



UNIVERSIDADE CATÓLICA PORTUGUESA

The effect of social media content marketing on engagement and conversion in sales: The case of Mercadoão

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Católica Porto Business School
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Final work in the form of an Internship Report
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by

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Resumo

Os serviços de redes sociais tornaram-se numa ferramenta essencial que conecta empresas e consumidores. Dessa forma, as marcas esforçam-se para aumentar a interação do consumidor e, posteriormente, a conversão em vendas. No entanto, é um desafio identificar qual o tipo de conteúdo que melhor corresponde aos objetivos das empresas. Assim, este estudo visa aprofundar o conhecimento sobre “que tipo de conteúdo de marketing no Instagram e Facebook gera mais interação do consumidor?” e “qual a rede social que gera mais conversão de vendas para o site por meio do conteúdo das mesmas?”. De forma a responder a estas questões, foi necessário desenvolver uma estratégia de redes sociais. Em relação à primeira questão de investigação, foram criados três tipos diferentes de conteúdos - Informativo, Entretenimento e Relacional - com o intuito de analisar a performance da interação. Relativamente à segunda questão de investigação, foram desenvolvidos dois posts para ambas as plataformas, apelando aos clientes para a utilização de um código promocional, válido por 24 horas. Os resultados sugerem não só ser relevante criar mais conteúdos do tipo relacional para obter mais interações dos usuários, como também a necessidade de apostar no Instagram quando se trata de conversão. Em suma, para futuras pesquisas, após recolher os dados referentes à interação, torna-se fundamental desenvolver um post de conversão, baseado no conteúdo que teve mais interação, com a finalidade de verificar se a conversão aumentaria. Em termos gerais, futura investigação deve continuar a explorar a relação entre conteúdo mediático nas redes sociais, *engagement* e conversão.

Palavras-chave: Redes Sociais; Instagram; Facebook; Interação do Cliente; Marketing de Conteúdo; Conversão

Nº de palavras: 9956

Abstract

Social networking services have become an essential tool that connects companies and consumers. For this reason, brands strive to enhance consumer engagement and subsequently conversion in sales. However, it is challenging to identify what type of content serves better companies' goals. Hence, this research aims to deepen the knowledge regarding "what type of Instagram and Facebook content marketing generates more consumer engagement?" and "what social network generates more sales conversion to the website through social media content?". To answer the questions raised, it was necessary to develop a social media strategy. For the first research question three different types of content - Informative, Entertaining and Relational - were created to analyse the level of engagement. To answer the second research question, two posts were developed for both platforms, appealing customers to use the coupon, which was valid for 24 hours. Findings suggest that it is relevant to create more relational content to obtain more consumer engagement, and that Instagram may be a good social network to bet on, when it comes to conversion. In short, for future research, after collecting the engagement data, it becomes crucial to develop a conversion post, based on the content that had the most interaction, in order to ascertain whether conversion would increase. In general, future research should continue to explore the relationship between media content in social networks, engagement and conversion.

Keywords: Social Media; Instagram; Facebook; Customer engagement; Content Marketing; Conversion

Nº of Words: 9956

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Introduction

This work takes the form of an internship report and represents the final stage to obtain a master's degree in Marketing from Católica Porto Business School. The internship was carried out in the Marketing department at Mercado, a marketplace of Fonte Negócios Online, S.A., and focused on strategic planning of content marketing on social networks, namely Instagram and Facebook.

The use of social networking services by consumers is continuously increasing, making this topic crucial for brands' growth (Casaló et al., 2017). The popularity and use of Instagram have increased significantly, however, despite this increasing relevance, previous studies have focused more on other social networks such as Facebook, which has different features compared to Instagram, namely the profile-based orientation and the communication between users (Zhu & Chen, 2015). So, there is a research gap regarding Instagram, as there were few studies that focused on Instagram or compared the two social networks performance (Casaló et al., 2017). It is indisputable that social networking services (SNS) have become an important channel for communication and marketing, which allows easy interactions and exchanges of content and collaborations (Akbarov, 2020). Consumers per day, only on Instagram, upload an average of 42 million images and like posts 1.65 billion times (Rietveld et al., 2020). Through social networking services it was possible to bring new benefits to brands, such as easy consumer engagement through branded content (Rietveld et al., 2020).

SNS works as the bridge between the consumer and the brand. According to Baker et al. (2016), it is important for brands to understand what drives customer engagement across SNS posts since customer engagement has a positive impact on financial returns. Therefore, it is pertinent to analyse different

types of content and compare them according to the impressions, reach, likes and shares of the posts, to perceive what type of content and platform Mercadão should invest more to increase the customers and followers base, converting subsequently in sales.

Mercadão had no strategic structure for social networks, so firstly, it was necessary to plan and implement a strategy for social networks communication and its content. Three main types of content were created: Informative, Entertainment and Relational. For each type of content, several rubrics were created (Experience, Entertainment and Inside the Mercadão, respectively), to organize the communication and the periodicity of each one. The interactions of each type of content in organic posts were quite low, and thus, the main objective was to improve consumer engagement in publications, turning communication and layout more appealing.

In light of the implementation of the new content strategy, this study aims to understand which of the different types of content has the greatest consumer engagement. The objective is to give Mercadão insights regarding what type of content is most interesting for its customers, to increase brand awareness, expand the number of followers and potential customers. Also, another purpose of this study is to provide guidance to Mercadão on its social media content strategy on Instagram and Facebook, to understand which social network converts more into sales. Therefore, the following questions were raised:

R1: What type of Instagram and Facebook content marketing generates more consumer engagement?

R2: Instagram or Facebook? What social network generates more sales conversion to the website through social media content?

To accomplish these objectives, the present work proceeded alongside six chapters. Firstly, this introduction, where the main needs of the company and the main objectives of the study are exposed. Then, we have the presentation of the

company under study. Next, the literature review, where we present and develop the main concepts of the study. Based on the literature review, and to answer the research questions, we have the methodology chapter, where we describe and justify the methods used. In the next chapter we present the quantitative data analysed in Meta Business Suite and Metabase (Mercadão platform). Then, we conclude with the main findings providing answers to the questions raised, pointing out also the limitations of the study and guidelines for future studies.

Chapter 1

The Company

This work was carried out as an integrating part of a 6-month internship, from September to March, at Mercadão. This chapter aims to present Mercadão, an on-demand marketplace that was developed by the company Fonte Negócios Online, S.A. (henceforth designated Fonte Online).

1.1 Fonte Online

Fonte Online is a company that aims to create digital solutions to improve people's lives. The enterprise was founded in 2014 in Porto, and currently has more than 60 employees. The company's focus is on online business management through business operations, data, web development, marketing, and customer support (Mercadão, 2022).

The mission of the company is giving to the consumers some free time in order they can enjoy themselves. Fonte Online is specialized in the following areas: Consulting, Design, and Investment. The company's project portfolio contains Vinha (online retail store specialized in Portuguese wines), Cabazes.pt (online retail store specialized in Portuguese baskets), and Mercadão (online marketplace that will be described next).

1.2 Mercadão

Mercadão is an on-demand marketplace, operational since 2018. It was founded by three Portuguese: Gonçalo Soares da Costa (CEO); Ricardo Monteiro (COO), and Elísio Santos (member of board). Its value proposition is to offer fast delivery, to make customer's life easier, by facilitating consumers to better

manage their time. This service is characterized by being highly personalized, flexible, and fast (Mercadão, 2022).

The marketplace works as an online shopping, where customers can simultaneously buy products from different partner stores, such as Pingo Doce, Gleba, Control, Decathlon, among others (Mercadão, 2022).

The confinement resulting from Covid-19 pandemic has led to a change in consumer habits and, therefore, increased the demand for fast home deliveries. That was one of the reasons for Mercadão's growth. Some indicators have increased due to this situation, namely the number of regions covered. In 2018 Mercadão started in 5 regions and, currently, it is present in more than 60 regions, with the goal to continue to expand. Regarding the number of workers, in 2018 the company had 6 people and, currently, it has 60 people. Lastly, the total sales in the first year was 1 million and in 2021 it was approximately 60 million. Moreover, Mercadão has now more than 1000 Personal Shoppers, responsible to deliver customers' purchases in two-hours onwards their shopping submission on the website. With the increase in service demand, there is a great need to recruit.

The price of products in the marketplace is the same as the price in stores; the only additional cost for the customer is the delivery rate, which is applied to purchases less than 100 euros.

In conclusion, Mercadão customers have diversity of products and brands available in one only marketplace, ready to be delivered at a unique order. Also, this is good for the brands involved because they have an online spot, especially when the demand for shopping online increased, in exchange for a margin of the sales.

Chapter 2

Social media and content marketing

2.1 Social Media

According to Baruah (2012) the term social media (SM) is defined as “the use of web-based and mobile technologies to turn communication into an interactive dialogue”. In the last decade, SM has had a notable growth, becoming crucial for communication and marketing (Herrero et al., 2017).

People usually associate SM with those that are the well-known social networks such as Facebook, Twitter, Instagram or YouTube. However, these are just a small part of a much larger channel.

Companies are increasingly using SM and, in turn, social networks to communicate closely with their consumers, interacting, sharing content and emotions. The world lives around social networks, so it is important for brands to use these tools in order to communicate (Baruah, 2012).

SM have revolutionized the way brands and consumers communicate with each other. The consumer gains a voice and contact with the brand and other customers, that would not be attainable with traditional media. Hence SM empowers individual consumers. This voice benefits both the brand and the individual. Companies seek to develop and maintain stronger customer relationships, to obtain new product ideas, provide an improved customer service and more insights about the market (Gensler et al., 2013), which is extremely important to create value for the consumer. With the increasingly effective SM as a marketing tool in recent years, the companies had the chance to use it in a way to reduce the costs of conventional marketing, despite being also a form of gaining revenue (Silvia, 2019).

Furthermore, SM boost consumers-brand trust, since consumers have access to the reviews, recommendations, and comments of other customers about the brand (Hajli, 2014). Also, with all this information available, it is possible to reach the ideal customer, being easier to find what are the expectations about the brand. These matters are difficult to achieve successfully in conventional marketing (Silvia, 2019).

Despite all the advantages that SM brings to the companies, and the fact that SM leads to engagement behaviours (Dolan et al., 2019), it is vital to understand the best content strategies to achieve that goal (Effing & Spil, 2016).

Users have different needs and therefore their motivations for using these different SM platforms may also vary (Buzeta et al., 2020).

Most of the literature focuses on a few platforms, namely Facebook and Twitter (Weller, 2016), but not on other platforms, most notably Instagram. Therefore, it is important to study different social networking services (SNS). According to (Kaplan & Haenlein, 2010), there are six different types of SM: content communities (eg, Daily Motion, YouTube, and Tumblr), collaborative projects (eg, Wikipedia), virtual social worlds (eg, The Sims), virtual game worlds, and SNS. This study will focus on SNS.

2.2 Social Networking Services (SNS)

Social networking services are web-based platforms, where consumers create their personal profiles, connect with other members, and finally, interact with content by liking, sharing, and commenting (Phua et al., 2017a). It is important to be aware of how much social networks move people. The majority of SNS users integrate two or more platforms in their daily activities since each platform has its uniqueness on their respective characteristics and attributes. Consumers need to meet their informational, emotional, and social desires, so they use the

tools simultaneously, thus justifying the increasingly embrace of SNSs as tools to communicate and inform (Phua et al., 2017b). Also, firms have been extensively using SNS in many aspects, to facilitate information, interactivity, promotion and improving customer purchasing behaviour (Ziyadin et al., 2019).

According to Herrero et al., (2017) the SNS influence, to a certain extent, not only the decision-making processes of consumers, but also originate the electronic word of mouth (e-WOM). In that way companies have access to customer's feedback and opinions.

According to Orchard et al., (2014) information exchange, conformity, freedom of expression, social maintenance, and recreation are the principal motivations for SNS use. Also, previous researchers such as (Park et al., 2009) identified four primary needs to justify the increasing use of SNS platforms: socializing, entertainment, self-status seeking, and information.

Since users have different needs and each platform satisfies consumers differently, it is pertinent to study the social networks for which we specifically want to develop significant strategies and, finally, obtain more relevant results. This research will focus on Facebook and Instagram.

2.2.1 Facebook and Instagram

The society has continuously been more dependant from SNSs and letting them impact their own personal lives. Facebook, was the first SNS company to achieve one billion registered accounts, becoming the market leader, with almost 3 billion monthly active users nowadays (Statista, 2022). The company that owns Facebook (recently renamed Meta) currently also owns Instagram, one of the biggest social media platforms.

Instagram is a visual-oriented platform that induce word-of-mouth, allowing consumers to share content with each other, make suggestions and interact with

posts (Lee & Kim, 2020). Currently the platform has more than 1.47 billion users, with a prospect of increasing in the coming years (Statista, 2022).

According to Phua et al. (2017b) the main reasons why users use Facebook and Instagram are: passing time, showing affection, following fashion, sharing problems, demonstrating sociability, and improving social knowledge.

As SNS, Facebook and Instagram share some similarities, even though there are significant distinctions.

According to Zhu & Chen (2015), Facebook is profile based: the focus is allowing users to connect, reconnect, communicate, and build relationships. The messages are more customized, which means that they are directed to a specific group or small audience. These types of platforms are labelled as 'relationship.' Facebook and other relationship-oriented SNS help people to reconnect with friends, find lost colleagues and keep up to date with news and people's lives developments. Relatedness and self-esteem are the main needs that these platforms satisfy (Zhu & Chen, 2015).

Instagram is more content based, as it is the content that moves users. On this platform, people tend to follow others who have interesting content, and share their daily activities and interests. In this way, there is great freedom in exchanging tips between them. In contrast to Facebook, Instagram offers broadcast messages, which are intended for the general public. These platforms are labelled as 'creative outlets' (Zhu & Chen, 2015). Nonetheless, Instagram has been updating recently, encouraging more profile-based interactions (Buzeta et al., 2020). According to (Voorveld et al. (2018) consumers experience a negative emotion regarding to Facebook's content, compared to Instagram's. Also, related to the entertainment dimension, Instagram is perceived as a more entertaining platform than Facebook (Voorveld et al., 2018).

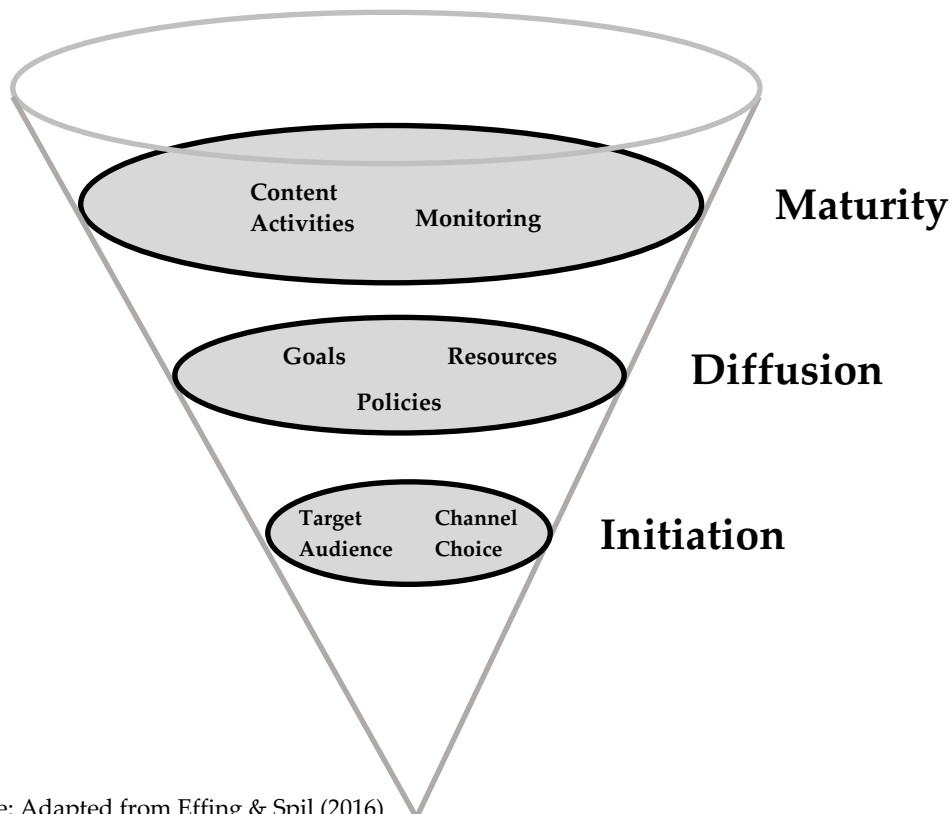
It is through SNS that consumers establish innovative connections among each other. However, marketers must take into consideration the characteristics and

discrepancies of each SNS. Unfortunately, they receive advice regarding the execution of message delivery in social media, but receive little guidance on how different strategies affect processing, engagement, and ultimately important brand outcomes such as brand equity and subsequently conversion to sales (Ashley & Tuten, 2014). Farshid et al. (2011) note that online service brand managers should obtain information regarding the different forms of social media and specific channels within each type, to devise the efficient social media strategy for their brand (Mills & Plangger, 2015).

2.2.2 Social Media Strategy

Porter (1996) defines strategy as the “creation of a unique and valuable position, involving a different set of activities” (p. 43). Also, according to the author, competitive strategy is about offering value to customers, through something unique. It's being different from other competitors (Porter, 1996).

Effing & Spil (2016) define social media strategy as: “a goal-directed planning process for creating user generated content, driven by a group of Internet applications, to create a unique and valuable competitive position”. According to the authors a social strategy cone is developed for evaluating social media as a strategy. The framework combines three levels and seven key strategies based on systematic literature review and case studies (Figure 1).



Source: Adapted from Effing & Spil (2016)
 Figure 1 – The social strategy cone

The three levels of social media strategy are composed by Initiation, Diffusion, and Maturity. Initiation is composed by the target audience and channel choice; diffusion level contains the goals, policies and resources; and finally, maturity comprises monitoring and content activities (Effing & Spil, 2016).

Target audience

Organizations must be able to define their target audience depending on the social network they are using. It is important to segment and identify priority populations. These populations may consist of different cultures, generations, or groups (Effing & Spil, 2016).

Channel choice

The selection of the channel determines the efficiency of communication through a specific social media channel (Effing & Spil, 2016). We must consider that the various social networks impact differently the target groups (Effing & Spil, 2016).

Goals

Social media should have a clear purpose to be effective. Measurable goals should be part of the social media plans, to provide the best achievements from social media practices. Also, to obtain value from the social media strategies, the goals must be aligned with the business (Effing & Spil, 2016).

Resources

The originality and quality of the message content depends on our resources. Moreover, in order to be more successful in our strategy, paid advertising is important, so that the posts reach their maximum potential (Effing & Spil, 2016).

Policies

The company's reputation can be harmed if marketers have no limits on their use of social media (Distaso & Mccorkindale, 2013). It is important to establish some border rules in communication, to regulate the corporate communication of employees and protect the rights regarding freedom of expression (Distaso & Mccorkindale, 2013). Moderate communication can prevent bullying, harassment, and gossip (Marlin-Bennett & Thornton, 2012).

Monitoring

To have a better understanding of social media channels updates, is crucial for companies to monitor them. Usually, the communication on social media is out of the organization control (Distaso & Mccorkindale, 2013). It is important to use software tools (eg: Google Alerts, TweetDeck, Radian6, Fisheye), as they allow measuring the impact of content based on comments, likes, visitors, followers and evaluating activities (Klang & Nolin, 2011).

Content Activities

Elaborating an editorial calendar of publications by social network is crucial to obtain good planning. To ensure frequent contributions to the various social media channels, scheduling posts, campaigns and projects allows for a practical view of the appropriate content to post. According to Effing & Spil (2016), the schedule should be very practical and should provide organizations an indication of which content is appropriate, authentic and is written by using a “human voice”.

The seven key elements are crucial to develop a social media strategy of an organization. As such, branded social media activities are key to encouraging brand awareness, customer engagement, promoting word-of-mouth and, subsequently, increasing in-store traffic. These activities inspire the consumer, creating a greater connection with the brand. However, if these activities do not have well-defined strategies and are not well executed, it will affect engagement.

2.3 Engagement

The term engagement is growing in relevance for academics and marketers as a key factor for creating and maintaining intensive relationships between organizations and consumers (Cuevas-Molano et al., 2021). Furthermore, it is one of the main objectives of digital marketing strategies, not only because allows an understanding of the content and respective strategies' success, but also because through engagement it is possible to expand business and sales. However, little is known about how different post criteria influence distinct levels of social media engagement (Cuevas-Molano et al., 2021).

The study by Brodie et al. (2011) is considered a pioneer in introducing the concept of engagement in the literature. These authors opened the line of conceptualizing engagement as a “psychological state of mind, comprising cognitive, emotional, and behavioural aspects” (Santos et al., 2022, p. 2).

Previous research examined motivations for engagement with SNS advertising content (Sook Kwon et al., 2014; Phua et al., 2017a), suggesting that users have various motivations (e.g., information-seeking, leisure, enjoyment, etc.). Therefore, messages strategies are crucial to connect brands to the users. Sheehan & Morrison (2009) point that besides the importance of social media strategies, creativity is necessary in the development of content. It can be effectively delivered in social media while encouraging consumer engagement to produce desired brand outcomes.

2.3.1 Customer Engagement

Organizations are increasingly seeking customer participation and engagement with their brands, and even though many studies are focused on engagement, the definition of customer engagement, its dimensions and components are still not consensual among researchers.

Nhan Phan et al. (2020, p. 3) defines customer engagement with the brand as “the level of customer motivation, relative to the brand and the contextual awareness state depending on the level of awareness, emotions and behaviours focused on specific brand interactions”.

Some studies suggest that the concept of 'customer engagement' is related to the development of understanding the customer experience and/or retention dynamics (Bowden, 2009). Also, customer engagement represents a strategy to generate corporate performance that includes sales growth, superior competitive advantage, and profitability.

The engaged customers play an important role in marketing activity. These customers make recommendations regarding the brand, products and/or services, allowing other people to notice the business and expand the range of consumers. Engaged customers can also play a useful role in new product/service development (Brodie et al., 2011). The behaviour of customer engagement is noticeable by their willingness to provide insights and ideas for brand content, interacting with posts on social networks by liking, commenting, or sharing (Nhan Phan et al., 2020). Customer engagement is about having relationships between buyers, sellers but also with potential customers and stakeholders, and its purpose isto focus on consumers’ behaviour and allow companies to know exactly their targets (Nhan Phan et al., 2020).

In previous studies, with a special focus on business, academics identified which factors influence customer engagement on SNS. There were two characteristics that stood out as quite decisive for customer engagement with the content. The first factor was the format of the content, which included the degree of vividness (eg: use of an image) and, lastly, interactivity (eg: questioning users). The second factor is the types of content, in other words, topics that the brand has decided to talk about (eg: entertainment) (Lei et al., 2016).

Online customer engagement is determined by the format and type of content, however, there is a gap in the literature regarding insights and guidance that help companies to create better brand content. For many companies, the popularity and quality of communication is quantified by the number of engagement (likes and comments) (Lei et al., 2016). Different content impacts target audience differently, and for companies, the best way to verify if content is interesting for their customers is through engagement. Hence, the popularity of the content and the level of engagement are linked because engagement is often measured with the same metrics as popularity (Lei et al., 2016).

2.4 Content Marketing

Content marketing focuses on creating, publishing, and distributing content for a targeted audience online, therefore turning this audience into profitable customers (Nayak, 2021). Content marketing can be defined as a process carried out by businesses to use digital content distributed through electronic channels to a benefit specified for the company (Rowley, 2008).

Social media content marketing plays an important role in attracting consumers to brands, especially if the content is effective and engaging (Ahmad et al., 2016). It is crucial for a brand to establish an emotional connection to the members of its social community (Gümüş, 2017). Brands should create valuable content directed to the specific consumers; it will increase the communication and closeness with the brand, allowing a quality interaction between the brand and the consumer on social media (Turri et al., 2013).

It is through the content that the crucial information is provided, and it can be presented in different formats: video, photos, e-books, infographics, email newsletters, case studies, podcasts, how-to guides, blogs, etc. (Nayak, 2021).

Maintaining the frequency of posts on social networks must be one of the essential strategies of content marketing, since it increases brand interest. To create and share content on social media is more important than mere presence. The consumer is a value creator, due to all the insights it provides to brands and improvements on their processes. In this way, marketers should take these opinions more into account converting them into loyal consumers (Gümüő, 2017) by integrating them in the process of creating effective communication in the digital world, being necessary to pay attention to consumer's activities (Barajas-Portas, 2015). Also, to create different and creative content is important to know the customers, understand them, and therefore listen to them on social media as brand.

We are living in a digital age that has changed consumers' expectations regarding brand communication, with the help of various social media environments (Killian & McManus, 2015), and these environments can influence their predisposition to certain types of content. An important aspect is to realize what kind of content affects the most the engagement and conversion in sales.

2.4.1 The objectives of content marketing

Content marketing allows to share valuable information with consumers and increase their willingness to buy products. However, to obtain good results, it is important not only to outline a strategy but also to trace objectives.

According to Bloomstein (2012, p. 101) content marketing objectives must form part of a defined content strategy as: "the practice of planning for the creation, delivery and governance of useful content".

Table 1 presents crucial topics about the objectives of content marketing. Companies should have in consideration all of them before outlining a common strategy for positioning themselves in social networks (Gümüő, 2017).

Objectives of Content Marketing
Increasing customer loyalty
Increasing number of prospective customers
Increasing brand awareness
Increasing sales revenue
Increasing website traffic
Increasing customer retention
Improving search engine ranks

Source: Adapted from Gümüş (2017)

Table 1 - Objectives of Content Marketing

2.4.2 Types of content marketing

Previous studies indicated that audience members seek and find different gratifications within media content, affecting the final consumption (Dolan et al., 2015). Content must be created based on the interests of consumers. It is important that it goes accordingly to their interests, to improve engagement results, and subsequently conversion.

Prior works stated that the search for information and entertainment are two important motivations for consumers when looking for content on social networks. These motivations also influence the interaction that consumers will have with brands (Demmers et al., 2020). Regarding the different types of content, Dolan et al. (2015) suggested that social media content can be organized into four groups: Information, Entertaining, Remunerative and Relational content.

Informational content

This kind of content provides resourceful and helpful information to consumers. Informative content is relevant to the purchase decision and consumption experience. The main reason why consumers use social media is regarding their desire to obtain information regarding the products, services, and brands (Dolan et al., 2015). Indeed, although all tones of voice are important, research has linked consumer informational goals to higher levels of consumer engagement (Dolan et al., 2015).

Informational content is important not only for traditional media, but also for social media. However, it has only recently received attention (Dolan et al., 2015). Furthermore, consumers have the need to obtain information to respond to their inquiries and doubts regarding a product or service. Before their purchase, they will compare the various options until they arrive to the best option.

Entertaining content

The entertainment content consists to the content that transmits sensations as enjoyment and amusement to users (Dolan et al., 2015). In the literature, the entertaining advertisement is about a positive attitude on the part of consumers and a desire to return to the site. Fun content makes consumers create or contribute to content about the brand itself.

Entertainment content is linked to a hedonic motivation to create affective relationships with the brand (Demmers et al., 2020). Additionally, users are looking for pleasure, emotional relief, enjoyment, leisure and relaxation, generated by temporarily escaping from their daily routines (Demmers et al., 2020).

Remunerative content

Remunerative content is expected to satisfy users' needs through monetary incentives, prizes, or giveaways (Dolan et al., 2015). Consumers interact with these posts to get some remuneration or reward. However, users will only interact with the brand because they are obliged to do so, in order to obtain something in return, neglecting the merit of its content. Füller, (2006) considers that other types of content have much more impact on consumers' motivation since they represent exclusive content and not require a forced interaction.

Relational content

Users use social networks to have social interaction. There is a great desire to feel integrated, to gain a sense of belonging, to connect with friends, family, and society in general (Muntinga et al., 2011). Users find a safe place to express themselves, share experiences and can be recognized (Dolan et al., 2015). Some social networks projects appeal users to help each other, moving people towards the common good, such as helping institutions. Helping others includes gaining a sense of belonging to a group/community. These types of behaviour are important for marketers to understand, since the different types of content impact different customers in different ways, determining the results of engagement and subsequently conversion in sales (Dolan et al., 2015).

In this study there will be a focus on informational, entertaining, and relational content, given that remunerative content alone already encourages consumer engagement behaviour to obtain a reward or offer, making the results biased.

2.5 Conversion

Over the years, online retailers have increasingly embraced social media marketing strategies to improve sales conversion. When developing a social media strategy, especially if the service is online, marketers must consider that social media are public places where customers leave their opinion, and everyone can see it. Customer-brand interactions can be very intimate, works as invitation into consumer's personal lives. Thus, if the brand doesn't contribute to this brand-consumer relationship, the purchase consequences can be negative, such as not being willing to repurchase its services (Mills & Plangger, 2015). Besides the type of content being important for conversion to the website, according to Lindsey-Mullikin & Borin (2017) the feedback from family, friends, online communities, and the consumer feedback, also increases the purchase conversion rate.

The conversion rate is the proportion of website visitors who act beyond a content view or website visit and purchase the products, becoming paying customers. A "conversion" is considered successful when the user acts in accordance with the Call to Action (CTA), and completes all the necessary steps (Saleem et al., 2019). In order to illustrate a successful e-commerce sales conversion, the customer has to add the products to the cart, and finally, go to the checkout and complete the payment (Saleem et al., 2019).

Hanna et al. (2011) argues that brands that have a digital presence should focus on tracking conversions, such as sales, besides the metrics that indicate brand lift and brand engagement. This reflects the power of social media in the ability to combine multiple metrics, including brand affinity through engagement (e.g., likes), and sales conversion on the same platform.

When we are talking about online advertising such as Facebook Ads, one of the most important Key Performance Indicators is sales conversion, as it allows

not only to analyse user behaviour and engagement, but also purchases (Saleem et al., 2019). This situation is accentuated if we are dealing with an e-commerce business, where sales are 100% online, becoming sales conversion the biggest concern and the most important metric to monitor and upgrade (Saleem et al., 2019).

The best way to improve this indicator is through paid social media, as it allows companies to reach more customers, more conversion, and more engagement. When we refer to "amount spent" on campaigns, we are referring to the "invested amount", as it is an investment. The study by Saleem et al. (2019) illustrates this investment with an example: A company only spends \$100 per day on ads, this investment resulted in 5 sales on the ecommerce site with an average cart size of \$150: the author concludes this campaign was profitable and defends paid social media as a very rewarding strategy (Saleem et al., 2019). Paid social media can be quite effective as it is a potentially profitable investment with the subsequently conversion into sales (Dinner et al., 2014).

Overall, Nayak (2021) asserts that companies use content marketing to attract attention and generate leads, expand their customer base, increase online sales, and engage with online users. Customers are different from one another, being important to know what type of content they enjoy the most and approach them in a correct tone, to engage them, and further convert in sales. This concern regarding the approach to customers in the social media context raises the research questions of this paper.

R1: What type of Instagram and Facebook content marketing generates more consumer engagement?

R2: Instagram or Facebook? What social network generates more sales conversion to the website through social media content?

Chapter 3

Method

From the literature, we conclude that SNS have become vital not only for consumers, but also for brands. The intensive use of these platforms by both sides allows a closer relationship for brand-consumer. Most of the studies are focused on Facebook as it is the most popular social network with the most active users (1.56 billion) (Phua et al., 2017a). This data is interesting for brands and therefore thousands of companies have set up Facebook pages for brand communication purposes (Phua et al., 2017b).

However, it is also pertinent to study Instagram due to its rapid growth in popularity. In addition, the adoption of top brands in relation to Instagram is growing continuously, making the comparison of these two platforms relevant for companies, especially in ecommerce, where social networks are crucial tools for the business and respective sales (Casaló et al., 2017).

Based on the literature review and considering the context of the internship at Mercadoão, two questions arose:

R1: What type of Instagram and Facebook content marketing generates more consumer engagement?

R2: Instagram or Facebook? What social network generates more sales conversion to the website through social media content?

The analysis of these research questions could be developed either through action research or through a case study, given that both methods are concerned with contemporary phenomena in their specific context. However, action research is a type of research study that is initiated to solve an immediate problem, which is the situation faced in the internship. "The main goal for engaging in action research is to improve and/or refine their actions" (Sagor, 2000). On the other hand, a case study provides the understanding of certain

phenomena in depth, be they a particular event, situation or individual. It is a type of research that is intended to explore complex issues. It has been defined as “an empirical investigation that investigates a contemporary phenomenon within its real-life context; and where multiple sources of evidence are used” (Yin, 2009).

Since the research questions of this study were raised in a specific setting, where a need to improve processes and introduce changes in the organization emerged, the research method chosen was action research: the main objective is to analyse a phenomenon and act on it, introducing changes.

Regarding the method, several participatory actions were carried out to improve and answer the questions raised. Action research is defined by Brydon-Miller et al. (2003, p. 10-11) “a participatory, democratic process concerned with developing practical knowing in the pursuit of worthwhile human purposes, grounded in a participatory worldview which we believe is emerging at this historical moment.”. Action research regards experiments on real problems within an organization, which are designed to assist in their solution. There must be an interactive process of problem identification by the researcher, planning, action and finally evaluation. Action research ends up re-educating and provoking changes in the research subjects' thought patterns, aiming to contribute not only to academic theory but also to practical action (Bell et al., 2011).

Within action research, there is effectively an approach in which the action researcher and the company, in this specific case, collaborate in the diagnosis of a problem and in the development of a solution based on the previous diagnosis. According to the authors Eden & Huxham (1996), action research output results from “involvement with members of an organization” over a matter of “genuine concern to them”, to introduce change in the organization.

At Mercadão, it was recognized that social networks were poorly developed, with little differential content - which were mostly promotional campaigns - not being a very visually appealing communication, particularly in Instagram. There was no logical sequence of content and feed organization, posts were not visual and were boring, and also there was no tone of voice. Indeed, interaction on posts was quite low: in September 2021, Mercadão had around 14,000 followers with an average of 50 likes per post. Therefore, it was impossible to know (i) what type of content consumers liked and engaged the most, because there was no diversity of content (ii) which social network could become a real source of conversion to sales, once there was no strategic plan implemented.

To tackle these issues, it was necessary to develop a strategic plan for social networks, define rubrics, structure various types of content for each one, and finally, define the posting periodicity. An intervention was designed with posts of an informative, entertaining, and relational nature (solidarity campaign), to understand what content Mercadão's followers preferred to view on social networks, and subsequently resulted in engagement and conversion to sales.

Chapter 4

Data Collection

To answer the questions raised, it was necessary to develop a strategy. Regarding the first research question related to engagement, it was necessary to develop three different types of content: Informative, Entertaining and Relational. Concerning the second research question related to conversion, it was developed two posts, one for each social network, with non-specific content, containing only a promotional code. Then it was necessary to schedule the posts, to later be posted on different days. In the first research question we wanted to understand what type of content had the most engagement on Mercadão social networks, and, in the second research question which social network converts more in sales. The posts were developed for Facebook and Instagram, appealing customers to use the coupon, which was valid for 24 hours. In order to distinguish the coupons and count them, the promotional codes contained the name of the platform (eg: If I saw the content on Facebook, I would see a post with the Facebook code). Both posts were posted at the same time in both platforms and were promoted to reach more people and to ensure they were being impacted equally. A promotion on social media consists in turning a post into an ad, created from the post itself. For this act is necessary a monetary investment. By promoting the post, we are increasing its reach by being able to choose the target audience, budget, and duration of the ad.

4.1 Target audience characterization

To enhance the results of conversion and engagement, a strategy was defined to increase the reach of the posts.

Engagement Posts

Engagement posts were promoted in the same regions, with the same age range except for the entertainment post, since the content is about babies and tips for parents who are taking their first steps.

As this is a more specific post, it is better to define a more detailed target audience by interests (eg: toys, mom, dad, diapers, baby porridge, etc.) to have better results, as Effing & Spil (2016) assert.

Conversion Posts

When promoting the posts, a target audience and location (where the posts should be impacted) was defined. The locations chosen were the regions where Mercadão has a large part of its operation and where it retains 95% of total sales (Lisbon, Porto, Braga, Aveiro, Leiria, Coimbra Viseu and Faro).

A target audience was also defined between the ages of 27-55, being the age range that buys the most at Mercadão. Before promoting, the Facebook Business Suite platform estimated that the number of people reached would be approximately 34,200 to 98,700 people, and a total of 546 to 1600 conversions.

4.2 Budget and Duration

Engagement Posts

The budget made available for engagement posts was 100€ each, totalling 300€. The duration of the promotion was 24 hours.

Conversion Posts

The budget made available for conversion posts was 150€ for each, totalling 300€. The duration of the promotion was 24 hours.

Chapter 5

Data Analysis

This section presents the empirical data collected not only from the social networks content published, but also from the coupons used and gathered for the purpose of this research.

Regarding the first question, three contents were created to measure the engagement (Appendices 1-6): Relational Content; Entertainment Content and Informational Content. To assess the three engagement posts, it was necessary to use the Facebook Business Suite platform and interpret the quantitative data. These posts will be analysed according to indicators of engagement (likes, comments, clicks), reach, impressions, and cost per click (CPC). These clicks represent the number of times the Ads were clicked, and the post's reach is the number of people who have seen the posts at least once. Additionally, impressions are the number of times that the content from the brand appeared on a person's screen. Lastly, CPC is the amount that a company pays for each customer's click.

To evaluate the two conversion posts (Appendices 7-8), the promotional code was activated in the Backoffice. It will be analysed the number of purchases that originated from the coupon, and the cost per purchase (CPP), which consists of the amount spent by the company per purchase. Furthermore, the number of times each coupon was used was retrieved from metabase and later exported to Excel.

The Facebook Business platform distributes the budget optimally between Instagram and Facebook, meaning that it manages the amount in both posts at the same time. These quantitative data are automatically generated for the Facebook Business platform, where the data reports are exported also to excel.

After the three engagement posts had elapsed, it was necessary to analyse, compare and interpret the data, based on the literature.

Regarding the second question, it was necessary to create two contents, one for Instagram and one for Facebook. The coupons were valid for 24 hours, so it would be necessary to post it in the morning and be active until the next day. The posts were promoted with a budget of 300€. Once the promotion is based on the Facebook business platform, the latter distributes the budget optimally. After the action is completed, it is necessary to create a query in Metabase (Mercadão's intelligent platform that allows to make questions about our data, displaying answers) and filter the coupons that were used saying Instagram and Facebook. After exporting the data to excel, it is necessary to count how many coupons were used for each platform.

Chapter 6

Findings

6.1 Engagement posts

The tables below characterize engagement alongside the three types of content adopted.

Relational Content

	Likes	Comments	Reach	Impressions	Clicks	CPC (€)
F&I	5549	111	46791	55697	4195	0,024
F	2432	100	24800	31832	4146	0,012
I	3117	11	21991	23865	49	1,024

* All decimal values rounded to 3 decimal places

Table 2 - Engagement results of relational content

Output from Excel. F = Facebook; I = Instagram; CPC = Cost Per Click

Table 2 characterizes the relational content performance regarding engagement. Through the results we can observe that in relational content Instagram had a higher engagement performance regarding likes, and Facebook had a higher performance in all other metrics. The difference in clicks is significantly different, with Instagram having a higher cost per click.

Entertainment Content

	Likes	Comments	Reach	Impressions	Clicks	CPC (€)
F&I	580	0	29782	36739	563	0,178
F	143	0	26152	32439	555	0,077
I	437	0	3630	4300	8	6,136

Note: All decimal values rounded to 3 decimal

Table 3 - Engagement results of entertainment content

Output from Excel. F = Facebook; I = Instagram; CPC = Cost Per Click

Table 3 characterizes the entertainment content performance regarding engagement. Verifying the results, we can realize that Instagram has more likes compared to Facebook. No post had any kind of comment within 24 hours, at which time the posts were promoted. Regarding reach, impressions and clicks, there is a significantly positive difference for Facebook compared to Instagram in these metrics. Finally, the cost per click will be significantly higher on Instagram after the discrepancy between social networks.

Informative Content

	Likes	Comments	Reach	Impressions	Clicks	CPC (€)
F&I	773	2	41206	45149	899	0,112
F	231	1	32552	36246	881	0,056
I	542	1	8654	8903	18	3,001

Note: All decimal values rounded to 3 decimal

Table 4 - Engagement results of informative content

Output from Excel. F = Facebook; I = Instagram; CPC = Cost Per Click

Table 4 characterizes the informative content performance regarding engagement. Looking at the data, we verify that Instagram had a higher number of likes compared to the other social network. Comments represent a residual value. Regarding reach, impressions and clicks, there is a great difference in results between Instagram and Facebook, tending to fall positively for Facebook with regard the last metrics. Subsequently, the cost per click on Instagram is significantly higher comparing to Facebook.

6.2 Conversion posts

Table 5 below characterizes the conversion into sales through social networks.

	Likes	Comments	Reach	Clicks	Purchases	CPP (€)
F&I	230	53	78590	340	198	1,52
F	66	35	71 242	–	98	-
I	164	18	7348	–	100	-

Note: All decimal values rounded to 3 decimal

Table 5 - Conversion results

Output from Metabase and Excel. F = Facebook; I = Instagram; CPP = Cost Per Purchase

We can verify that the Instagram post promoting the coupon had more likes compared to the Facebook post, however it had a much lower reach compared to the latter.

Regarding the comments, Facebook performance was higher, but it is not a noticeable difference, compared with the likes. In total, 198 purchases were made from the content on both platforms, with Instagram being the social network that converted the most, but not significantly.

Chapter 7

Discussion

The results revealed important data to consider and answer the research questions raised in this study.

Engagement posts

To answer the first research question "What type of Instagram and Facebook content marketing generate more consumer engagement?", the data represented above in tables were compared and showed which content had the most impact.

In Instagram's case, with the same budget available for the posts and a defined target audience, the relational content post had the highest number of likes (3117 likes) compared to the entertainment post (437 likes) and the informative post (542 likes). The difference here is quite significant, as the number of likes is a good indicator of consumers' positive attitude towards publications and indicates the extent of interest and approval (Phua et al., 2017a). Also, stating that Instagram can achieve good engagement in likes, is an algorithm that the commercial department can use to negotiate advertising spots or partnership posts with a brand. However, this significant difference is directly related, not only to the rubric, but also to the content itself. The theme chosen for the relational content was a solidarity campaign that exists in Mercadoão every month, "Mercadoão Solidário", which aims to help an institution every month.

Regarding Facebook, the different content performed similarly to Instagram. The relational content post had the highest number of likes (2432 likes) compared to the entertainment post (143 likes) and the informative post (773 likes).

In both platforms, relational content had a significantly higher number, justified by the context in which we currently live. The organization found it

pertinent to help an institution that supported Ukraine and provided essential goods. Since it is a very current subject and in the eyes of the whole world, is talked intensively by the media, and relates to a social context that reaches and affects everyone. This may be the reason for this dissimilar number of likes in relation to the other contents.

Concerning the entertainment post, was created a challenge for parents who are taking their first steps introducing the food to their baby. The challenge consisted of trying to give the baby yogurt without getting dirty. It's a fun, familiar message, but was not so strong and impactful comparing to the message of relational content, which was related to the war in Ukraine.

Finally, the informative post consisted in a synthetically explanation how Mercadão works, regarding the replacement of the products; delivery time stipulated by the customers; and how they can contact the Shopper through the customer area. These posts were presented in a carousel format, that consists in a sequence of images. In addition, this type of content is crucial for consumers, as it is through this content that the brand answers the most frequently asked questions (FAQ's), in order to clarify doubts that may be an obstacle to the purchase decision (Dolan et al., 2015).

Furthermore, we found that the number of likes on Facebook is considerably lower compared to Instagram in all type of content. The relational post illustrates the difference: with the same message and the same budget in both social networks, Instagram had a higher difference of 685 likes compared to Facebook in the same content. This result suggests exactly what Zhu & Chen (2015) claim: that Instagram messages, unlike Facebook, are intended for the general public, justifying that entertainment content, with a more specific target audience, was the content that had fewer likes on Instagram. In contrast, the relational and informative content was targeted with a general audience, and led, subsequently, to a higher number of likes.

With this study we realized that relational content has a lot of impact, both on Facebook and Instagram. Users seem to be looking for exchange tips and thoughts with each other, sharing problems, demonstrating sociability, and improving social knowledge Zhu & Chen (2015); (Phua et al., 2017a).

Despite the number of likes being a good indicator of engagement and popularity of a post (Lei et al., 2016) does not define the full engagement of a post and doesn't justify all investment (Saleem et al., 2019). This way, it is necessary to evaluate other engagement metrics, such as comments, reach, impressions, clicks and cost per click achieved from each post.

Regarding comments, the social network that obtained the most, during the study, was Facebook, namely in the relational post (100 comments) compared to Instagram (11 comments). In the entertainment post, none of the social networks received comments because it was a very objective content, and it was necessary to read the full article on the Mercado blog. This issue may have influenced the low number of comments, since the final piece for the consumer was not on social networks, and the consumer will not express an opinion when the full content is on another platform.

Regarding the informative post, both social networks only managed to get 1 comment in 24 hours.

We conclude that the number of comments is not significant for this study, but Facebook in this metric surpassed Instagram, perhaps justified by the fact Facebook is a relationship-oriented platform (Zhu & Chen, 2015). This way, people are more willing to communicate, connect with other users and build relationships (Zhu & Chen, 2015). Since Instagram is a content-based platform and the comments are intended to express opinion, users have no need to relate and build relationships (Zhu & Chen, 2015).

Regarding clicks, once the posts are sponsored, the last one will appear in an Ads format on the Facebook or Instagram timeline to the defined target audience.

Regarding Instagram, the post that got the most clicks was the relational content (49 clicks). The same happens on Facebook, relational content was the one that got the most clicks (4146 clicks). In entertainment content, Instagram obtained (8 clicks) and Facebook (555 clicks). Finally, in informative content, Instagram managed to acquire (18 clicks) and Facebook (881 clicks).

Comparing the two platforms, for example, in relational content, the best post in terms of performance, the cost per click on Facebook was 0.012€ and on Instagram it was 1.024€, being the lowest cost per click number that Instagram had. In terms of entertainment content, the cost per click on Facebook was 0.077€ compared to 6.136€ on Instagram, which is the highest cost that Instagram obtained in this study. We concluded that the price per click of Facebook is considerably lower than the cost of Instagram. Investing in Instagram Ads is a decision to carefully consider in the future, since the cost per click is very high. The investment is not worthy just to get likes on the publication. It is worthy if the content promoted generates sales for our website, such as the solidarity action, in which customers need to make purchases or use coupons. Informative and entertainment posts are an expense for Mercadão if the posts are promoted.

Finally, regarding engagement posts, it is pertinent to compare the reach and impressions of the posts. Analysing individually, once again the relational content was the post that obtained the most reach and impressions on both platforms. Despite Facebook always having more reach and impressions than Instagram, comparing the metrics of the two platforms, it was not enough for Facebook to have more likes than Instagram. However, the higher number of clicks and the much lower cost per click on Facebook is justified precisely by the reach and impressions it had.

In short, the type of content marketing that generated greater consumer engagement was relational content on both platforms, with a very significant difference in comparison to informational and entertainment content. The

content was chosen based on the themes that needed to be addressed by the company, which was a limitation. On the one hand, the relational content was directed to a general audience, taking advantage of the current context and, on the other hand, the informative and entertainment content was directed to a more specific audience, market customers and new parents respectively.

Conversion posts

To answer the second research question “Instagram or Facebook? What social network generate more sales conversion to the website through social media content” the data represented above in tables were compared and showed which social network converted the most. This post was developed for Instagram and Facebook in the same way, changing only the name of the coupon that consisted of the name of each social network. The promotion of the posts had a value of 300€. The conversion posts had a call to action (CTA) in the creative and copy, to influence consumer to act. Therefore, it is pertinent to assess the engagement of the publication before analysing the conversion.

Regarding the number of likes, we found that Instagram, once again, obtained a greater number of likes (164 likes) compared to the 66 (likes) of Facebook. This is an interesting indicator, since, despite the content not having any specific rubric, Instagram continues to have a better engagement in likes, reinforcing the answer to the first research question. Regarding the comments, both platforms were reasonable, but Facebook outperformed Instagram with (35 comments) in relation to (18 comments). As explained earlier, Facebook users are more willing to network than Instagram users (Zhu & Chen, 2015). Concerning reach, once again, Facebook had a significant majority of the total reach of the campaign (71242), in relation to Instagram (7348).

Analysing the conversion, Instagram’s coupon was used 100 times and the Facebook coupon was used 98 times within 24 hours. Concluding that despite

not being a significant number, Instagram is the social network that generates more conversion in sales to the website through social media content.

To answer this question, there were several controversies in the promotion of the post that impacted the results of the question. When sponsoring the post, instead of promoting the post on the respective social networks, only the post with the Facebook coupon was boosted, both for Facebook and Instagram. Users were being impacted on Instagram with the post containing the Facebook coupon. So, despite Facebook coupon having more reach and a greater promotion, Instagram still managed to overtake Facebook in conversion in sales. Reinforcing the answer to the second research question, despite the action disfavours Instagram, more coupons were used through it. Another limitation was the fact that the action took only 24 hours, so the post did not reach the maximum power, since was a shorter action. Therefore, it was impossible to differentiate the number of clicks that went to Instagram and Facebook.

The cost per purchase was 1,52€ in this action. This is a very good indicator, as the minimum purchase on Mercadão is 50€, which means that for each 1,52€ coupon used, we earn at least 48,48€ per purchase, which gives a total minimum gain of 9599,04€, considering the 198 coupons used. This way, it is clear that the communication of a company enhances the conversion into sales (Saleem et al., 2019).

Chapter 8

Conclusion

This work, developed in the context of a curricular internship at the marketplace Mercadão, departed from the following questions: R1: What type of Instagram and Facebook content marketing generates more consumer engagement? and R2: Instagram or Facebook? What social network generates more sales conversion to the website through social media content?

Regarding the first question, data suggest that relational content is the one that generates more consumer engagement in both platforms, in a very significant difference comparing informational and entertainment content. This allows us to perceive that the context is an important factor for engagement. The more the brands take advantage of the most discussed topics in society, the better will be the post's performance. In this way, brands should develop their communication based on the interests of their target's audience. In Mercadão's case, informative and entertainment posts should not be promoted, since this type of posts doesn't increase purchases, becoming a high cost per click. Nevertheless, only Facebook should be considered when it is necessary to promote non-relational content or to encourage purchase.

Regarding the second question, data suggest that despite not being a significant number, Instagram is the social network that generates more conversion in sales to the website through social media content.

The research developed presents a number of limitations, in particular regarding the issue of conversion to sales. First, there was a promotion in which no control was possible, the budget limitation prevented repetition of the action, and the time limitation (only 24h for the post) didn't allow for a clearer assessment of the difference between networks regarding conversion.

Nonetheless, Instagram, despite being at a disadvantage, managed to overcome Facebook, which suggests that Instagram may be a good social network to bet on, when it comes to conversion. In addition, given that the curricular internship ceased while the campaign was still ongoing, there was no control over the content that would come out in representation of each heading.

The present work contributes to address a few relevant gaps in the consumer-brand engagement and conversion's literature on social networks, namely on Facebook and Instagram. In our view, it also contributed to an improvement of processes in the organization, which social network's plan and strategy were not well-established. Although many studies have focused on the importance of Facebook as the most popular social network, with 2.1 million users (Akbarov, 2020), Casaló et al. (2017) defends that Instagram adoption among top brands is also continuously increasing. For these reasons, it seems reasonable to emphasize the potential importance of Instagram for brands, namely because there are few studies that have focused on Instagram (Casaló et al., 2017).

These answers to the research questions allow Mercadão to focus on the content that achieves more engagement, and subsequently can convert into sales.

In further research, it would be pertinent that the content of each heading was for the same target audience, so to control for discrepancy in likes and allow increased fairness in the performance of each content. It would be interesting, after collecting the information of which post had the most engagement, to develop a conversion post based on the content that had the most interaction, so as to ascertain whether conversion would increase. In addition, the sponsorship of the posts should be more than 24h: the fact that there was a time limit meant that the Ad is not impacted with full force. Finally, it would be interesting to test other different types of content that can have even more impact on the consumer-brand engagement and subsequently sales.

In short, this study is relevant as it emphasizes the importance of brands around social networks and how important it is for brands to know the interests of their customers. These promotional "expenses" are, also, an investment, as they allow brands to be aware of the most efficient content. Finally, consumers gradually give more and more importance to social networks, forcing brands to be well implemented on these platforms.

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<https://doi.org/10.1051/e3sconf/201913504022>

Appendix

Appendix 1 – Engagement post (Relational) on Instagram



Appendix 2 – Engagement post (Relational) on Facebook



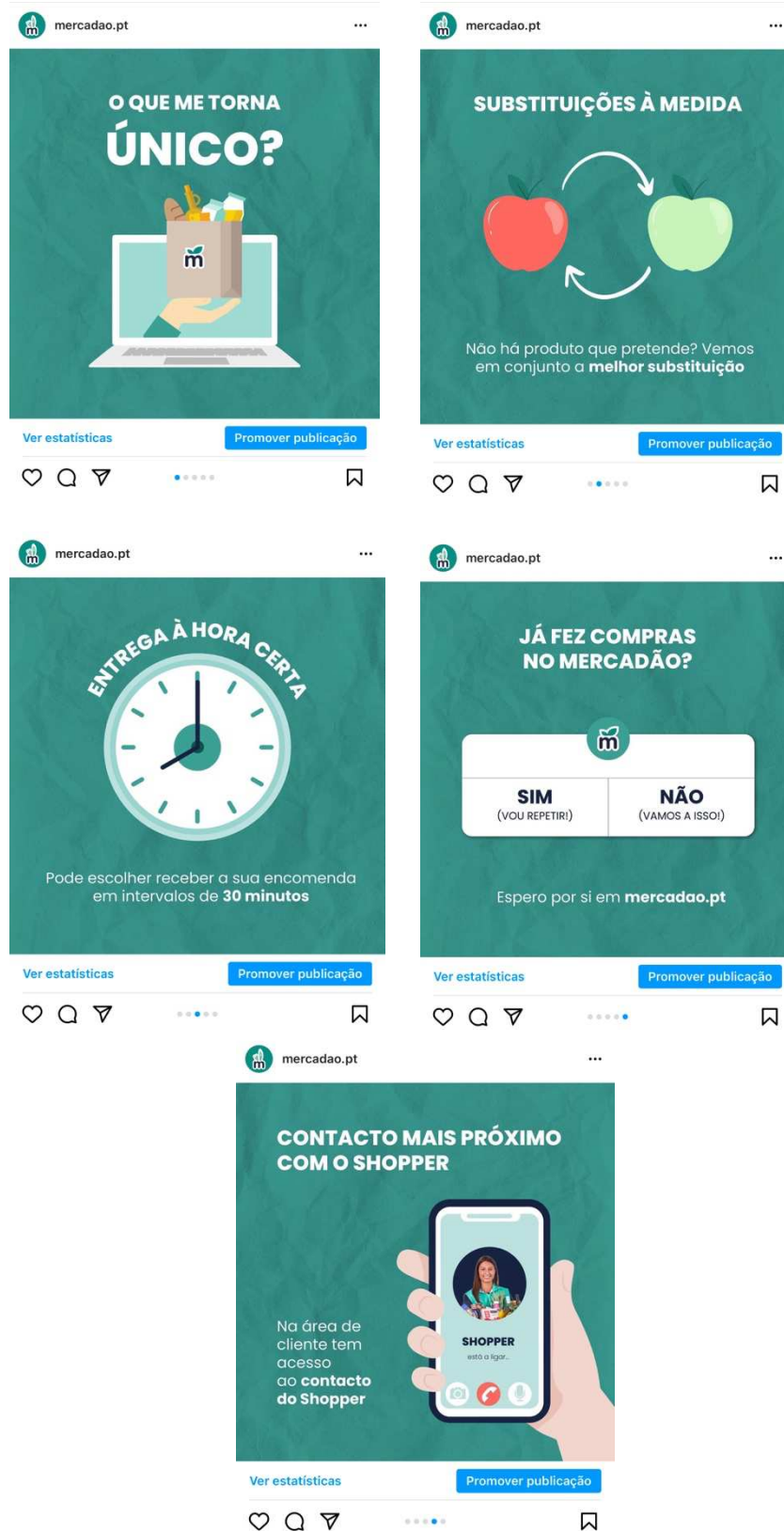
Appendix 3 – Engagement post (Entertainment) on Instagram



Appendix 4 – Engagement post (Entertainment) on Facebook



Appendix 5 – Engagement carousel post (Informative) on Instagram



Appendix 6 – Engagement carousel post (Informative) on Facebook

Mercadão
9 de março · 🌐

Uma questão muito fácil de responder. 🤖 Nasci para melhorar a vida das pessoas, permitindo que tenham mais tempo para fazerem o que gostam. Como? Deslize para a direita para descobrir. ❤️

#mercadao #shoppers #greenteam

O QUE ME TORNA ÚNICO?

SUBSTITUIÇÕES À MEDIDA

Não há produto que pretende? Vemos em conjunto a **melhor substituição**

ENTREGA À HORA CERTA

Pode escolher receber a sua encomenda em intervalos de **30 minutos**

CONTACTO MAIS PRÓXIMO COM O SHOPPER

Mais 2

Na área de cliente tem acesso ao contacto do Shopper

Appendix 7 – Conversion post on Instagram

mercadao.pt

ENTREGA GRÁTIS

#SÓPARASEGUIDORES

UTILIZE O CUPÃO **INSTAGRAM**

Ver estatísticas Promover publicação

👍 🗨️ 📌

Appendix 8 – Conversion post on Facebook

Mercadão
2 de março às 10:38 · 🌐

Lembram-se de eu ter dito que sou o perfil que avisa quando há Entrega Grátis? Pois, fui mais além e criei um cupão para que os meus seguidores no Facebook possam desfrutar de uma Entrega Grátis. Mas atenção, é só hoje! 🍷

Estou prontinho para fazer a entrega. 🍷

Faça a sua encomenda em 🍷 <https://mercadao.pt/>



The advertisement is a vertical rectangular graphic with a teal background. At the top, the text 'ENTREGA' is written in large, white, bold, sans-serif capital letters. Below it, the word 'GRÁTIS' is written in large, teal, bold, sans-serif capital letters inside a white rectangular box. Underneath the box, the hashtag '#SÓPARASEGUIDORES' is written in a smaller, white, sans-serif font. At the bottom of the graphic, there is a white dashed-line border containing the text 'UTILIZE O CUPÃO' in small black letters on the left, and 'FACEBOOK' in large, bold, black, sans-serif capital letters on the right. The background of the graphic is decorated with small white heart icons.

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Comprar agora