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Business Administration.Marketing.01

Elin Wahlin

Southwestern Oklahoma State University

Evaluating Strategies top Golf Brand Manufactures use to Promote Technological Advances

Social media is an essential tool for golf brand manufactures to promote their products and reach their target audience. With their social media channels, and specifically Instagram, the companies can create creative strategies to build a connection with their customers and effectively market their new technological advances. The objective for this research is to analyze how top golf brand manufactures uses different strategies on Instagram to promote technological advances in their products. The authors use content analysis researching the last 50 posts of each of the golf brand manufactures' Instagram posts. Researching the Instagram content of three golf brand manufactures, Taylormade, Cobra and Callaway, have given the results that each of these brands have strategies that successfully promote their products. Each company uses the 'Shopping on Instagram' tool, giveaways, hashtags, creative videos, and professional golfers to promote their products. Instagram is an important tool for top golf brand manufactures to promote their technological advances.

Business Administration.Marketing.02

Schyler Ridgeway

Southwestern Oklahoma State University

Evaluating the use of Facebook Post During the Month of December by Airline Companies; American Airlines, Delta, and Southwest Airlines

Many companies in the airline industry use social media in hopes to come in contact with potential customers whom they will provide services for. The objective of our research is to seek and analyze information regarding the top U.S. airlines Facebook pages, such as American Airlines, United, and Southwest airlines, to see how each one uses different promotional strategies to increase potential future customers as well as interact with them. There is a correlation between the amount of Facebook posts, likes, replies, and the number of potential customers each airline has as a follower on Facebook. To research the reach of Facebook posts, a content analysis will be conducted. This analysis will provide information on how frequently posts are created on each airlines Facebook page and the average amount of interactions on each post.

Results show and compare how these three top airlines are able to use strategies to promote sales throughout the holiday season. Furthermore, it offers and provides great strategies for companies to consider implementing into their social media policies and strategies during the holiday season to promote sales. The Facebook pages for each of these airlines has millions of followers. American Airline has 2.4 million, Delta has 3.1 million, and Southwest Airlines has approximately 6 million followers.

Business Administration.Marketing.04

Tyler Freeburg

Southwestern Oklahoma State University

A Descriptive Study of International Posts on the Official NBA Twitter Page in the Last Five Years

There are 108 international players on the NBA opening roster for the 2018-19 season and each of the 30 teams in the league currently have at least one international player. The purpose of this research is to analyze the posts of the official NBA Twitter page regarding international players and foreign countries. It is hypothesized that the number of NBA Twitter posts about international topics has increased in the last five years as a result of the increase in international players in the league.

The methodology used in this study is a content analysis utilizing data mining practices. Data will be shared from the official NBA Twitter account for any mentions of foreign countries or international players. Data will also be shared from the official NBA website for the signing dates of international players in the last five years. NBA rosters have become increasingly diverse in relation to the countries represented and this research investigates how the NBA promotes this international growth via Twitter.

Business Administration.Marketing.06

Shelbey Trawick

Southwestern Oklahoma State University

Less Than Entitled: Analyzing Oklahoma's Preparedness for the Next Generation Through Corporate Social Responsibility

With Generation Z (Gen Z) coming to the age of being active participants in the job market, it is important for companies to consider if their marketing efforts align with the generations values. Due to Gen Zs familiarity with the internet, they have been regularly interacting with people and companies across the globe, and they are quick to bring attention to a companys perceived shortcomings. In this content analysis, Oklahomas 27 largest employers were audited to determine their preparedness for a Gen Z work force. Each companys website was searched for key corporate social responsibility components (e.g., sustainability reports, codes of ethics, etc.), mimicking Campopiano and De Massiss content analysis of corporate social responsibility programs in 2014. Results show that a large majority of these companies do have several corporate social responsibility components on their websites. However, some of those components are not as accessible on some websites as they are on others.

Business Administration.Marketing.07

Reece Buckmaster

Southwestern Oklahoma State University

EVALUATING INSTAGRAM PROMOTIONAL STRATEGIES OF LIVE MUSIC VENUES IN OKLAHOMA CITY

Abstract

Research has shown some event venues struggle with turning their online community into ticket sales. Social media promotion is a way to get people involved and convinced to buy tickets. The goal of this research is to investigate the use of Instagram to more efficiently promote and attract ticket sales for live music events. Due to companies; inability to translate online interaction into sales, live music venues in Oklahoma City should use Instagram more efficiently to promote ticket sales for events. Researchers conducted a communications audit for Instagram accounts of four live music venues in Oklahoma City. The venues included in this audit are The Criterion, The Jones Assembly, The Blue Door and The Tower Theatre. The initial research showed some types of Instagram posts had a positive impact on sales by engaging online followers, while some types of post were not as successful.

Business Administration.Marketing.07

Lexi Clark

Southwestern Oklahoma State University

Business Administration.Marketing.08

Eunah Eom, Kanghyun Yoon

University of Central Oklahoma

Identifying Underlying Dimensions of Customer Needs

One main reason that the firms design and implement various kinds of give-and-take marketing exchange activities with target customers is to meet multiple unmet needs mostly driven by the presence of their body system. Given that, the firms have utilized various types of marketing research techniques in order to identify unmet needs of target customers. As an example, the customer roadmapping method has been used to identify and select key customer needs as the input for the firms; product development activities. However, an implicit assumption for the success of this task is the requirement of a theoretical framework which describes the existence of universal customer needs dimensions as a reference point for comparison and starting point. In this regard, the goal of this study is to identify a set of underlying dimensions of universal customer needs as the critical input for the subsequent planning activities of the firms. For this matter, this study utilizes two methodological approaches: the review of literature in relevant disciplines to identify a set of customer needs and the application of our theoretical framework into selected cases to exhibit how the firms create their products, services, or retail stores. Our findings indicate that this study casts marketing insights into the design of various products, services, or retail settings for the firms.

Business Administration.Marketing.09

Stefanie Guerrero

Southwestern Oklahoma State University

Evaluating the Marketing of THE SPRINGS Event Venues of Oklahoma: a Content Analysis of Facebook Pages

THE SPRINGS Event Venue is a wedding venue that has a unique mission to provide personal touch to their clients by being flexible, interacting with consumers online and educating the everyday viewer. THE SPRINGS Event Venues connects with engaged couples by updating and maintaining their Facebook pages and unifying their brand. A content analysis was created to assess the differences among each of the three Oklahoma location pages. Integrated communication will be considered to improve the formats of the 2018-2019 data given from the Facebook pages. Consumers expect the same quality of engagement and information within a given company no matter the separation of physical locations.

The authors will analyze data from the Facebook pages of THE SPRINGS Event Venues by looking at the following metrics of each page: likes, followers, efficiency to customer questions, reaction time, ratings and recommendations, number of events in specific time periods of the year, number of weddings total, the differences and similarities of each Facebook page, and the number of posts made each month. THE SPRINGS Event Venues needs to consider creating a more unified Facebook outlet as it expresses their accountability, reputation, transparency, and customer service. Findings conclude that most details within each page are uniform. However, discrepancies exist with the tools available, photograph depository, and online Facebook community interactions, such as members, comments, and reviews.

Business Administration.Marketing.10

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Business Administration.Marketing.11

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Cheyenne McMullin

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Bailey Patton

Southwestern Oklahoma State University

How Using Instagram Could Help Boost Pet Adoption in the Oklahoma City Metro Area.

Animal shelters tend to focus on using social media to promote new animals that need adopted. While many adoption shelters keep their Facebook updated often to connect with families, another social media platform could hold new bounds. Instagram could have a new potential when marketing to families and people who are looking to adopt pets. Instagram is one of the fastest growing social media sites, and these pet adoption centers could using this to their advantage. When examining nine pet adoption centers in the OKC area, only two use Instagram.

Using Instagram could help boost the number of interactions and number of people who see these animals daily. Another factor that could boost the number of people who engage in these posts could be the format and time of day that these are posted. While most use Facebook, Instagram could possibly double the number of people who interact with these animals in need. This study will show pet adoption centers how they could maximize the number of animals adopted by posting daily and maintaining an Instagram page daily.

Business Administration.Marketing.14

Theresa Billiot

Cameron University

Reframing One's Fear of Needles: An Exploratory Study Combining the Elaboration Likelihood Model with Reflecting on One's Self Versus Others to Persuade People to Donate Blood

With less than 10% of the U.S. population annually donating blood, blood banks consistently campaign to attract new donors to ensure accessibility to blood for immediate transfusions. However, the fear of needles serves as a barrier to convert people into life-saving heroes. By examining ones fright and anxiety toward blood donations, this exploratory studys purpose is two-fold: First, we evaluate if an advertisement which positions respondents to make a choice between receiving the positive results of donating blood versus facing the negative consequences of not giving blood can influence intentions to become blood donors. Second, we seek to discover if positioning respondents to reflect on ones self versus others (i.e. best friend) motivates them to become blood donors. A conceptual model is designed based on the elaboration likelihood model. This study has implications for marketers, nonprofits, hospitals, and society as a whole.

Business Administration.Marketing.15

Carlie McKinney

Southwestern Oklahoma State University

Content Analysis of the Facebook Pages of Property Brothers, Fixer Upper, HomeTown, Rehab Addict, and Flip or Flop of HGTV to find the Correlation Between Profit and Popularity.

In most cases, the more popular a TV show is, the more profit it brings in. The purpose of this study is to determine if high popularity on Facebook correlates to a high rate of profit for the television series. According to Statista.com, HGTV has a total of 755,000 viewers per day and approximately \$2,740,000 in daily revenue. Social media marketing is one tool that is being used by nearly every television network to promote shows and viewer growth. A content analysis was created over the individual pages covering categories such as number of followers, number of likes on their page, and how often do they post a day. Over the current season, the five television shows have had 399 posts, 90 for Property Brothers, 237 for Fixer Upper, 13 for HomeTown, 40 for Rehab Addict, and 19 for Flip or Flop. Of these shows, Property Brothers has a net worth of \$20 million, Fixer Upper has \$16 million of net worth, HomeTown has \$5 million net worth, Rehab Addict has \$7 million net worth, and Flip or Flop has \$8 million of net worth. These results show that there is correlation between the number of posts and their net worth. For example, Property Brothers and Fixer Upper have the highest number of posts and they both have a significantly larger net worth than the other three shows.

Christy Brown

Southwestern Oklahoma State University

Assessing Social Media Marketing Campaigns of Weatherford, Oklahoma Herbalife Nutrition

Revive Nutrition, New Creation Nutrition and FIT Nutrition are Herbalife Nutrition Clubs located in Weatherford, Oklahoma. These clubs, while simultaneously providing similar services and products, lack individuality in branding. We investigated the Facebook pages of all three Herbalife Clubs in order to research how each club utilized their Facebook platforms to create individual brand identities. We evaluated the social media patterns within the span of three months of all three pages. Our findings highlight the importance of using various social media marketing strategies in order to establish brand identities. For example, FIT Nutrition, the club containing the least amount of Facebook likes of the three, has the most interaction with their content. Their promotional sales and interactive posts gain the most attention compared to the content of the other Weatherford clubs. Revive Nutrition, New Creation Nutrition, and FIT Nutrition need to consider variety in their social media marketing to gain and maintain a brand identity--this would create brand recognition and promotional awareness. Creating unique content, implementing consistent branding strategies, and utilizing the various resources within selected social media platforms are the keys to building a brand identity. Research shows, when combining these three major factors, consumers are more motivated to build loyalty.

Business Administration.Marketing.17

Jeanetta Sims, Karen Anderson, Mindy Vo

University of Central Oklahoma

Exploring Brand Identity among Non-Innovation District Cities

Innovation districts are comprised of entrepreneurs, educational institutions, and companies that come together to stimulate economic and community development in cities. Using a content analysis of top large urban U.S. city websites, this research examines innovation-related symbolism of branding and marketing strategies in non-innovation district cities. A comparison of research results with ongoing previous research will provide insight on how non-innovation district cities promote themselves through branding efforts when compared with innovation district cities.

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Jeanetta Sims, Karen Anderson, Mindy Vo

University of Central Oklahoma

An Examination of Brand Identity through Educational Tie-Ins in Innovation District Cities

In innovation districts, educational institutions and business firms strongly influence social and economic trends while creating a fertile space for creativity and innovation to flourish. Using a content analysis of university websites, this research examines university tie-in efforts to their respective innovation districts via branding and marketing strategies employed and the choices of social media platforms utilized. Research results will assist universities in shaping curriculum and in improving university and innovation district interactions and relations.