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ANALYSIS OF DIGITAL MARKETING OF THE BEER INDUSTRY
COMPANIES IN LATIN AMERICA

Bachelor Thesis

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Content

1. Introduction	1
2. Objectives.....	2
2.1 General Objective	2
2.2 Specific Objectives	2
3. Theoretical Framework.....	3
3.1 Definition of Marketing	3
3.2 Importance of Marketing in companies.	4
3.3 Digital Marketing	5
3.4 Benefits of Digital Marketing.....	6
3.5 Digital Marketing Strategies	10
3.6 Types of Digital Media channels.....	11
3.7 Components of Digital Marketing	13
3.7.1 The Web	13
3.7.2 Inbound Marketing	14
3.7.2 Content Marketing.....	14
3.7.3 Marketing on social media.....	14
3.7.4 Social networks	15
3.7.5 Facebook	15
3.7.6 Twitter.....	15
3.7.7 LinkedIn.....	16
3.7.8 Google+	17
3.8 Audio visual advertising.....	17
3.8.1 YouTube	18
3.8.2 Blog.....	18
3.8.3 Bidi codes	19
3.8.4 Google analytics.....	19
3.8.5 AdWords	20
3.8.6 Mobile Marketing	20
3.8.7 Remarketing.....	21
3.8.8 Local marketing.....	21

3.8.9 Mobile Marketing	21
3.9 Conversational Marketing	21
3.9.1 Mobile web and apps.....	22
3.10 Strategies of Digital Marketing.....	23
3.10.1 Email Marketing	23
3.10.2 SEO (Search Engine Optimization)	24
3.10.3 SEM (Search Engine Marketing).....	25
3.10.4 Sponsored links or pay per click (PPC)	25
3.10.5 Display Ads	25
3.10.6 Affiliate Marketing	25
3.10.7 Directories.....	26
3.10.8 Social Media Marketing (SMM)	26
3.10.9 Social Media Optimization (SMO).....	26
3.10.10 Online media	27
3.10.11 Offline media	27
3.11 Integrated Marketing Communications (IMC)	27
3.12 Beer History	29
3.13 Beer Market	30
4. Method of investigation	33
4.1 Research questions.....	33
4.2 Research Sample.....	33
4.2.1 Most valuable beer bands in Latin America in 2020	34
5. Results.....	35
5.1 Communication activity.....	35
5.2 Publishing frequency	38
5.3 Fan engagement	39
5.4 Content strategies	40
5.4.1 Alternatives for marketing strategies	41
6. Discussion.....	43
7. Conclusion	45
8. References	47

1. Introduction

In recent decades, the world trend has revolved around technological development to make our lives easier. As the Nobel Prize winner Robert Solow mentions “Innovation technology is a fundamental source of productivity and wealth of the economy”, which is why many companies wanting to seek greater profitability in their businesses, choose to invest in technological applications to promote their products and / or services, generating a competitive advantage in the market.

Digital marketing began to emerge in the early 1990s with the increase in the use of the internet and the appearance of the first recognized companies, which began the sale of products in different countries through their own web pages. At present, extends to every corner around the world and companies take advantage of it due to which is a new and innovative way of making yourself known, serving your customers, promote or sell your goods or services.

A characteristic of digital marketing plans is that they are a tool for vital importance in the business field, currently companies are in a dynamic and highly competitive environment, where they must face different challenges and seek to stay ahead of your competition. Continuous technological development has helped to achieve success in some firms, that is why it seeks to apply new marketing methods focused as the first instance in the use of technology.

Digital marketing has had considerable growth in recent years, the countries that invest the most in digital media are the United Kingdom, Norway, China, Australia, United States, Denmark, Canada, and the Netherlands.

In Latin America, the countries that lead this expansionary trend in the presence online are Colombia, Argentina, Mexico, Chile and Peru but they doesn't have much presence as the rest of the world.

Digital marketing is an important alternative for exporters, since it is a form of marketing that is based on the use of technological resources and digital platforms that seek to apply marketing strategies. Although in Latin America there are policies focused on the promotion of the export sector, the internationalization of companies is not an easy task and it is necessary to have various

strategies that allow them to start and continue these processes successfully; Different companies need to carry out different strategies that allow them to have access to experienced markets with products of greater added value, which is why the incorporation of marketing strategies is very important, in order to ensure that they reach a wide target segment that has increased as a benefit of the trade agreements that have been signed with different nations of the world.

The interest of the research is to know the methods and strategies used currently in different companies of the beer industry, by studying existing models that are used in various countries and that contain information regarding the elements of digital marketing that can be used in the area of beer.

2. Objectives

2.1 General Objective

- Examine the characteristics of beer brand communication on the selected social networking site.

2.2 Specific Objectives

- Analyze digital marketing and the possibilities it offers to support the internationalization of companies in the beer industry in Latin America.
- Define the current situation in the Latin American digital market.
- Define monitoring metrics and performance indicators of the different communication channels with the consumer.

3. Theoretical Framework

3.1 Definition of Marketing

Before introducing ourselves about what digital marketing is and its tools such as social networks, it is important to know what the meaning of the word is Marketing and how it has evolved.

In the first place, we have by definition that Marketing is the process by which companies create value for the customer and establish strong relationships to obtain in return value of them (Kotler, Marketing, 2012). However, this definition was not always had. Marketing makes its appearance after the industrial revolution, due to increased competition and the tension produced in the commercial exchange. Since then it has been evolving with every change that occurred in the environment. This is how we can currently find 3 stages of Marketing, which are named as follows: Marketing 1.0, Marketing 2.0 and Marketing 3.0.

Marketing 1.0 is the so-called Traditional Marketing, which refers to the offer of products basic and functional, designed for mass sale. His goal was to sell in quantity, of so that production costs were reduced to the maximum. Profitability meant having low prices so that companies can be competitive and generate more buyers. (Kotler & Kartajaya, 2010)

Marketing 2.0, which arises in the information age, is also known as Marketing Relational, which focuses mainly on consumer satisfaction and their needs essential to generate long-term relationships, in order to differentiate, due to the high competition that occurs in the markets. Currently, there are more consumers informed, who compare products and services with each other, and always choose the best option; the premise is that “the customer is king” (Kotler & Kartajaya, 2010). At this stage of marketing, there is also the development of the internet as a means of communication, giving opportunity to companies to use some of its tools, such as web pages and emails, the latter known such as e-mail marketing. (Manuel & Bruque, 2012)

Marketing went from focusing on the product to focusing on the consumer. However, companies were able to observe that many consumers were still objects liabilities against Marketing strategies.

What is coming is marketing 3.0, which puts the values of people at the center of strategy, recognizing that more and more people yearn for a better world in mind, heart and spirit. That is, they do not only want products and services for their satisfaction personal, but products and services that transcend the functional, with a purpose and that are aligned with their aspirations and ways of seeing the world. (Kotler & Kartajaya, 2010). It is necessary to specify that to get to marketing 3.0, you must have passed through levels 1.0 and 2.0.

It is important to have in mind that Marketing has not advanced at the same rate as the markets. In today's world, customers are scarce, and it is necessary to redefine and expand the classic marketing to reflect our reality. (Kotler & Maesincee, 2002)

3.2 Importance of Marketing in companies.

Marketing is present in all social and economic actions of our cultures. Its importance becomes evident when people, even without knowing it, use marketing legends in many daily acts d "It is imperative in these times to create value and customer satisfaction, as well as getting people to know the brand and the product. When the brand achieves prestige, it is much easier to penetrate a new and different markets " (Camino & Rua, 2009)

For those who know marketing 2.0, the most important thing is the customers. Based on this premise, modern marketing must take into account customer satisfaction in digital media as its main objective, which will be the main thing in today's society in which people do not detach from their smartphones and tablets by sharing information about their tastes. and minute by minute predilections through social networks generating interest or rejection in the products offered.

To attract the greatest number of possible new clients, delight must be delivered, since with this acceptance is obtained, later a recommendation of the product and the result of the equation is profit. It can be said that marketing is essential in a company because it is possible to know more about customers, know their tastes, preferences, unsatisfied needs of a said market and thus develop products or services and specific strategies that allow them to prevail within this target audience.

Many business leaders still believe that marketing is a waste of money, when the opposite is true, by relaying good marketing strategies it is possible to communicate a differentiated concept to the client, leaving the competition behind. This message can be transmitted by different media such as radio, television, written press with very high costs but online technology is a great benefit because in this way time and especially the cost in the marketing budget are reduced. Companies must bear in mind that their brand is a primary identity and therefore must have the commitment that it prevails over time.

3.3 Digital Marketing

We can define digital marketing as all those activities that companies seek and develop in order to meet your marketing objectives through digital media such as the web, blogs, social media and emails, generating value and establishing strong relationships with your customers. (Chaffey & Ellis, Marketing Digital: Estrategia, Implementación y Práctica, 2014)

Philip Kotler is considered the father of Marketing and defines it as "The social process from which people and groups of people satisfy desires and needs with the creation, offer and free negotiation of products and services of value with others". However, the ways of making that happen change almost daily.

For this reason, it is currently impossible to talk about marketing and ignore that more than half of the world's population has access to the Internet and that by 2021 there will be 2.3 billion digital consumers. (Peçanha, 2019)

This explains why Digital Marketing is the most prominent way of doing and conceptualizing marketing now. (Mert, 2020) The term is used to summarize all your marketing efforts in the online environment. Using digital channels, such as blogs, sites, search engines, social media, emails and others, companies try to solve ailments and desires of their customers and potential customers.

Digital Marketing can be done by people, companies, universities, NGOs, associations, churches, etc. But you must consider cultural, psychological, geographical, legal factors that influence people when buying or selling a product or service. (Mert, 2020)

The great flow of communication that the web provides, today, favors agile strategies, such as Search Engine Optimization (SEO), Inbound Marketing and Content Marketing, as we will see in the next points. When we talk about increasing our network, strengthening our brand, and making better sales, all of those are objectives in which digital marketing is an important tool to achieve it. (Mert, 2020)

3.4 Benefits of Digital Marketing

Everything has changed when we talk about digital, to the point of making marketing better, both for companies and consumers. There are several advantages that can represent economy for both, in addition to strengthening the relationships between the public and the brands. Internet digital marketing can help change the results of a company, getting new clients, discovering business opportunities, getting to know the competition better or simply making your clients more satisfied. (González, 2017)The benefits of this type of marketing are multiple:

- Interactivity

One of the main reasons why Digital Marketing is increasingly being adopted compared to traditional channels, especially offline ones, is interactivity with the public. The focus is no longer on the product but on the user experience in their purchase journey.

Companies make campaigns, publications, and actions, and on the other hand, consumers can interact, comment, and indicate to other people with just a few clicks, increasing engagement with brands, as well as the demands of the public (Mert, 2020). Therefore, it is more and more necessary to talk to the audience, which is quite clear if we look at the growth of interactive content. Among quizzes, calculators, maps, Landing Pages and e-books, there are remarkably interesting resources to allow the user to actively participate in the content we produce, which becomes a very pleasant experience for the audience.

- Analysis and measurement

Imagine the world in the 1960s, when the business model for marketing and advertising agencies was taking off. In this period, there were few methods of measuring the effectiveness of advertising campaigns and targeted advertisements (SEOMaster, 2021). We can say that, until the advent of the Internet, a lot of money was wasted in inefficient actions. In the end, if you cannot measure whether a customer was convinced by your marketing action to buy a product or service, it's hard to say that your strategy was effective. In the world of online marketing, obtaining, and analyzing data is a fundamental process for the continuous improvement of a strategy. Happily, today absolutely everything must have a proven return (SEOMaster, 2021). Metrics such as Return on Investment (ROI) and Cost of Customer Acquisition (CAC) can and should be analyzed in real time. Companies can quickly identify flaws by putting optimizations into practice, which could not be imagined a short time ago.

- Greater reach to the target audience

In addition to all that, the literal reduction of the distances between companies and clients has been a very positive factor. In the end, today small brands can do good campaigns and attract consumers from across the city, the country and the world.

With this, consumers win because they have more opportunities to meet companies with which they identify. The same is true for companies that can create a good position online, increasing their sales opportunities through various channels.

- Personalization and precision

Many people may think “I'm going to be able to talk to as many people as possible” and yes, that is good. But one of the great differentials of Digital Marketing is that companies are now managing to take actions to attract and conquer the right people (Mert, 2020). That is, those that really have the ideal profile to consume your products and services. That's a huge benefit for two reasons: economy of resources, since with segmentation you stop spending a lot of money with people who have no interest in your products and services; greater knowledge of your audience, which makes you specialize more and more in winning it. (SEOMaster, 2021)

- Low operating costs

One of the most attractive attributes of Digital Marketing is that due to its multiple characteristics such as segmentation, diversity of channels, different content and more, it is an activity that does not need multi-million-dollar investments to give good results.

When we talk about traditional marketing actions, such as posters or outdoor advertising, any company that intends to establish itself, gain authority and spread its message needs, yes or yes, to have a presence in many physical places with banners or another type of advertisement.

Digital Marketing has many means that manage to transmit a message to millions of people, with just one post on a blog, on social networks or through an email marketing campaign.

- Flexibility

One of the most significant differences that Digital Marketing has with respect to the traditional one is its flexibility when it comes to adjusting or better adapting strategies.

On the Internet, being up to date can be the big difference between being seen or going unnoticed. Thanks, precisely, to this, the contents of a blog, the contact capture forms and even the pages within your website can be modified to your liking and disposition. (SEOMaster, 2021)

This allows you to quickly adapt to the needs and tastes of your target audience and offer them more satisfying and personalized materials and experiences.

- Competitiveness

A few years ago, competition within the advertising and marketing arena was very uneven. The big ones easily beat the little ones thanks to their influence and money, but this has changed.

A well thought out and designed Digital Marketing strategy, based on real data about the segments of the public that are to be impacted, tend to produce positive results, no matter how large or small the company. (Mert, 2020)

For example, a good optimization for SEO gives the real possibility to compete hand-to-hand with large companies in the market, conquer spaces in complicated turns and take any business to good levels of turnover or positioning.

- Customer retention

Another of the most relevant and attractive advantages that Digital Marketing has is the possibility of collecting thousands of data about customers, through different automation tools, to retain them and become an authority.

This allows to effectively nurture the relationship with the customer in the post-sale stage and increase the possibility that this user will return and continue shopping.

After all, if you get a customer to reapply for a business or buy your products, the Customer Acquisition Cost (CAC) will go down and, of course, the costs as well. What is incredibly positive for the business.

3.5 Digital Marketing Strategies

Digital marketing has the particularity of contributing to the consolidation of a global marketing strategy, due to its ability to generate relevant content for companies and clients located in any latitude. That is why it is important to understand what a digital marketing strategy consists of.

A digital strategy provides the direction of measurable steps on how to use the media and techniques to achieve the vision of the respective objectives of the company (Yejas & Albeiro, 2016). Similarly, there are many reasons to use this type of strategy:

- ✓ The use of a digital strategy allows the transformation of data into market intelligence, both for customers and for the competition, and the information is necessary to compete in the market.
- ✓ Digital strategies allow the company to improve the relationship with customers and see how they interact with the brand
- ✓ Nowadays, the client is increasingly trained and informed about the use of digital media, and the ICT market is growing non-stop.
- ✓ Not only is having a digital product, you also must know how to focus it in order to sell it.

Digital marketing differs from traditional marketing in different aspects, as can be seen in the table1.

Considering the above, the phases of a marketing strategy are as follows:

- Analyze the preconditions: it is essential to carry out market research on the products or services offered and those of the competition, establishing analogies and being aware of the strengths and weaknesses of the company.
- Define the target audience: carry out a study of the customer you want to reach, know their characteristics, behaviors and needs, to know who the potential customers are to whom all marketing efforts must be directed.
- Set objectives: establish what you want to achieve, normally in marketing campaigns you try to achieve one or more primary objectives.
- Establish strategies: after analyzing the market, products and customers, specific marketing strategies must be established to help achieve the objectives.

- Specify tactics: specify in detail what initiatives are going to be developed.
- Develop actions: describe the sequential steps to be taken in each of the strategies.
- Measure the results: it is necessary to show the results to control whether the decisions taken have been the most appropriate.
- Evaluate the marketing plan: you must reflect on the plan at a global level and assess the numerical results such as the resources used (human and material), the time and the benefits or losses obtained.

Table 1: differences between traditional and digital marketing

Traditional Marketing	Digital marketing
Objective: Increase sales.	Objective: To have a relationship with the client.
Focused on the characteristics of the product or service.	Customer-oriented, it tries to offer you a product or service personalized to your interests and needs.
Difference between seller and customer: each one develops a specific role.	Customer and seller are on the same level.
Direct and mass advertising.	Personalized advertising.
Results are not quickly quantified.	Results were quickly measured thanks to statistics.

Source: Castaño, Juan José; Jurado, Susana. Marketing digital (Comercio Electrónico). Editex. 2016. P65

3.6 Types of Digital Media channels

They are all those tools used by individuals or companies to communicate information relevant to another person or group of people and all these channels play a really important role in the solution for a business, but the most effective channel will depend on some key factors: the brand, business goals, marketing goals, target audience and budget. Here are the most effective channels that are trending and have shown di:

- Web Pages: It is an electronic platform capable of containing text, sound, video, programs, links, images among others, which is managed by an individual. The companies generally use them to upload general company and product information or service it provides.
- Social Networks (Facebook, Twitter, Google +, LinkedIn): Site that facilitates peer to peer communications within a group or between individuals, through the provision of services to develop content generated by the user and for the exchange of messages and comments from different users. (Chaffey & Ellis, 2014).

It means for companies to understand the importance of knowing how to perceive the feelings of your customers. From having the ability to listen to them to have things that tell them later, things that might really interest them. (Eroles, 2010)

- Blog: Journal, publications or online news source produced by a person, a internal team or external authors. Articles are usually published in different categories. By commonly comments can be added to each blog post to help generate interactivity and feedback. (Chaffey & Ellis, 2014)

A blog is nothing more than a website with a <<motor>> behind that allows anyone to person, without technical knowledge, go through the line of being a reader, to author and editor. By definition, a blog is a website designed to leave a trace in forms of chronicle or diary. (Rosales, 2010)

- Podcasts: Individuals and organizations publish content (audio and video) in media online that can be viewed on appropriate players (including the iPod that started the growth of this technique). The latest updates to a podcast can be done automatically by simple syndication (RSS). (Chaffey & Ellis, 2014)

It is a lot like subscribing to a blog, instead of receiving news in a text and image, we receive them in audio and video. (Pere Rosales, 2010). It is the creation of a syndicate channel with audio and video files conceived to be downloaded by the user to be heard or seen when and where he wants. The first part of the term means plays on demand (POD). The rest of the word it comes from broadcasting, that is, broadcasting. (Fernández, 2009)

- Emailing: In its simplest form, it is an email sent to a list of clients, It usually contains a sales pitch and a "call to action". This could be as simple as encouraging the customer to click on a web link placed in the mail electronic

For the emailing to be successful, we must make a very precise selection of the recipients of every message we send. We must also ensure that the generation of content is interesting for our client. And finally, perform the corresponding follow-up, learning more about our recipients (Eroles, 2010)

- Landing Page: It is a landing page or destination web that is reached by clicking in an advertisement, article, promotional banner, mailing, among others. It's the front door to the complete website of the company.

3.7 Components of Digital Marketing

The growing processing power of computers and infrastructure on the Internet has not translated into a universe of possibilities. Just think about the volume and quality of content currently available, most of it free. Today, if I ask Google anything, there are great chances of receiving a satisfactory answer (SEOMaster, 2021). Following this logic, websites that contain many and good responses, have more opportunities to attract the public and, consequently, win more customers, increase their brand perception, and learn more and more about consumer behavior. But, if the Internet has infinite possibilities, so in this case we must select the best strategies.

3.7.1 The Web

The website is the fundamental pillar of digital marketing, everything is based to a greater or lesser extent on it. The purpose of the website is to convince users who are interested in your product or service that your offer is the most appropriate among all the options (Ydoxy, 2015). To achieve this in the first place you need traffic, if people do not enter the page, it is impossible to convince them. Once they are inside, they need to feel comfortable browsing it, an attractive website, with a clear message and with quality content will ensure that visitors remain. It is also necessary to offer customers ways of contacting the company, new tools such as live chat, which is an amazingly comfortable option and contacts visitors much easier. One of the advantages of

having a website is that it opens the possibility of selling products without having a physical store. Large multinationals such as Amazon or AliExpress sell their products only online.

3.7.2 Inbound Marketing

Inbound Marketing is synonymous with attraction marketing, being one of the main stars of digital transformation. When creating an inbound strategy, your goal is to be found by people. (Peçanha, 2019) In Inbound Marketing, companies seek to understand the ailments and problems of consumers and then establish a communication channel with them, with the intention of offering a solution to their wishes and needs.

Today, the Internet is full of tools for searching, discovering public interests, and publishing materials that satisfy them. When that is put into practice continuously, you create your audience, generating a constant communication channel with it. In other words, the company talks to its audience, not just messages (SEOMaster, 2021). Through this communication, it is possible to understand the increasingly specific interests of the public and move forward to serve them. Currently, the main way of getting people to reach you is by creating content, that is, offering relevant information that solves real problems and is widely accessible.

3.7.2 Content Marketing

Consumers are looking for solutions on the Internet every day, and most of the time, that journey begins with search engines. The objective of Content Marketing is to position your brand in the right place and time of the purchase journey to offer the best solutions.

Therefore, Content Marketing is the strategic process of publishing relevant and valuable materials and information, to attract, convert and enchant the audience for that, we need to spread content in regions of the Internet that are attractive. There are some standardized methods for this, such as a corporate blog, the company site, and social media profiles.

3.7.3 Marketing on social media

Few places provide as much interaction between people and brands as social media. So, having a page on the main social networks where your audience finds you became essential. Either to promote your actions and content or for people to know the inside of your company.

In addition, being present on social media is a fundamental point for consumers to choose a brand, which is to identify with companies, rather than with the product and service, with the values and the ideal behind them.

Social media is, as the name implies, the media. However, the most important thing to cultivate is networks. An effective social media strategy should generate significant participation in the generation of traffic for your domain, but, at the same time, it is a channel of communication and brand dissemination.

3.7.4 Social networks

Social networks are considered as social structures, which are made up of people who are related for various reasons on the network, such as friendship, family, common interests or who seek and share knowledge. Among these social networks it is worth mentioning some that are considered as main as Facebook, twitter, LinkedIn and google + followed by some that are on the rise such as Instagram and Pinterest. Although one of the main advantages of social networks is that it allows interconnection between them, allowing users to publish content simultaneously on several networks.

3.7.5 Facebook

It is a social networking website that was originally created for Harvard students, but today it has been very well received and is open to anyone who has email. It has become a platform where third parties can develop applications and businesses through social networks. Facebook has more than 900 million users and translations in 70 languages.

The main characteristics of Facebook are: having a list of friends where you can add anyone through the invitation, you have the option of page and groups, you will find a wall that is a space where each of the users You can fill your profile and allow your friends to write you messages and it is visible only to registered users, you can also enter advertising logos, images and develop applications for commercial purposes.

3.7.6 Twitter

It is a microblogging site that allows you to send short-length plain text messages, with a maximum of 140 characters, called tweets, which are found on the user's home page. Users can

subscribe to the tweets of other users called followers. The messages are public and can be spread privately showing them only to followers.

Users can tweet from the service web and from official applications for mobile devices, it was also the first social network to have management platforms that allow managing several accounts, its purpose is to monitor content that circulates within it both in messages as in conversations, through an indexing mechanism known as hashtags represented by the numeral symbol "#".

Twitter was launched in the United States by Jack Dorsey, Noah Glass, Evan Williams, and Biz Stone. Currently 271 million users use this network monthly, sending 500 million daily tweets, of which 78% use it directly from the mobile, according to data from the company itself, it provides support in more than 35 languages.

3.7.7 LinkedIn

Unlike the previous networks that are essential engines of online sociability, LinkedIn is a different tool, which offers wide possibilities for the generation of business and professional contacts, but also for the positioning of brands and companies (Ydoxy, 2015).

This network of professional contacts was born in May 2003 and had a gradual and constant growth. In the first year it had almost half a million users and currently has more than 300 million users according to the masable.com portal. It may seem insignificant compared to Facebook or Twitter, the truth is that LinkedIn must be measured with other parameters, in other words, the accent is on who and not on how many.

The characteristics of the users that populate LinkedIn is that they are mostly university students, 39% have incomes of more than \$ 100,000 per year and 71% are over 35 years old. In terms of corporate positions, a remarkable fact is that 60

% of users are managers, directors, business owners, chief officers or vice presidents of the companies for which they work. (Moschini, 2014)

3.7.8 Google+

This network is quite young compared to the previous ones mentioned, the platform was launched on June 28, 2011, by the Google company. In its beginnings, it only allowed to subscribe to those navigators who had been invited by other members, despite this, in just three weeks the platform reached 10 million users, an unprecedented growth in the history of online sociability, currently Google+ has 343 million active users.

Among the particularities that Google+ presents is its organization in "Circles", which was later included in Facebook with its "Lists", which basically consists of classifying our social contacts according to the environment in which the person operates, such as It can be work, studies, etc. The most notable thing in Google+ was the Hangouts service which is used for general videoconferencing with multiple users and at the same time can be broadcast in real time on the YouTube channel of the person sponsoring the conference (SEOMaster, 2021).

Google's goal was to integrate all its services by adding Google+ plus YouTube, but also with its search engine incorporating the "+1" button whose functionality is that the content that users exchange on the social network affects the search engine results.

In general, social networks differ from each other by the purpose for which they were created, although currently all of them provide the same services, such as: personal and corporate profile, instant messaging, publication of statuses, images and photographs, etc.

3.8 Audio visual advertising

Audiovisual advertising is made up of three parts:

- The opening of the announcement that happens in the first seconds and has as its main objective the attention of the target group or segment while presenting the context in which the message should be transmitted within it, sound, image and music are created.
- The development consists of the argumentation of the benefits or advantages of the product or service presented, which is used almost all the time. Here are exposed all the circumstances that can be explained as characteristic advantages or attributes that the product has; Most of them show the name of the service, slogan, or brand.

- Closing, when the agencies show the results of the same by means of a script that consists of a detailed description of the images that are going to be used in the spot and the audio that includes the voice effects, the background sounds and the background music.

convey a message. In other words, it is the practice of finding trends, creating emotional content, adapting it to different platforms, and uploading videos as part of a Content Marketing strategy. Platforms such as Instagram, Facebook, and YouTube, for example, offer the possibility of doing live broadcasts, which allows generating interesting materials and making a connection with the public (SEOMaster, 2021).

3.8.1 YouTube

It is a website, through which users can upload and share videos, it uses a line player based on Adobe Flash, although it is also using HTML5 technology, it is very popular for the ease it provides when hosting personal videos in a simple way. It can host a wide variety of shows, movies, videos, music, etc.

One of the facilities it provides is that YouTube video links can be inserted into blogs, websites and social networks. In general, all videos must occupy a space on a disk no greater than 2 GB and must have a duration not less than or equal to 15 minutes, with a tolerance of 59 seconds.

3.8.2 Blog

It can be considered that it is a cyber newspaper that facilitates two-way communication, it also has support for companies to contribute to the achievement of corporate objectives. Blogs within the P for promotion have a great effectiveness of external communication since relationships with the client can be established through communication and achieve positioning of the organization in addition to improving the optimization of the positioning in certain search engines and the Internet.

While if the internal benefits are taken, blogs are usually interpreted as tools for collaboration, knowledge management, reflection, dissemination of corporate culture and strategic alignment.

3.8.3 Bidi codes

It can be established that they are an evolution of the traditional barcodes that allowed the supplier to be identified by means of a special reader. These codes are known as two-dimensional (QR), the capture of these QRs is done by means of a mobile phone with a camera, which must have the appropriate program installed, in addition to capturing these codes, it allows you to link to the internet, addresses email, SMS text etc.

3.8.4 Google analytics

Google Analytics is a free website statistics service from the Google search engine. It offers information grouped according to the interests of three different types of people involved in the operation of a page: executives, marketing technicians and webmasters.

Reports such as exclusive user tracking, user segment performance, marketing campaign results, search engine marketing, ad version testing, content performance, browsing analytics, can be obtained. the objectives and process of redirection or the parameters of web design. This product was developed based on the purchase of Urchin (hitherto the largest statistical analysis company for web pages) by Google.

With Google Analytics you can monitor and segment the traffic of a website. Through monitoring it is known where the traffic that enters the site comes from in order to identify the campaigns that are most productive. If the percentage of new visitors that go to the website through SEM advertising in search engines (AdWords) is monitored with respect to those visitors that arrive through the natural results of search engines (SEO), it can be compared and deciphered which of the two types of investment in search engines is the one that best suits the company.

Regarding segmentation, Google Analytics automatically categorizes the traffic generated by external links, but the assigned categories are not always the most appropriate. In case this happens to you, the tool offers the possibility of creating specific categories for any of the links over which the site has control. By manually tagging links, it is possible to more accurately measure the traffic that comes from different online marketing campaigns (e-mail, pay per click, social media, etc.)

3.8.5 AdWords

Advertising on search engines and social media usually provide almost immediate results; The applications are many from offering and receiving visits on the web, generating a database of interested parties and getting those interested in our product or service to contact us via email or text message, etc. The fundamental advantage is that from the first day the campaign is carried out, results begin to be obtained, optimizing processes such as sending promotional catalogs or calling the call center advisor.

This form of advertising is based on two models, the first is the cost per click (CPC), which is effective in reducing the costs of each campaign, since that only what is consumed is paid, the second option is a cost per impression, that is, the number of Internet users who view the advertising. Both models use segmentation to choose the target market to which you want to focus the campaign, which depending on the platform you can play the options that are generally geographic location, age, gender, level of education, profession, etc.

Among the companies that offer AdWords, Google with its Google AdWords platform is the most successful, followed by Facebook with Facebook Ads, and then others such as Yahoo, Microsoft, etc.

Just as there are ads in search results, those can also be displayed on social media. Facebook, which includes other media such as Instagram, has its own advertising network.

In this way, the network will display specific advertisements for a user according to their preferences, interests, and profiles that they visit. Each of the social media has different options for the distribution of the ads, from the most basic to hyper segmentation and that makes a difference in the performance of those ads, such as Facebook Ads.

3.8.6 Mobile Marketing

Mobile marketing can be defined as the activity that is dedicated to the design, execution and implementation of marketing actions that is carried out by means of mobile devices in small digital media, easy to use and handle that allows moving from one place to another without there is greater difficulty and that consumption is done without the need for an electrical source. It can be established that there are 4 main modalities that group the various actions of mobile

marketing: messaging (SMS short message service and MMS multimedia messaging system), navigation, music, and applications.

3.8.7 Remarketing

Remarketing or retargeting are banners that appear for the user after he visits a website or performs a certain action on a page. Here, the idea is to be remembered by people, taking up the hook with your sales funnel.

When visiting a certain website, for example, possibly more ads from that site will appear when you visit another domain that is part of the advertiser network.

3.8.8 Local marketing

In a simple way, local digital marketing are all those actions that are carried out to spread a brand with strategies aimed at local segmentation.

Its objective is to prioritize actions so that they attract people who live or walk close to the business. In the online environment, this practice is carried out through geolocation resources such as beacon. This technology can be implemented in the aisles of physical stores to monitor those that generate the most interest, based on the approach mechanism of mobile devices.

3.8.9 Mobile Marketing

Mobile Marketing are all those promotional and dissemination actions that are specifically created for mobile devices such as phones and tablets. This type of marketing is especially relevant in a time where 80% of people use their phone to surf the Internet and 88% of users search for a business through their mobile (Peçanha, 2019)

And it has advantages that make it more than attractive for any company: advertising all day, every day; direct communication with the target; precise segmentation; lower cost than mass marketing campaigns; easy to measure results; great reach and potential virilization, among others.

3.9 Conversational Marketing

This type of marketing aims to establish and maintain a close relationship with future customers, using personalized conversation through a real person or a chatbot.

Conversational Marketing is really useful to give the customer a scalable personalized service, from the marketing department to the sales department. This concept is especially oriented to feedback. That is, listening to potential customers individually, understanding their concerns and needs to provide useful content based on their requests.

3.9.1 Mobile web and apps

Access to information through mobile terminals represents a huge leap in terms of accessibility of information, so that today the possibility of consulting any subject instantly is in the palm of the hand, another way to see it would be to think that the key is carried in the pocket to access any type of information and that it can be used at any time.

This is a great qualitative leap that by generating a change in daily life easier in matters as trivial as locating a restaurant closer to the position in which you are, making a purchase while traveling on public transport, reading the news or manage email in the hospital waiting room. That is precisely what the mobile web is about: immediacy and access, communication and being available, mobility.

And it is that the lifestyle of today's societies is characterized, largely by mobility. (García, 2011)The penetration of mobile terminals with internet access in the market is an unstoppable fact, more and more users have these mobile devices with internet access, mainly phones and tablets or tablets that are expanding their market at the expense of laptops.

The improvement of technology with new devices with Internet connection through mobile networks and Wi-Fi, as well as the lower rates and prices of smartphones, makes the increase in the use of the Internet in mobility a clear trend for the future. Companies must adapt their web services so that they are accessible from these devices and their use is as user-friendly as possible. For this, there are currently two alternatives to consider:

The first is the creation of mobile versions of the web, that is, adapting the current website so that when a user accesses from a mobile device, it is shown adapted to the characteristics, especially of layout and size, and can be used comfortably.

The second option, although it should not be exclusive but complementary, is the creation of mobile applications or apps, with the aim of facilitating mobile access to main company services from mobile terminals. I try to take advantage of the device's capabilities (GPS, messaging, instant, camera, maps, sound, etc.).

One of the disadvantages of business applications is that they must be developed for the different platforms or mobile operating systems (OS) 32 on the market. Among the main OS there is "iOS" for iPhone and iPad and "Android" for Smartphone most popular brands such as Samsung, Sony, LG, and HTC- Among the mobile operating systems with less market share are BlackBerry OS and Windows Phone. However, the creation and maintenance of applications for the different mobile operating systems is expensive in time and resources of specialized IT personnel or in money if they are developed in an outsourcing manner.

Below is a list of content and tools that mobile applications have:

- Contact information and location of the different branches, with repositioning on maps.
- News channel.
- News and catalog of products or services.
- Reservation and availability services (medical appointments, travel, lodging).
- Access to the user registry for the subscription, renewal or cancellation of services.
- Links of interest to other mobile resources, including corporate profiles on social networks.
- Download resources (electronic books, audiobooks, multimedia material).
- Immediate assistance.

3.10 Strategies of Digital Marketing

We can divide digital marketing into 11 strategies if offline media is included as an additional promotional channel.

3.10.1 Email Marketing

Email marketing is the process of sending messages for commercial purposes to a group of contacts obtained by a company on the Internet. E-mail Marketing is a strategy that turns e-mail into a powerful marketing tool to achieve immediate results, which, when professionally

managed, allows very advanced segmentation. It is important to differentiate what is a good e-mail marketing (a strategy of periodic and segmented communications in the sending to really interested users of personalized offers) from the mass e-mail shipments that can become SPAM³³ which in many cases are really annoying because users are offered products that do not interest them, that they already own or one even at a higher price than they bought it, which is a good definition of "Anti Marketing".

It can be used as a method of strengthening your brand, generating sales, communicating with clients and potential clients, either in an e-commerce store or in any company that offers products and services.

The direct communication channel with the user is a unique tool, and it can bring amazingly effective results. In fact, it is possible to segment your lists following various factors, such as the opening rate of emails, responses, downloads of a material, among others.

3.10.2 SEO (Search Engine Optimization)

Search engine positioning is the main gateway to the web, organic traffic is basically achieved by being well positioned in search engines. This is achieved by creating quality content on the web, for this you can help a corporate blog, press releases, etc. In this way, other websites and companies will talk about the company and link to its page and the search engines will place it among the first positions.

In a digital marketing strategy, being found in search engines is essential. And for that, there is a specific concept to obtain results organically, that is, without paying for ads. It is what we define as optimization for search engines, Search Engine Optimization, that is, SEO.

Today, search engines hope to deliver the best results for the user experience. There are various techniques that you must apply to show search engines that your site can provide the best experience and thus improve your positioning. Optimizing your pages means making them understandable to both people and crawlers. And that will depend on your performance on a combination of various ranking factors.

3.10.3 SEM (Search Engine Marketing)

That name already says it all. Search engines are useful for digital strategies involving paid or organic media. When doing a search, these mechanisms will show you a list of useful links, and some of them will be ads. That is why search engine marketing is a very encompassing process. Even the SEO itself is within the SEM. By displaying organic ads or links, above all, search engines are concerned with the user experience, and this is how you can reach users who have commercial intentions when conducting a search.

In addition to organic growth, paid media offers unique growth opportunities. Web analytics tools and techniques help you find your way to a positive return on investment.

3.10.4 Sponsored links or pay per click (PPC)

Traffic generated through AdWords campaigns will be tagged as PPC (Pay Per Click) if the Analytics account is linked to the AdWords account. Once done, the traffic coming from the AdWords campaign will be tagged and assigned to Google Analytics reports. Thanks to this technique, the profitability of the investment in CPC can be measured, which will help decision making and planning future online marketing strategies.

PPC is the purchase of media that is charged by the number of clicks received by your ad. The most common type of pay per click are search engine ads. Thus, on the Google results page, for example, there are organic and paid links.

3.10.5 Display Ads

All the graphic advertising of online media is grouped here, although for example Google AdWords includes in its display network most of the media that is managed on its same platform. This type of advertising includes all types of formats commonly called banners (static or dynamic images, flash, video ads, interactive ads, among other possibilities). A display or banner is a mixture of images and text (Ydoxy, 2015). Display ads generally do not appear on search results pages, but on websites, forming part of the chosen advertiser network.

3.10.6 Affiliate Marketing

A very common way to generate income with Digital Marketing is through affiliates. If you sell a product or service, you can create a network of blogs and sites that can market your product for

a commission. Affiliate programs are the dream of any commercial director, since they allow having a wide network of commercial (websites with all their possibilities) who are paid only when they meet the established objectives (for example, for sales or generation of contacts) These in turn generate traffic to the website and improve dissemination on social networks, affecting this in SEO. In the case of sponsorships, they are an excellent tool to generate brand image, especially if after a web analytics study we see which the best sites are to sponsor the services of a certain website.

In the same way, if you own a blog or site and receive a lot of traffic, you can be paid to facilitate or generate sales for a producer. Generally, this is done through a banner or sponsored content.

3.10.7 Directories

The specialized directories, although generally and with honorable exceptions tend to have a low volume of traffic, they are excellent for directing the audience to the niche of the sector to be agreed. There are directories of all kinds and depending on the product or service, the one that most represents the interests of the company is selected. The directories can be different types such as: thematic directories, for local searches, maps and navigation, price comparators, etc.

3.10.8 Social Media Marketing (SMM)

Booming since the birth of YouTube, Twitter, and Facebook, but not exclusive to these platforms since there are dozens of tools that must be handled for a successful SMM (blogs, communities, content aggregators, etc.). Additionally, there are advertising possibilities and promotional tools to highlight the presence and products on these social networks. Basically, it is all the advertising that is done on social networks.

3.10.9 Social Media Optimization (SMO)

It is about optimization or positioning in online social networks by participating in conversations, creating profiles, adding content, etc. Is a concept whose main idea is to use social networks to expand the digital presence of a brand and improve the performance of its positioning strategy, based on optimizations that make Social Media channels have the optimal performance for the fulfillment of their objectives.

3.10.10 Online media

The classification may include newspapers, magazines, books, and other publications that are generally under the supervision of a publisher or companies known as news media. Magazines and books are generally known as e-zines and e-books, the “e” being short for electronic.

Many of these publications are in various formats, including html and flash, which serve to support multiple devices, such as cell phones and tablets, some even reproduce the “flip” effect, that is, turning the page, including the sound it produces. when doing it (SEOMaster, 2021).

More and more traditional media that also have their digital version and these are exhibited in virtual kiosks and the user has the possibility of downloading them for free or based on a minimum value as a monthly or annual subscription for the most specialized, such as science , industries, businesses, etc. Even mobile application stores offer this type of resources directly using each one of their own payment systems.

3.10.11 Offline media

Here are grouped all the actions carried out in traditional media (from the press, radio, television or public relations events to business cards or merchandising products) which serve to promote and launch online marketing actions.

3.11 Integrated Marketing Communications (IMC)

The practice of professional communication has become overly complex, not only because of technology, social media, and the need to connect with global audiences, but also because “communication” means different things to different audiences. Further, the significant amount of crossover among the various facets of communication means there is often confusion about the roles and responsibilities of contemporary communicators. Consequently, it can be challenging for communicators, clients, and audiences to glean a clear understanding of communication roles and how they function (Davenport, s.f.). For marketing in general and digital marketing in particular, communication is essential for the success or failure of the company depending on the image it projects to the outside and inside. (Moreno, 2018) In the last 30 years, the communication environment has evolved for different factors and reasons that have led to notable changes in the behavior of organizations. For this reason, the factors of context and a

proliferation of tools and integrative communication media, together with the conception of relationship marketing, were determining elements that led to the emergence of the so-called integrated marketing communications (CIM) in the late 1980s, a concept that began to be recognized and developed a decade later and is considered one of the practices with the greatest impact in the future.

We can find many definitions of CIM. The concept of the marketing specialist Philip Kotler: "CIM is the concept under which a company integrates and coordinates its multiple communication channels to deliver a clear and consistent message with care". (Fill & Jamieson, 2006) This concept is expanded with the 4Cs of the CIM that we indicate lines below, when it is considered that the various communication marketing mix tools must be coordinated in the following ways:

Coherence: Do your various marketing communications make sense together as a whole? Every message in your marketing communication mix should be part of the "bigger picture." These messages must be related to each other, that is, in the end all your communication must say the same or have the same meaning that you want to convey.

Consistency: The messages your customers receive through your various promotional efforts should not be contradictory and all should follow the same communication line and purpose.

Continuity: just as the coordination of communication tools and messages must be consistent, they must be kept in the customer's mind. They must maintain a continuous sequence in all communication channels so as not to lose attention.

Complementarity: the sum of all the parts of the 4Cs must ensure that these are integrated and complemented with each other to ensure the success of integrated marketing communication in your company.

Therefore, the CIM approach is transformed into something more integrated in terms of direction towards all possible audiences of the organization, and not exclusively towards its consumers and, furthermore, in a process oriented towards long-term results, when part of relationship marketing, to promote stakeholder loyalty.

3.12 Beer History

Beer is one of the oldest fermented beverages in human history. Through its many forms: as an agriculturally based product, a taxable product, an instrument of social control, a marker of social status, or a catalyst for resistance, the influence of this humble chemical takes on great importance, albeit in forms that vary substantially according to the historical and national context. This is produced through the alcoholic fermentation of cereals, aided by different yeasts. In pre-Columbian America, corn is the popular cereal and a fermented beverage similar to beer was made. Several chronicles of Spanish conquerors give testimonies of the popularity of this drink, indicating its social importance. Likewise, beer represents by far the most consumed alcoholic beverage in Latin America, and the brand of these beverages is intricately linked to national identity and hegemonic forms of male behavior.

During the arrival of Christopher Columbus in what is now known as the Americas in 1492 and subsequent European colonization of America, barley and wheat were introduced into local crops. In the same way, the fermentation of these cereals was introduced, in contrast to the autochthonous fermentations of corn.

Consumption of alcoholic beverages in Latin America, specifically in today the Andean region including countries of Colombia, Peru, Chile, Ecuador date pre-Columbian times. There is evidence that confirm that the earliest alcoholic beverage was chicha (McGovern, 2015). The popularity of this drink in pre-Columbian times was such that it was used as a daily food as well as used in religious rituals. This cereal had its presence in the Andean region and the fermented drink that was generally associated with the Inca empire.

Another traditional beverage Pulque was produced with fermented sap of the maguey plant (Pierce & Toxqui, 2014), it was consumed a lot in religious and sacred ritual, and it was forbidden to the common citizens. Pulque and Chicha were the most popular alcoholic drinks in America by the time of the discovery in 1492, and Chicha was the Latin American beer, especially in South America. However, the first “official” brewery in the new world after the arrival of Christopher Columbus was established between the years 1542 and 1554 in the region of Anameca, southeast of the current location of México city. The conquer Alfonso de Herrera was authorized by the King

Carlos V to produce and sell beer. We assume this brewing tradition continue somehow until the XIX century, when according to Reyna and Krammer "...the demand for beer increase, displacing the more traditional pulque". Production of beer continues in the new world up to these days. America, as a continent, has increased its participation in the world beer market steadily since we have recorded data. In the late nineteen century, 1880, America's market share was equivalent to the 13% of the world market. The most up to date statistics of production indicates that in 2013 the participation of the American continent (South, Central and North) is equivalent to almost a third (29%) of the global market, and the perspectives are in many ways promising for the growth of the product in the region.

These two drinks are currently on the rise because they seek to preserve those traditions that have been disappearing with the passage of time or with prohibitions, today chicha and pulque are not just sacred potions, hidden from the past, they are innovative, reflective approaches to a growing demographic of gluten-free beer drinkers and creative brewers. (Scott, 2019) While chicha has always maintained a presence in Peruvian mountain culture, the resurgence of pulque in Mexico has sparked a movement to bring its ancient magic further north.

3.13 Beer Market

In bars, restaurants, and grocery stores through all the world, a cold beer is easy to find. After all, most reports indicate that it is the most popular drink in the world after water, coffee, and tea. The beer market in Latin America, which comprises about 17% of the global industry, has developed more rapidly than those in Asia Pacific, North America, and Europe during this period.

Economic and political circumstances have led the Latin American population to be more careful with prices, and many fewer were willing to spend on products considered non-essential, despite this beer has continued to experience strong growth in total sales volume since 2019, supported by the demand for craft and low-alcohol beers. Growth was also driven by ongoing promotions and discounts at points of sale. Retailers and companies popularized special day deals that allowed consumers to buy beer at significant discounts on the weekend. Non-retail sales volume is mainly concentrated in traditional outlets such as small independent supermarkets and

beverage specialists. Adult men of legal drinking age and of all socioeconomic levels are the main consumers of beer.

The modern Latin American beer industry has been in existence for more than 150 years and is a sector in "full expansion". Many of the brands produced in the region are known in international markets. (Osorio, 2012). The growth of the beer industry varies between 1% and 4% depending on each country. There are nations where the industry has been expanding and the population has grown at different rates like to Gross Domestic Product (GDP). Among the main beer producers in the world are Brazil, Mexico, Colombia, Venezuela, Peru, and Chile.

Beer consumption in Latin America ranges between 12 and 80 liters per capita per year, according to figures from the association. (Osorio, 2012). Global consumption has stagnated somewhat in recent years, traditional markets like North America have not improved their numbers, although other developed markets have. Latin America now accounts for 17% of global consumption and demand there has grown at a compound annual rate (CAGR) of 1.2%, led by Mexico, where demand grows at a CAGR of 3.4%, the highest of the whole region. (Singular Bank, 2019).

One of the key aspects that is important is the drop in consumption in traditionally brewing countries such as Germany and Australia where craft beer and other alcoholic beverages are now more requested, as well as stagnation in the United States. On the other hand, beer consumption continues to increase in emerging economies such as India, Thailand, South Africa, Mexico, and Vietnam, where the larger population and higher incomes have driven its consumption.

The great trend worldwide is the premiumization or tendency to consume premium or higher quality products perceived by the user. Because apparently, consumers are willing to pay more for products of higher quality, exclusivity, and a better experience. This change is very present in markets such as the United States or Australia in recent years, with emerging markets following in its wake. In Latin America, the penetration of premium brands has increased between three and four percentage points above the average, while independent brewers have grown. (Singular Bank, 2019)

To overcome this challenge, the brewers would have modified their strategies to reach new consumers and new trends, including increasing the product portfolio or the complexity of distribution channels, or through innovation.

And the growth of the handcrafted beer segment of this market has exploded even faster despite major challenges, including extreme market concentration, import difficulties, and uninformed consumers. Three key factors are driving this growth. First, globalization has increased consumer awareness of this product. Countries like the United States and the United Kingdom have had a rapid and significant impact on the tastes of Latin American beer. Second, the emerging Latin American middle class can afford to experiment with new beer preferences. Third, on the supply side, entrepreneurship is growing rapidly, and beer production is one of the most popular areas for innovation.

Many dreams of brewing beer for a living but turning that dream into a reality in Latin America involves more challenges than one might initially foresee. The cultural and historical background are serious obstacles since most of the countries in the region already enjoy traditional and well-established alcoholic beverages. Cachaça in Brazil, tequila in Mexico, aguardiente in Colombia and pisco in Peru and Chile are some examples. Even if the big beer companies have reduced the initial cultural biases against beer, they have also contributed to the construction of a different taste challenge: the monopolistic supply of pilsner. Latin American beer consumers are accustomed to drinking beers with lighter flavors, milder aromas, and lower alcohol content. Compared to these characteristics of ubiquitous pilsners, the high alcohol level, strong flavors, and unique aromas of craft beers can be difficult for many Latino consumers to accept at first glance. One of the biggest challenges in Latin American craft beer producers face is educating consumers about this new product and encouraging them to try it. Ignorance is the biggest competitor and inciting the curiosity of people is the big challenge

4. Method of investigation

The main objective is to be able to identify the different trends and current communication strategies in social networks. Limiting our sample to companies with the most recognized beer brands in Latin America.

The data was collected on the official STATISTA website. Examining mainly the most valuable beer brands in Latin America published in the year 2020. In the same way, the information from different social networks (Facebook, Instagram, and Twitter) was collected to find out the exact number of followers on each platform, to decide which social network we will specify in order to obtain more exact information.

4.1 Research questions

1. How much is each company active on the social media, specifically on Facebook?
 - a. Social Media portfolio used by companies.
 - b. Basic information on the main communication channel: followers, videos, frequency of the use of the media.
2. What is the publishing frequency of communication?
3. What is the fan engagement including more detailed analysis of comments and their classification into categories?
 - a. More detailed analysis on the interactions of the page.
 - b. What is the way of interaction between company and customer- 10 ex for each company?
4. What are the content strategies used by the companies?

4.2 Research Sample

The investigation will follow the word of mouth of three different beer companies (Corona Extra, Skol and Brahma), which are the ones that stand out the most on the social network Facebook.

The comments located will be analyzed: (a) in comments of official publications on the website of the different companies, (b) in informal groups on each company. Considering the monitoring criteria to identify the different communication strategies.

4.2.1 Most valuable beer bands in Latin America in 2020

This year all the countries of the world have suffered a significant impact on their growth and development, of course the countries that are part of Latin America are not exempt from this reality. One interesting thing about this year's top-rated brands is that they have looked for various ways to develop strategies to maintain and grow within a challenging environment.

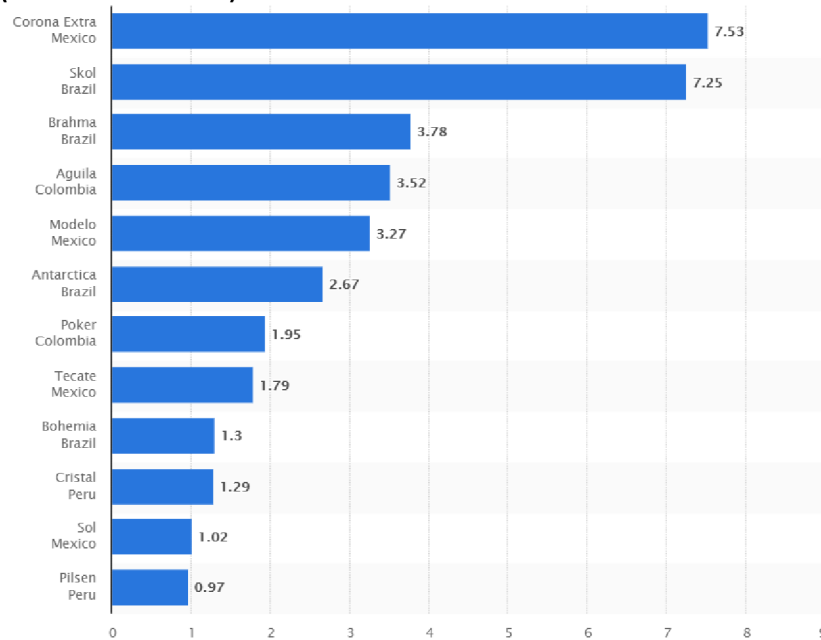
As this Statista infographic shows, we can see the twelve most representative beer brands in Latin America, with Brazil and Mexico with the most presence. In first place, Corona Extra, a Mexican beer brand, was the most valuable beer brand in Latin America, with a brand value of 7.53 billion U.S. dollars.

If the contribution of each market to the region is analyzed, Mexican brands is the leader in the ranking, with a solid performance by "Corona Extra". Despite being the largest economy in Latin America, Brazil's constant instability has affected its brands, but despite this, two of its brands (Skol and Brahma) are in the top three of the ranking.

Without a doubt the most important asset of a company is having a solid brand. This demonstrates a clear goal that transcends functional benefits and is shared by all stakeholders. Brands oriented to their objectives generate greater value for shareholders than their competition, it is in this factor that beer brands such as Skol and Corona stand out, as well as retail and communications brands. Another important factor is the combination of local strength with attributes such as innovation, a superior customer experience and a clear value proposition.

For a more visual comparison we can refer to the Table 2, taken from Statista where we can verify that the Mexican Corona beer is the most important and recognized in 2020, followed by Skol and Brahma both Brazilian brands.

Table2: Most valuable beer brands in Latin America in 2020, by brand value (in billion U.S. dollars)



Source: Statista. (2021, July 2). Retrieved from <https://www.statista.com/statistics/710745/most-valuable-latin-american-beer-brands/#:~:text=What%20are%20the%20most%20valuable,valuable%20brand%20in%20Latin%20America>

5. Results

5.1 Communication activity

Having an adequate presence in social networks for any kind of business is essential to be successful in the online market. The presence of any company on social media must be consistent with the company's strategy to ensure that it adds value and makes the business grow.

What we are looking with this is to increase the brand awareness and strengthen its competitive position. Also, in this case of Facebook, is an amazingly effective mean to carry out commercial promotions that creates successful way of interaction. Another great example is customer service, where the customer can let the company know about their opinion in real time so the company can act about it right away.

The key to being able to successfully communicate a message on social networks is having the ability to generate valuable content that is original, attractive, of interest to the target audience. In this way, the messages will attract potential customers, and they will become prescribers of

the company. In this case we can conclude that Skol beer brand has more interaction with their costumers, we can check it just at looking at his number of fans in his page on Facebook that is 11 939 839 fans.

Another fact that should be highlighted is the fact that the most popular beer "Corona" does not have a single specific page, not even where it is originally produced, which is in Mexico. There are several pages of corona beer in different countries such as El Salvador, the United States, among others. In Mexico there are only Facebook pages of the distributors of this brand, where Corona is not the only beer that they promote.

Most companies maintain a remarkably close relationship with their customers, providing better customer service, this industry is no exception. Beer brands are increasingly present on the different platforms and channels offered by the Internet, in addition to continuing to be present in the more traditional promotion channels. In this sense, social networks have become in recent years one of the preferred places for these companies to share their most relevant news and content.

Facebook is the social network preferred by users when it comes to following beer brands, accounting for three out of four users. Apart from Corona Extra, Skol, Brazilian beer, is the leader of the community, surpassing 11,939,839 fans and doubling its immediate followers. Regarding the most active brand, it is Brahma that tops the list, with an average of one publication every three days. The one that obtains the most engagement is likewise Brahma, with an approximate total of interactions of 20 likes/reactions for each of its publications, it should be noted that the publication that received the most interaction from its consumers reached 153,000 likes/reactions in the month of April 2020.

On the other hand, Instagram is the second network with the largest number of followers and where brands interact the most. Unlike on Facebook, Corona Extra is the brand with the largest community, with 798 thousand followers, and in turn, the one that received the most interactions. The most used by brands are stories. In this sense, Corona is likewise the brand with the largest community on Instagram, partly thanks to its strategy of publishing in English. As the second brand in both followers and interactions is Skol. Despite the low volume of posts (171),

Skol contains great engagement by fans. One of the conclusions when comparing this social network with Twitter, is that it is clearly seen that some of the beer brands give more priority to Twitter than to Instagram, as is the case with Modelo beer.

Third, Twitter is the third social network in terms of community volume. In the same way as in Instagram, the Corona beer brand dominates in this social network with a total of 534 thousand followers, followed by Skol and Brahma. The last place, in terms of volume of community and content, is occupied by YouTube, despite being a very visual network, it is not very preferred by beer companies.

In conclusion, Corona is the brand that has the most followers both on Instagram and on Twitter but not on Facebook since they do not have a specific page of the brand in Mexico but there is a page of the brand's suppliers, which is not the same and where the outreach to consumers is done in a more general way.

Table 3: Activity of Latin America beer brands on Social Media

BEER	FACEBOOK (likes/followers)	INSTAGRAM	TWITTER
CORONA EXTRA	15,079,927/15,079,923	798 thousand	534 thousand
SKOL	11,998,586/11,842,312	544 thousand	228 thousand
BRAHMA	4,121,106/4,122,400	108 thousand	30.2 thousand
AGUILA	1,644,955/1,625,198	147 thousand	93.4 thousand
MODELO	4,281,740/4,249,223	75.7 thousand	181 thousand
ANTARCTICA	3,076,903/3,061,603	80.6 thousand	4,101
POKER	1,236,786/1,281,130	119 thousand	42.6 thousand
TECATE	4,079,341/4,222,375	100 thousand	134 thousand
BOHEMIA	4,613,110/4,570,149	105 thousand	391
CRISTAL	1,791,098/1,781,623	28.5 thousand	13.3 thousand
SOL	789,119/785,345	17.7 thousand	45.4 thousand
PILSEN	1,355,948/1,356,138	26.5 thousand	14.2 thousand

Source: Social media pages from each beer brand.

5.2 Publishing frequency

Having a company page on Facebook is a resource that more and more companies use. It is possible not only to connect more closely with the audience, but also to sell, which after all is the end that all business pursues. But reaching users is not easy, especially if you want to avoid investing in advertising. In different articles it is said that organically (without advertising involved) only 8% of the total fans of a page are reached, due to the Facebook algorithm, which constantly undergoes modifications.

When we ask ourselves, what is the “perfect” frequency of posting on Facebook, we will get different answers from experts who have written on the subject. For some, once a day is enough, others will tell you 3 times a day, others might tell you to post every 2-3 hours to capture your audience's attention throughout the day.

Everyone has different opinions but something that is highly accepted by many is that you need to publish consistently for the audience to interact with you and be "reachable" over time.

In this case, the companies do not have a constant number of publications per day / week or month. Brahma tends to have a higher frequency of publications than the rest of the companies, but this also depends on the month of publication, the months with the highest presence was April, May and June, where publications are more instantaneous than an average of 3 -4 daily publications. During the week, the posts published in the morning generate a greater number of comments and interactions, which exceeds those published in the afternoon since they are more visible due to the time they have. If many posts are published, visibility is reduced. On weekdays there are approximately three hours of busiest activity: at 11am, at 3pm and at 8pm. Weekends are important for this industry, which is when consumers are more aware of their networks and want to interact.

Ideally, the companies should publish even an image or a small two-line text every day so that users continue to visit the pages. However, it is not a rule, each of these pages have certain types of audiences and therefore in some cases more information is necessary in the publications, but they should not be excessive in the amount of information they publish.

In addition, it is now much easier to control the frequency of the publications, and you don't have to be an expert to start advertising on Facebook. Create and run campaigns using simple self-service tools and track their performance with easy-to-read reports. With the new frequency controls offered by Facebook, advertisers can set a custom frequency limit over a certain time frame that meets the needs of their campaign. If the advertiser does not set a custom frequency cap, Facebook will continue to show ads as often as the lowest cost per result for the chosen goal.

5.3 Fan engagement

Facebook is one of the social networks with the most users, one of the most used daily and especially one of the best for digital marketing, customer generation, sales and brand building.

The most important thing for these companies in the beer industry is the face that they give to the consumers, some brands add an emotional component, beer is part of those symbols that define a territory and a lifestyle.

The main interaction used through Facebook are images or short videos, making it possible for consumers to interact directly. Growing a fan base on Facebook is often an important goal for various businesses. Whether through fan-only special offers, the promise of exclusive content, or simply through a compelling campaign that reaches loyal customers, marketers build their presence on the pages.

But as they grow, the danger increases that the community will be less united and less engaged than before. Before the analysis of the Facebook pages of the most popular beer brands in Latin America, it was found that those with the largest number of followers receive less "likes" in their publications unless they have some type of advertising offered directly by Facebook. The engagement decreased as the number of fans increased.

There are many strategies that brands can apply to boost and encourage participation while the pages increase their number of affiliates.

Half of all the "likes" and different interactions are obtained 1h and 30 minutes after posting, 70% of the total reach is obtained after 4 hours after the publication has been posted and finally around 95% of the total is achieved after 23 hours.

In addition, once a new post is published, there is less chance that the previous one will have an impact, so brands should give time to their messages, playing with it and making the most of the participation before updating their page.

5.4 Content strategies

It is quite clear that companies today care much more about their consumers. This is not exclusive to the beer sector, on the contrary: it is a trend in all sectors.

We learned with the purchase journey that the consumer's first contact with the brand is very important and that, many times, if the experience provided generates enough value for them, it will be a great opportunity to engage them and make the buyer become a great brand advocate promoting, defending, interacting and recommending for new people.

What remains in the marketing scenario for breweries are cases of companies that changed the way they relate to their public by investing in branding, providing new experiences and even rebranding, altering the perception of how their company is seen in the market.

Therefore, below, I will highlight the brand that has the most interaction with consumers and that is committed to communication as a strong sales strategy.

The Brazilian brand Skol is known for being very traditional in the market and one of the segment's sales leaders in the country, but to stay at the top it is necessary to invest in disclosure. For years the company invested heavily in the media and has always engaged in a dialogue with a male target audience, which resulted in ultra-sexualized campaigns and in most cases exposing bikini-clad women at beaches, pools and parties.

There were cases where the use of abusive advertising by Skol was found, which has always bet a lot on the carnival to promote its brand and products. After an avalanche of criticism, Skol promised to change his positioning and work on rebranding the brand in the market. To do this, he decided to open room for a new discourse to unlink the negative image that was generated by the campaign and to conquer, enchant and engage new audiences based on a modern dialogue. The solution he found was to completely rethink his communication, including the spread of

advertisements, graphic materials, slogans and the concept of the brand, which was perhaps his most significant change to reach a new audience.

The brand was concerned about one of the trends of 2018, which is the empowerment of minorities, and bet on totally innovative concepts of equality and respect, showing that it is attentive to the changes that are occurring in the profile of consumers.

And through that change, it transformed some points in the visual identity, language and communication online and offline, mainly with new products such as its long neck.

5.4.1 Alternatives for marketing strategies

When it comes to marketing, we have a range of options for promoting the company or product. For this reason, I am going to demonstrate some of the most important for a beer brand and that are currently used.

Branding is most of the companies start with, which means managing your brand. And, when we speak on brand, we mean everything that it represents and what it refers to. In this case: the brewery. The characteristic of the brand is to refer to a set as a whole, and not to separate elements.

Now that we have talked about branding and the importance of brand value, the time has come to work on visual identity. When it comes to beers, it can be said that this is one of the secrets of any company. Visual identity is a set of elements that visually represent your brand or product. Unlike brand equity, it is something that can be seen as tangible and changeable.

It is very important that the visual identity dialogue with the concepts of the brand so that coherence is generated in its content, because it is the materialization of everything that has been defined previously. As part of the job, it is common to see breweries that maintain a manual for their brand, showing how it should be applied in the right way. In beer, the biggest visual identity work is done with the labels, website or social networks of the companies.

Fundamental in any digital marketing strategy, social networks are unanimous when the topic is the digital presence of a brand. If you want the brand to have online visibility, social networks are the first step, and for that you must define what to use. All beer companies have started with two

specific social networks: Facebook and Instagram, which are highly recommended since they are easy to use, allow different content formats, and they are also two of the most used social networks in the world. Very few of these brands try to diversify into other channels such as YouTube and even instant messaging applications such as WhatsApp and Messenger are a good step.

There are different types of content, such as: textual, visual, auditory and audiovisual. In the time in which we live it is common for the consumer to inform himself a lot about the product he is consuming before making the purchase. At last, we live in a world surrounded by information. And brands need to be concerned with that if they want to maintain their visibility on the web. This strategy is called content marketing. Content marketing is a strategy to generate engagement and return your relationship with your closest audience through relevant content that attracts their attention, generates value, increases brand perception and enhances your sales.

All beer brands apply these different types of content:

1. If the idea is to have audiovisual content, it is invested in interviews, webinars, reviews, top 10 and institutional ones talking about the brewery or showing the "backstage" with your production routine or some other internal process.
2. The images are excellent to circulate on the Internet and the strategies that are in high today are infographics, memes, gifs or explanatory images.
3. Finally, we have the audio, which is used for the ease of consuming it. For this type of content, we have the content narration and the podcast, highly recommended both to talk about light and technical matters.

6. Discussion

Next, the study "The use of social media in the beer brewing industry" carried out by Nicolai Pogrebnyakov will be used with the aim of academic about the beer industry in Latin America and compared with the United States, which is where Nicolai's research is carried out.

Is no secret that social media offers breweries the opportunity to interact with their customers and learn more about them regarding their interests (Pogrebnyakov, 2013). The knowledge acquired through social networks is very useful at the marketing level, which in the end generates lower operating costs for companies. When launching a new product, companies benefit from the new ideas they acquire from social media. This type of benefits can be of great interest to multinational companies and recognized as by small local producers, nowadays the size of the company does not matter since regardless of this they can obtain a great benefit if they know how to use social networks well.

Importantly, many social media initiatives require less advertising spending than campaigns in "traditional" media such as television, radio, and the press. (Armellini & Villanueva, 2011)

The marketing and design of an excellent craft beer is really concluded from the attitude that each brewery has towards its product and what makes it different from the competition. It means wanting to think outside the box and go against traditional rules while feeling passionate about doing something different. The whole approach to marketing must have a congruent and specific boldness with the focus on freshness and great taste. Passion comes from truly loving the product and the craft beer industry in general. Craft beer making is extremely technical, but the artistic aspect comes into play during the initial design, branding, and marketing phases. This type of mentality is not so different from the marketing of the beer of the big brands since in both cases the objective is to know how to stand out from the competition by focusing on the quality of the drink.

Craft beers are successful due to their high quality and product care, which is not the case with high-brand beer where the production is much larger. Everything produced by craft brewers is currently selling without a hitch, but this may not always be the case as competition and the market for micro and macro companies in this industry increase. It is becoming more and more

important to really focus on what sells best and why. For example, the beers of big brands are sold more easily mainly because of their marketing and the reputation of their brands, the interaction with the consumer is too important a factor when it comes to sales, in addition to the design of the product, that is, which must be visually attractive to the consumer.

The quality of the product is important but it is not the only thing that the consumer looks at, one of the factors is the price, the taste, how attractive it is to look at, where the product can be obtained, the difference between the competition, etc.

All these factors influence when deciding when buying a beer, in the case of craft beer obviously this puts more effort into having an enviable and very high-quality product, in addition to that it is always open to changes depending on of the comments and suggestions of its consumers.

In summary, it seems that craft beer needs to have quality in its product together with great attitude and passion to be successful. This means that beer is a combination of the technical and artistic area. The true art is in giving visibility to the brand and in convincing the customer that what is being sold is exactly what he is looking for. To have more visibility on social networks, craft brewers try to follow trends and know the market in which they surround them; since they know that currently the networks are one of the largest and cheapest sources of communication to promote themselves. Branding is as important in marketing as craft beer; the customer is buying the brand, not just the beer. The product has to be good and then the brand needs to attract and retain customers. Being first, best, or different helps initially, but craft brewers really need to have a great product and brand that keeps consumers coming back for more.

7. Conclusion

With the passage of time the subject of Digital Marketing acquires greater importance. Traditional tools like television, radio and newspapers are no longer as effective as they used to be, now marketers try to do their best to find other ways to promote goods and services. Today digital marketing replaces the traditional one step by step. Digital marketing also plays an important role in the food and beverage industry, as in this thesis we talk about the alcoholic beverage: beer.

The fight for consumers with the help of digital tactics has become the most effective strategy for promoters, this made the topic of the thesis relevant for research. As the main objective was to know about the analysis of digital marketing in the beer industry in Latin America in addition to the instruments that are used as a marketing strategy in this industry. After the investigation it is possible to affirm the effectiveness and relevance of Digital Marketing today and this is proven not only in theory, but also in practice.

With the help of the data found, it was possible to discover and describe digital marketing trends that mainly consist of content marketing, artificial intelligence, big data and marketing on social networks such as Facebook, Instagram, Twitter and YouTube.

The use of social networks in the beer industry, but especially Facebook, by the most recognized beers in Latin America has been analyzed. Various approaches have been reviewed to analyze the presence of brands on Facebook as well as the motivation to do so. Facebook, along with other social networks, has been proven to be a powerful tool for engaging with customers, learning more about them, and marketing to them. It's also been proven that, simply put, location matters. Many beer brands have a presence in different countries and for this they also have a Facebook page for each specific location so they can promote various events and even promotions that are valid only in that country. First of all, much of Facebook's activity is based on location - the number of physical presence instances at the brewery is on average higher than simply the number of "likes" on your page. Second, it's easier to engage customers in conversations about breweries in the area. Third, some breweries are involved in local advocacy and charitable causes, and it is easier for customers to relate to such causes if they occur nearby.

The different values obtained through the analysis of Facebook can be used these numbers to measure the results of social media strategies and answer the question "How do we measure ourselves against the competition?" Another interesting result is the statistically significant correlation between user engagement with the beer brand's Facebook page (expressed as the number of "likes", "comments" and "reactions").

Furthermore, although Facebook is a global platform, which in March 2013 included more than one in seven people in the world as members, in some countries it is not the predominant social platform. In some countries, the population you want to reach may not have access to this network, although this is really no longer the case. Most people at least have a social network since they know that currently it is an important tool to be able to communicate and keep up with the news. Therefore, similarly breweries in some countries, as well as multinational brewers, should consider other social platforms, which may not offer similar functionality in terms of interacting with the company page or the physical location of the brewery.

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Zadání bakalářské práce

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Název bakalářské práce: **Digitální marketing pivovarnického odvětví v Latinské Americe**

Název bakalářské práce AJ: Digital Marketing of the Beer Industry Companies in Latin America

Cíl, metody, literatura, předpoklady:

Structure: Introduction, Theoretical Framework, Methods, Results, Discussion and Conclusions

Objective: To identify communication patterns of the researched companies used in their online presentations

Methods: Content Analysis of Social Media presentation

Web of Knowledge, Scopus

Garantující pracoviště: Katedra managementu,
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