New Media E-Marketing Campaign. 
Case Study for a Romanian Press Trust.

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Abstract

The impact of new media on the organization of the companies has increased a lot in the recent years. This was achieved either through the implementation of new media tools for the business management, or by opening up to clients or other companies using social media. Attracting new customers and communicate with them by using social media platforms such as Facebook or Twitter that have become a necessity. In this work we have done a case study applied to press trust in Romania. For a period of 2 years will be done a total of 5 marketing campaigns on the social network platform Facebook. In this paper we will present the results of the first three campaigns, the other two still being in progress. We will see the link between campaigns and various specific metrics, such as the number of users, the number of likes on the company’s Facebook page or revenues from online advertising.

1. Introduction

Realizing marketing campaigns using social networks are exhaustively analyzed in books such as (Treadway & Smith, 2012) and (Zarrella & Zarrella, 2012). A series of other researchers (Hanna, Rohm, & Crittenden, 2011) and (Trainor, Andzulis, Rapp, & Agnihotri, 2013) is concerned on the way in which social media influences companies and users.

Marketing and advertising campaigns for most of the time have to be left to the specialists and agencies. Campaigns that target audience is preferable to include the content and the specific component of the social media channels

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Especially, if the client’s company has a social media component that manages, then agencies are designed to develop and manage these social media components. For reasons of continuity, it is logical that agencies which create content and manage the campaign to also handle its social media components. Below we will present a few aspects that involve considerations of a social media campaign, with the final goal to generate financial or non-financial results.

One of the key elements is *creativity* (Oldham & Baer, 2012). Considering that agencies and marketing firms often come up with very good ideas, creativity may be the most valuable contribution. Even outside of a campaign, it is recommended that partners be contacted for advice on how a campaign can become more creative and more effective by using social media items. Partners are able to assist in the development of useful websites, can help to improve the characteristics of social media, to develop promotional campaigns and, in general, to develop communication in the virtual space. If in the beginning the campaign produces non-financial results, it is very good. If, however continues not to produce financial results (Trainor, Andzulis, Rapp, & Agnihotri, 2013), as well as the increase in sales, or attracting new clients should take actions, being required to done at a certain moment, the connection between activity and profit. You must determine what works and does not work to be able to act accordingly. The social media component must be seen as an integral part of the company and not a separate module, otherwise the results are weak.

A question that comes up often is the subject of creating characters and actors for the campaign. The characters/actors in this context, are not real people. Are invented, for example: “The cousin” character identified with the largest site of free advertisements from Romania (www.tocmai.ro) or “Dorel” which is originally a sympathetic character in a series of commercials created for an alcoholic drink (i.e. Unirea cognac), the current model for urban tales with bloopers that satirizes the habits of romanian workers. Sometimes, the audience will start to relate to that campaign, product and brand character through the narrative thread. What can be done then? An example would be the creation of Facebook and Twitter accounts for the character. If they do, a person who is responsible for the company would have to handle those accounts, but at the same time to create content, to answer the questions, to do conversations and to keep in touch with the audience through the character. Another aspect is continuity. Even though the campaign ended the character’s accounts will not become inactive, they will continue to answer to the clients questions and comments. Should not be chosen a too innovative idea without thinking to the next step. The reality of bringing to life a character in social media space is that they will not be able to close the accounts without influencing the behavior of a loyal customer.

With regard to the performance or success of a Facebook campaign, it is important to be talking about one or more measurable indicators. The performance of a campaign on a Facebook page is measured, from our point of view, by the effects that it has that message outside the social network (number of clicks, number of sales, the number of new subscribers to the newsletter, number of unique visitors on the website). Note that not all of the messages that we have published or we will publish are going to generate visitors on the site, sales and new subscribers to the newsletter. As shown (Negrea, 2014), to establish a campaign we should forget about the number of likes, the number of reactions and we should focus on the moments when we really have something to say, o the moments when we release a new product, on the moments when we can offer discounts or promotions. We do not consider important that the success of a Facebook campaign means thousands of reactions (posts) every day at any message published on the page. Every time we want to post something on the page or Facebook group we have to ask whether that message would make sense in the context of a face-to-face conversation with a client or a consumer. (Blanchard, 2011), suggests us to focus on the business objectives, and to understand how this process works, let’s look more closely to the relationship between the campaign and program- or rather, the mechanism by which the campaigns helps to increase a social media program supporting the specific objectives of the business. To understand how these campaigns work, we will take into consideration the media impact on the attraction of the clients attention and the sales increase of Figure 1.
The campaigns are all designed to work almost in the same way, when the sales need a boost, as either stagnating or do not increase in the desired way. The company spends some money for a campaign to attract the attention and to influence the customer behavior. There are campaigns that only convert money into attention and the attention into transactions. Figure 1 shows the relationship between these three metrics, starting with the financing which generates the campaign itself, followed by an increase in the relative growth in the number of sales as a result. These are simple problems that can be understood by everyone. Notice what happens to the attention of customers and the number of sales once the funding stops and the campaign is also stopped. The level of attention will fall to the level of the previous campaign, and also the number of sales. In other words, when the funding stops, the campaign stops and the results stop too. (Blanchard, 2011)

2. Study set-up

In this section we will provide a short description of our case study. We have found a press trust company, in the beginning of 2013 and decide to start the study. We have focused on several main topics:
- Get the structure of the press trust company, especially related to the new media technologies
- Obtain the exact aim of the study, by establishing the metrics to be collected or even improved
- Set the milestones of the study

2.1 The structure of the company, the income sources and the link with new media

The company has a media specific business and, as we can see in figure 2, it has connections with some new media technologies, such as Twitter and Facebook.
In Figure 2 we can also show the main income sources of the company. Even if the main income source in 2011 and 2012 was the outdoor advertising, the company decide to try to boost up the other financial sources by using the new media technologies. As the company has a more active presence in the Facebook platform compared to Twitter, we decided to set up some Facebook marketing campaigns during the next 2 years.

2.2 Metrics

In the context presented in section 2.1 we have establishes the following metrics to be measured during the study period of time. Some of them and the reason we choose them are presented in Table 1.

Table 1. Metrics used in the study

<table>
<thead>
<tr>
<th>Nr.</th>
<th>Metric</th>
<th>Platform</th>
<th>Reason</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Number of likes</td>
<td>Facebook</td>
<td>The metric can express the level of the clients satisfaction with respect to the activity of Facebook page</td>
</tr>
<tr>
<td>2</td>
<td>Number of unique visitors</td>
<td>Web site</td>
<td>A greater number of unique grow the exposure of advertisements on the site</td>
</tr>
<tr>
<td>3</td>
<td>Site advertising income</td>
<td>Web site</td>
<td>It is the final goal for which we organize marketing campaigns</td>
</tr>
</tbody>
</table>

2.3 Social media marketing Milestones

We decided to perform 5 marketing campaigns, 2 during 2013 and the rest of 3 in 2014. In this paper we will present the result of the first 3 of the marketing campaigns, since the rest of them are still to be obtained. Furthermore, we did not established the exact dates of starting the each campaign. Instead, we follow some rules:
- Obtain the financial support of one marketing campaign
- Do not start a campaign when we have an ascending amount of income from the web-site advertising in the previous month
- Do not perform any new additional marketing campaigns in parallel with the ones in the study
- The period of time of each campaign will be 1 to 4 weeks

3. Results and interpretation

In this section we present some of the results collected from the first three marketing campaigns (April 2013, November 2013 and January 2014).

The total number of likes associated to the company’s Facebook page, presented in Figure 3, presents an accented increase in the weeks in which are developed the three marketing campaigns. Notice the constant growth throughout the period studied, but during the campaigns period it becomes extremely pronounced. To explain this, we have the graph in Figure 4.
Note that the number of likes in a typical day is usually smaller than 10, with an average of less than 5. During the campaign, we have a larger number of likes daily, reaching up to hundreds. These values, along with other metrics such as the number of people who discuss about the page or Daily Reach of page posts (which are not presented in this paper) proving a direct impact of the campaigns on the activity of the users on the Facebook page.

![Figure 4. Daily New likes (Unique Users)](source)

Source. Own analyzed data

With regard to the visitors on the website, it does not see a direct correlation between the campaigns and this metric. It remains to be seen if continuing these campaigns will achieve an increase in these metrics.

![Figure 5 Number of unique visitors (x1000)](source)

Source. Own analyzed data

As we expected, there is no direct connection between our campaigns and the incomes from off-line sources (printing and outdoor advertising). Moreover, during the months that the campaigns took place it was noted a decrease in revenue even from online activities, which is normal, advertising contracts for that period were contracted previously. Instead, it can be seen an increase in income from online advertising campaign in the next month. The increase becomes significant in the third campaign, and the incomes do not fall to the amount from the previous months. A possible explanation would be that a succession of marketing campaigns tend to loyal customers. This assumption remains to be validated in the following months of the study.
4. Conclusions

Do not be afraid to experiment, to test new ideas, to try innovative approaches, but whatever you do, do not lose sight of the objectives of your organization, because they will guide and ensure you that your social media campaign reproduces measurable and relevant results.

The result of the study is to implement a series of marketing campaigns on Facebook in a media company. It was found a connection between these and a set of specific metrics, data being collected in a period of over one year.

The case study will continue for a period of at least one year from the period of time presented in the paper, data still being monitored on at least the following metrics:

- Income increase (on-line and off-line)
- Specific Facebook page metrics (number of likes, visitors, fan reach, click-through rate)
- The increase of unique visitors on the main site
- Increase of the subscribers to the newsletter

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References


