vestito sul sito web, loro vedono questi vestiti pensando che magari non valgono quei prezzi o che ci sono tante altre persone che lo possono fare per molto meno. Questo in parte perchè le foto non fanno giustizia soprattuto su internet poi la gente tenderà sempre a fare paragoni.

-La parte dei social è quello di cui mi affido di più perche io, essendo molto timida, non so in che altro modo persuadare la gente a comprare I miei capi o dire in pubblico quello che so fare o quanto io sia brava. Per questo mi affido ai social, basta che indosso io I miei capi o faccio le foto ai miei capi, questo basta per convincere la gente. Ho ricevuto tanti commenti e complimenti, parole incorragianti sia da gente che conosco e quella che non conosco sui social sui capi che ho realizzato perchè hanno visto e vedono tutt'ora dei miglioramenti e vedono in me un talento. Alcuni mi hanno chiamato per fargli l'abito da sposa nonstante non ci sia ancora una data

definitiva per il matrimonio, alcuni mi hanno chiesto di fargli l'abito per la laurea, ecc. Pubblicizzando I miei lavori sui social, mi ha messo nella loro memoria, può essere che non ti approciano subito o che chiedono di realizzare abiti nell'immediato ma fidati che facendo così gli lascio un'impressione nella loro mente e difficilmente si scorderanno di te. Vedere addosso a me I miei capi sui social da alla gente un'idea di quello che so fare.

Altra cosa che funziona qui in Nigeria è l'utilizzo dei modelli belli, questo viene apprezzato dalla gente, attira la loro attenzione in primis ai modelli che li indossa poi agli abiti per cui cerchiamo di scegliere bene I nostri modelli. Allo stesso tempo cerchiamo di far leva non su quello ma sul perchè hai bisogno dei nostri vestiti o perchè dovresti comprarli.

Oltre ad indossare I miei capi partecipiamo anche alle sfilate e le fiere. Recentemente abbiamo partecipato ad un evento dove abbiamo mostrato certi capi di una linea. Questo ha fatto tanto bene a noi perchè un vestito in particolare che abbimo pensato sarebbe stato un po difficle da vednere or aè quasi esaurito. Questo perchè non ci siamo limitati a mostrarlo sui mannikin o sul nostro store online.

Abbiamo ricevuto tante richieste per quel vestito anche in colori diversi. Il fatto che tante persone lo compravano era quello che ha influito glia ltri, non tanto la modella che lo indossava o lapubblicità, ma perchè dopo quell'evento, era diventato "l'abito da avere".

Offro altri servizi oltre ad essere una designer, sono anche una stylist, ho persone che mi vengono con il problema di non sapere cosa indossare a degli eventi. Qui propongo I miei capi o cerco di realizzare dei capi personalizzati.

- Sono più presente su Instagrm perchè la maggior parte dei miei clienti usano instagram. Facciamo dei post sponsorizzati ogni tanto in periodi particolari, però devo ammettere che questi posti sponsorizzati non mi hanno portato tanti risultati in termini di nuova clientela, la nuova clientela acquisita nel caso mio è stata attraverso il passaparola e le persone che mi hanno visto indossare I miei capi. Quindi, a questo punto mi chiedo se vale così tanto la pena fare I post sponsorizzati sui social, però dall'altro lato devo dire che attraverso quest'ultimi, hai più visibilità perciò la gente ti

ha sempre nella mente. Per esempio, ho gente che magari ora non si possono permettere un mio capo ma dicono che mi contatteranno dal momento in cui economicamente se la possono permettere. Anche se questo non equivale ad un vero acquisto, a me vuol dire tanto il fatto che la gente apprezza e appena possono mi contatteranno. Non facciamo attività di monitoraggio dei post sponsorizzati perchè in questo momento stiamo riscontrando dei problemi per questo l'attività di monitoraggio passa in secondo piano perchè ci sono altre cose più importante di cui occuparmi dato che me ne occupo io quasi di tutto. Però mentre li facevamo andava abbastanza bene e qualcosina ci aveva portato.

Per quello che riguarda il bugdet che assegniamo ai post sponsorizzati, mettiamo da 2,000 naira (6 euro) a10,000naira (300 euro) e questo ci portava quasi 300 -1,000 nuovi "followers" o clienti potenziali. Di questi 300-1000 nuovi followers, c'erano solo tipo 10 clienti attivi che erano davvero interessati ad acquistare I miei capi. Magari investendo di più, si riscontra più successo ma secondo me è tutta una cosa relativa.

Io non uso gli influencer per sponsorizzare I miei abiti perchè io personalmente non lo trovo credibile se e quando I personaggi famosi fanno pubblicità per un brand. Poi, sono dell'opinione che se io, una ragazza semplice riesce ad indossare un abito e splendere, lo può indossare chiunque e splendere lo stesso senza che debbano essere convinti da qualche personaggio famoso.

- Per me il personal branding sono io che indosso personalmente I miei capi a degli eventi o io che metto la faccia mia su quello che faccio. Questa è la cosa che funziona di più per me, lo considero la chiave di successo ed è il mio punto di riferimento anche se lo devo ammettere, odio stare davanti ad una camera, essere al centro d'attenzione, a volte odio anche essere io la faccia del mio brand! Però, penso che soprattutto per la gente che mi conosce, vedere addosso a me I miei capi in un modo trasmette a loro fiducia. Ho realizzato io il design dei capi, so come abbinarli e indossarli, in qualche modo do alla gente un motivo per cui acquistare I miei capi. Personalmente, usare il mio volto per la promozione funziona di più.

- Per me l'online reputazione è come passo io o il mio brand agli occhi della gente. Io, non essendo una ragazza molto social, credo che io debba lavorare di più sui

lavori che avvengono nel backoffice, quello che non vede la gente perchè se il lavoro sodo venga fatta dietro le quinte, questo parlerà per te, sarà molto più facile costruire una cosa online. Detto ciò non rinnego l'importanza o il vantaggio di una reputazione positiva.

L'unico aspetto negativo che riguarda il mio brand è il prezzo dei miei capi ma ho sentito dire che fisso prezzi troppo alti. Questo però è un aspetto che non posso controllare. Più che altro l'immagine positiva di un brand serve ai nuovi clienti o a persone che non mi consocono. Ho recentemente imparato come avere dei feedback dai clienti e ricondividerli. Il mio pensiero prima era che tanto alla fine del processo d'acquisto avevo I miei soldi e quindi non mi importava se mi mandavi una foto di come gli stava il vestito o I compplimenti ricevuti grazie al vestito ma ho imparato che è necessario far scrivere delle recensioni o dei commenti postivi e farli vedere. É una cosa che ho sottovalutato prima ma che d'ora in poi cercherò di far leva anche su di esso.

Per quanto riguarda il monitoraggio della reputazione non lo faccio per adesso. Sono dell'opinione che la gente avrà la sua opinione su diverse cose e danno diverse priorità a diverse cose. C'è chi pensa che I prezzi dei miei capi sono troppo alti mentre altri pensano che I prezzi siano giusti. Questo influenza a volte negativamente però come avevo detto prima, I prezzi dei vestiti sono Il risultato di tanto impegno e qualità.