

CCT College Dublin

## ARC (Academic Research Collection)

---

Business

Student Achievement

---

Fall 2020

### **An analysis of sustainable marketing and how is managed through social media platforms.**

Luis Eduardo Medina Zambrano

Follow this and additional works at: <https://arc.cct.ie/business>



Part of the [Adult and Continuing Education Commons](#), and the [Marketing Commons](#)

---

**College of Computer Training (CCT)**

**Assignment Cover Page**

---

**Module Title:**

Applied Business Research project

**Module Code:**

**Assignment Title:**

Individual Research Project

**Lecturer Name:**

Graham Glanville

**Student Names:**

Luis Eduardo Medina Zambrano

**Student Nos.:**

2016362

**Assignment Due Date:**

10-05-2020

**Academic Year:**

Year 4 ■

**An analysis of sustainable marketing and  
how is managed through social media  
platforms.**

## Abstracts

This paper provides the analysis of sustainable marketing and how is managed through social platforms. Globalization and the rise of the digital era have allowed companies to put more effort in their sustainability practices. Therefore, it is important to know that consumers are smarter more demanding, thus, brands a creating relevant content to share their corporate share values.

The data has been gathered from number of website's articles, previous studies, books and videos. The current study has been an attempted to build knowledge and to understand the importance of how sustainable brands such as Weleda, Patagonia, Whole foods, McDonalds, Alo Yoga developed their strategies through social media to promote engagement to consumer. However, beyond creating engagement, brand need to consider other strategies though examine the customer journey.

The findings of this research demonstrated that other sustainable brands create engagement by creating share value. Thus, relevant content can build a strong and long relationship between the brand and consumers. According to Cocking (2019) storytelling has become fundamental for this practice based on entertainment, learning, brand promotion and more. This evidence is shown by Kiepura (2017) with his example of Footprint Chronicles by Patagonia communicating their supply change problem with higher level of transparency. On the other hand, (USG) shown that creating the Hashtags #AloGivesWater and #cartgoals helped brands such as Alo yoga and Whole Food to connect with their audiences and build awareness.

In overall, when planning a customer journey, sustainable brands are developing a model of experience economy. However, each interaction in the costumer journey will make a difference for the next step to satisfy consumer needs an understand consumer behaviours. As a result, brand can put more effort with their practices and build awareness between the consumers and the brand.

## **Acknowledgment**

I would like to thank my supervisor Graham Glanville, for his guidance, advice and support through the entire dissertation process.

I would like also to thank my friend, Daniela Bolivar, Jorge Hernandez and Paola Peña for the support through the entire journey. Thank you for having patience to deal with many moments of confusion. Besides, you all have made this process easier with real moments of laughter and conversations.

To my God that always is with me.

## Table of contents

<b>Abstracts.....</b>	<b>2</b>
<b>Acknowledgment .....</b>	<b>3</b>
<b>1 Chapter 1: Introduction .....</b>	<b>6</b>
<b>2 Chapter 2: Literature Review .....</b>	<b>7</b>
2.1 Introduction .....	7
2.2 Development of literature review .....	7
<b>3 Chapter 3: Research Question(s), Goals and Objectives.....</b>	<b>11</b>
3.1 Objectives and goals .....	12
<b>4 Chapter 4: Research design Methodology.....</b>	<b>12</b>
4.1 Introduction .....	12
4.2 Methodology .....	13
<b>5 Chapter 4: Results .....</b>	<b>14</b>
<b>5.1 An analysis of how sustainable companies use social media to promote engagement to consumers.....</b>	<b>14</b>
5.1.1 Social media and engagement.....	14
5.1.2 Brand Awareness .....	15
5.1.3 Building Relevant content.....	16
5.1.4 The importance of User Generating Content .....	17
5.1.5 Public Relationship and Storytelling .....	19
5.1.6 Blogging in social media.....	22
<b>5.2 Evaluation of how sustainable marketing practices are impacting the customer journey.</b>	<b>22</b>
5.2.1 Branding as a corporate share value .....	23
5.2.2 Experience economy and the impact in the customer journey.....	24
5.2.3 Social media improve experiences .....	27
5.2.4 Digital touch points.....	28
<b>6 Conclusion and further work .....</b>	<b>28</b>
<b>7 Chapter 7: Critical Self- Review.....</b>	<b>33</b>
<b>References.....</b>	<b>34</b>

## Table of figures

Figure 1 Sustainable industry.....	8
Figure 2 Number of people using social media platforms.....	9
Figure 3 Global Social Media Overview: Source Dataportal.com (2020).....	15
Figure 4 Alo Yoga (UGC) Source: Instagram (2020). ....	18
Figure 5 Whole Foods (UGC). Source Instagram (2020).....	18
Figure 6 Influencer Content-Marketing. Source: Eywa (2018).....	19
Figure 7 Impact of Influencer in Social media Channels. Source: mediadix.com (2019).....	20
Figure 8 The New Footprint Chronicles: Source: Patagonia (2015). ....	21
Figure 9 Social Media Marketing Strategies. Source: Buffer.com.....	22
Figure 10 The Horizontal Customer Journey. Source: Slidemodel.com.....	24
Figure 11 The typical Online User Journey. Source: Strong (2017).....	25
Figure 12 Brand-Customer Touch Point. Source: Slideteam.com.....	26
Figure 13 Blue Print Service. Source: Alex and Ani (2020).....	26

## **1 Chapter 1: Introduction**

The purpose of this research aims to increase understanding of the impact of sustainability marketing practices. White et al. (2019) stated that consumer behaviour plays a role in sustainability as now consumers are more conscious and want to spend their money on products and services that they believed in and engage with companies that have good political and social values. Thereby, Khera (2010), stated that sustainable marketing is significant for companies that want to retain or attract customers with this mindset, subsequently, it is fundamental for organizations to worry less about short term profits and focus more on long term consumer value.

On the other hand, Appel et al. (2019) the advances in technology have motivated companies to introduce social media to increase attention from the consumers. The use of social media benefits organizations in terms of driving more innovation, brand awareness, connectivity, customer satisfaction and building communities as suggested by Tsimonis and Dimitriadis (2014). In fact, by building a good social media strategy will allow companies to share this information and therefore improve the level of the experience between consumer and the brand.

Moreover, in this digital era customer experience has been evolving among the years. As a result, a new approach based on experience economy has leading companies to adopt innovation when planning the customer journey. Besides, Verhoef et al. (2009) explained that brands must consider the importance of every touchpoint when building a campaign to satisfy consumer needs. Thus, for organizations, social media channels are the link to engage them with consumers to and play a role to promote their sustainability efforts as suggested by Khan (2019).



## **2 Chapter 2: Literature Review**

### **2.1 Introduction**

This section will focus on the literature review of the research with all the relevant information. The literature review will start from sustainable marketing focus on customer journey and experience. Additionally, sustainable marketing will be reflected in the areas in market that has have the most impact on, such as food, brand and others. It will be followed by specifying the brand engagement that some brands have applied to their strategies such as Patagonia and Whole Food.

### **2.2 Development of literature review**

Globalization and the development of computer technology have impacted the market in different ways, being more competitive, efficient, generating opportunities to do business. However, at the same time representing multiples challenges for managers in their companies as suggested by to Belz (2006).

In the last decade, sustainable marketing has rapidly grown in the marketing literature. According to Belz (2006) stated that this field is developed to satisfy the customer's requirements and expectations for social-environmental principles and goals in the firm. Currently, companies are trying to adapt their strategies to differentiate products and services get more positioning in a competitive market as suggested by Kumar et. al (2012).

In addition, Sustainable marketing offers a sum of incentives to companies and provides growth opportunities. According to Dono et al. (2010), there is an opportunity for companies to differentiate non-eco-friendly product and substitute them with a sustainable product to promote competition and rise new buyers. There has been wider research on sustainable products that show an increase in new buyers as resulted of a new initiative and better sustainable practices as proposed by Banerjee (2003). Nevertheless, some consumers who are doubtful about this kind of practices.

According to the report made by Quid.com (2019) explained that since 2017 there is an increase of sustainability practices in different sectors of the industry. Food and beverage cover almost third quarter with respect on sustainability as shown in the figure below.

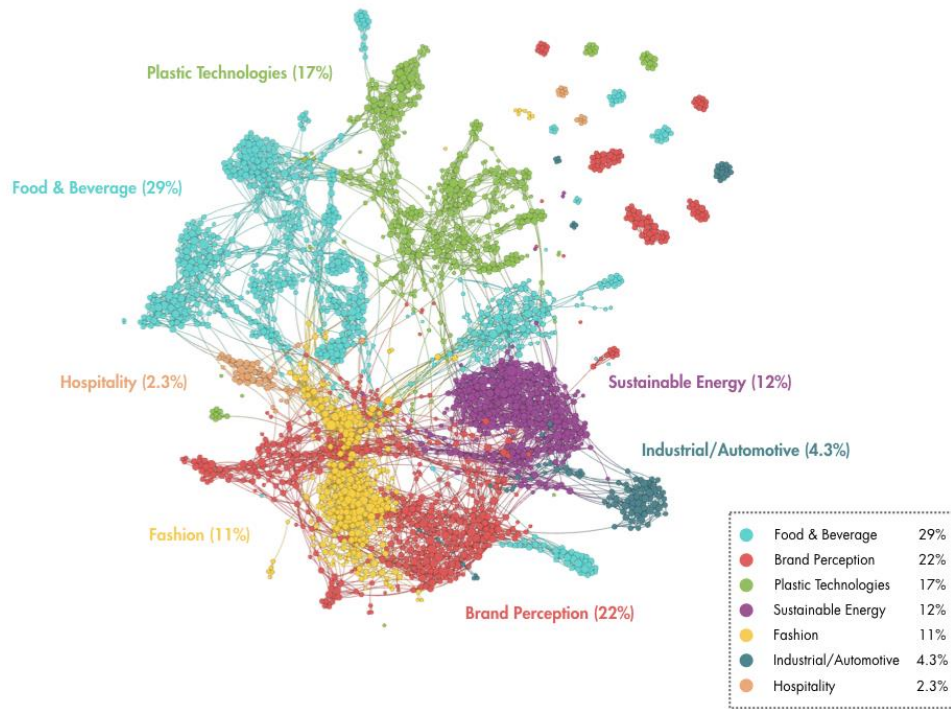


Figure 1 Sustainable industry. Source: Quid.com (2019)

Brands such as McDonalds and Starbucks started a plan by 2020 removing plastic straws and lids from its products as part of the environmental efforts as suggested by Garcia(2018). However, these practices have not been good enough, in some regions like the UK and The Republic of Ireland. The new compostable straws cannot be recycled due to thickness and should be put into general waste as explained by Kinsella (2019).

Nevertheless, McDonald et. al (2008) explained that sustainability practices represent a challenge for marketers, they need to make distinctive their sustainable brands from others and let consumers know about it through promoting, labelling and social media. In contrast, customers to identify what brands is more sustainable are facing the choice through a variety of product and significant information as explained by McDonald et. al (2008).

Khan et. al. (2019) stated over the years social media has helped companies in ways such as stimulating sales, increasing brand awareness, and engagement with the audience. However, some authors state the significance of managing the right combination between

traditional and social media marketing as suggested by Weinberg and Ekin (2011). Some brands succumb in the marketing efforts as a victim of social media movement by ignoring traditional practices as a part of their marketing strategy. Besides, brands do not believe what social media return that can prompt affect other marketing strategies as propose by Miller and Lammas (2010).

On the other hand, Brands has saturated the used of social media platform trying to communicate their messages,by contrasting Dellarocas et. al (2007) states that is a motive for the consumers to trust more in other consumer reviews rather than an expert opinion.By now, many companies have demonstrated a particular use of sustainable marketing strategies through social media in platforms such as Facebook, Twitter, YouTube, Instagram and LinkedIn. This study has found that Facebook still the largest social media platform used in marketing efforts as explained by Mangles(2017) and shown in figure 2 below.

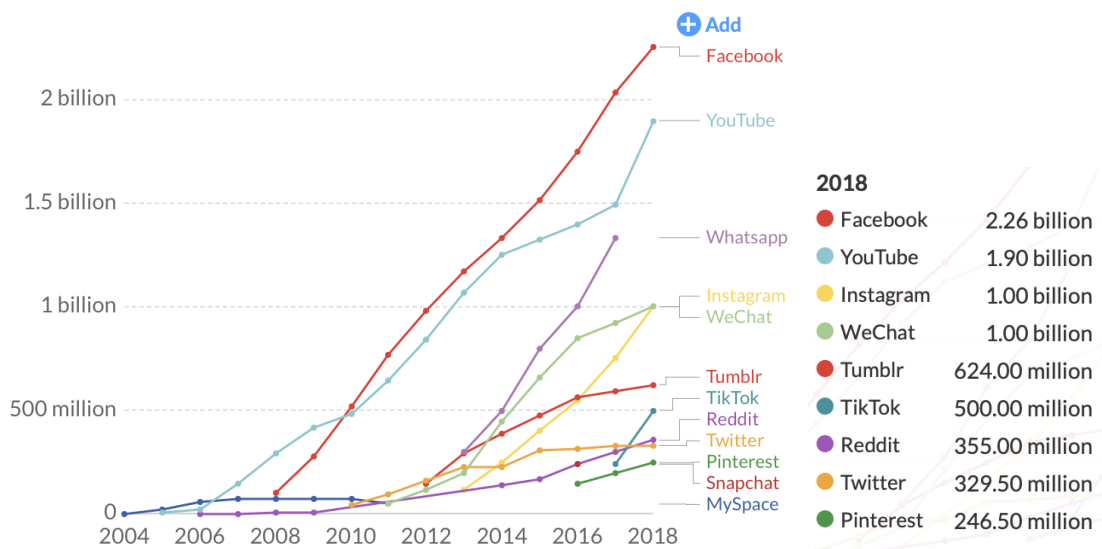


Figure 2 Number of people using social media platforms

Source: Our world data.com (2019).

Despite the overwhelming evidence, Urlaub (2014) stated that social media is an opportunity to create trust in sustainability programs. Thus, companies such as a Patagonia is using a lot of digital content to promote its productsthroughvalue content as explained by ThinkMedia Consulting (2018).Patagonia has a department exclusive for social media and as

a part of the strategy, they use 5 important platforms such as Facebook, YouTube, Twitter, Instagram and LinkedIn as suggested by Urlaub (2014).

Briggs (2016) explained that engagement is the level of the interaction between customers and brand through specific valuable content. Besides, O'Brien (2018) states social media engagement benefits organizations to have a better approach towards consumers, more Return of investment (ROI) and greater brand awareness. Patagonia has the highest engagement scores of all brand on Facebook, this result is because they are making content with value as explained by Engagement labs (2016). The firm is so effectively using multiple platforms. As a part of their efforts, they share a lot of visual and video content promoting a blog post, event pages, activism on topics and also using fans as an ambassador of the brand to share their own content and making them feel like part of the Patagonia family as explained by McGowan (2019).

On the other hand, Anderson (2019) mention that Whole Foods has increased its brand awareness through improving engagement with their consumers. Taylor (2019) explained that Eco-friendly stewardship is a core value for Whole Foods; thus, the firm promotes its sustainability efforts through social media and CSR program like is Grocery Stewardship Certification (GSC) gaining operational sustainability, reduce cost and maximize their process as suggested by Anderson (2019).

Furthermore, this view is supported by Taylor (2019) as he stated that Whole Foods is known for being one of the leading companies with social media engagement through Twitter, the brand has over 150 Twitter accounts all over the world. Over more 4.3m of users follow these accounts which imply full-time community manager responding to the needs of the audience as explained by Millan (2015).

When attempting to understand the term customer experience is necessary to consider as the new course focus on the area of marketing. Verhoef et al. (2009) stated that customer starts from the interactions between the consumers and the brand. This experience involves emotional, affective, physical response to the organization. However, customer experience still having numerous problems due to the lack of definitions and all the framework what it

entails that managers do not have clear guidance on how to create a customer experience in the customer journey as proposed by Klause (2013).

In addition, According to Macdonald (2019) stated the customer experience is familiarized with Customer Relation Management (CRM) and the purpose is to increase customer experience, which is easier through these programs due to these programs can hold the customer's data, as well as making easy and less painful the customer relation with the supported teams as suggested by Fontanella (2019).

Within this context, Agius (2019) stated that the definition of the customer journey is implemented in marketing practices. Thus, the customer's journey is the process consumer go through to different stages as they become aware of, evaluate and purchase a product or service as explained by Hintz (2019). However, by understanding this definition of customer journey could not be enough and is required to visualize the interaction into scheme that can be used for marketers as resource of information of the buyer as suggested by Agius (2019).

Although, these findings suggest that in general is necessary for marketers to try to understand the customer experience, thus, mapping customer journeys is a valuable tool to enhance customer experiences as proposed by Bitner et al. (2008). Therefore, By mapping a customer journey, marketers can identify what is helpful and attractive to the customer about the product or service from the initial attraction to post-sale support as defined by Hintz (2019).

Furthermore, when building a campaign, each interaction presented in the customer journey play an important role in sustainable marketing. Furthermore, Lemon and Verhoef (2016) argued the significance for brand to know the real value of customer experience and customer journey. They confirmed that customer interacting with companies through several touchpoints, different channels and media, it would make the experience even better and more natural as well as obtaining customer viewpoint on service process as suggested Lemon and Verhoef (2016).

### **3 Chapter 3: Research Question(s), Goals and Objectives.**

1. An analysis of how sustainable companies use social media to promote engagement to consumers.
2. Evaluation of how sustainable marketing practices are impacting the customer journey.

### **3.1 Objectives and goals**

The goals and objectives of this research is to examine what influence some brands such as Weleda, Patagonia, Alo Yoga to use social media to promote engagement. Therefore, the aim is to evaluate how relevant content is challenging marketers to establish long-term relationship between the brand and consumers. The research will followed by looking at how user generate content, Storytelling and other social media strategies are used to build trust and therefore improve the communication channels.

On the other hand, the study will be determining the impact of sustainable marketing in the customer journey. To examine the customer journey is important to know the moments of truth on each stage; pre purchase, purchase and post purchase. Moreover, the research will be analysed based on experience economy and how important is align the objectives with the mission of the company to create share value.

## **4 Chapter 4: Research design Methodology**

### **4.1 Introduction**

This section aims to highlight the methodology approach utilized for gathering and analysing data for this study. Besides, it is found the chosen research approach in the research an investigation into how sustainable Marketing is managed by companies to influence the buying behaviour via social media. This research is carried out by an inductive approach, examining data from previous theories in the sustainable marketing field. The analysis most appropriate for the data is a qualitative approach, as the data is collected based on secondary sources like documents, articles, website, social media and previous studies about sustainable marketing. Finally, all the research will be supported from academic journals, and articles about sustainable business and its practices

## 4.2 Methodology

According to Woiceshyn and Deallenbach (2018) stated that the inductive approach usually is concerned with creation of new theory emerging from data. In other words, the researcher can make empirical opinions about some point of interests and founding concepts as defined by Locked (2007). Some authors support this definition and including this approach is associated with qualitative research to narrow the scope of the study as suggested by Deborah (2013).

However, this theory has gained several repercussions in others field. According to Ormerod (2009) stated that different cognitive psychologists have debated this approach, as resulted they pointed out that reasoning cannot capture how individuals think. Similarly, computer scientists have found that logic does not explain how individuals react to their environments. Furthermore, by supporting these facts Harriman (2010) explained that Philosophers of science do not consider this approach a scientific method.

According to Ochieng (2009) stated that qualitative research can help to understand better the reality of a given situation. Additionally, Straus and Corbing (1990) claimed that qualitative method is associate with humans' factors such as experience, behaviour, emotions and feelings. Qualitative methods are important as it is easier to find a new way of seeing previous data as suggested by Ploeg (1999). Besides, the author stated if the purpose is to build a theoretical framework that present veracity instead of the researcher own perspective, thus, it is possible to identify methods that help the finding of theory data as proposed by Ochieng (2009).

Furthermore, Cohen et al. (2011) stated that when using a qualitative approach, the researcher can use different method such as interviews, questionnaires, direct observation, surveys, focus groups in order to collect data. Consequently, the data collection is more accurate and detailed as explained by Ochieng (2009). For the purpose of this research, a case study method will be applied, as to collect data from secondary sources like documents, newspaper articles, websites, social media then it is easier. However, Richard and Richard (1994) argued that data collection might be difficult and complex, as the methodology is focused on experiences, results, for instance, it will present difficulty to interpret the data as suggested by Ochieng (2009).

## **5 Chapter 4: Results**

### **5.1 An analysis of how sustainable companies use social media to promote engagement to consumers.**

In the last decade, costumers expect brands to have a social media presence, yet sustainable activities have all the earmarks of being experience poor communication as explained by Starr (2018). This is important because brands that assume sustainability initiative can fail even if there is an incongruity between what they are doing and the perception of stakeholders. Starr (2018) Social media help to close the gaps and is a viable way to let firms put in practice their sustainable commitment.

According to McGowan (2019), social media play an important role in the consumer live, besides, nowadays it is easy to reach audiences due to social media and extensive access to the world wide web as explained Groth et al. (2018). Consequently, kemp (2020) referred in his report that there are more 3.8 million users that use social media around the world. This population represent 49 percent of the entire world and spend and spend around 2 hours and 30 minutes according to datareportal.com (2020).

#### **5.1.1 Social media and engagement**

Groth et al. (2018) stated that engagement shapes the model of social media and include all interactions defined as the way to communicate between users (Prahalad & Ramaswamy, 2004) such as mentions on Twitter, likes on Instagram or comments on Facebook's post as well as building relationship between users, brand or organization that reach out their consumers and other target groups as suggested by Kietzman et al. (2011).

Therefore, O'Brien (2018) stated social media engagement benefits organizations to have a better approach towards consumers, more Return of investment (ROI) and greater brand awareness. Patagonia has the highest engagement scores of all brand on Facebook, this result is because they are making content with value as explained by Engagement labs (2016).



### 5.1.2 Brand Awareness

On the other hand, Anderson (2019) mentioned that Wholefoods has increased its brand awareness through improving engagement with their consumers. Taylor (2019) explained that Eco-friendly stewardship is a core value for Whole foods; thus, the firm promotes its sustainability efforts through social media and CSR program like its Grocery Stewardship Certification (GSC) gaining operational sustainability, reduce cost and maximize their process as suggested by Anderson (2019).

Yet, this engagement is principally long-term relationship and occurred when firms encourage the process of experience to meet consumer's needs. Consequently, Gummers et al. (2012) stated that these experiences are related to various behaviours that raise the relationship with the brand by involving participation and self-expression Perreault and Mosconi (2018). Thus, engagement and interaction allow people to become part of the brand's story and create awareness by building and sharing content as referred by cypress.com (2020). However, working on Facebook, Instagram, LinkedIn, Twitter, Pinterest and Snapchat can result in different challenges for practitioners but their similitudes can make them easy to manage as explained by Montgomery (2020).

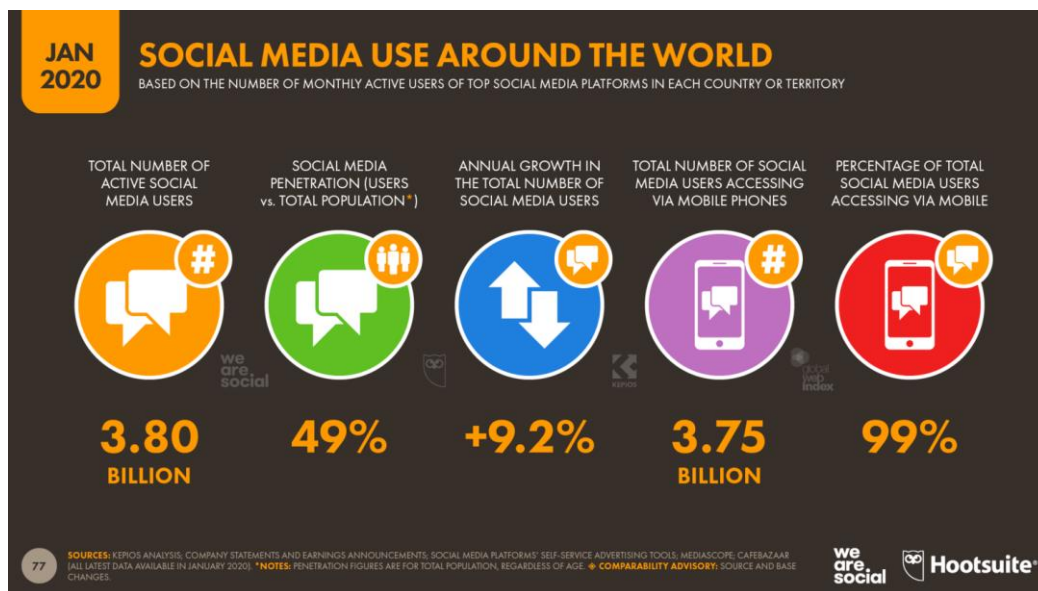


Figure 3 Global Social Media Overview: Source Dataportal.com (2020)

Furthermore, social media allows users to interact with various groups that givespecific topics like Sustainability and Corporate Share Value. Therefore, these engagements on

sustainability topics hinges on environmental practices as suggested by Pikerill (2001). Consequently, when engagement towards sustainability on social media is high, it could lead to higher involvement concerning awareness on blogs, forums and social media sites as proposed by Stieglitz and Dan- Xuan (2013). Furthermore, Groth et al. (2018) stated that messages allocated through social media may end it up to be more successful in encouraging knowledge and behaviours about the environment that conventional informative campaigns.

However, the need to transform consumer behaviour in sustainability became a challenge for marketers, which can be overcome through the knowledge granted by them. This implies that organizations today are required to viably convey their efforts as well as make them important to the community and to include and engage people to take action as suggested by Stareva (2013).

Thus, Carpenter et al. (2016) recommended that marketer must need to understand the culture and communication on social media as well as establishing strategies to influence awareness. However, many firms still trying to figure out how to engage with their audiences in social terms. Thus, it is important to know when to apply social media for engagement as suggested by Michiels (2011). Consequently, Lua (2019) stated that there is an excellent rule to follow and answering like is the 5Ws: 1.) Why do you want to be on social media; 2.) Who is your target audience? 3.) What are you going to share; 4.) Where are you going to share; 5.) When are you going to share?

### **5.1.3 Building Relevant content**

On the other hand, Sustainable companies look for engagement by creating valuable content for their buyers. Chaffey and Simms (2020) relevant content became a challenge for marketers to develop fresh and quality that attract consumer. Matizmo (2020) stated that by creating relevant content with help to build a strong and long – term relationship with the consumer. Besides, in order to achieve it, brands must apply audits to identify which social media platforms are most convenient for this strategy. Brands like H&M and Patagonia use their creativity to create unique content based on aligning the mission statement with the sustainable efforts to produce engagement with their targeted audience as explained by Fransen (2020).

According to Montgomery (2018), social media is considered the consumer service centre for most of the brands. Taiga Company (2020) stated that most of the consumers want to listen about sustainability efforts and CSR through social media channels to engage with firms about environmental issues. As a result of consumers trust more in brands that include social media as explained by Gleeson (2012). Besides, Wintle (2012) added that trust on social media is based on feelings and emotions that consumer perceives in social media rather than other practices of advertising.

Besides, Pole (2012) stated that marketers will depend on how relevant and consistent and engaging the content in order is to reach the audiences. To get these result managers must have a concise communication strategy aligned with goals of the firm. GivenLondon.com (2012) added that is the goal is brand awareness positioning then the objective is to tell the audience about their brand and what practices they do for sustainability. Hence, it is necessary for a wider communication strategy connected with social media channels to share brand voice and messages broad but compelling.

#### **5.1.4 The importance of User Generating Content**

According to Newberry (2019), User-generated content (UGC) is any type of content such as videos, image, reviews, blogs created by the people and shared by the brands through social media accounts or the other way around. Mackinnon (2012) referred in her study that 66% percent of consumer rely on (UGC) when it comes to purchasing decision.

Therefore, it was found that 65% per cent of consumers trust in brands that used this type of marketing. Thus, Mahony (2020) agreed and added that Facebook, Instagram and Twitter are the platforms to use this practice. He suggested an example which brands develop a specific hashtag for consumer on the platform related to the product and then consumers can use it for their own content, resulting in brand engagement. Gregory (2020) suggested that Alo Yoga has used (UGC) in every touch when making a social campaign. The hashtag #AloGiveWater was an initiative to give one-person access to safe water every time a user posts a photo on Instagram with the hashtag.



**ashleygalvinyoga** • Follow  
El Nido, Palawan

water and every 30 seconds a child dies from a water-related disease.

Today you can help!! @aloyoga is partnering with @water For every post with the hashtag #AloGivesWater they will give 1 person access to safe water for a whole year!!! Happy Earth Day 💧

105w

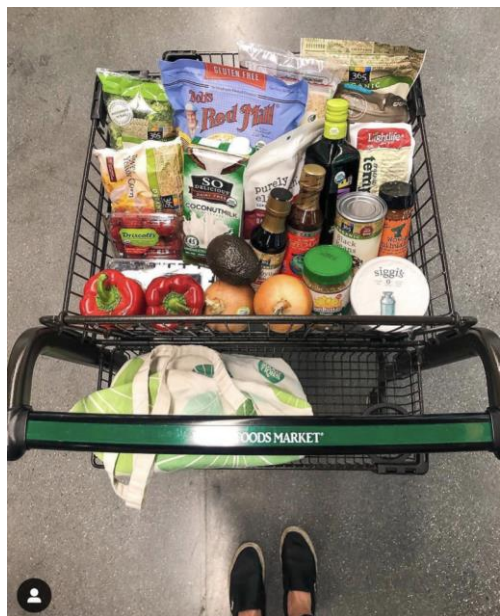
Liked by **gabriella.dondero** and **9,504 others**

APRIL 22, 2018

Add a comment... Post

Figure 4 Alo Yoga (UGC) Source: Instagram (2020).

Consequently, Alo Yoga inspires people through engagement that contribute to the building of brand awareness in the firm. On the contrary, Whole Foods had the opportunity to use the #cartgoals hashtag by sharing this photo from other another consumer in one of their shops.



**wholefoods** • Follow  
Whole Foods Market

**wholefoods** This #WholeFoodsHaul from @lunchbyliz is the definition of #cartgoals. 🛒 What are you stocking up on this week? Tag us with #wholefoodshaul and we'll share our faves. #MealPrep #MakesMeWhole

62w

**livelikeioe** @christopherisantiago

Liked by **ruthmoschner** and **10,569 others**

FEBRUARY 17, 2019

Add a comment... Post

Figure 5 Whole Foods (UGC). Source Instagram (2020)

### 5.1.5 Public Relationship and Storytelling

On the other hand, some sustainable brand used social media as Public Relationship (PR) tool. According to Vermoesen (2020) to step into a long-term relationship with the audience, there is a way to communicate your sustainable strategies by establishing a confidence relationship with journalists. On the other hand, sustainable influencers are essential to social marketing strategy. Blanchfield (2019) explained that sustainability point of view is shifting to fast. In order to help to save the planet, people are changing their diet, shopping less and reducing the amount of plastic in their life. Subsequently, many brands have chosen PR to bring stories to life. Besides, it helps to identify new audiences and then, by creating relevant content, brands will build a trustworthy relationship with consumer and stakeholder as proposed by Pietsch (2020).

Consequently, some brands like Weleda that have been developing environmentally friendly products gives the opportunity for a blogger to share the content experience through social media and on the site as explained the article by Eywa (2018). Therefore, The Honest Company brand is known for their organic and environmentally product for women and their babies present similarities with Weleda by promoting their content through influencers as suggested Honest.com (2020). However, they offer and affiliate program to be an ambassador with the chance to earn product benefits and money for sharing contents with their audiences about the firm on social media as referred by mediakix.com (2019).

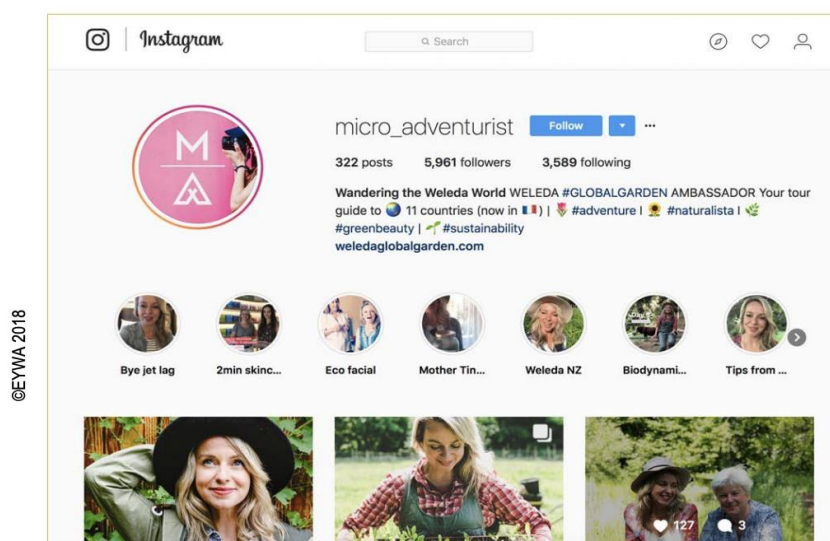


Figure 6 Influencer Content-Marketing. Source: Eywa (2018)

Thus, these brands produce a real engagement through Social media with their audiences ensuring to sell brand image successfully. Furthermore, mediakix.com (2019) explained that this new strategy is called influencer marketing strategy and therefore stated that in the last decade have impacted on social media channel and is represented in the figure below.

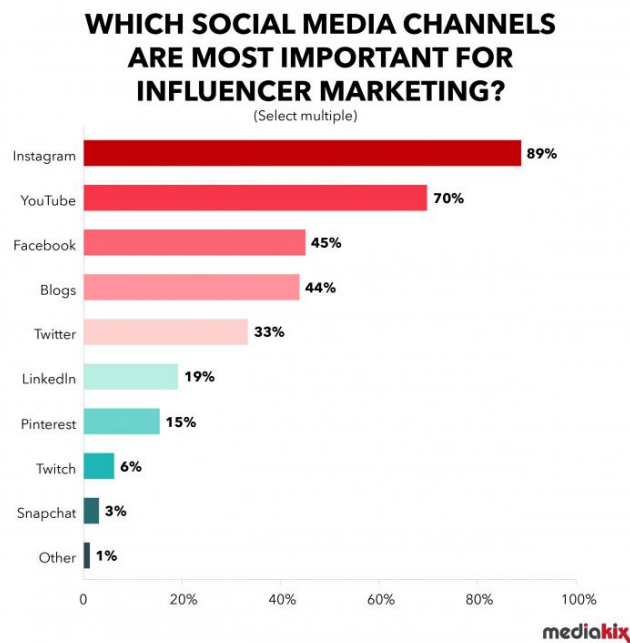


Figure 7 Impact of Influencer in Social media Channels. Source: mediadix.com (2019)

Nowadays, storytelling has become a new way to tell the consumers what the brand is all about. Medium.com (2018) stated that this type of strategy where there is a protagonist, goal and development are the three vital ingredients of good Storytelling. On the other hand, Cocking (2019) digital storytelling is growing popularity by sharing content through Social media videos. This type of content contains several purposes: entertainment, learning, motivations, brand promotion and more.

Kiepura (2017) suggested that a great example is Footprint Chronicles in Patagonia delivers an honest compelling way to communicate information that involved their corporate practice, products and the supply change problems. Patagonia (2013) suggested two important factors is the level of transparency, Patagonia believes that transparency is becoming a level of expectation now as a result, people want to know more about the supply. Secondly, empowerment is seemed in the staff, by looking always an option to improve the supply

change and then make them, following the consumer empower this social-environmental information to make a good purchasing decision on the products they buy as described Patagonia (2013).

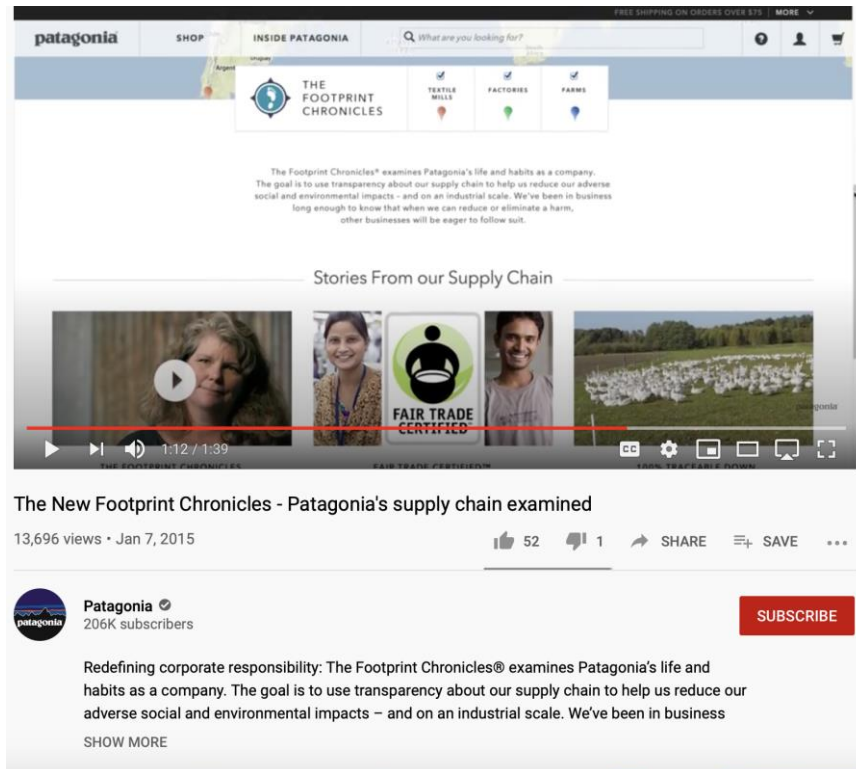


Figure 8 The New Footprint Chronicles: Source: Patagonia (2015).

On the other hand, Honest (2020) explained that brands Like Weleda are putting a lot of effort into social media. As a result, they became a social point of reference through the use of Twitter, Pinterest, YouTube, Instagram and Facebook. Vermoesen (2020) suggested that in order to obtain a good result in social media, is by investing in a long-term strategy. Consequently, this strategy will depend on how much money and time is necessary to invest.



Figure 9 Social Media Marketing Strategies.Source: Buffer.com

### **5.1.6 Blogging in social media**

On the other hand, sustainability and social media together give a revitalizing and innovative approach to firms. Vermoesen (2020) added that two simple social media strategies that can be applied on each platform: 1.) Aggregating, this element occurred interacting with the content of their user. i.e by reacting to the blogs of others, posting and sharing links to other blogs.

However, this strategy represents less visibility of the firm as explained by Propper (2019). 2.) Short Blogging. Most of the sustainable brand used twitter, LinkedIn, Facebook to express opinions, ideas teasers. Therefore, it is recommended posting often this content promoting engagement with consumers as stated by Pearreult and Mosconi (2018). 3.) Blogging from the brand's website with relevant content and then, sharing to other social media channels to keep consumers engaged with the sustainable efforts. McGowan (2019) suggested That Patagonia is one of the few brands that used five the platforms such as Instagram, Facebook, LinkedIn, Twitter to post and share content from the website page without overlap between the platforms.

## **5.2 Evaluation of how sustainable marketing practices are impacting the customer journey.**

Over the years, sustainability in marketing has increased attention when launching a campaign. Kotler et al. (2010) stated that consumers are no longer perceived as a market target but rather thoughtful and intelligent partners with emotions, heart and spirits. Organizations are required to cooperate with customers who are smarter and more demanding when selecting a product as explained by Seretny and Seretny (2012). Consequently, they participate in developing new product and service solutions that will meet their needs and engage in the creation of advertising proposals and influence in the decision process for social good.



### 5.2.1 Branding as a corporate share value

However, there are brands who frequently feel pressured to change the business model immediately, which is not always a good idea and can lead to brand losing the personality as suggested by Livia (2019). In response, Lee Yohn (2014), explained that great brands do not use their brand as strategies, they rather start working inside, by building a strong internal organization culture that allows each member to have a clear vision of mission and values of the company. Therefore, Morgan (2018) added that the organization must align their employees with the mission and brand strategy to provide a reliable understanding of the brand to the consumer. Besides, he referred that failing through this connection between the brand and employees might impact the growth and success of the firm.

Moreover, Lee Yohn (2014) referred that great brands do well seven things to improve brand awareness while boosting profits margins and separate the best from the rest and these are: 1.) Great brand start inside; 2.) Avoiding selling products refereeing those brands that created an emotional connection with people through the use of product features; 3.) Ignore trends; 4.) Do not chase customer; 5.) Swett the small stuff. 6.) Committed and stay committed; 7.) Never have to be back Morgan (2018) agreed and added that explaining this last element, brand must create a sustainability business path redefining customer share value (CSR) into creating sharing values (CSV) to encourage change and produce a beneficial impact on society as explained by Yohn (2014). Consequently, (CSV) coincide with the understanding the value of the chain of the firm together with a corporate's budget to impact social issues as suggested by Porter (2010). Besides, he stated that internal and external stakeholders are sharing the values of the brand.

So far, there is a little discussion in standardization. Tashiba (2014) stated that sustainable brand must provide standards which include, specifications, guidelines or characteristic of the product and services. As a result, it provides brands to communicate sustainability practices like (CSR) and Triple Bottom Line (TBL) to consumers and other brands. Moreover, it will benefit the access to new markets, including transparency which develops a relationship between the consumer and the brand followed by enhancing customer satisfaction as described Kassoy (2010)

## 5.2.2 Experience economy and the impact in the customer journey

On the other hand, since consumers are pushing brands to be more sustainable, companies are adapting their sustainability efforts based on experience economy as suggested by Pine and Gilmore (2014). Thus, by understanding experience economy aid marketers to involve sustainability with the core driver of the brand developing a strategic marketing planning on sustainable practices as referred by Rinne (2017).

Consequently, Strong (2017) when developing a customer journey is important to consider that potential consumer has the first interaction with the brand before the purchase. During the purchase process, the consumer must go through five stages with many interactions at different touchpoints from Awareness to advocacy when the consumer is engaged and shared their experience to friends or family referred the as proposed by Pixlee.com (2020).

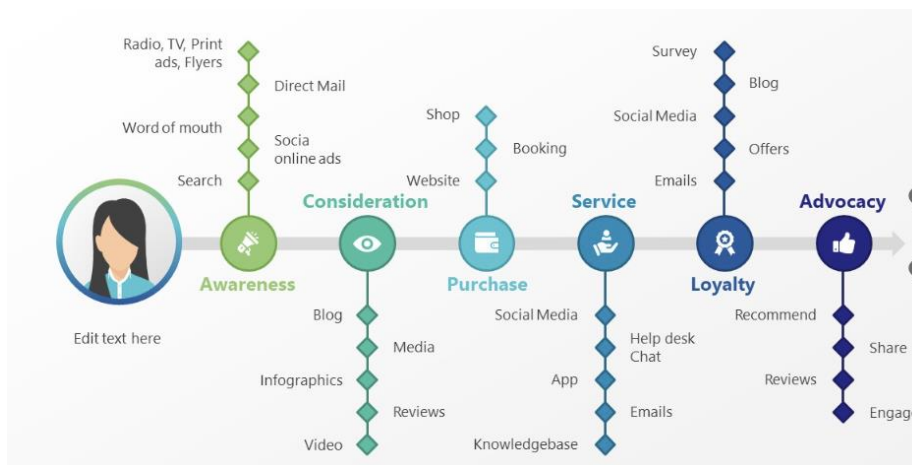


Figure 10 The Horizontal Customer Journey. Source: Slidemodel.com

Conventionally, it has been defined three moments in the customer journey where the consumers interact with the brand (Strong 2019), which it is necessary to determine the probability of the consumer to purchase as explained by Nelson (2019). These moments are called Moment of Truth (MOT) and are described below.

Strong (2019) highlights that the First Moment of Truth occurs when the consumer has the experience of the product in the store, also in this stage the consumer gives the first opinion about as described mycostumer.com (2020). The Second Moment of truth is based on the experience following the purchase decision. The resulting experience will be important to

support promises offer in the product and build a relationship with the consumer as referred by Cohen (2013). Lastly, the Ultimate Moment of Truth happens post-purchase thus, consumers become fans and can give feedback through word of mouth, review and ratings, often on social media channels and websites as referred by strong (2019).

However, marketers believed there is another moment called Zero Moment of Truth (ZMOT). Strong (2017) explained that this interacting point is located when the consumer is researching for the products before the brand knows that they exist. Therefore, Lecinski (2014) added that this moment often occurs when the buyer is looking at information online for the product and make the decision about the brand. (ZMOT) is described as a revolution in the way that marketers can understand consumers behaviours and consequently represent a competitive advantage in the marketplace as explained by Zeromomentofthruth.com (2012).



Figure 11 The typical Online User Journey. Source: Strong (2017).

Furthermore, to increase consumer experience and satisfaction, firms must pay attention to the touchpoints. Thus, the customer's experiences are important for organizations to ensure that the interactions with them are working efficiently through multiple right channels as explained by Maechler et al.(2016).In fact, any contact between the product or service experience and the stakeholders is brand touchpoint and is classified in three different sections in the life circle: Pre-purchase, purchase a Post-purchase and is shown in the figure below:



Figure 12 Brand-Customer Touch Point. Source: Slideteam.com

Thus, a good example is Alex and Ani and the purchase experience provided. In this second moment of truth the brand offers customization and personalization. Milnes (2015) explained that one of the future apps is the personal blueprint, where consumers give their birthday, name, gender and other and other aspects, then it comes back to with a list of necklace, gems and jewels that are specific for the consumer based on the data provided before with information about numerology, archangel and zodiac signs. As a result, the experience is bringing a significant connection between the brand and customers.

The screenshot shows a user interface for 'LUIS's Blueprint' for a user born on October 05, 1984. It features several informational sections and a 'RECOMMENDED' jewelry section.

- EMAIL RESULT:** [Button]
- START OVER:** [Button]
- BIRTHSTONE // Rose:** Known as the love stone, October's rose tourmaline is a reminder to continually give affection and express adoration.
- ZODIAC // Libra:** Creative Libra, an air sign, sees the beauty in everything, finds balance efficiently, and is truly an artist at heart.
- ARCHANGEL // Uriel:** Uriel is the archangel who oversees Friday. He embodies divine vision and fire, inspiring you to set goals, solve problems, and ignite inner passion.
- NUMEROLOGY // 9:** Nine is the number of divine completion, and the humanitarian. Globally-minded, they are kind, selfless givers. Feel a greater connection to the world.
- RECOMMENDED JEWELRY:**
  - Libra Two Tone Expandable Necklace \$38.00
  - Libra Two Tone Charm Bangle \$32.00
  - Initial M Two Tone Charm Bangle \$28.00
  - Libra Zodiac Pavé Crystal Necklace Charm \$32.00

Figure 13 Blue Print Service. Source: Alex and Ani (2020)

Therefore, when planning touchpoints, it is significant in adjusting brand values and consumer experience as explained by Karjalain (2003). Nevertheless, brand values sometimes are not suitably embedded in the touchpoints, thus it could create irregularities experience. These irregularities might be creating distortions happening during the touchpoint design

process as explained by Gonzales et al. (2016). Furthermore, Smith (1999) Added that experiences can be divided into five different types: Senses,Feelings,Think, Act, Relate. Thus, following this pathway, brands need to focus on consumer encounters and experiences to check if there is a brand gap in the service that is not reaching consumer satisfaction.

WSJ.com (2014), referred that since 1980 population is spending more in experiences, thus, recent studies have confirmed millennium generation has grown and how they are from 18 to 49 years of age having in common like is share love for experiences rather than material possessions as a result of the digital age as explained by Big Reg Group (2019). Consequently, social media is pulling together people only to then gather offline and they are learning from that offline experience and sharing more than ever to the audience making memories more than ever to audiencesand memories more tangible and valuable as explained by WSJ.com (2014).

### **5.2.3 Social media improve experiences**

In response, Salesforce.com (2020) referred that in the last decade a well-design website and social media must be developed based on relevant and easy content to interact with consumers. In a digital era, 68% of the brands have integrated a mobile-friendly design that facilitates interaction between the brands a consumer in the customer's journey, due to consumer prefer short and simple interaction as explained by Nue.ie (2020).Therefore, Sheme (2020) added that marketers should understand customer experiences at each point and to do it they need to consider the practical, logistical and emotional aspect based on experiences.

Additionally, Verissimo and Menezes (2016) stated that social media is a tool considered to enhance the consumer experience. Epstein (2020) added that social media helps to examine (ZMOT) in the digital customer journey. Therefore, he stated that nowadays consumer starts 61% of the transaction online instead of using traditional purchase at the store.

Moreover,Saleforce.com (2020) explained that social media channels are an extension of the business's brand. However, the influence of social media interactions onconsumer experience is frequently ignored. Although, customer engagement on social media should encourage interactions. Consequently, when brands have a personalized and authentic

response, it enhances consumer satisfaction and experience rather than a regular response that can derive in consumer frustrations as referred by Wienk and Peri (2019).

#### **5.2.4 Digital touch points**

On the other hand, Digital touchpoints have become more important to retain consumers and improve consumer experience. According to Frye (2017) the search result Page is also often the first touchpoint that consumer interacts with the brands. Subsequently, the website landing page is the next touchpoint thus, marketers should analyse the insights to check how are the consumers interacting on the page. Kean (2017) agreed and added Chatbots, these software programs are an intelligent way to engage customers, retain valuable information and interact with the consumers.

Thus, Salesforce.com (2016) referred that planning a customer journey with help consumers interact with the brand. Moreover, to apply there are multiple ways from many touchpoints where sustainable brands can focus their efforts based on the consumer needs at different stages in journey path and therefore, avoiding losing opportunities to engage with the consumer.

## **6 Conclusion and further work**

This study has shown literature and support of how sustainable marketing and how is managed through social media platforms. Social media is used to engage the consumer and build brand awareness. As explained by Engagement lab (2016) Patagonia has gained exposure in the last decade due to the effective use of multiple platforms such as Instagram, Facebook LinkedIn and Twitter. Supporting the literature by (Think media consulting 2018; Urlub 2014) they create valuable content through different practices such as video content, beautiful photos taken by the customer of the brand using their product. Besides, these findings are supported by Honest (2020) with Weleda putting a lot of effort through different channels. However, the key factor with this brand from others is that they are not posting the same content on each platform, as a result they are keeping active and engaging their audiences as suggested by McGowan (2019).

The research demonstrated that other sustainable brands create engagement by creating share value. Thus, relevant content can build a strong and long relationship between the brand and consumers. According to Cocking (2019) storytelling has become fundamental for this practice based on entertainment, learning, brand promotion and more. This evidence is shown by Kiepura (2017) with his example of Footprint Chronicles by Patagonia communicating their supply chain problem with higher level of transparency. On the other hand, (USG) shown that creating the Hashtags #AloGivesWater and #cartgoals helped brands such as Alo yoga and Whole Food to connect with their audiences and build awareness.

Therefore, brands such as Weleda and Patagonia use ambassadors, influencers and PR. These three social media strategies help to promote their sustainable efforts as explained by (Eywa 2018 Honest 2020 and Pietsch 2020). However, beyond creating engagement, brand need to consider other strategies like blogging. This tool is crucial for sustainable brands, because it give more access and knowledge to consumers about their sustainable efforts, although, this drive more traffic to their website, give positioning to the brand and create a social relationship with the consumers.

In the last decade, customer experiences have become a differentiation factor in the customer journey. If the organizations desire to increase the interaction with their consumers, the key starting point is to know which are these interactions and when they occur. However, before going to this process brand need to make changes from inside as explained by Lee Yohn (2014). Consequently, this finding is reinforced by Morgan (2018) adding that brand must align their employees and the mission to provide understanding of the brand to consumers. As a result, great brands are redefining their business path towards (CSV). Furthermore, Tashiba (2014) suggested standardization in their process, this allows companies communicate their sustainable practices (CSR) and (TBL) to consumer and other brands giving transparency and building customer satisfaction.

Moreover, these findings proved that experience economy is help marketers to involve sustainability efforts as proposed by Pine and Gilmore (2014). Thus, it is important to consider the five stages of customer journey and each touch points in order to engage those consumers that are looking for experiences. However, it is found the importance to determine

the probability of the consumer to purchase, in other words (MOT) as explained by Nelson (2019).

Additionally, this digital era has impacted the consumer behaviours. Thus, (ZMOT) make the customer journey more powerful, the reason is given by Strong (2017), marketers can view when the consumers are researching for their products and consequently represent a competitive advance in the marketplace. Furthermore, during the experience journey, brand values are implemented on each touchpoint, thus it will depend on consumer what they see and perceive from the brand.

Miles (2015) support these findings giving as an example Alex and Ani service called personal blueprint. The experience has brought connection between the brand and consumers. Nevertheless, when planning touchpoints sometimes brand values and consumers experience are not reflected creating irregularities that impact touchpoint design process as explained Gonzales (2016). It is found that five type of experiences such as Senses, Feelings, Think, Act and relate are involved in consumers encounters to satisfy costumer satisfactions.

According to the study referred by WSJ.com (2015) Millennium generations has grown from 18 to 49 years as result of love to experiences. Consequently, Big Red Group (2019) make responsible social media experiences. Salesforce.com (2020) stated that of the brands have integrated a mobile friendly design that facilitate interaction between the brands and consumer in the customers journey, and therefore it helps to examine (ZMOT) as explained by Verismo and Menezes (2016).

The research demonstrated that other sustainable brands create engagement by creating share value. Thus, relevant content can build a strong and long relationship between the brand and consumers. According to Cocking (2019), storytelling has become fundamental for this practice based on entertainment, learning, brand promotion and more. This evidence is shown by Kiepura (2017) with his example of Footprint Chronicles by Patagonia communicating their supply change problem with a higher level of transparency. On the other hand, (USG) shown that creating the Hashtags #AloGivesWater and #cartgoals helped brands such as Alo Yoga and Whole Food to connect with their audiences and build awareness.



Therefore, brands such as Weleda and Patagonia use ambassadors, influencers and PR. These three social media strategies help to promote their sustainability efforts as explained by (Eywa 2018 Honest 2020 and Pietsch 2020). However, beyond creating engagement, the brand needs to consider other strategies like blogging. This tool is crucial for sustainable brands, because it gives more access and knowledge to consumers about their sustainable efforts, although, this drive more traffic to their website, give positioning to the brand and create a social relationship with the consumers.

In the last decade, customer experiences have become a differentiation factor in the customer's journey. If the organizations desire to increase the interaction with their consumers, the key starting point is to know which are these interactions and when they occur. However, before going to this process brand need to make changes from inside as explained by Lee Yohn (2014). Consequently, this finding is reinforced by Morgan (2018) adding that brand must align their employees and the mission to provide an understanding of the brand to consumers. As a result, great brands are redefining their business path towards (CSV). Furthermore, Tashiba (2014) suggested standardization in their process, this allows companies to communicate their sustainable practices (CSR) and (TBL) to consumer and other brands giving transparency and building customer satisfaction.

Moreover, these findings proved that the experience economy is helping marketers to involve sustainability efforts as proposed by Pine and Gilmore (2014). Thus, it is important to consider the five stages of customer journey and each touchpoint in order to engage those consumers that are looking for experiences. However, it is found the importance to determine the probability of the consumer to purchase, in other words (MOT) as explained by Nelson (2019).

Additionally, this digital era has impacted consumer behaviours. Thus, (ZMOT) make the customer journey more powerful, the reason is given by Strong (2017), marketers can view when the consumers are researching for their products and consequently represent a competitive advance in the marketplace. Furthermore, during the experience journey, brand values are implemented on each touchpoint, thus it will depend on consumer what they see and perceive from the brand.

Miles (2015) support these findings giving us an example Alex and Ani service called a personal blueprint. The experience has brought a connection between the brand and consumers. Nevertheless, when planning touchpoints sometimes brand values and consumers experience are not reflected creating irregularities that impact touchpoint design process as explained Gonzales (2016). It is found that five types of experiences such as Senses, Feelings, Think, Act and relate are involved in consumers encounters to satisfy customer satisfaction.

According to the study referred by WSJ.com (2015) Millennium generations has grown from 18 to 49 years as a result of love to experiences. Consequently, Big Red Group (2019) make responsible social media experiences. Salesforce.com (2020) stated that of the brands have integrated a mobile-friendly design that facilitates interaction between the brands and consumer in the customer's journey, and therefore it helps to examine (ZMOT) as explained by Verismo and Menezes (2016).

In this finding, it is also shown that the search result page and the landing page are often the first two touch in the customer journey. Digital Marketers are looking after these experiences, by analysing the insights and understand is there is a gap in the customer's journey. Subsequently, they are CRM programs that include chatbot to improve engagement with consumers as explained Kean (2017). In overall, when planning a customer journey, sustainable brands are developing a model of the experience economy. However, each interaction in the customer journey will make a difference for the next step to satisfy consumer needs an understand consumer behaviours. As a result, the brand can put more effort with their practices and build awareness between the consumers and the brand.

There is a broad scope of further research warranted on this topic with regards to how social media help to promote engagement to consumers. The research did not cover to what extent other types of engagements, by evaluating the metrics of each social media platform. Consequently, this data is based on analyse conversion rates, impressions, response rate, click through-rate giving a 360° view of the brand social media performance.

On the other hand, the evidence gathered from the study about how sustainable marketing practice are impacting the customer journey suggest an analysis of the five

principles of sustainable marketing: 1.) Consumer-Oriented; 2.) Customer Value; 3.) Innovative. 4.) Sense Of mission 5.) Societal. This strategy can be applied at all stages of the customer journey for the best results. Therefore, digital channels are significant when designing customer experience. Thus, by planning the digital touchpoints, it will create more transparency in the journey based on the customer experience.

## **7 Chapter 7: Critical Self- Review**

I enjoy searching to answers my questions. I like reading when the topics are interesting. The section that I like most was my literature review, the data collected perfect for what I was looking for. The data collection was smoothly, and I felt confident in presenting the data I had found for the proposal. However, the emotion sometimes can change depending on how you are planning to get your finding, as I do take the assignment seriously, and as a result, put more pressure on myself to give a good performance.

To be honest, I think not having a Gantt Chart from the beginning was important while collecting the data. An instrument like this one could have used for planning, scheduling my work and specially to determine the resources needed. However, I could have done the thing differently that inherently would have made the research process easier. I wish that I had not been indecisive on getting my findings and had stocked with my original idea to ask people in the field for advice or recommendation to approach better my research.

Concerning the limitations of this study, there were to factors. The first was access to important theoreticalevidence is considered a limitation. Most of the researchers measure engagement as a dependent variable based on the metrics. Therefore, I consider that there is a gap in the importance of experience and its relationship with the customer journey. As a result, most of the data was collected separately and then analysed to answers the question.

## References

Alex and Ani. (2020). *Personal Blueprint* Available At: [https://www.alexandani.com/personal-blueprint#!bp\\_page\\_id=initial&bp\\_flow\\_id=me](https://www.alexandani.com/personal-blueprint#!bp_page_id=initial&bp_flow_id=me) (Accessed 31 April 2020).

Anderson, N. (2019). *How Whole foods focuses on customer needs to succeeds in social media*. Available At: <https://www.convinceandconvert.com/podcasts/episodes/whole-foods-focuses-on-customer-needs-in-social-media/> (Accessed 9 December 2019).

Appel, G., Grewal, L., and Rhonda, H. (2019). The future of social media in marketing. *Journal of the academic of marketing science*. Vol 78 pp 79-75. Available At: <https://link.springer.com/article/10.1007/s11747-019-00695-1> ( Accessed 7 April 2020).

Banerjee, B. (2003). *Who sustains whose development? Sustainable development and renovation or nature*.1 (2-3) Available At: <https://journals.sagepub.com/doi/10.1177/0170840603024001341> (Accessed 9 December 2019).

Blanchfield, E. (2020). *The sustainable influencers we should all be following ahead of the festive season*. Available At: <https://irishtatler.com/lifestyle/sustainable-instagram> (Accessed 15 April 2020).

Bitner, M. Ostrom, L. and Morgan, F., (2008). *Service blue printing: a practical technique for service innovation*.50 (3), 66-44 <https://paulallen.ca/documents/2014/06/service-blueprinting-a-practical-technique-for-service-innovation.pdf> (Accessed December 9 2019).

Briggs, F. (2016) *Patagonia leads field among sports apparel brands on social media*. Available At: <https://www.forbes.com/sites/fionabriggs/2016/01/07/patagonia-leads-field-among-sports-apparel-brands-on-social-media-as-new-year-resolutions-kick-in/-11fb558b7c86> (Accessed 9 December 2019).

Belz, F., 2006. *Marketing in the 21<sup>st</sup> Century. Business Strategy and the environment.* (15) 139-144 Available At:<https://onlinelibrary.wiley.com/doi/10.1002/bse.529>(Accessed 6 November 2019).

Chaffey, D. and Simms, R. (2020) *Social media strategy Guide.* Available At: [https://www.academia.edu/5895092/SOCIAL\\_MEDIA\\_MARKETING\\_STRATEGY\\_GUIDE\\_How\\_to\\_create\\_and\\_implement\\_a\\_plan\\_to\\_deliver\\_business\\_results\\_from\\_social\\_media](https://www.academia.edu/5895092/SOCIAL_MEDIA_MARKETING_STRATEGY_GUIDE_How_to_create_and_implement_a_plan_to_deliver_business_results_from_social_media) Authors Dr Dave Chaffey and Rhian Simms ( Accessed 17 April 2020).

Cocking, S. (2019) *Digital Storytelling: 5 ways to share video Storytelling in your social media marketing.* Available At:[https://irishtechnews.ie/digital-storytelling-social-media-marketing/?\\_cf\\_chl\\_jschl\\_tk\\_\\_=d9900e1157288938ef6483df96db7ad5c7fe3769-1588342930-0-ASR2Gtb-PYapxjFdWz7NGGHCIXTweQsGZQ6lB5TTVj2ohw6c9cyZVI0ON2eJ5gQ5k7g4vNPov6wORYI9KiF0tTVdkvGbZxhnIuUIrnLqZtIBU9HrTmB8srR9L40mn36\\_41Dnhm9AgdLCQRfTT90gQY7yfNWVBSXFMspGg--IsytLsY7BxKO3e5SsANMm3V8P4mmgC4eXJH7XD2UvD-DqGVMxO4jxObxo1JUQI0PVrVIDM1nlsF2hBi2I4Xg8H-PjdHPCiK02yJvsQn8NwluEbSt2rW1Y22MXTkM42LW4VX1m5BE4KBZliGqGzNadA8fLD6eu50IBvvgFGEW6r5HB4uM](https://irishtechnews.ie/digital-storytelling-social-media-marketing/?_cf_chl_jschl_tk__=d9900e1157288938ef6483df96db7ad5c7fe3769-1588342930-0-ASR2Gtb-PYapxjFdWz7NGGHCIXTweQsGZQ6lB5TTVj2ohw6c9cyZVI0ON2eJ5gQ5k7g4vNPov6wORYI9KiF0tTVdkvGbZxhnIuUIrnLqZtIBU9HrTmB8srR9L40mn36_41Dnhm9AgdLCQRfTT90gQY7yfNWVBSXFMspGg--IsytLsY7BxKO3e5SsANMm3V8P4mmgC4eXJH7XD2UvD-DqGVMxO4jxObxo1JUQI0PVrVIDM1nlsF2hBi2I4Xg8H-PjdHPCiK02yJvsQn8NwluEbSt2rW1Y22MXTkM42LW4VX1m5BE4KBZliGqGzNadA8fLD6eu50IBvvgFGEW6r5HB4uM) (Accessed 30 April 2020).

Cohen, H. (2013). *The Fourth moment of truth.* Available At:<https://heidicohen.com/marketing-the-4-moments-of-truth-chart/> (Accessed 30 April 2020).

Cohen, L. Manion, L. and Morrison, K., (2011). *Research methods in education.* London: Routledge.

Copypress.com. (2020). *Power of social media interaction.* Available At:<https://www.copypress.com/blog/the-power-of-social-media-interaction/> (Accessed 14 April 2020).

Deborah, G. (2013) *Deductive and inductive approach to research*. Available At:<https://deborahgabriel.com/2013/03/17/inductive-and-deductive-approaches-to-research/> (Accessed 7 April 2020).

Dixon, T. (2014) *Corporate social responsibility, the triple bottom line, standardization and brand management in Houston Texas*. Vol 207 pp 34. Available At: <https://www.diva-portal.org/smash/get/diva2:746580/FULLTEXT01.pdf> (Accessed 30 April 2020)

Dono, J. Webb, J. and Richardson, B., (2010). *The Relationship between environmental activism, pro – environmental behavior and social identity*. Vol 30 (2) Available At:[http://webcache.googleusercontent.com/search?q=cache:tl01EKmhBSUJ:docs.ismb.it/docs/programmi-strategici/smart-energy/links-and-bibliography/documents/environmental-activism/at\\_download/file+&cd=8&hl=en&ct=clnk&gl=ie&client=safari](http://webcache.googleusercontent.com/search?q=cache:tl01EKmhBSUJ:docs.ismb.it/docs/programmi-strategici/smart-energy/links-and-bibliography/documents/environmental-activism/at_download/file+&cd=8&hl=en&ct=clnk&gl=ie&client=safari)(Accessed 9 December 2019).

Engagement labs.com., 2016. *Patagonia, Lulemon and Weight Watchers work up online and other firms work out word of mouth conversation*. Available At:<https://www.engagementlabs.com/press/patagonia-lululemon-and-weight-watchers-work-up-an-online-social-sweat-while-under-armour-and-new-balance-work-out-word-of-mouth-conversations/>(Accessed 9 December 2019).

Epstein, J. (2020) *4 things to consider when mapping your digital customer Journey*. Available At: <https://www.customerexperienceupdate.com/examples/social-media/touchpoint/?open-article-id=13339246&article-title=4-things-to-consider-when-mapping-your-digital-customer-journey&blog-domain=comm100.com&blog-title=comm100> (Accessed 30 April 2020).

Eywa.com. (2018). *Weleda – Case study*. Available At: <http://www.eywa-consulting.com/wp-content/uploads/2018/05/WELEDA-CASE-study-R.pdf> (Accessed 15 April 2020).

Fransen, B. (2020). *Creating a sustainable brand*. Available At: <https://www.ecomatcher.com/creating-a-sustainable-brand/> (Accessed 17 April 2020)

Fry, G. (2017) *Digital touch points- What are they?* Available At:<https://www.uprightcommunications.com/blog/digital-touchpoints-what-are-they/> (Accessed 31 April 2020)

Fontanella, C., (2019). *5 ways having a CRM will dramatically improve customer experience.* Available At:<https://blog.hubspot.com/service/crm-customer-experience>(Accessed 9 December 2019).

Garcia, T., (2018). *Starbucks and McDonalds's plastic straw removal will go down well with millennials.* Available At: <https://www.marketwatch.com/story/starbucks-and-mcdonalds-plastic-straw-removal-will-go-down-well-with-millennials-2018-07-09>(Accessed 7 December 2019).

Givelondon.com (2012). *We help brands grow by doing so good.* Available At:<https://www.givelondon.com> (Accessed 15 April 2020).

Gleeson, B. (2012). *6 Ways brands build trust through social media.* Available At: <https://www.forbes.com/sites/brentgleeson/2012/10/31/6-ways-brands-build-trust-through-social-media/#402fdfa0867d> ( Accessed 16 April 2020).

Gonzales, E., Val, D., and Iriarte, I. (2016). *Framework for innovation opportunity identification based on brand experience.* Available At:<https://pdfs.semanticscholar.org/dae0/272e080e63dc48d9fa0664947937f7929207.pdf> (Accessed 30 April 2020).

Groth, A. Buchauer, R and Scholögl, S. (2017) *Influence of social media engagement on sustainable mobility behaviour.* Available At: [https://www.researchgate.net/deref/http%3A%2F%2Fdx.doi.org%2F10.1007%2F978-3-319-72923-7\\_15](https://www.researchgate.net/deref/http%3A%2F%2Fdx.doi.org%2F10.1007%2F978-3-319-72923-7_15) (Accessed 14 April 2020).

Hintz, L., 2019. *What is the buyer's journey?* Available At: <https://blog.hubspot.com/sales/what-is-the-buyers-journey>(Accessed 9 December 2019).

Honest.com. 2020. *Our story*. Available At: <https://www.honest.com/about-us/our-story.html> (Accessed 15 April 2020).

Karjalainen, T. (2003) '*Strategic design language-transforming brand identity into product design elements*' Available At:<https://www.semanticscholar.org/paper/STRATEGIC-DESIGN-LANGUAGE---TRANSFORMING-BRAND-INTO-Karjalainen/fca95913046e73c2e754b5136798bac49846de73> (Accessed 30 April 2020).

Kassoy, A. (2010) *No sustainability without transparency*. Available At:<https://www.forbes.com/sites/csr/2010/06/18/no-sustainability-without-transparency/#401fc10036f6> (Accessed 30 April 2020).

Kean, L. (2017) *8 Customer Touchpoints that matter more than you think*. Available At: <https://blog.globalwebindex.com/marketing/customer-touchpoints/> (Accessed 30 April 2020).

Khera, R. (2010) *Marketing Sustainability: The changing business tide in 2010*. Available At:<https://www.morebusiness.com/sustainable-business-practices/> ( Accessed 7 April 2020)

Kiepuru, J. (2017) *What is in your story? How to tell you sustainability story successfully*. Available At:<https://www.rootinc.com/blog/tell-your-sustainability-story-successfully/> (Accessed 1 May 2020).

Kietzman, J., Hermkens, K., McCarthy, I., Silvestre, B. (2011). *Social media? Get serious! Understanding the functional building blocks of social media*. Bus Horiz. Vol 54. (3), pp 241-25.<https://doi.org/10.1016/j.bushor.2011.01.005>

Kinsella, R. (2019). *McDonald's papers straw cannot be recycled, reports find*. Available At: <https://www.joe.ie/news/mcdonalds-paper-straws-cannot-be-recycled-report-finds-677367>(Accessed 7 December 2019).



Klaus, P. (2013). *Preservers, Transformers & Vanguard: Measuring the profitability of customer experience strategies*. Vol 24 (4) Available At:<https://journals.sagepub.com/doi/10.2501/IJMR-2013-021> (Accessed 9 December 2019).

Kotler, P., Hermanwa, K., and Iwan, S. (2010). *Marketing 3.0: From products to costumer to the human Spirit*. New Jersey. John Wiley & Sons.

Kumear, V., Rahman, A. Kas mi., A and Goyal, P. (2012). *Evolution of sustainability as marketing strategy: Beginning of new Era*. (37) 482-489 Available At:<https://farapaper.com/wp-content/uploads/2018/08/Fardapaper-Evolution-of-sustainability-as-marketing-strategy.pdf> (Accessed 6 November 2019).

Lee Yohn, D., (2014). *What Great Brands do: Denise Lee Yohn at TEDx San Diego Salon*. Available At: <https://www.youtube.com/watch?v=TiHqUskf6Ww&feature=youtu.be>, (Accessed: 17 April 2020).

Lecinski, J. (2014) *ZMOT: Why it matters now more than ever*. Available At:<https://www.thinkwithgoogle.com/marketing-resources/micro-moments/zmot-why-it-matters-now-more-than-ever/> (Accessed 30 April 2020).

Lemon, K. and Verhoef, C. (2016) *Understanding customer experience throughout the customer journey*. Vol 80 (6) 69-96 Available At:<https://phavi.umcs.pl/at/attachments/2017/0422/113134-2016-customer-journej-verhoef.pdf> (Accessed 9 December 2019).

Locke, E. (2007) *The case for inductive theory building*. Journal of marketing. Vol 33 (6): 867-890.

Lua, A. (2019) *How To create a social media marketing strategy for 2019 and beyond*. Available At:<https://buffer.com/library/social-media-marketing-strategy> (Accessed 16 April 2020).

Macdonald, S. (2019). *7 Ways to create a great customer experience strategy*. Available At: <https://www.superoffice.com/blog/customer-experience-strategy/>(Accessed 9 December 2019).

Maechler, N., Neher, K., and Park, R. (2016) *From touchpoints to journeys: Seeing the world as customer do*. Available At:<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/from-touchpoints-to-journeys-seeing-the-world-as-customers-do> (Accessed 30 April 2020).

Mangles, C.(2017). *How business use social media 2017 report*. Available At: <https://www.smartinsights.com/social-media-marketing/social-media-strategy/businesses-use-social-media-2017-report/>(Accessed 9 December 2019).

Matizmo.com. (2020). The importance of relevant content. Available At:<http://matizmo.com/the-importance-of-relevant-content/> (Accessed 17 April 2020).

Mackinnon, K. (2012) *User Generated content vs Advertising: consumers trust the words of others over advertisers*. Vol 3 (1) Available At: <https://www.elon.edu/docs/e-web/academics/communications/research/vol3no1/02mackinnonejspring12.pdf> (Accessed 2 May 2020)

McDonald, S. Oates, C. Thyne, M. Alevizou, P. McMorland, L., (2008). *Marketing Sustainability: Use of information sources and degree of voluntary simplicity*. (5) 14 Available At: <https://www.tandfonline.com/doi/abs/10.1080/13527260701869148>(Accessed 6 November 2019).

McGowan, V. (2019).*How Patagonia is doing social media right*. Available At:<https://medium.com/@vmcgowan/how-patagonia-is-doing-social-media-right-b3bc6e1b06d7>(Accessed 9 December 2019).

Mediakix.com. (2019). *Spotlight on silicon beach brand: The Honest company*. Available At:<https://mediakix.com/blog/honest-company-marketing-strategy/> (Accessed 15 April 2020).

Mediakix.com. (2019). *Instagram Influencer*. Available At:<https://mediakix.com/blog/instagram-influencer-marketing-industry-size-how-big/> (Accessed 15 April 2020).

Medium.com (2018) *Social media storytelling: the way to your audiences' hearts is through a good story*. Available At:<https://medium.com/@taskmarketing/social-media-storytelling-the-way-to-your-audiences-hearts-is-through-a-good-story-fb567f4ec07d> ( Accessed 30 April 2020).

Michiels, I. (2011). *The five W's of social media engagement*. Available At: <https://customerthink.com/the-five-ws-of-social-media-engagement-1/> (Accessed 17 April 2020).

Miller, R. and Lammas, N. (2010). *Social media and its implications for viral marketing*. Vol11 (1) Available at: [https://pdfs.semanticscholar.org/649f/b313f345cea7d0699fd305c18c7b52809e69.pdf?\\_ga=2.155303737.369399393.1575899182-1356008895.1575666176](https://pdfs.semanticscholar.org/649f/b313f345cea7d0699fd305c18c7b52809e69.pdf?_ga=2.155303737.369399393.1575899182-1356008895.1575666176)(Accessed 9 December 2019).

Millan, M. (2015). *What is behind Whole foods Market social media strategy*. Available At:<https://smbp.uwaterloo.ca/2015/02/whats-behind-whole-foods-market-social-media-strategy/>(Accessed 9 December 2019).

Milnes, H (2015). *How Alex and Ani's app got 80,000 downloads in 3 weeks*. Available At: <https://digiday.com/marketing/alex-anis-app-got-75000-downloads-3-weeks/> (Accessed 30 April 2020).

Montgomery, E. (2020). *Social media best practices for your businesses*. Available At: <https://www.threegirlsmedia.com/2020/03/25/social-media-best-practices/> (Accessed 14 April 2020).

Morgan, A. (2018) *Branding: working from the inside out*, *The Irish Times*. Available at: <https://www.irishtimes.com/business/financial-services/branding-working-from-the-inside-out-1.3513764> (Accessed: 17 April 2020).

Mycustomer.com, (2020) *Moment of Truth*. Available At: <https://www.mycustomer.com/hr-glossary/moments-of-truth> ( Accessed 30 April 2020).

Nelson, G. (2019). *Zero moment of truth- What Is it and is it still relevant*. Available At: <https://www.lambagency.com.au/blog/managing-digital/zero-moment-of-truth> (Accessed 30 April 2020).

Nua.ie (2020). *Mobile friendly responsive web design*. Available At: <https://www.nua.ie/responsive-mobile-friendly-web-design/> (Accessed 30 April 2020).

Out world data.com. (2019). *The rise of social media*. Available At: <https://ourworldindata.org/rise-of-social-media> (Accessed 9 December 2019).

O'Brien, T. (2018). *Why social media engagement is so important for your business*. Available At: <https://www.timetrade.com/blog/why-social-media-engagement-is-important-for-your-business/> (Accessed 9 December 2019).

Ochieng, P. 2009. *An analysis of the strengths and limitations of qualitative and quantitative research paradigms*. Vol 13(1) Available At: [http://www.scientiasocialis.lt/pec/files/pdf/Atieno\\_Vol.13.pdf](http://www.scientiasocialis.lt/pec/files/pdf/Atieno_Vol.13.pdf) (Accessed 9 December 2019).

Ormerod, R. 2009. *The history and ideas of critical rationalism: The philosophy of Karl Popper and its implications for OR*. Vol 60 (4) 441-460. Available At: <https://link.springer.com/article/10.1057/palgrave.jors.2602573> (Accessed 9 December 2019).

Patagonia, (2013) *Welcome to footprint chronicles*. Available At: <https://vimeo.com/49940001> (Accessed 1 May 2020).

Perreault, M. and Mosconi (2018) *Social media engagement: Content strategy and metrics research opportunities*. pp 3568-3477 Available At: [https://www.researchgate.net/publication/322239820\\_Social\\_Media\\_Engagement\\_Content\\_Strategy\\_and\\_Metrics\\_Research\\_Opportunities](https://www.researchgate.net/publication/322239820_Social_Media_Engagement_Content_Strategy_and_Metrics_Research_Opportunities) (Accessed 1 May 2020).

Pine, J and Gilmore, J. (2014) *A Leader's Guide to Innovation in the Experience Economy. Strategy and Leadership*. Available at: [https://www.researchgate.net/publication/263498446\\_A\\_leader's\\_guide\\_to\\_innovation\\_in\\_the\\_experience\\_economy](https://www.researchgate.net/publication/263498446_A_leader's_guide_to_innovation_in_the_experience_economy) (Accessed 31 April 2020).

Pixlee.com (2020) *Social media Role Across Costumer Journey*. Available At: <https://www.pixlee.com/blog/social-medias-role-across-the-customer-journey/> (Accessed 30 April 2020).

Ploeg, J. (1999). *Identifying the best research design to fit the question*. Available At: <https://ebn.bmj.com/content/2/2/36> (Accessed 9 December 2019).

Poole, D. *Social media in sustainability: your question answered*. Available At: <https://www.theguardian.com/sustainable-business/social-media-sustainability-how-to> (Accessed 15 April 2020).

Quid.com. (2019). *Which brands are successfully positioning themselves as eco-friendly?* Available At: <https://quid.com/feed/which-brands-are-successfully-positioning-themselves-as-eco-friendly> (Accessed 7 December 2019).

Richard, T. and Richard, L. (1994). *Using computers in qualitative research*. In N. Denzin, & Y. Lincoln. Handbook of qualitative research. London Sage Publication.

Rinne, A. (2017) *What Exactly Is the Sharing Economy?* Available at: <https://www.weforum.org/agenda/2017/12/when-is-sharing-not-really-sharing/> (Accessed: 5 April 2020).

Salesforce. (2020) *What is CRM*. Available at: <https://www.salesforce.com/eu/learning-centre/crm/what-is-crm/>, (Accessed 17 April 2020).

Salesforce.com. (2020) *How optimizing touchpoints keep small business competitive*. Available At:<https://essentials.salesforce.com/resources/optimizing-customer-touchpoints-small-businesses-competitive> (Accessed 30 April 2020).

Seretny, M. and Seretny (2012). *Sustainable marketing – a new are in the responsible marketing developing*. Available at: [https://www.researchgate.net/publication/271377788\\_Sustainable\\_Marketing\\_-\\_A\\_New\\_Era\\_in\\_the\\_Responsible\\_Marketing\\_Development](https://www.researchgate.net/publication/271377788_Sustainable_Marketing_-_A_New_Era_in_the_Responsible_Marketing_Development) (Accessed 29 April 2020).

Shemesh, Y. (2020) *Synchronize your mobile touchpoints*. Available At:<https://www.roojoom.com/blog/synchronize-your-mobile-touchpoints/> (Accessed 30 April 2020).

Slidemodel.com (2020). *Horizontal Customer Journey*. Available At:<https://slidemodel.com/templates/horizontal-customer-journey-powerpoint-template/> (Accessed 30 April 2020).

Slideteam.com (2020) *Brand- Customer Touch Points*. Available At:<https://www.slideteam.net/brand-customer-touch-points-ppt-icon.html> (Accessed 30 April 2020).

Smith, B. (1999). *Experiential marketing: How to get customer to sense, feel, think, act, relate*. Journal of Brand Management. Vol 21 (9) pp 727-733.

Stieglitz, S. and Dang-Xuan, L. (2013). *Emotions and information diffusion in social media-sentiment of microblogs and sharing behaviour*. Vol 29 (4) pp 217-248. <https://doi.org/10.2753/MIS0742-1222290408>.

Starr, J. (2018). *Why social media is important to your business*. Available At:<https://taigacompany.com/why-social-media-is-important-to-your-small-business/> (Accessed 15 April 2020).

Stareva, I. (2013). 44 *Social media and sustainability facts and figures business cannot ignore*. Available At:<https://www.iliyanastareva.com/blog/44-social-media-and-sustainability-facts-and-figures-businesses-cannot-ignore> (Accessed 14 April 2020).

Strauss, A. and Corbin, L. (1990). *Basics of qualitative research*. Vol 14 (2). Available At:<https://nsuworks.nova.edu/cgi/viewcontent.cgi?article=2838&context=tqr>(Accessed 9 December 2019).

Strong, A. (2017). *The typical online customer journey*. Available At:<https://www.searchscientist.co.uk/guide-to-the-typical-online-customer-journey/> (Accessed 30 April 2020).

Taigacompany.com. (2020) *Making a case for social media*. Available At:<https://taigac.wpengine.com/social-media-marketing/> (Accessed 16 April 2020).

Taylor, N. (2019). *Whole Foods stores Honored for sustainability*. Available At:<https://www.winsightgrocerybusiness.com/retailers/45-whole-foods-stores-honored-sustainability-efforts>(Accessed 9 December 2019).

Think media Cosunsulting.com. (2018). Case Study: *Social media strategy- What Patagonia can teach us all* Available At:<https://www.thinkmediaconsult.com/think-media-consulting-blog/case-study-patagonia-social-media-strategy>(Accessed 9 December 2019).

Tsimonis, G. and Dimitriades, S. (2014). *Brand strategies in social media*. Vol 32 (3) pp 328-344. Available At:[https://www.researchgate.net/publication/262575006\\_Brand\\_Strategies\\_in\\_Social\\_Media](https://www.researchgate.net/publication/262575006_Brand_Strategies_in_Social_Media) (Accessed 7 April 2020).

Urlaub, J. (2014). *How social media engagement is advancing sustainable leadership*. [Online] Available At:<https://www.3blmedia.com/blog/Julie-Urlaub/How-Social-Media-Engagement-Advancing-Sustainable-Leadership>(Accessed 9 December 2019).

Vermoesen, K. (2020) *Three sustainable social media strategies*. Available At:<https://www.finn.agency/blogs/three-sustainable-social-media-strategies> (Accessed 1 May 2020).

Verissimo, M. and Menezes (2016). *Social media as a tool to enhance customer experience in hospitality*. Revista Portuguesa de marketing. Vol 34 Available At: [https://www.researchgate.net/publication/303687602\\_Social\\_media\\_as\\_a\\_tool\\_to\\_enhance\\_customer\\_experience\\_in\\_hospitality\\_industry](https://www.researchgate.net/publication/303687602_Social_media_as_a_tool_to_enhance_customer_experience_in_hospitality_industry) ( Accessed 30 April 2020).

Verhoef, P., Lemon, K., Parasuraman, A., Roggeveen, A., Tsiros, M., and Schlesinger, L., (2009). *Customer experience creation: Determinant, Dynamics and Management Strategies*. Vol 85 (1) 31-41 Available At [https://www.rug.nl/staff/p.c.verhoef/jr\\_customer\\_experience.pdf](https://www.rug.nl/staff/p.c.verhoef/jr_customer_experience.pdf) (Accessed 9 December 2019).

Walton, N. (2015). *What is research Ethics*. Available At: <https://researchethics.ca/what-is-research-ethics/> (Accessed 9 December 2019).

Weinberg, B. and Ekin, P. (2011). *Social spending: Managing the social media mix*. [E-Journal]. 54 (3) 275-282 Available At: [https://www.researchgate.net/publication/227413610\\_Social\\_spending\\_Managing\\_the\\_social\\_media\\_mix](https://www.researchgate.net/publication/227413610_Social_spending_Managing_the_social_media_mix) (Accessed 9 December 2019).

White, K., Habib, R., Hardisty, D. (2019) *How to shift Consumer behavior to be more Sustainable: A Literature Review and Guiding Framework*. Journal of marketing Available At: <https://journals.sagepub.com/doi/full/10.1177/0022242919825649> ( Accessed 7 April 2020).

Wienk, E. and Peri, Z (2019). *4 Ways to Measure customer experience on social media*. Available At: <https://retailtouchpoints.com/features/executive-viewpoints/4-ways-to-measure-customer-experience-on-social-media> ( Accessed 30 April 2020).



Wintle, F. (2012). *Influence of social media in travel* <https://www.forbes.com/sites/brentgleeson/2012/10/31/6-ways-brands-build-trust-through-social-media/> (Accessed 16 April 2020).

Woiceshyn, J. and Daellenbach, U. (2018). *Evaluating inductive versus deductive research in management studies.: implication for authors, editors, and reviewers*. Vol 13 (1) Available At: [https://www.researchgate.net/publication/324596659\\_Evaluating\\_Inductive\\_versus\\_Deductive\\_Research\\_in\\_Management\\_Studies\\_Implications\\_for\\_Authors\\_Editors\\_and\\_Reviewers](https://www.researchgate.net/publication/324596659_Evaluating_Inductive_versus_Deductive_Research_in_Management_Studies_Implications_for_Authors_Editors_and_Reviewers) (Accessed 9 December 2019).

Yip, C. Han, N. and Sing, B. (2016). Legal ethical issues in research. Vol 60 (9) 684- 688. Available Through: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5037952/> (Accessed 10 December 2019).

Zeromomentofthruth.com (2012). *Winning Zero moment of Truth – A New Mental Model*. [YouTube] June 2011 Available At: <https://www.youtube.com/watch?v=b8zRfiPfGTw&feature=youtu.be> (Accessed 30 April 2020).