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Bachelor Thesis

Social Media & Digital Marketing for Future Business and Next Marketers

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Social Media & Digital Marketing for future business and next marketers

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Objectives of thesis

The main objective of the thesis is to evaluate the usage of social media and digital marketing based on bibliographic research review of various digital companies and their usage of social media for their business & multiple brands reports for their growth using the social media tool.

The main objectives of the thesis are such as:
- To make a current literature review on why current companies are using social media tools and implementing it on digital marketing;
- To demonstrate the usability of digital marketing & social media for future business and marketers based on several case studies on current companies;
- To propose updates to digital and social media marketing of an existing company and evaluate the efficiency.

Methodology

The methodology is based on the review of the literature and practical part. At the beginning, own research of social media and digital marketing and its use nowadays will be explained. Secondarily, followed on the analysis and comparison of digital marketing in current companies and its growth economically, socially and globally, a new updated digital and social media marketing plan will be proposed and evaluated. To do so, scientific methods of analysis, synthesis, comparison, induction and deduction will be used. Based on the outcomes of the literature review, case studies analysis and proposal evaluation, final conclusions will be made.

The proposed extent of the thesis

30 – 40 pages

Keywords

Social media, marketing, digital , online , business

Recommended information sources

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Declaration

I declare that I have worked on my bachelor thesis titled "Social Media & Digital Marketing for future business and next marketers " by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 23.03.2020   _____

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Social Media & Digital Marketing For Future Business and Next Marketers

Abstract

The thesis presents research on the topic of social media & digital marketing for future business and next marketers, nowadays the use of social networks is very closely linked to digital marketing making this important for those who are interested in the topic of social networks and digital marketing. The topic of why marketers should focus on the era of digitization is explained, since many companies as well as countries have invested in this platform. The topic of artificial intelligence is also included in social networks as in work tools for marketers, making this their job easier. Many companies also decide to invest in influencers, since these people contain a high range of followers, making this favourable for the company, as well as being advantageous for doing digital marketing with them, but just as it can also be risky without having a marketing plan and having mistakes when not knowing how to connect with their audience. The practical part it is based on comparison of social network analysis tools, which shows the reviews of other marketers who have used such tools mentioned in the thesis. It will also include the functionalities of the tool chosen by the author, which could help the marketer have better results in their work.

Keywords: Social media, marketing, digital, online, business, statistics, artificial intelligence, influencers, investment, content, timing, creativity

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1 Introduction

Nowadays social media and digital marketing are being used as primordial keys to business, mostly of those businesses are really focused on doing digital marketing providing tools that could help a person out on. Mostly of those tools are on sale by different digital marketing companies around the world, when a person has interest in the product they would request and a person who's in charge for selling the product will call and make a deal.

Those tools provide help to the person who bought the product, mostly of the case people with high knowledge on social media such as community managers or higher positions with knowledge of marketing such as CEO's, Head of marketing and so on. Those tools can demonstrate how a company is inverting their time on social media, time that could be invested doing an article, video, photos or searching for a candidate to apply for an position in the company. Companies can invert moneys on social media, an example Facebook has this option for promoting posts, whenever a company buys these options then it will show to multiple people the article invested.

Particularly, digital marketing and social media are two very strong contents in the world of digitalization and a new trend to be followed. Companies that have been using different ways to grow in media, used ways as tools from companies that sells those options. The most used social media pages in the world Facebook and Twitter, have the options for promoting posts, making this a good option to gain people's interest. Here business-to-business is used as a business is sourcing materials for other business.

Digital marketing has given interesting statistics, 85 % of companies emphasize content marketing. Mostly of the cases they use content marketing on their daily basis, the 15% are away of this (Antevenio, 2017). People trust more on pages that can support phone version and normal web page, making a phone version page would be more advantageous. Email marketing and digital marketing are the most effective tactics to generate future business making both most used, but many problems are shown when new marketers doesn't have the appropriate knowledge of it, making mistakes and probably legal problems, which it needs be shown the appropriate way. The main issue of this trend

is that has been changing constantly and with time changes and new ways of introducing this trend has been created, for new marketers it would be a new trend and could be confusing to understand the concept of Digital marketing and Social Media.

2 Objectives and Methodology

The main objective of the thesis is to evaluate the usage of social media and digital marketing based on bibliographic research review of various digital companies and their usage of social media for their business & multiple brands reports for their growth using the social media tool.

The main objectives of the thesis are such as:
- To make a current literature review on why current companies are using social media tools and implementing it on digital marketing;
- To demonstrate the usability of digital marketing & social media for future business and marketers based on several case studies on current companies;
- To propose updates to digital and social media marketing of an existing company and evaluate the efficiency.

2.1 Objectives

The main goal of the thesis is to evaluate the proper usage of social media tools which can help future marketers for their brand or agency they are working in, which respective bibliographic research of various digital companies and their usage of social media for their business and multiple brands. The usage of social media in the current business, mostly of brands, companies, entertainment, alcohol brands and so long list of brands, uses social media to talk to their fan base and being on touch with them. Brands can too, use the social media networks where they have a huge fan base to do advertiament which could lead to huge amount of people and future business. Social media it's a source with useful information which help the user discover products and offers, which influences the decisively moment of buying. Companies reports as a grown which better result after using social media networks. Most of the buyers come from Facebook which stands superior to others social media networks. Marketers considers that social media networks have been helping them for improving their selling, for making new business markets contact the new client by using any social media network such as Facebook, Twitter & others. Demonstrating how current companies are using social media tools to implement on their marketing strategy.

The second partial goal is showing the usability of social media and digital marketing for future marketers based in companies case studies. When we are talking about usability, we are talking about the facility the user can learn to use a product which a company can provide and thus reaching the level of satisfaction during the process of learning the product. The aspects that told should be provide are the facility of using the tool, so the new marketer can manage to do basic work, the efficiency of use the tool as the new marketer is leaning to do new chores, memorability of the program if the marketers doesn't comprehend and need again a supervisor, subjective satisfaction on how much the marketer likes the tool. The services offered must be all time available to the marketer and fast leaning tool so it can be easily done.

The third partial goal is proposing updates to digital and social media marketing of an existing company and evaluate the efficiency. Big companies have tools that helps marketers to implement their business in social media, company as Socialbakers has their own tool that can be used for future marketers rated as one of the best in efficiency.

2.2 Methodology

The methodology of the thesis is based on the review of the literature and practical part. At the beginning, own research of social media and digital marketing and its use nowadays will be explained. Secondarily, followed on the analysis and comparison of digital marketing in current companies and its growth economically, socially and globally, a new updated digital and social media marketing plan will be proposed and evaluated. To do so, scientific methods of analysis, synthesis, comparison, induction and deduction will be used. Based on the outcomes of the literature review, case studies analysis and proposal evaluation, final conclusions will be made.

3 Literature Review

In the literature review, the main issues that are presented in social media and digital marketing will be explained. On how marketers need to trust on companies that are equivalent to the work they are searching, on positively sources, on what to be based when starting a new business, the statistics showing the percentage for growing companies with they services and those who went well and then failed, countries that are using the digital marketing for they business and they grow in the field, brands using social media and digital marketing for they benefits, companies and brands using chatbot for they costumer or future costumers.

3.1 Why Using Social Media and Digital Marketing for Business

Social media and digital marketing are principal keys to a business to grow as the digital world is now getting bigger and bigger. Social media is now the principal key to communicate from the company to the client, every consumer has an officer that would help for any case issued. There's an important communication between the brand and the client, which includes getting stronger the commerce relation. An engagement could be applied, engagement means the power of the firm exercises, hence the important of a good social strategy developed by the main parallel of the marketing company.

There are different ways of a strategy for social media according to (ENAE, 2016), in first place is focused the actions of getting the client's attention, whose the development in the right way contributes to archive positive overall vision of the brand. The vision is getting the right positive customer satisfaction and once this step is done, the brand looks to archive the costumer's loyalty.

Within to archive a positive social vision, the brand and company looks forward and focus to make a brand image. Creative posts that responds to the interest of a specific campaign, which in the right steps can lead to a right business and fit in the right group of marketing.

The existence of other types, such as special promotions developed specially trough social networks dedicated to their costumers which aims at maintaining in post-purchase satisfaction.

The most important things in the world of digitalization and networks, which can lead to future business in sales. Social networks have become recent in recent years a strong selling way for many companies, making it even the main way to sell (Tomas, 2016).

Social media as an instrument of selling, what have started before mainly as a tool to improves the brand image and attracting new clients has ended to become directly sales by social networks and thanks to the right development of its tools. Some companies have found in social media the correct framework to develop their promotional campaigns, some exclusive discount for the followers or loyal people, promotions, gifts and contests which can lead to have an exclusive and only contact for the winner. There are many ways to encourage direct purchase trough the followers and the right combination has ended doing social networks into a productive instrument for many sales companies.

A new position has opened for the past years as digital and social networks started to be connected, this new position is called Community Manager, a professional that growing the importance has too complexity about the product. Social media managers now aren't only people who manages social networks of the brand or company but too the creation of image of the company or brand, but they are too responsible for the final sale of the product given to the future client.

3.2 Countries Investing in Digital Marketing and Social Media

Investing nowadays in marketing digital in South America is quickly growing, countries like Argentina, Brazil and Mexico are on the top of the list of countries investing in this platform. While this increase in investment in digital marketing is a global trend, Latin American region is experiencing this growth faster than any other region in the world. The studies according to (eMarketer,2016) from 2014 to 2020 shows a grow for these countries. The analysis indicates that the trend is a result of the growth of the middle class and the increase in the spending of advertisers in world events, such is the case of the Olympic Games of Rio 2016.

According to (Gonzalez, 2017) In 2016, spending on advertising throughout Latin America passed the barrier of 42 billion dollars. It is largely due to the increase in investment in each of the four countries that represent the largest markets in the region: Argentina, Brazil, Chile and Mexico. Television will continue to be the one that receives the largest portion in terms of investment in general advertising.

In October 2016, LATAM Roundup announced that by 2020, Latin America will dedicate 69.8% of its budget for digital marketing to mobile advertising, obeying the trend that signals a growing migration from PC to mobile, people now wants to have the facility to control their business through the mobile as it's a quick way to respond for urgent

requests, controlling the status of the project and others enquiries. The forecast is for an increase to 67.3% in 2020 (US $ 37.3 million) in mobile ads.

As the top growing countries in digital marketing countries that are listed on the top, countries like the United States tops the list with $ 567 per capita followed by Australia and Norway with $ 486 and $ 472 respectively. While China, has recently passed to Japan as the second largest market in advertising investment, although its per capita spending is the lowest of the entire ranking.

3.3 The Future Statistics in Digital Marketing

Knowing the statistics of digital marketing will give a great advantage over the competition. Especially since being aware of trends and successful techniques, will allow you to organize, as soon as possible, all your actions. And in this way, will be able to stand out and be a pioneer.

The statistics, surveys and results of hundreds of cases, both successful and not, have given rise to a wide range of conclusions that you need to know. Working on real data will bring closer to success. As long as it is explained on how to take advantage of this source of information.

Every time a user wants to know information, and they use it by phone as a quick way to engage an information that's its needed. But only successful brands can anticipate and correctly address the needs of those quick information. That means they provide the correct information. 80% of the best websites that adapts to mobile devices has quick guarantee that the costumer will use it once again (Antevenio,2017). And the reason is obvious of this is if its wanted that the website will perform well, it must be optimized for mobile for future costumers

Digital marketing according to (Antevenio,2017) ensures 48% of consumers start a purchase search with a search from the mobile as a way to do a quick way to buy. 57% of users would recommend to anybody a company that has a web page badly adapted to mobile phones.74% of marketing managers say that the capture of quality leads has become their top priority

The main purpose of every company is to multiply sales and obtain profit. And, to achieve this, the generation of leads is fundamental. But not any lead can be processed as could contain fake information o for academic researches. Either increase the number of people who have to be interested in your products or you it never increases the leads of your database. And as a result, it will not generate conversions and there will be no profit.

According to (Antevenio,2017) Blogs that publish regularly generate 67% more leads, there are many statistics and few of them tells digital marketing focused on the contents that is important to know. But among the most important, are those related to the generation of leads, which blogs can generate leads.

3.4 Artificial Intelligence in Digital Marketing and Social Media

The engagement of artificial intelligence for marketing companies are very important as their help to the future costumer is a important must to the delivery and efficacy of the final sale of the product, for the world of digitalization mostly of the future marketers and costumer are looking for a quick way to learn and then capable of using the product.

Social media according to (Noman, 2018) has been expanding over since the lasts years, allowing branding, propagation and spread of the knowledge or product, when the social media page has a big fan base there are more possibilities to sell the product offered in the page as the number of fan base its a important number. Social media marketing is one of the most rapidly growing services with lots of specifications, tools and ways it achieve the target the target proposed of a company, the way of communication with the a large number of audience is hard for a simple worker, as a solution there is artificial intelligence on a way of improving the communication.

The artificial intelligence must be quick, effective, advancement and accuracy in the conveyance of messaging the future client, the post made by the artificial intelligence must be reliable and easy to understand. Social media is a big platform to promote and market any specific idea or product or in a massive level. The social media management tools are the common and most feasible way to promote the product offered by the company, the management tools must have reliable content to post, ensure the hour so the marketer can know when its the best hour to promote the product, which post is payed and which not.

To be more independent of the manpower, more realistic and accurate as well, the companies have created chatbots as arterial intelligence, this new extension which is used to chat between numerous persons commonly in the social media networks of the company are used to for queries and communication on a formal level, the chatbots are taking over social media marketing as the allow the communications with consumers to engage with them in terms of content, consumption, costumer service and transactional engagements, many users can do many things with the chatbots.

The chatbox as an artificial intelligence has the capability of learning quickly the needs of the future costumer, this means by the time someone uses the chatbot, the chatbot memorizes the needs of the costumer and by doing so this with multiple chats, the chatbot will have more quick response and will be more accurate to future chats. The learning way in recognizing speech, data, and specific patterns and then transmit this information and using it.

The usage of the artificial intelligence it's a need for a company that wants to grow, many users have the quick facility to use the website and for quick replies they want to be in touch with someone who sells the product, the artificial intelligence is a quick way to be in touch with someone who can guide directly and efficiently to the future costumer, once the finals step is done and you want to buy the product, but if is wanted to have more ideas of the product, someone can be in touch with you as quick

as possible. Many brands according (Noman, 2018) to are using this method, Amazon has the leading artificial intelligence such as Alexa.

The use of the chatbots started in 2016 (Noman, 2018), These programs run by artificial intelligence offers great opportunities for enhancing customer service and other business aspects, most importantly, they are available to companies of any size, which gives business opportunities to established brands.

The increasing of traffic flow, it can immensely alter traffic flow into the website. It gives the user a chance to directly interact with automated bots that provide solutions to their problems and relevant answers to various questions from costumers in real time that user no longer have to enter texts, chatbot can talk with multiple persons compared to a normal human that only can multitask 3 chats as maximum and not losing the topic from each chat.

3.5   Marketers Focusing in Digital Marketing and Social Media

The emergence of social networks as an influence on the marketing channel has caught many in the industry unprepared. Online advertising as its say on (Drury, 2008) been criticized for its creative limitations for years, but changes in the Internet landscape have created new opportunities to interact with customers that are not possible through offline channels, marketers have to learn this as a preparation to their business career.

With the opportunities, specific challenges arise for marketing specialists, many of whom would have dealt with the online channel as they would with a magazine or television spot and, ultimately, alienating themselves from their target audience. With social networks, it is critical that advertisers ensure that advertising and branding are provided as relevant content with the product.

According to (Drury, 2008) Marketing with traditional media, television and news websites consisted of transmitting a message. Marketing in social networks is based on building a relationship and conversation with your audience. Marketing is no longer a single lane. Now it is a bidirectional process that involves a brand and an audience. Marketing within social networks is not just about telling and giving a message, but about receiving and exchanging perceptions and ideas.

Marketing professionals are responsible to your brand and your business, any activity should offer some type of return on investment, either through a greater market share, sales or brand recognition. Social networks are changing the way people interact with each other, and they will be increasingly important for branding, business and marketing.

The mobile marketing, mostly of the persons nowadays uses mobile phones. It is still a relatively new platform; the potential of mobile advertising is enormous, and many important brands are already integrating mobile devices in their marketing and advertising plans and in social networks. Mobile Internet users represent one of the most coveted

demographic characteristics, although notoriously difficult to reach: young consumers, men, technology savvy and high disposable income.

Social networks will provide brands with one of the most personal, reliable and direct access points to these consumers. Social networks offer a good opportunity now and a great opportunity to move forward. It's essential that brands start testing the medium now, or risk falling behind in the future.

Despite initial success, it will be necessary for the broader marketing and advertising community to drive research into the effectiveness of social media as a valid brand medium and an offline sales leader.

3.6   Influencers for Companies and Their Strategies on Social Media

Influencers can be a big deal nowadays by the last years, big platforms such as LinkedIn, Facebook, YouTube, Twitter and Snapchat had people that in some specific topics were most stand out in their own way, comedians, people who talk about politics, people that record themselves on their days, marketers and so on.

Influencers are becoming big opportunities to companies to use them as a strategic way to gain more sales, more people knowing their brands, and gaining companies more popularity in their fan pages. As influencers have a big and enormous follower in their pages, they are to tend to attract more people's attention.

Brands and marketers have grasped how Influencer marketing is helping them and continuing to implement their additional usage in future campaigns. In fact, according to a research (Contestabile, 2018) has found that 67% of marketers think influencer marketing campaigns helped them reach a more targeted audience, thus leading to more extraordinary results by using influencers.

Brands have begun to expand outside of their own industries for influencers to work with. Whether it's a fashion influencer working with restaurants or a young teenager blogger working with a fashion brands, the results will be clear that working together with influencers outside of industry's core can reach new audiences and raise further awareness for the people they are trying to reach.

The traditional advertising and marketing spend such as TV, print and desktop ads are becoming less impactful and, therefore, less effective ways to use ad and marketing. This is particularly true as ad-blockers and paywalls grows in such big ways, so marketers must turn an extra effort to social media platforms and influencer campaigns.

As influencer, the marketing budgets become more permanent, marketers will need to evolve and increase their strategies in a diversity of ways. The changes will come in the form of measures of success, evolving analytics to effectively scale campaigns and changing relationships between brands and influencers so the marketing campaign can be successful.

One of the major ways what we are expecting to see in the evolution in Influencer marketing campaigns in the next year is through brands relationships with influencers. The idea of leveraging influencers for one event, product or post is the way of the past, and nowadays seen increased value from the "always-on" relationships between brands and influencers.

To find success in this model from companies and brands to have the experience to hire an influencer, brands and marketers must take the time and effort to build these holistic relationships. Not only does this make for a better working relationship, but it also provides a two-way dialog benefitting the company, brand and the influencer. Influencers and their audiences can inform brands on growing trends and provide feedback on their products, while brands can expose new ideas from their followers.

Social media platforms will increase their involvement in the world of influencer marketing campaigns, despite influencers marketing started with blogs, and they till now are still an important part of any influencer range, social platforms are brought the industry to a larger mainstream audience. This year according to (Contestabile, 2018) Facebook and Instagram were offering brands and influencers tools that can help them to identify and measure sponsored posts.

This opening in the industry will end up having good results and more opportunities for influencers, as well as more, and better, tools being developed for brands, so both influencers and brands can have more success. In the future, its likely see this trend growing in an efficient way, resulting in monetizing content distribution and amplification, as well as advancing technologies for workflow management, leading Influencer marketing into the broader.

The evolution to a capable marketplace although the growth of the industry of influencers and brands, as in past years, there's a majority of collaborations goes to the 1 percent of influencers. There are small but equally impactful micro-influencers according to (Contestabile, 2018) that have continued to be overlooked by many major brands, and the main reason that as their smaller followers bring more personal touch and gives more than an celebrity followers, the reason are the smaller followers are the one following the influencer for the specific topic that he's talking and bringing about.

The introduction of more tech and tools in the industry of social platforms are creating a shift toward Influencer marketing becoming a true effective marketplace. The demand will begin to meet the supply meaning the influencers creating and making content about every day.

3.7 The Productivity Of Having A Social Media Marketing Plan

The social networks have turned into an essential tool for the persons and, hence, for the companies, which have the need to reinforce the bonds with its clients and to go in search of its potential clients in one of the places where more time they happen. And we send ourselves to the information, as more people use it.

Seeing this stage, it seems impossible that, due today, a brand or a mark has no presence in the social networks. And here it is where it brings in the Plan of Social Average Marketing, a strategy that serves to prepare, to develop and to understand a strategy in the social media networks. A waybill that we are going to allow to define the strategies and necessary actions to achieve our managerial targets to the audience.

Social networks have transformed the way in which brands communicate with users, breaking the front that separates them and putting at their disposal an ideal platform to establish a conversation from you to you. Therefore, brands no longer see the social media platforms as a communication channel, but also as something that can help them sell what they are supposed to sell.

And for what they want to sell there's a Social Media Marketing Plan is when is needed. As important as the Digital Marketing Plan. The social Media Plan will help the brand not only to define the strategies and actions necessary to achieve our goals in social networks, but also to control the management of the team responsible for the social media platforms, through the elaboration of budgets , the measurement of return on investment or the incorporation of feedback mechanism, among other things that can help.

The ways of creating a social media marketing plan is first of all, analysing the situation. And for doing this there's a way to study the environment for external and internal usage of this plan.

For the internal level its should know the basic questions, if the company is a B2B company or a B2C company, what the brands offers, if the brand is prepared for the resources needed, the bran's reputation on the social media platform and the last question for the internal is what the brand have done till now.

For the external, analysing the reality of the sector in which the brand operates. Aspects such as the situation of competition on what the brand does, how they do and where they do. Demographic, economic, technological, political and sociocultural factors are important here.

The P.O.S.T methodology, according to (Clos, 2017) the meaning of this methodology which without the abbreviations would mean People, Objective, Strategy and Technology would be A very effective method at the time of beginning drawing the first lines of your Average Social strategy.

The elements composed by the methodology spoken before is composed by, P of people. At this point we will analyse the target of our brand. This element is fundamental before starting the strategy on social networks. It must know to whom is heading the strategy to and what their characteristics are. The success of the plan will depend, above all, on the correct definition of the target.

The next element is the objectives, all the actions is the place in the social media platforms are must be based on realistic and measurable objectives. Its recommend that the brand, mainly, has an single clear goal. And then knowing the mainly objectives that for example, getting a better image of the brand, Strengthen the relationship with customers, to manage qualified visitors, and being expert in the specific sector.

The next element of the social media digital marketing plan is the strategy that is bustling for a good strategy and already being clear what is our ideology of the plan, is this partial element is where we need to design the strategy, or in other words the bowl of ideas that we can develop to the certain type of idea that is specific to a brand we want to direct. Developing this idea will act as important to put it in the social media platform where is designed to be, because every social media platform acts different.

To establish the strategy is it necessary to create a publishing plan, that is to say, to define in what social networks is it must to have presence, with what frequency is it going to be publish, what type of contents they go to create, what language it goes to use, and many other things to be ahead of.

The editorial plan should be in order, methodical, realistic and scalable to order to be a good social media marketing plan, the next step of the plan is to be ahead in which social media platform is it is going to be published and some points to be aware of and being prepared so this plan can work is building a good community, doing networking of it, the range of the influence that is going to be put on it, identify the brands which the plan is mainly proposed to, finding good inversions and partners that can be actually in good help of this plan, the main position of the brand that the plan is going to and influencers so it can bring attention.

Next element is the technology, as we are advancing in the technology same goes to the social media platforms, more and more tools are made for this type of plans and strategies that people are developing even agencies, multiple are free some are paid and this is a choice that can be made by the person who's doing the plan.

The selection of the Key Performance Indicator, how to follow it and the way of using it. Knowing the range of the actions in social media platforms, is it necessary to have a Key Performance Indicator which makes the measurement and according to (Clos, 2017) is the key for the objective and the strategy. The Key Performance Indicator can establish and being based on the interactions according to the number of followers of the page, the number of likes, conversations made on the social media platform where the plan is made to be.

If something identifies the social media platforms, is the immediacy. Everything starts and ends practically at the same moment. Therefore, is recommended to not wait at the end to measure the impact of the actions of the plan, but the plan has to change over the time to be more efficient. The usage and creating a template of Scorecard where it can write down the Key Performance Indicators and have a history of results to measure the degree of effectiveness and the evolution of the strategy that has been made for the social network.

According to (Clos, 2017) the should be a contingency element on the plan, because is it likely that sometimes things doesn't go as planned before and not everything goes as planned and be expected. Is truly that we can face ourselves in a crisis of business reputation and is good to be prepared to manage this kind of situation, on how to know, on how to know and how to act if this kind of actions appears and in this case having the contingency plan in hands. One of the examples is for example receiving bad critics that may seem to be bad in the plan that has been made, but at the other side it can be also a business opportunity, meaning changing the plan and making more exceptional and having a better look of the company.

3.8 Social Media Platforms in the world of Digitalization and Digital Marketing

In the actual era of digitalization, the social media platforms were in time becoming important for people who wanted to do business and when it comes to digital marketing and according to (Schwertner, 2017) for brands, companies and agencies it is essential to make the usage of social media networks, and it is no coincidence that brands, companies and agencies have realized the potential usage of these platforms for advertising on commercial purposes. Despite, having facility and familiar with this resource in our daily days, the usage of the online marketing is a must on this days and in important task should be not left lightly and it must be clear about the role for the strategy that is going to be in the social media network or in other words we are wasting resources.

For a strategy to work in first place is establishing an clearly defined objective and consider why establishing it, so we can have a defined objective and the must achieve of the management of the strategy put in the social media platform, using social media as part of the marketing strategy.

Being realistic, achievable and measurable is the perfect key of the strategy, using people which the knowledge of the social media and having it as help can be productive. Using social media to the brand or perhaps turning the social media into an extra resource to increase the sales of the company or brand. Interesting objectives could be used for the social media platforms as way be get international presence so the brand and the company can be known worldwide.

Regardless of the goals that is what have set, one of the main resources offered by social networks are paid ads to attract traffic and potential customers to the company's website. This is done through multiple formats, from traditional banners, to sponsored content. In this sense, platforms such as Facebook have proven to be very efficient when tracking the interests of users and offering them the products and services that best suit their needs, being this one good model for the roll of the social media in the world of digital marketing.

Another fundamental role of social networks is to help build a brand image. Using Twitter, Google, Facebook or Instagram and other social media platforms that can help the strategy in the social media networks means gaining a presence in the digital world, which will have an impact on the reputation of our product or service.

One of the most interesting features of social networks and in terms of digital marketing establishes a two-way communication with the public. This means that the consumer is given a leading role, being able to obtain feedback and give attention to the customer almost immediately. In addition, it gives the possibility of understanding the behaviour of users, knowing what they are talking about, as well as discovering their tastes and habits in greater depth and making the roll of social media for marketing.

Something that must be taken into the roll of social media and according to (Schwertner, 2017) is that the offer of social networks is increasingly wider, and we need to define which platforms are more suited to our objectives, since each one has a different type of audience. For example, users who use Facebook and Instagram may be different from those who use Flickr or LinkedIn. Depending on the brand, product or service, it can take better advantage of the networks according to whether they are informative, leisure or professional and making this a brand's strategy.

As is shown we can see, the role of social networks in digital marketing offers many possibilities and, based on experts, you can make the most of them. Is it must not forget that the presence in social networks is a resource that must be constantly adapted and reinvented, since these platforms are in constant evolution and the same for the users that they use, trends appear every day.

3.9   Errors in Digital Marketing in The Usage of Social Media Platforms

Marketing through social networks is a powerful tool for those businesses that want to connect with their audience on the internet. Taking as a reference the statistics of large companies that have achieved success thanks to social networks, finding the ideal customers has never been easier. LinkedIn offers job information, Facebook and Instagram provide detailed demographic information and Snapchat facilitates the dissemination of geographically accurate advertising. According to (Patel, 2017) errors can be made in social media platforms.

The usage of many platforms, this is a fact for most marketing activities, including social networks. Companies with small marketing teams should avoid making use of many platforms. Instead they should delve into one or two options that fit their business objectives.

Forgetting followers as one of the elements in this case, in famous TED Talk conference how the success of companies that use social networks starts thanks to loyal followers and not necessarily because of having passionate influencers. Followers help attract new followers, and those new followers give you the security of knowing that the strategy planted has worked.

Brands must give back in some way to their followers in social networks. If people interact constantly with the content, and especially if they share your publications, they should be rewarded. Write them on social networks or sending emails with gratitude, this will encourage them to continue their support.

Copying others brand's content, while it may be tempting to simply copy the social media strategy of an existing brand, those in charge in this area must resist the impulse to imitate the voice of another company. Social media platforms are designed to present new and unexpected content to users that is what keeps the reader interested so it that can work the strategy of the user's strategy,

Ignoring the statistics of the strategy, modern marketing is a profession driven by hard data. This is true both for the optimization of websites and for marketing in social networks. It is important for social network administrators to collect and analyse data to understand how followers react to content. Or in other words, it can be very difficult to understand how to modify a social media strategy to improve the results given.

Using all social media platforms as one, no two social networks are the same, and it is a mistake to work with them in the same way. Different people use different platforms and expect to see different types of content in each one. For example, it would be strange to see a post about a job vacancy on Instagram, but on LinkedIn it would be normal. This can lead to many problems if not worked in a properly way.

Other element is assuming that younger people can dominate the social media networks, digital marketing in social networks should be treated as another of the channels that make up the media plan of the company. The strategies must be built by your team according to the information of the profile of your target client. A good analysis of that information will help create an original voice for the brand. Finally, a specialist in the administration of social networks should be responsible for effectively implementing all strategies that was made.

Focus exclusively on organic growth, in other words, paid advertisement. Posts paid ads on social networks can be an effective way to quickly increase metrics regarding followers and engagement. Better yet, investing money in your social networks can serve as a complement to an organic strategy that is already working.

Not training salespeople to be sellers in social platforms, each employee of the company has the ability to interact with potential customers and good prospects through social networks. Since they are already using social networks for personal reasons, training them to connect with potential customers through those same channels can work. Social networks will continue to grow globally, and as the options to increase reach on the internet become more powerful, these platforms have become a very attractive channel for business.

3.10   The Use of Social Networks & Digital Marketing in Latin America

Taking the innate need of people to interact and communicate, social networks provide an opportunity for consumers to actively connect with each other and at the same time create a channel that brands can use to form a link with consumers in a relationship of two ways between the brand and the consumer.

According to research by (Torres, 2017) will show how the impact of the social networks are functionally in South America, A region in full growth and discovering, that evolves little by little in the ins and outs of the functionalities of the social networks, a Web that came to stay, where a long time ago the user took control of the Internet, with curiosity as a guide and our be a Latin American social as a standard. Latin America is consolidated as the new scenario in technological development, where those changes are also experienced. South American people trend to be very social at all levels.

Social networks and Social Media have become essential parts of the digital life of consumers in recent years. As they have been recently adopted more broadly throughout the Latin American region and across demographic regions, they have redefined the way in which consumers interact with content among themselves and that their different platforms are being used to make people aware of them. Potential new consumers in this region, the services and products that companies offer and how the companies can be aware of it.

According to (Torres, 2017) the consumer of South American is more propense on spending money on a online web page in spanish that in any other languague, This is due to the fact that the messages that brands prepare to launch on social networks need a "very high degree of localization", even within the same language, adapting them to local language turns to cause the effect and comply with the desired strategy.

According to (Torres, 2017) the access to the Internet through mobile devices such as smartphones, in Latin America, has evolved from 92% in 2009 to 97% in 2011 and together with a greater presence of the use of tablets as a substitute for PC.

The statistics by (Torres, 2017) shows a growth of 49% in 2010 to 65% in 2013, there is evidence of the growing need for expression of people through Social Media with the evolution of social networks at the level of the entire Latin American region. A region that increases by leaps and bounds in the penetration of Internet and Social Networks use one of the main regions in the use of them.

The research made by (Torres, 2017) on Burson-Marsteller, which Burson-Marsteller analyzed the use of social media in 25 companies in Latin America. The "Study of

Corporate Presence in Social Networks in Latin America" was presented in 2010. The investigation registered and analyzed the presence of the 160 companies with the highest turnover in Latin America. The results were compared with those obtained in the "Global Social Media Check-Up", launched by Burson-Marsteller in February 2010, which analyzed the presence in social media of Fortune Global 100 companies

According to (Torres, 2017) by the research of iLifebelt in 2016 (iLifebelt, 2016) for 2016 the Social Network with the largest number of users in Central America and the Caribbean is now WhatsApp, which leads the social media market in Central America with 79.7% of the Central American market (Figure 2). Facebook with 77.6% and Youtube and 44.8% of use respectively, move to a second and third place, in addition to Instagram with 33.8% in a fourth place. A Network that reports loss of market is Twitter (17.1% of use) and that little by little is being overtaken by other Social Networks in Central America.
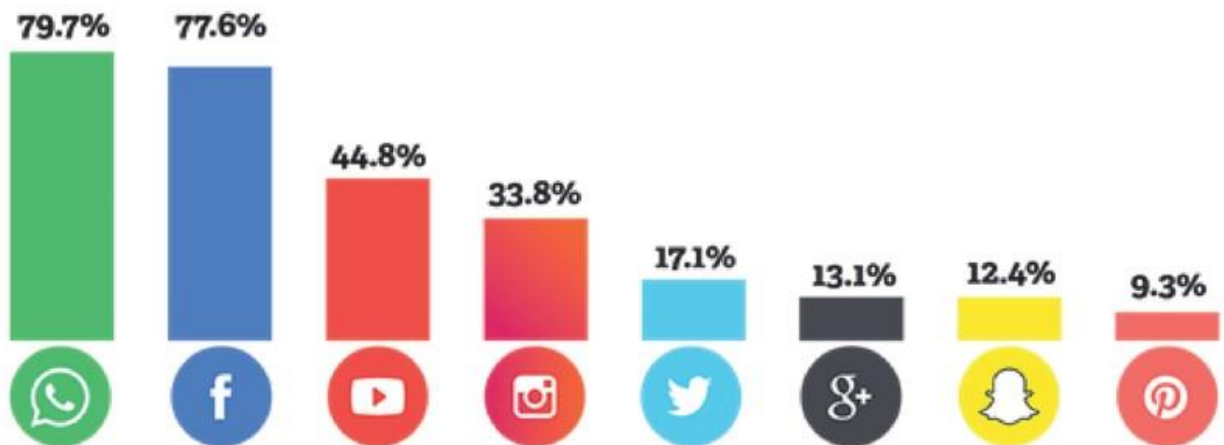
Picture 1 Social Media Statistics in Caribbean Region, Source: https://knepublishing.com/index.php/KnE-Engineering/article/view/1513/3592

On the other point of the analysis there's the classification by gender and according to (iLifebelt, 2016), for 2016, the gap in the use of Social Networks in Central America and the Caribbean by gender decreases. It went from 60.3% in 2015 to 49% in 2016 of male use and from 39.7% in 2015 to 51% in 2016, 5 out of 10 social network users in the region are women. In most of the countries of the region, the main percentage of users are women.
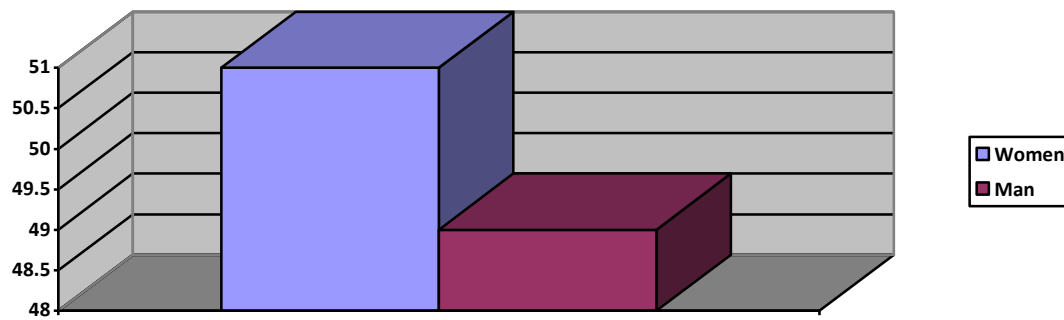
Picture 2 Gender Usage of Social Media Platforms, Source: https://knepublishing.com/index.php/KnE-Engineering/article/view/1513/3592

3.11 Social Media Tools

The social media tools nowadays are an essential to marketers, every time someone mentions the brand online and the marketer needs to keep an eye on it, if the comment had a reaction and various other features that the social media tool can provide for the marketer.

A successful social media tool strategy will help the streamline all the company's mentions and search parameters into one place, so the marketer can focus responding to more important messages and develop a strategy inside the marketer's insights. It is essential part of any social customer care, the tool can prevent losing customers and makes a stronger relationship between the customer and the company.

By following the list of social media tools from (Barnhart, 2018) will be show more details about current tools and their features, on how it can help marketers for their job, what can offer and much details explained.

The following list of social media tool are: Sprout Social, Buzzsumo, Reputology, Mention, SocialBakers, Brandwatch, Tweetdeck, Google Analytics, Brand 24, Likealyzer. A more detailed analysis will be provided for each tool, on what features they have, to the cost of having each social media tool.

4 Practical Part

As mentioned before, the thesis is focused more for future marketers, on how marketers can use software tools for their own proposes as freelancer or using it for the company where the persons works, mostly used for the marketing team or for the social media team. There are many potential companies that has their own social media tools, which can be used for many purposes as growing their social media pages or to know when their competitor is doing a payed campaign to attract future potential business and future customer to their business.

Currently why the author has come to the upcoming points its because as marketer worker the author could see the main problems on why it should be focused more so the upcoming marketers doesn't have the same problems as previous marketers had. Mostly are new in this section of AI and the usage of tools are essential for their work, they are new on it.

At the same time for this part, it will be proposed updates to digital and social media marketing of an existing company and evaluate its efficiency. There are many companies that offers their tool for free and then after the trial it will need to be paid for a specific amount of money. In my case as a current worker of a company that provides those type of tool it will be shown for information that is legally provided by them. The evaluation of the usage of social media will be done as a case study demonstrating particular aspects of using social media. The following research questions were formulated based on an interview with an social media and content expert in author's company. They also reflected important cases in social media marketing.

The following questions are appropriately related to their respective points in this section:
1. How a Marketer Can Publish Content in Correct Time?
2. Does The Social Media Tool Helps Marketers Creating Creative Content?
3. Does The Social Media Tool Helps Managing All Accounts That The Marketer Owns Which The Help of Artificial Intelligence?
4. Does It Visualize Dashboards Of The Performance Of All The Social Media Platform That The Marketers Have?

4.1 Introduction of the company Socialbakers

The author has been working in Socialbakers for 3 years, soon to be 4 years. The company is trusted social media marketing partner to thousands of businesses of every size, which includes over 100 companies on the list of Fortune Global 500

Socialbakers Suite is a marketing platform that leverages the power of machine learning and helps brands and companies make smarter investments on social media platforms. The Socialbakers AI-powered solutions enable brands to engage and grow their customer base by helping them deliver right content to the right people at right time.

With access to a wide range of audience insights, optimization solutions, right analytics, and measurements features. Marketers can easily understand how their social efforts are impacting their company's bottom line. The company started its big vision in 2008, since

then became an international name, expanding across the globe from Singapore to New York.

For the next chapters it will be explain the objectives, which previously mentioned the usage of the social media tool for the help that marketers need, at the same time it will be shown images, data and following explanation of the cases for better understanding the social media software.

4.2   Timing of Publishing

In order to address the first research question, it be explained in cases on how the tool can be useful through explanation and images, in how it can help for an important decision. The marketer has the option to use all of his social media accounts. With the tool is it possible to help the marketer on the way of publishing in the correct time, as the tool optimizes the publishing and reduces the number of missing organic impressions. The tool has predictive algorithm as it has historical data of audience's behaviour.

Many times, when we want to deal with all of our social media platforms, the marketer wants to publish everything done by hand in matter of minutes or it can occur that even will take time to do it. The social media tool named Socialbaker Suite, helps in this case, the marketer to organize the marketer's social media accounts. Giving the best time that the marketer can publish and even doing all together with the help of the Socialbakers Suite tool.

The tool has a feature, which can help the marketer to help publishing, named PrimeTime. Which this feature, PrimeTime actionable recommendations shows, it optimizes the publishing time and at the same reducing the number of missed organic impressions and extending the visibility of the posts that the marketers wants to use
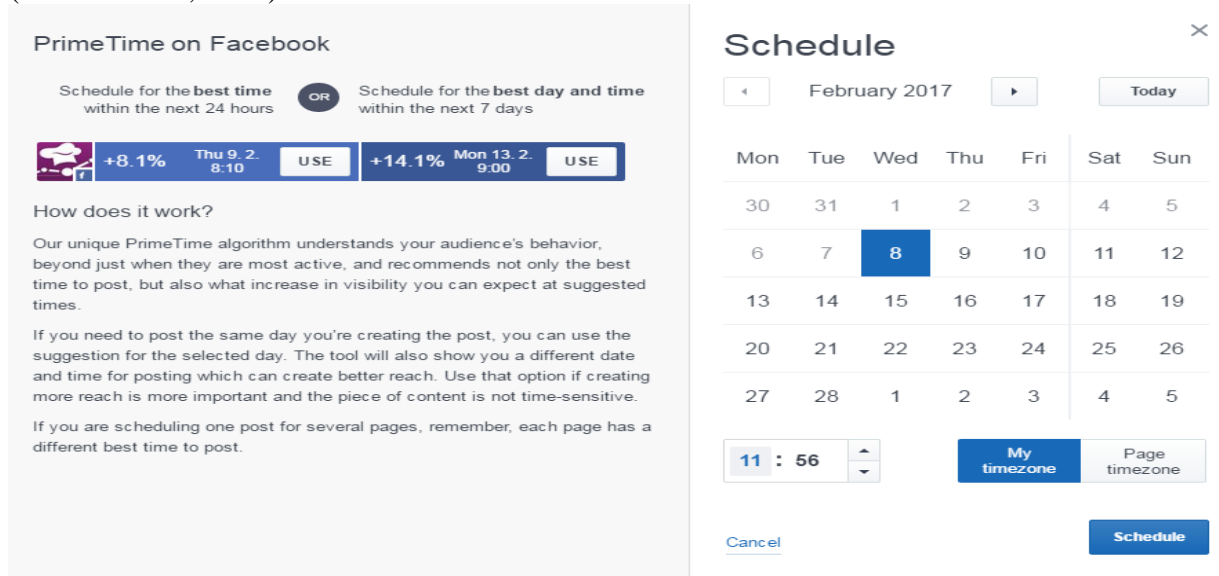

Picture 3 Recommended Time to Publish, Source: https://support.socialbakers.com/hc/en-us/articles/115000898448-PrimeTime-When-You-Publish-Matters

According to (SocialBakers, 2019) Marketers are still relying on inefficient methods and gut feelings to make a post decision in which is very common to make mistakes such, these mistakes are principally: Leaving publishing completely up to chance publishing at a standard time on specific days of the week and empirically testing different publishing times to compare results.

As mentioned, these methods can cost marketers time and money and not always is 100% reliable. Letting a machine to learn the algorithm, putting the data to work for the marketer, the artificial intelligence will learn and will publish the best recommendations that will get smarter every time when its used.

The tool has a predictive algorithm, and works by analysing the historical data of the audience's behaviour to give the best actionable recommendations on the best time to publish, Showing the best day and time for every day of the week, PrimeTime helps to cut down on missed impressions and extends the lifetime of the post according to (SocialBakers, 2019)

Picture 4 Leveraging PrimeTime's Actionable Recommendations, Source: https://support.socialbakers.com/hc/en-us/articles/115000898448-PrimeTime-When-You-Publish-Matters
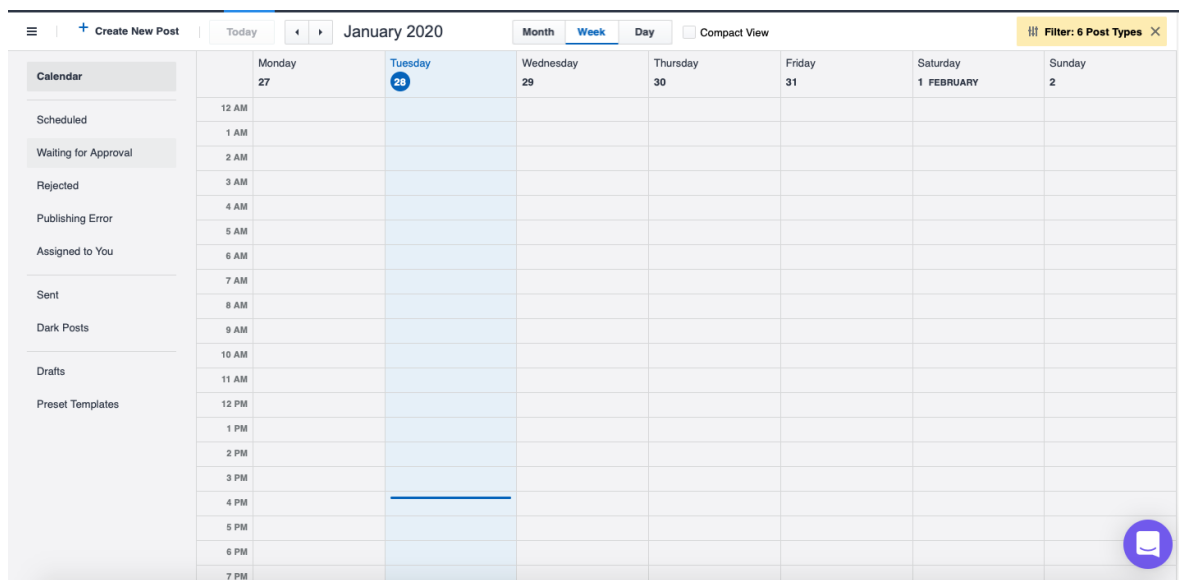
Picture 5 Publishing Calendar, Source: Own

The figure 5 shows, how the platform can help marketers to schedule their time to publish, giving which is the best time, best day. It can schedule for a long period of time and even filtering it.

4.3 Content Planning and Content Creation

Following the second research question, through examples that are given it will be explained on how the social media tool can help marketers to create a creative campaign for their own use or for the company that the marketers are working in. The usage of top performing posts are the help that the tool provides to the marketer, so for future campaigns the marketer wouldn't have problem to look at the best rated posts. The tool provides the help of digital intelligence, involving understanding the costumers and how they're using others website and then uses the data to optimise the experience for the marketer and it has the ability to transform digital data into real time, actionable insights, so the marketer and the marketing team would have creative and content insights for best planning.

In case of Socialbaker platform, and for the help for marketers, the feature of content planning and content creations goes for top-performing posts. This is a big help for those seeking to get creative, marketers that would like to get best knowledge of what to publish, to focus on the people that its going to and getting even the best result of it.

According to (SocialBakers, 2019) the feature of the platform, called "Content Hub" is a placed for digital intelligence, using this, marketers and their team can search and analyse content insights, keep up on trends, and optimize creative planning for their posts. Team can pre-plans and draw inspiration from the best performing posts based on data, not guesswork. The platform allows saves some of the content for future use, so the marketer has it whenever it collected previous contents.

After collected selected content that could be potential posts, it can be easily shared to others team members of the team, people can discuss inside the tool if can be approved or not, if something is missing or that is totally irrelevant for the future posts that can be made. This is a big plus, all the ideas featured in one tool instead of having a hole of emails and even miss an important email from someone.
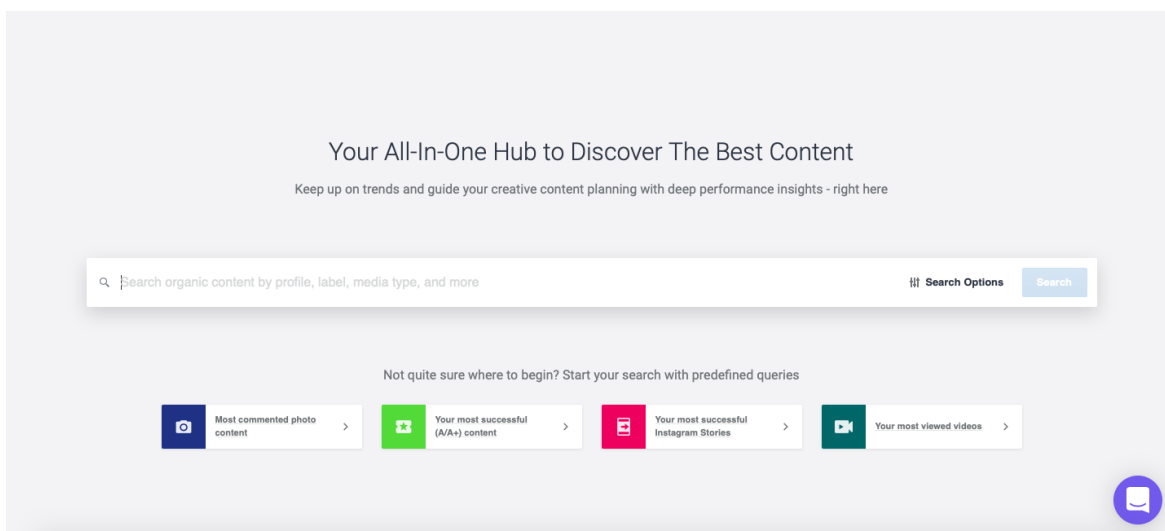
**Picture 6 Content Hub, Source: Own**

In the tool, it's even possible to users to vote down or up, comment, give a positive or negative feedback. This is a way that marketers can use for being more organize. There's the feature called Collection, as mentioned before will more centralize in teamwork, that every marketer can contribute.
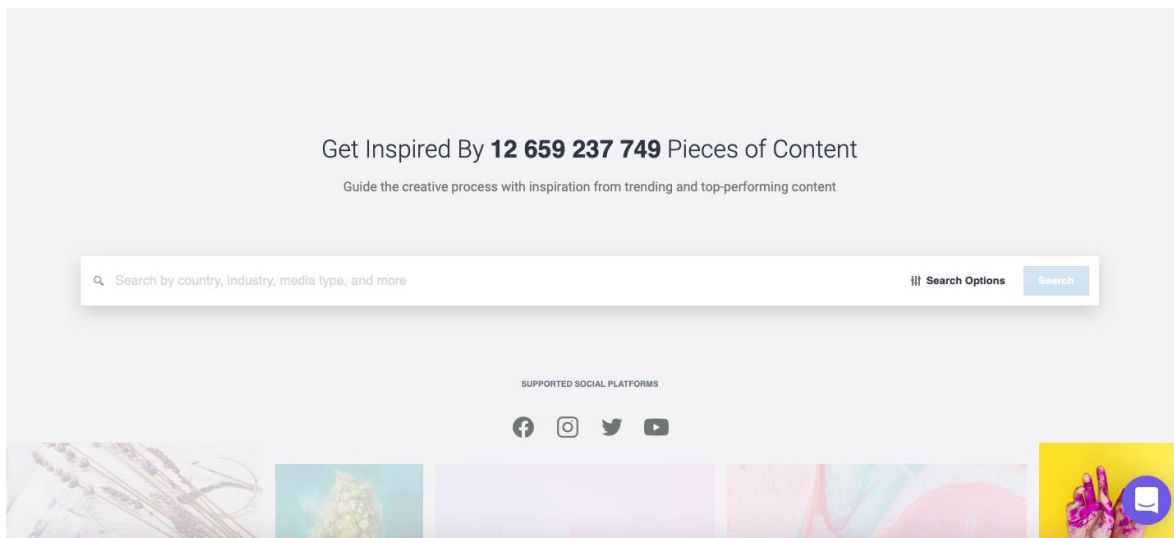

Picture 7 Get Inspired, Source: Own

As mentioned before, here in this feature, helps marketers to get a better initiative for posting, for doing campaigns or what the team wants actually to do. A dozen of collection of content for a person who wants to get the top content which most likes in social media, which most engagement and important that can attract the public.
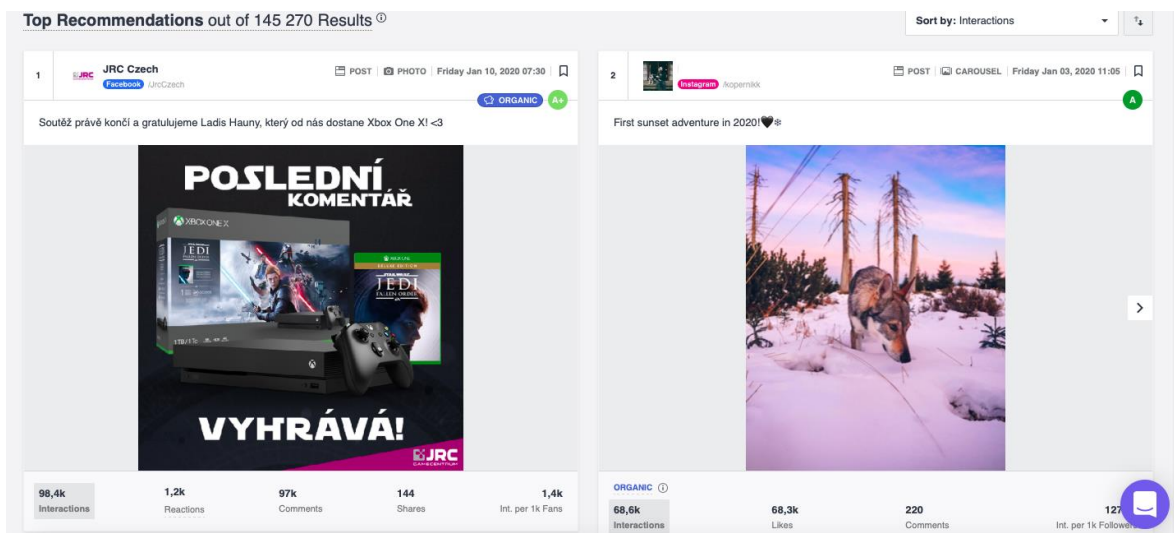
Picture 8 Top Recommendations in Czech Republic, Source: Own

As explained seen in Figure 8, it shows the best content made in Czech Republic. It shows mainly those posts that had a lot of interactions, those who had reactions which is the feature of Facebook, that had most comments and had most shares. It shows, as in this picture two posts from Facebook and Instagram.
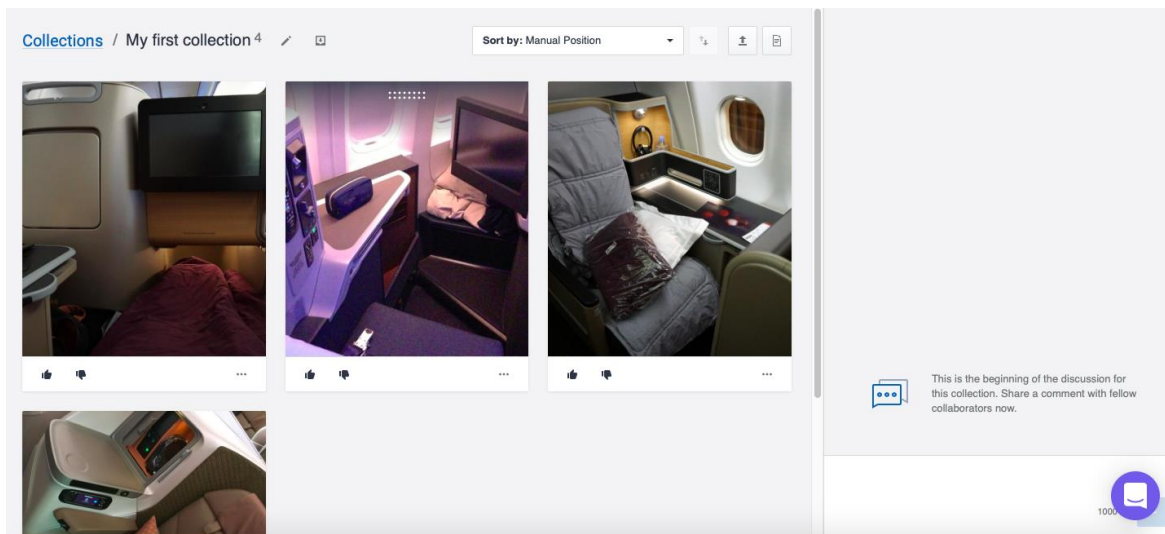
Picture 9 Content, Collection Feature, Source: Own

As shown in Figure 9, it is shown four images that the marketer can decide, whatever they are good or not for the future post. There are two fingers, which can be interpreted as good or bad, also there's a chat box, where marketers can discuss which can be good for publishing.
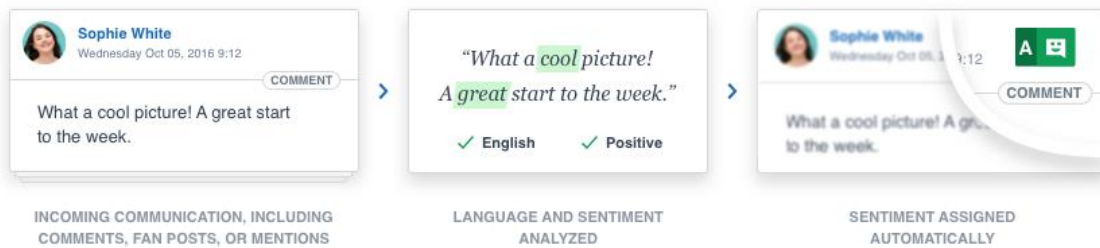
4.4 Community Management with AI

Following the third research question, the marketer can use the tool for managing all the accounts that's owns or the accounts for the company. Through images will be explained how the tool it's useful for the marketer, making easier on seeing positive and negative comments of the Artificial Intelligence will recognise. The key for the usage of the tool for the marketer is that, the marketer will have a quick reaction to the post, as someone replies to the post the tool will tell the marketer and will add if is it a positive, negative, neutral sentiment. This will help the marketer to prevent negative waves of negativity through the accounts that the marketer owns.

The SocialBakers Suite allows marketers put all of their social media pages, could be from the company he works or for himself. All channels in one place, allowing marketers to quickly react, respond or reply to the comment or the interaction that had.

When understanding the community is a key element when it comes to crafting a content strategy tailored to the audiences needs, to be more specifically, it's important to quickly be able to know the sentiment of the audience's posts and comments, so not only improving the social media strategy but also to prevent any negative waves from growing into something larger.

According to (Socialbakers, 2019) using the sentiment analysis its to understand the audience, across the platform, teams can manually select appropriate sentiments tags which are based on community guidelines and best practices, training lists or even their own interpretation. This is mostly handled by community managers, tagging incoming communication in the platform as it happens.

Picture 10 Sentiment Inflow, Source: https://support.socialbakers.com/hc/en-us/articles/360019655772-Using-Sentiment-Analysis-to-Understand-Your-Audience

The sentiment analysis by (Socialbakers, 2019) works in four stages that the artificial intelligent can recognise: positive, negative, neutral and no sentiment. Whenever there's a positive comment such as: "God bless the people" then the AI would recognise as positive comment, when there's a negative comment such as: "This is the worst company" then the AI would recognise as negative comment, for the neutral part the comment "Too many residents are criticizing firefighters for not saving their homes" the AI will tag it as neutral and finally when no sentiment is applied would be applied such as "very sad" as its very short and it truly cannot be detected. This feature is available for Facebook, Twitter, and Instagram.

The platform is would recognise comments, tweets, mentions and user posts. Mostly for English, Spanish, Portuguese, Arabic, Czech, and German languages. The AI analyses all comments, and if the language is detected then applies a sentiment based natural language processing, the AI learns from hundreds of thousands of training examples.
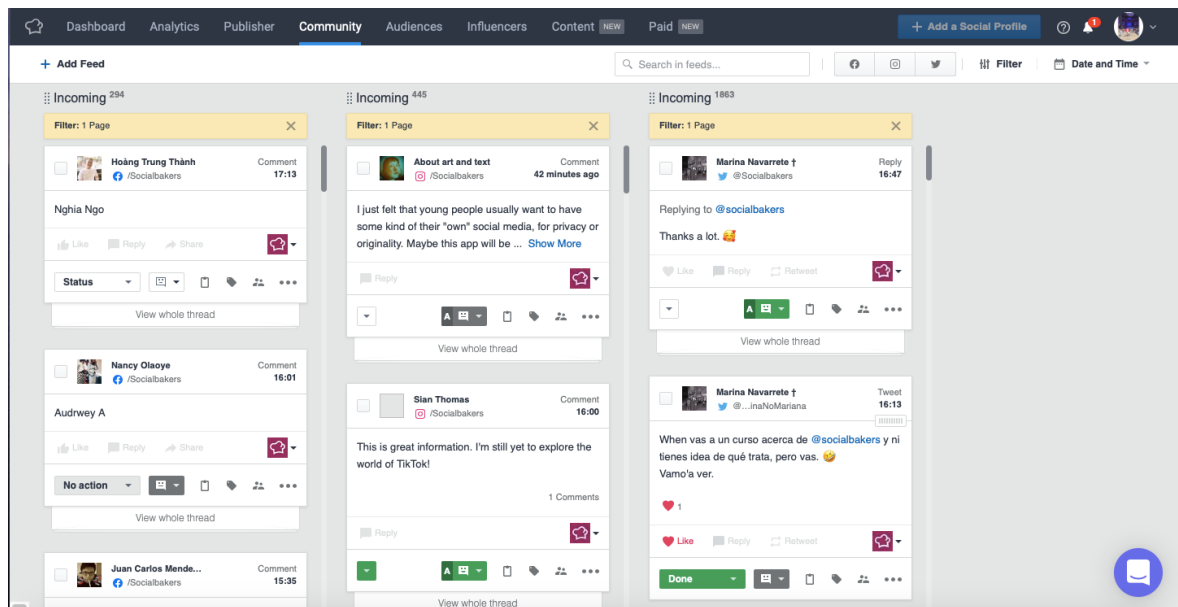
Picture 11 Management of All social Media Platforms, Source: Own

As show in the picture, the platform has a feature for managing all the social media platforms that a marketer have, here social media team and the marketing team can work and discuss the incoming comments for all accounts, can manage too the direct messages

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as know as private messages and at the same it can manage future publications that the company wants to do, paid or normally.

More details of the usage of the AI in section 8.

4.5 Dashboards

Addressing the fourth research question, it will be given examples trough images will be shown on how various competitors are doing, which competitors are doing better and better understanding the dashboards for better understand for the marketer. The dashboards can visualize the performance of the marketer, for better understanding on how the competitors are doing, if it has more posts, more interactions, more engagement with their audience, for looking if they payed for those interactions as some of the competitors already did in the past for having better numbers. As the dashboards is up to day data, which can show data from year to year, month to month and day to day.
The dashboards are a way to personalize and demonstrate the social media results and their business impact. The platform helps marketers to look in Facebook Growth and Engagement, helps too in Instagram Growth and Engagement, for others social media platforms such as: YouTube, Twitter and LinkedIn.

 It help marketers to look at day-today data, month-to-month data and year-to-year data, the tool helps marketers to see total fans, the amount of interactions the social media account had, if there's a videos on how much views it got, which pictures or video that was published had more interactions, top content which says what was the best post made in any of the social media accounts the marketers has put in the tool.
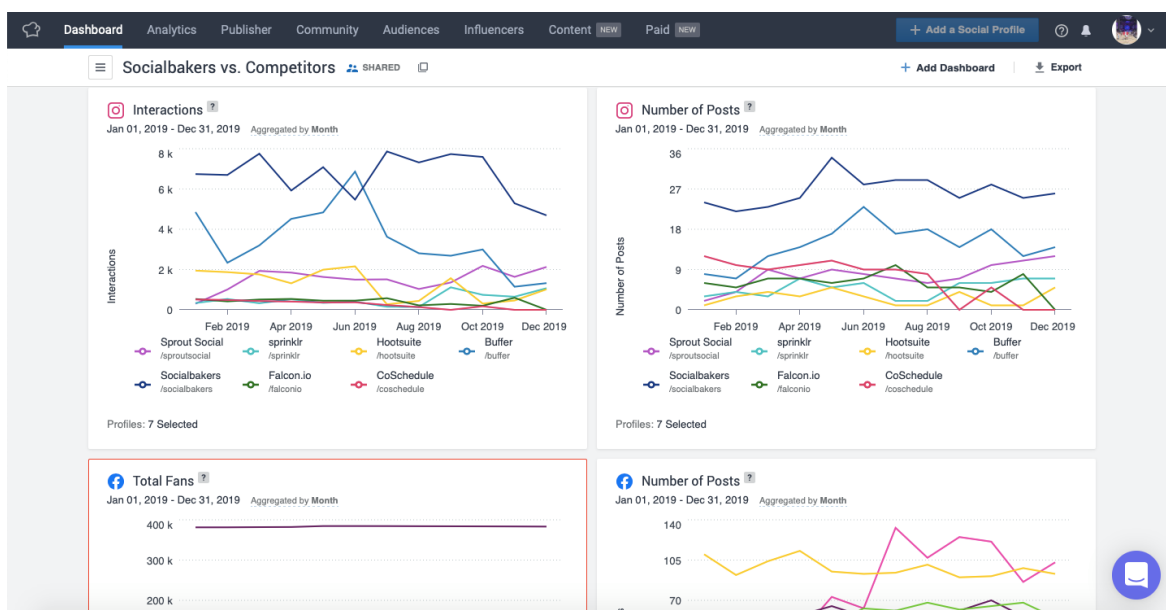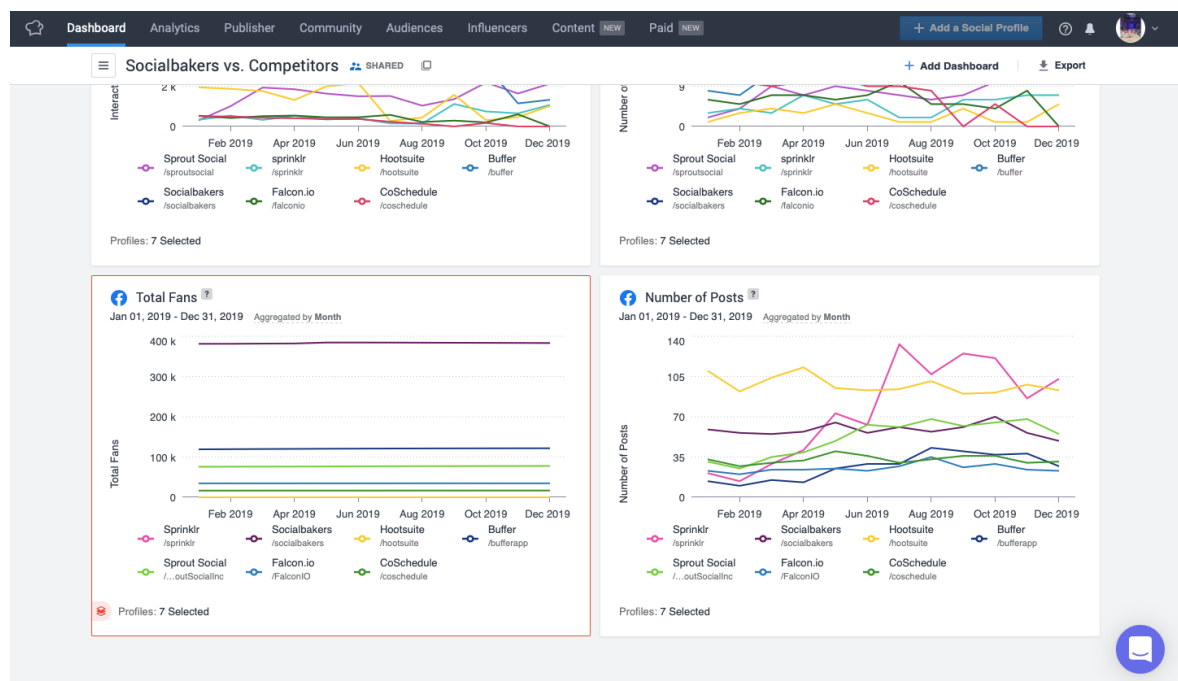

Picture 12 SocialBakers vs Competitors, Source: Own

As shown in Figure 14, it's able to use the dashboard for seeing the actual competitors of the company where the analysis tool comes from. For this example, i am using Instagram

and comparing the amount of interactions from companies, when said interactions the dashboard is showing how many people have sent the photo for other friends, sharing in their personal Insta-Stories and comments that the photo had in time where it was published. For the first dashboard is showing six competitors that uses the Instagram platform, companies such as: "Sprout Social", "Sprinklr", "Hootsuite", "Buffer", "Falcon.io", and "CoSchedule". As in start for January 2019, "SocialBakers" started having the most interactions with 6,74k, being not beat till June 2019 for company named "Buffer" with 6,86k interactions.

In the second dashboard named "Number of Posts", it is able to see how many posts each company listed has made through the whole year of 2019. With is showing the company "SocialBakers" is showing as the top company that uses Instagram to post. Making the company "Buffer" second with its highest point in June.

Picture 13 SocialBakers vs Competitors, Source: Own

For Figure 15, it is shown the dashboard of "Total Fans". This dashboard mostly tells how many fans had each company and how it grew during the whole year of 2019 in Facebook. It is shown a red border, the tool can tell actually how many fans are for each region. As shown the dashboard, in beginning of January, "SocialBakers" started having 381,22k fans and at the end of the year 2019 it went to 383,14k. The second company shown that has the highest fans is "Buffer" which started the year with 119,13k fans and ended the year with 121,75k fans. Sometimes the dashboard will show how a social media page increased its value, sometimes with no explanation. This can be considered that the social media page has bought advertising or has bought fake fan base, so when a real person sees has a good impression of the page.

As for the last dashboard, about "Number of Posts". It shows the companies profiles in Facebook. Since the beginning of the year till the end of the year 2019, as mentioned before using the same companies that are competitors of "SocialBakers". Making in the beginning of the year the company "Hootsuite", making 110 posts, in the mid of year the

company "Sprinklr" has made 133 posts and finalizing the year the company "Sprinklr" made the most posts which is 103.

4.6 Recurring Problems With Social Media Analysis Tools

The author after have been worked 3 years in the marketing team, the author has been able to see many situations in which the person approaches directly to us in order to ask if our platform can help them grow in their social media platforms, just as it could help in advertising it, doing marketing and also presenting a time frame in which it would be more effective to make a marketing campaign. But the problem is that many people believe that social media software are also to be able to improve the growth of their social networks, such as in a month to gain followers quickly or have their page viewed by many people in a matter of hours. Which is wrong, because it doesn't work in that way.

Another problem that can be distinguished about future marketers is that after having bought such product, they do not know how to use it and sometimes choose to cancel the contract they made with the company because they did not have enough information or that the sales person could not explain it well. And because knowing small points of what the person understood from the person who sold the product, he chooses to buy it.

The problem that also occurred during the author's stage as a member of the marketing team, is that many marketers have no idea how to use the platform to see their performance of their social networks, such as which social media channel is having more interactions, or which social media channel is having fewer interactions and what has been the best publication that has had interactions, as well as not being able to distinguish their dashboards where the interactions of their social media networks are presented.

4.7 Comparison of major tools

The overview of the important criteria and how they are related to the research questions is presented in Table 1

How a Marketer Can Publish Content in Correct Time?	Analysis of Business Intelligence
Does The Social Media Tool Helps Marketers Creating Creative Content?	Analysis of Business Intelligence
Does The Social Media Tool Helps Managing All Accounts That The Marketer Owns Which The Help of Artificial Intelligence?	Social Media Monitoring / Social Management
Does It Visualize Dashboards Of The Performance Of All The Social Media Platform That The Marketers Have?	Reports & Dashboards

Table 1 Overview Criteria, Source: Own

	Price	Analysis – Business Intelligence	Social Media Monitoring – Sentiment Scoring	Social Management - Social Analytics	Social Management - Social Campaigns	Reports & Dashboards - Competitor Analysis
SocialBakers	$200 p/month (0.1)	8.5 (0.9)	7.4 (0.9)	9.1 (1)	8.5 (0.8)	8.7 (0.8)
Sprout Social	$99 p/month (0.8)	8.1 (0.8)	Does not have the Feature (0)	8.6 (0.8)	8.4 (0.8)	7.8 (0.7)
Hootsuite	$129 p/month (0.6)	7.7 (0.6)	7.4 (0.9)	7.8 (0.7)	8.5 (0.8)	7.6 (0.7)
Sprinklr	No pricing information available (0)	Not enough data (0)	6.5 (0.6)	8.0 (0.8)	8.2 (0.8)	6.8 (0.6)
Buffer	$35 p/month (1)	Not enough data (0)	Not enough data (0)	7.7 (0.7)	8.4 (0.8)	Not enough data (0)
CoSchedule	$190 p/month (0.1)	Not enough data (0)	Not enough data (0)	8.1 (0.8)	9.4 (0.9)	Not enough data (0)
Falcon.io	$129 p/month (0.6)	7.4 (0.5)	7.2 (0.7)	7.6 (0.7)	8.1 (0.8)	7.0 (0.7)
Criteria	0.1	0.2	0.15	0.2	0.15	0.2

Table 2 Reviews from Marketers, Source: Compiled from (G2, 2020)

SocialBakers: 0.1x0.1 + 0.9x0.2 + 0.9x0.15 + 1x0.2 + 0.8x0.15 + 0.8x0.2 = 0.805 ✓
Sprout Social: 0.8x0.1 + 0.8x0.2 + 0.8x0.2 + 0.8x0.15 + 0.7x0.2 = 0.5
Hootsuite: 0.6x0.1 + 0.6x0.2 + 0.9x0.15 + 0.7x0.2 + 0.8x0.15 + 0.7x0.2 = 0.715
Sprinklr: 0.6x0.15 + 0.8x0.2 + 0.8x0.15 + 0.6x0.2 = 0.49
Buffer: 1x0.1 + 0.7x0.2 + 0.8x0.15 = 0.36
CoSchedule: 0.1x0.1 + 0.8x0.2 + 0.9x0.15 = 0.305
Falcon.io: 0.6x0.1 + 0.5x0.2 + 0.7x0.15 + 0.7x0.2 + 0.8x0.15 + 0.7x0.2 =0.56

Based on the table, the best optimal tool for the marketers is the tool from "SocialBakers". Which had the most reliable score from reviews made from other marketers based on their experience. Mostly of the features which were used in the table are from the cases which the author has explained before, so the marketers can have an idea on which tool to relay on based on others marketers reviews, all data according to (G2, 2020). It was used the weighted method for picking the best tool among the other tools, the reason the author used the weighted method is because a is popular multi-criteria decision analysis method. It is given a finite set of decision alternatives described in terms of a number of decision criteria, each decision is compared with others by multiplying a number of ratios this for each decision criterion.

4.8　Proposal of Digital and Social Media Marketing For A Company

The author will propose updates for a competitor of author's company. Most of the proposes are mainly focused to get a better view of what the competitor can update their analysis tool, the management of the tool, better view of the tool and mainly contributing on aspects and better usability.

The community management, mostly known in author's company, has a specific Artificial Intelligence that can easily spot if there's a positive, negative and neutral comment on marketer multiple account, this informing the marketer on what is best to do in cases if it's a positive comment, if there's a negative comment and a neutral comment. Having active this Artificial Intelligence, will do the marketers a better understanding of their audience. The competitor has the same featured, community management, but the tool has no Artificial Intelligence that can help the marketer to mark the positive, negative and neutral comments. Competitor tool can be used in a mobile phone, same as author's tool. The update for the competitor would be necessary for a better digital and social media marketing, as giving better tool the efficiency of having an Artificial Intelligence and helping the market would increase its efficiency.

Content planning and content creation are both important information that the marketer would be its best usage. Whenever the marketer needs a better idea on what to create content or what to plan for future content, the author's tool uses top-performing content, so the marketer can have a creative idea to use, the tool is ideal for teamwork. Competitor tool is called "Content Curation "the tool doesn't show up the best top-performing content for the marketer, mostly using hashtags or keywords. For a better efficiency of competitor's tool would be a better appearance, having top performance content will gain the interest of the marketer. An update on their tool would increase their efficiency.

Dashboards and analytics are an essential for a social media tool, which tells the marketer the right numbers to see in their performances in the social media platforms, if the people are engaging with them, if there's more posts or more likes from a post of the competitor, mostly tools have those options. The competitor's tool is more likely to analyse, in different types of charts and sharing those numbers to others in the team. Author's work social tool is very different from it, it has multiple ways to see the data that the marketer wants to be informed of it, showing engagement in all social media network, insights of different competitors so for better strategy. The competitor would improve the points for more data on their tool, marketers would like specifically for better increasing strategy, an update for their tool would increase the efficiency of the tool for better results and better marketing.

5 Results and Discussion

For results and discussion part, it's addressed on how the questions made were researched and why the importance of using digital marketing and social media nowadays, in the technological era. As mentioned, what can be the benefits from using the analysis tools for every social media platform existing, on how it help marketers to develop a useful content for its usage in the social media platforms and at the same time on how it can using as marketing and doing marketing campaigns, if the social media analysis tool helps to manage every account for the marketer and how the data can be relevant for the marketer to know if the was successful or not, if the existing competitors of the marketers are doing better or worst.

5.1 Marketer Benefiting from The Social Media tool

Whenever the marketer wants to focus more on how the company or how the team is going, mostly they do by themselves using papers to write the to-do-list. If the person is very organized then there should be no problem, but mostly cannot handle and goes for the option of using the tool for more help. The tool not only helps the person to be more organize but it shows many charts or dashboards to show how the competitors are doing, if the competitor bought followers, likes or even interactions so it can have more attention of the persons who's going to look for the tool.

In the case used, the social media tool used from company "SocialBakers" has different features as its competitors. One of the competitors is "Hootsuite" and according to (Newberry, 2018) as worker of the company, the social media tool has different features that shown previously. Comparing, both companies offers different type of features, but focused mostly in helping marketers for their usage.

5.2 The Social Media Tool Helping To Create Creative Content

An creative content is a key to get the right public, when meaning that if the marketers wants to publish about travelling photos, the tool can provide creative content and even planning to help the marketer get the right inspiration. As shown, the feature "Content Hub" can search and analyse content insights, meaning the top content will be displayed for the marketer to help. Not only for him but for the whole team that the marketer works.

In used feature of the company "SocialBakers" when it shows how the tool can help people getting ideas for content, which top best content in all social media platforms, but for (Sproutsocial, 2019) its shows a feature called "Craft engaging content", this feature enhance social posts with multimedia assets, it shows all content across the network. As difference this feature doesn't show the top content as "SocialBakers Suite", which shows which content were the best and marked as top content for marketers to use.

5.3   Helping Marketers to Manage All Their Social Media Accounts

As shown, the "SocialBakers Suite" allows marketers to put all their social media pages, that the marketer owns or for the company that the marketer is working. All the channels in one place, allowing marketers to quickly react for a comment, a interaction, or even a direct messages from those social media platforms. The key for this tool is for the marketer to understand the public, which are the positive comments and which are the negative comments, if someone had a positive comment the AI of the tool will recognise and will notify to the marketer, is there's a negative comment about the post the AI will tell the marketer if is a negative comment. Step by step the AI will learn more from the marketer, allowing this if the marketer eliminates a bad comment the AI will do it automatically too. According to (Socialbakers, 2019) this is called sentiment analysis, which analysis to understand all platforms, mostly of the people who uses this type of feature are: Community managers.

The company "HootSuite" has the feature to control all the social media accounts that the marketers has, and according to them (HootSuite, 2018) the social media tool they own does not have the feature of sentiment analysis, its shows having features for content, social monitoring, analytics, management of all social media accounts. Showing these features, the "SocialBakers Suite" shows more features with a powered AI.

5.4   Dashboard Performance

The dashboards are a way to personally personalize and demonstrate the social media results for the business impact. The feature helps mostly of marketers to look for their Growth and Engagement in Facebook, Twitter, Instagram and others social media platforms. Mostly the dashboards show the performance by looking data from day-to-day, month-to-month and year-to-year, showing most cases if the competitor is doing more posts, having more interaction with its fans and more features that the "SocialBakers Suite" has inside.

According to the company (Sproutsocial, 2019) the feature is called "Analytics", it tracks important metric using templates or custom templates, it analysis campaigns results and content performance, measurement of team performance, it can show paid and organic social media data, and shows user friendly reports and personalize reports. Comparing both social media tools, both have similar features, but slight difference as showing the graphics, showing data.

6 Conclusion

The main objectives that were shown, was making a literature review on why current companies are using social media tools and implementing it on digital marketing, to show the usability of digital marketing & social media for future business and marketers based on several case studies on current companies and to propose updates to digital and social media marketing of an existing company and evaluate the efficiency.

On the part of the literature, it's able to see what strategies are using companies nowadays, using the social media networks to do more advertisement, to show photos for this case in Instagram, and using even the automated chat robots when a future customer or someone is interested to use the tool. It is show that the digital world is getting bigger and bigger, and nowadays the principal key to communicate its through their social media profiles. Mostly of the companies wants the client's satisfaction and the client to be loyal and stay as costumer. As researched, countries for South America, are investing more on the world of digital marketing and quickly growing, those countries are: Argentina, Brazil and Mexico. Those 3 countries are listed as top on investing in digital marketing. More companies are implementing to their tools artificial intelligence, this because it must be quick, effective and having an advanced and accuracy to show what the marketer wants.

Showing case studies from the company SocialBakers, the management of the tool used was named "SocialBakers Suite", an analysing tool used for marketers to improve more the social media networks that they work or want to monotonize the competitors, showing the marketers if the competitor have paid for a campaign, or didn't pay for a campaign, if the competitor is doing more posts in Facebook, Twitter or Instagram, showing the interactions having across all the networks. Given the opportunity to demonstrate, the "SocialBakers Suite", it's capable to have many features, as said, the feature of publishing, the feature of creating and planning content where helps marketers to get top content for their usage, the feature of community management allowing the marketer to use all the social networks for better management and not missing important points, and dashboards where shows to marketers seeing how the their social media networks are doing or how the competitors are doing with their social media networks.

The comparison of major tools was made so the marketers can know which tool will be the best option for the them, including if it has a good score review from other marketers till the performance of the tool, after making the table and by the criteria that was given the selected tool was from "SocialBakers" which mostly of the reviews had a major score than other tools, making it essential for big companies that would like to spend more and to have a better performance.

The efficiency shown in the case studies, were that mostly of the customers using the platforms are big brands, showing that the tool is very helpful for the team that is using it. SocialBakers is listed as top social media analysis tool, the efficiency is even seen in internet on how costumers are satisfied.

The main contribution for this research is for people who are new in the world of digital marketing and the use of social media networks for its own usage or using with all the team that the marketers works. Mostly showing that social media analysis tool are a quick way to investigate the performance that the company is doing or allowing to see how the competitor is doing, whenever using paid or not paid campaigns, doing more advertisement, posting more photos and much more features that a tool can have. People who works as community management or works in social media team, would benefit more from tools that can help for their work and mostly growing the business in their social media networks.

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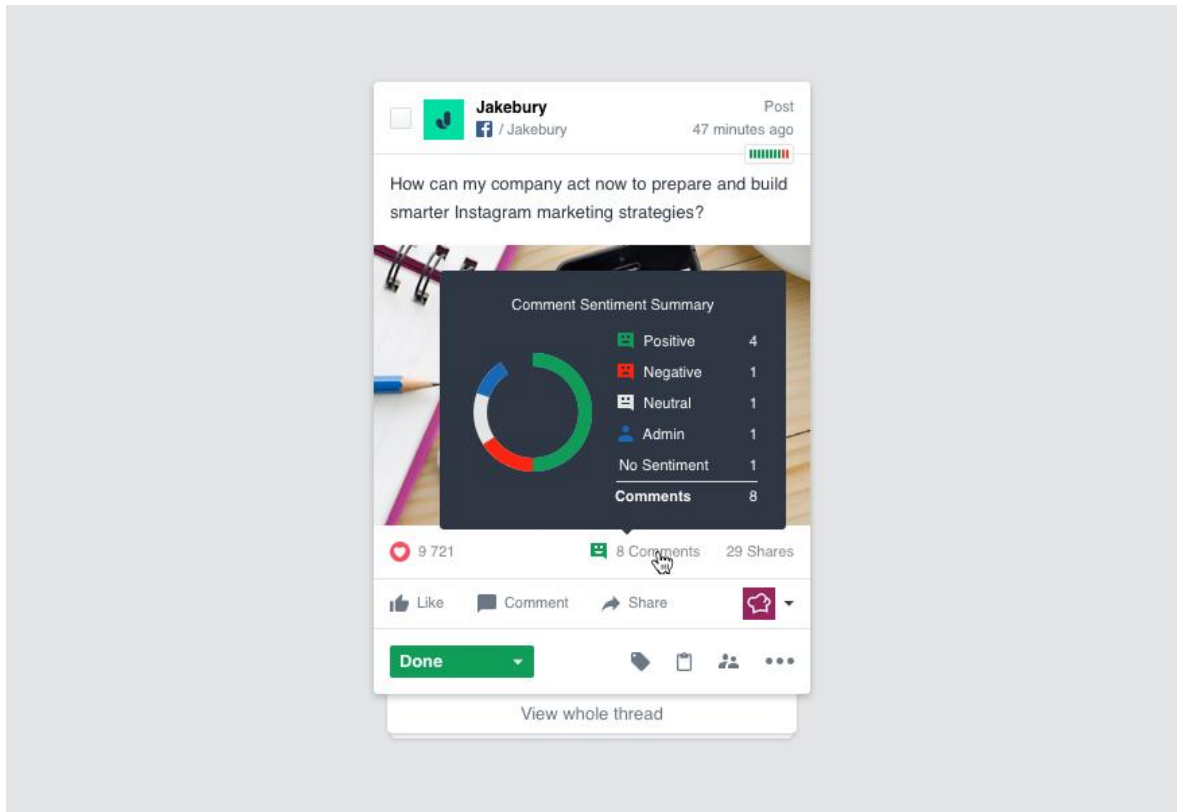
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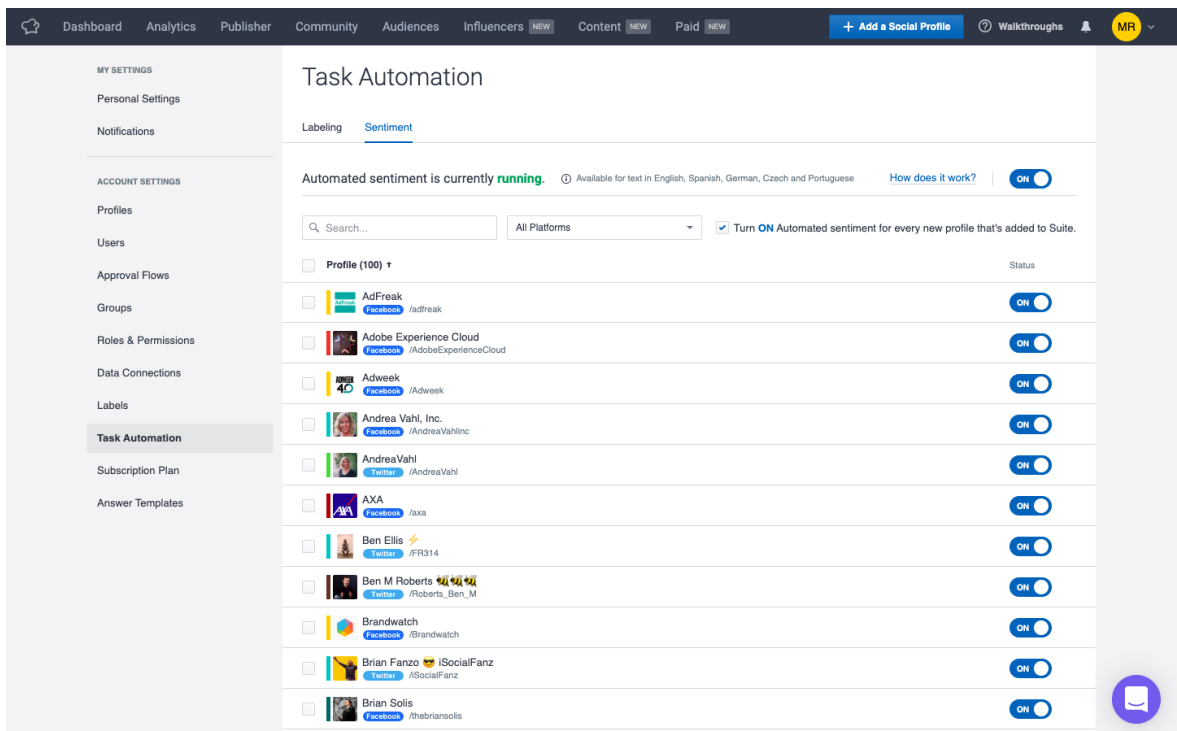
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8 Appendix

Picture 14 The Results of Using Sentiment Analysis, Source: https://support.socialbakers.com/hc/en-us/articles/360019655772-Using-Sentiment-Analysis-to-Understand-Your-Audience

Picture 15 Task Automation, Source: https://support.socialbakers.com/hc/en-us/articles/360019655772-Using-Sentiment-Analysis-to-Understand-Your-Audience